



Santa Maria General Plan

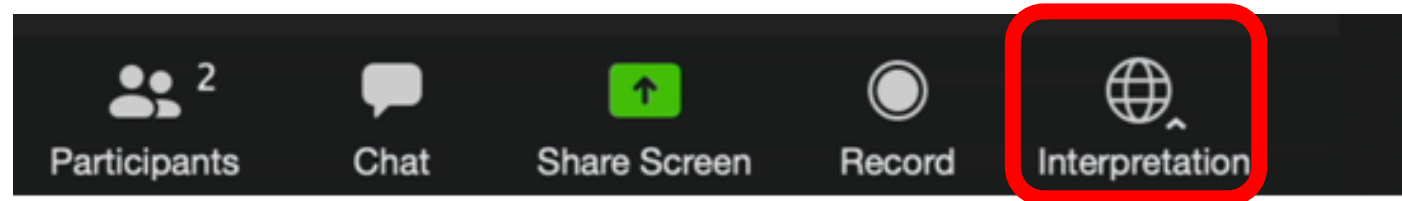
Alternatives Orientation

April 5, 2023

Interpretation- Spanish and Mixteco

La interpretación simultánea para esta reunión se dará en español:

- Español – bajo la opción Español
- Por favor haga clic en el icono de interpretación en su barra de herramientas para acceder a español.
- La presentación estará disponible en la página web www.imaginesantamaria.com después del taller



Welcome & Overview

Orientation Team

City of Santa Maria

- Chuen Wu
- Dana Eady
- Frank Albro
- Interpreters
 - Spanish: Rosa Rojo
 - Mixteco: Guadalupe Robles and Jose Mendoza

• Raimi + Associates

- Ron Whitmore
- Meghan McNulty
- Antara Tandon
- Gabriela Zayas del Rio

Please show respect and understanding towards our volunteer interpreters

Agenda

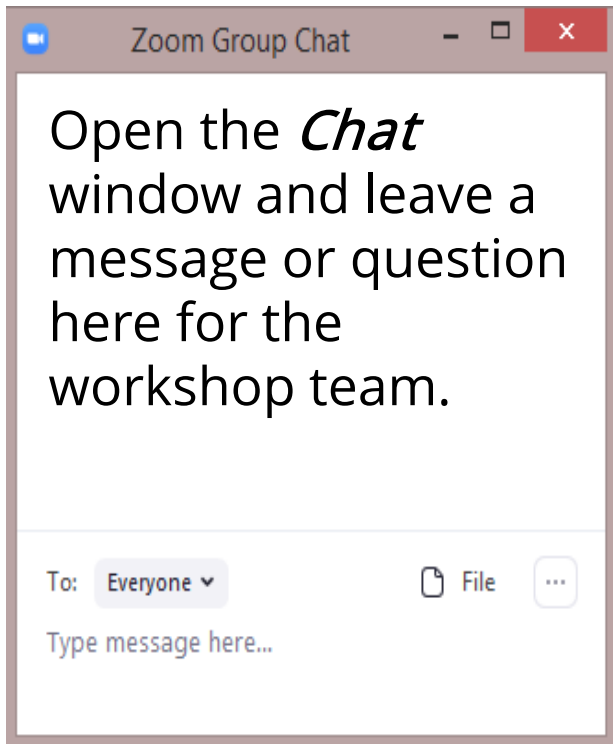
- Welcome and Overview (5:30-5:40pm)
- Orientation (5:40-6:30pm)
- Questions (6:30-7:30pm)

Zoom Chat and Presentation Slides

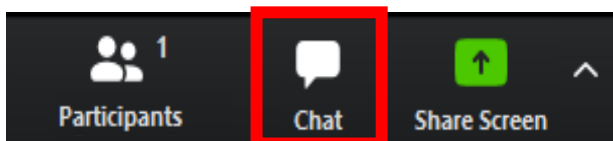
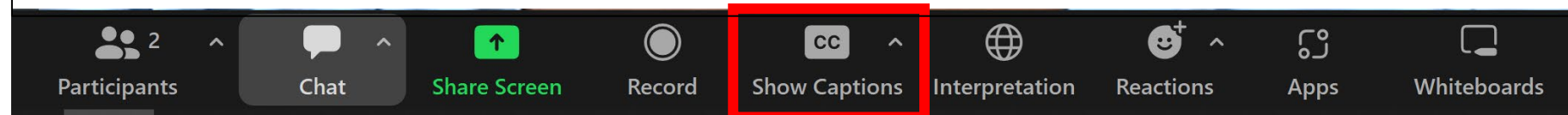
Presentation Slides:

<https://www.imaginesantamaria.com/community-events>

CHAT FUNCTION



**Click on "SHOW CAPTIONS" icon for live transcription
(Available in English only)**



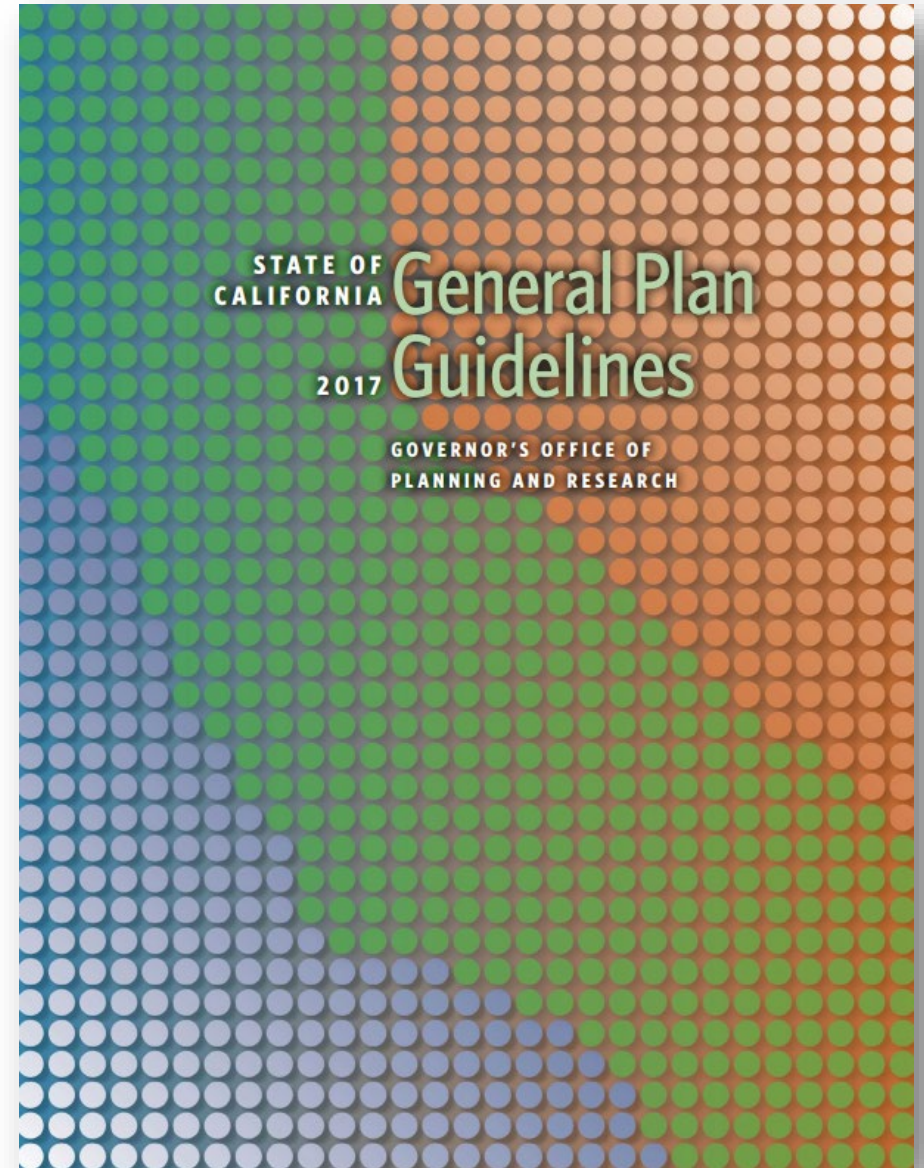
Orientation Topics

- Overview of the Santa Maria General Plan Update
- What We Learned in Phase 1: Existing Conditions
- The Outputs of Phase 2: Visioning
- Phase 3: Land Use Alternatives and Analysis
- Next Steps

Santa Maria General Plan Update

Purpose of the General Plan

- Enables the community to come together to develop a shared vision for the future
- Preserves and enhances community strengths
- Addresses a number of topics of concern
- Long-term (20-30 year) policy document to guide future actions in Santa Maria
- Serves as City's "constitution"



General Plan Topics

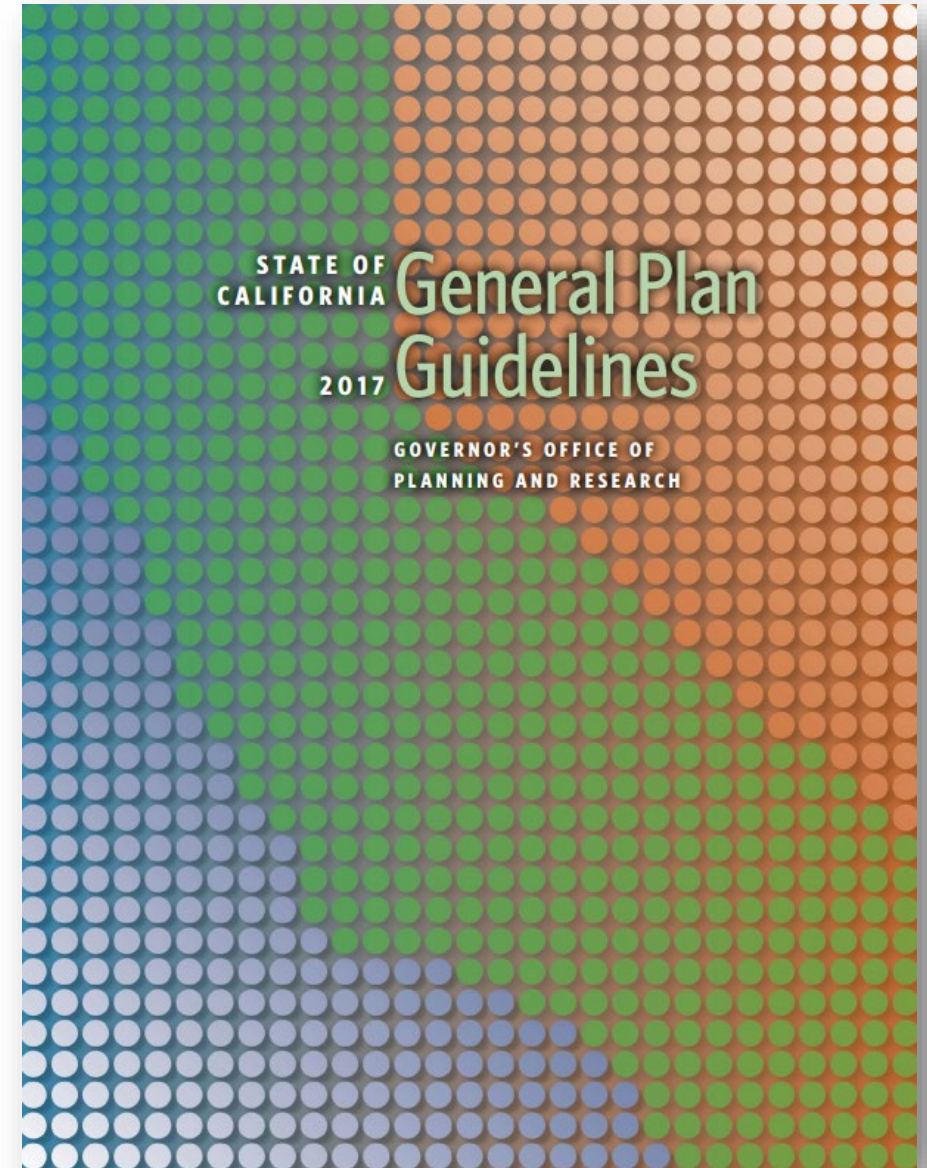
Required Elements

- Land Use
- Circulation
- Housing
- Conservation
- Open Space
- Noise
- Safety
- Environmental Justice

Other Topics

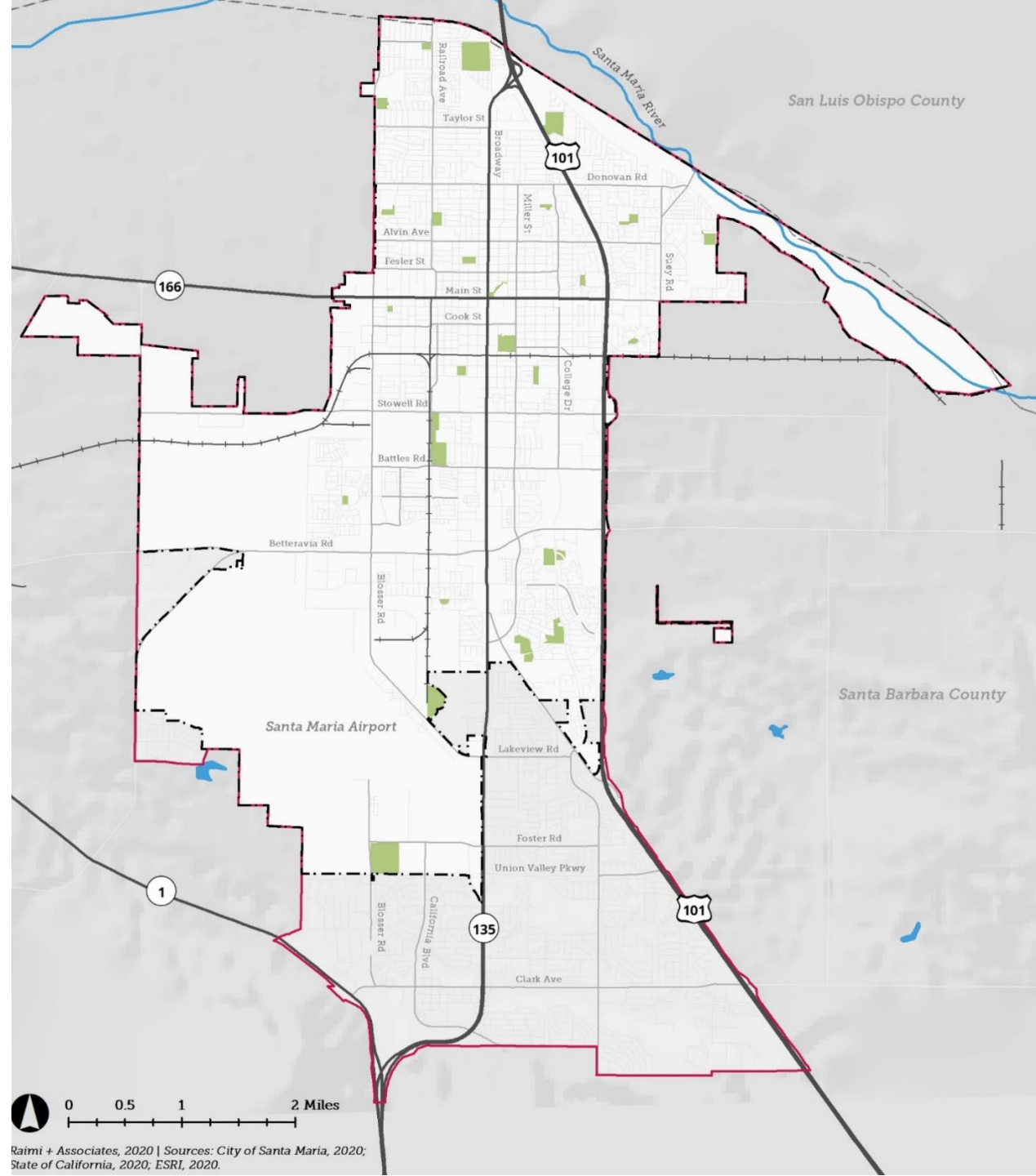
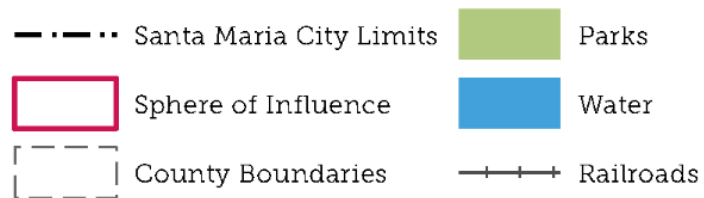
- Public Facilities and Services
- Economic Development
- Agriculture
- Other?

New State laws + 2017 General Plan Guidelines

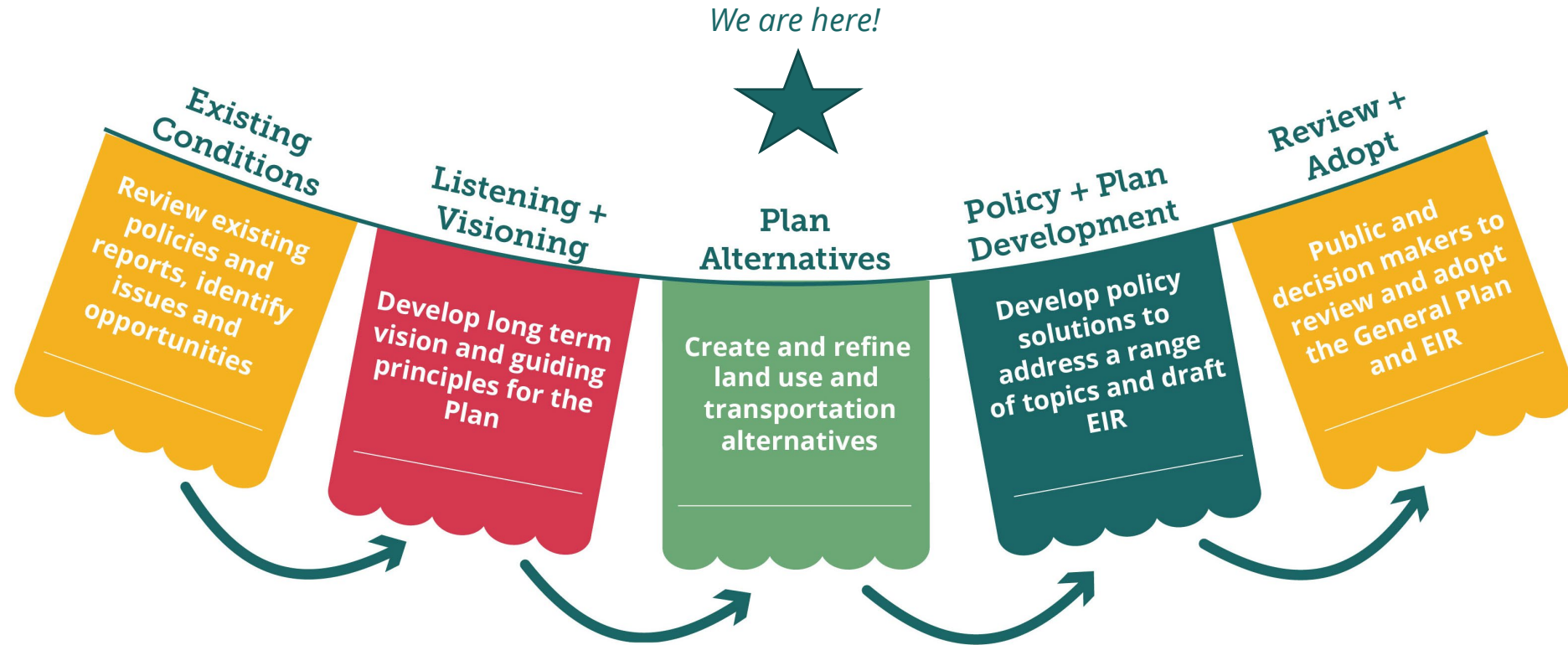


Planning Area

- City of Santa Maria
- Unincorporated Santa Barbara County
 - Orcutt



Planning Process



Community engagement throughout process

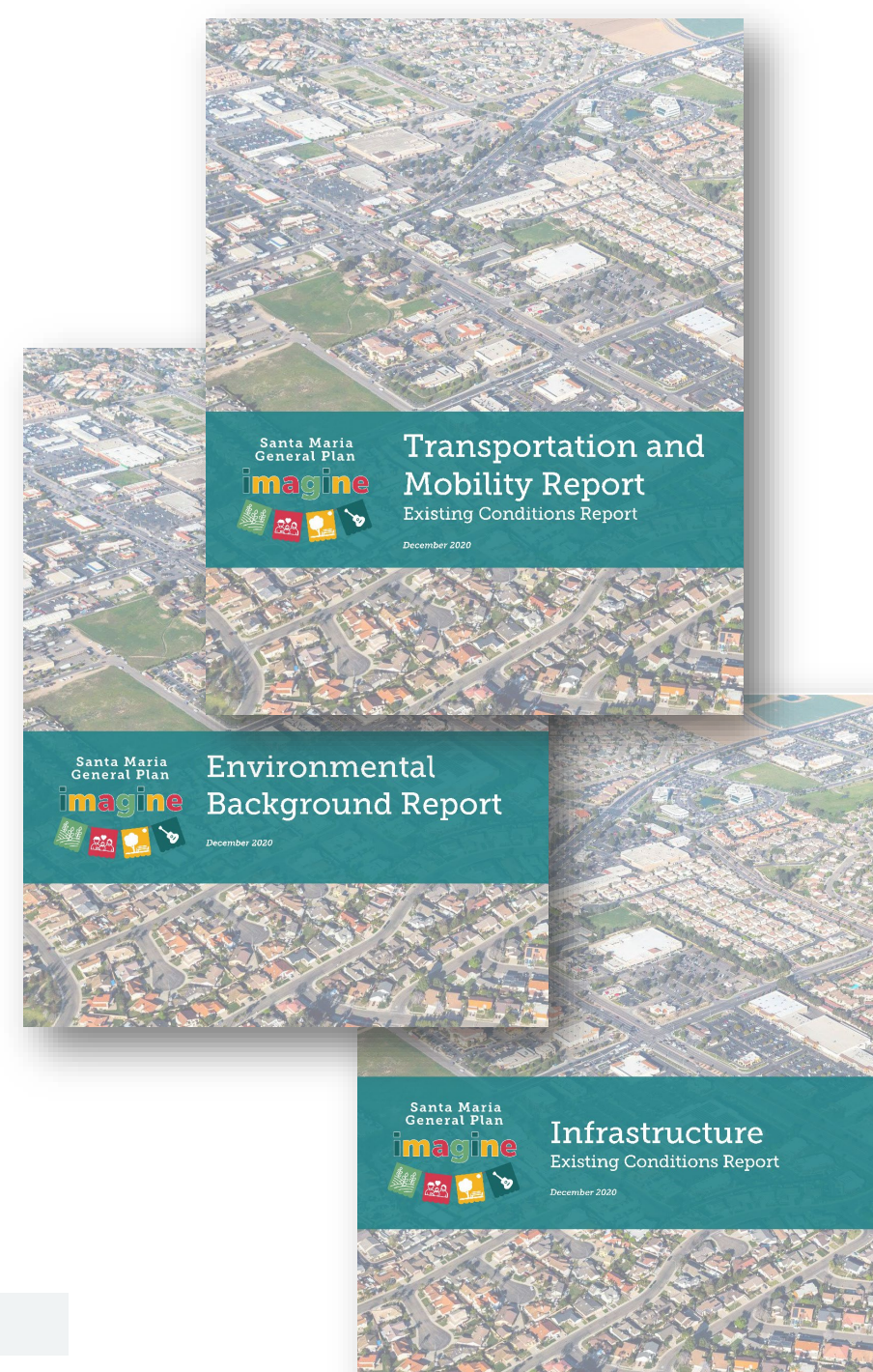
Please visit www.imaginesantamaria.com to learn more about the General Plan Update



What We Learned in Phase 1: Existing Conditions

Existing Conditions Reports

- Existing Conditions Reports (ECR) analyze current conditions in the city, as of 2020
 - Reports are intended to be a snapshot in time
 - Reports will help guide policy direction of the General Plan
- Reports:
 - Background Environmental Report
 - Infrastructure
 - Transportation and Mobility
 - Land Use and Community Design
 - Subarea Analysis
 - Health and Equity
 - Demographics, Housing, Economic and Market

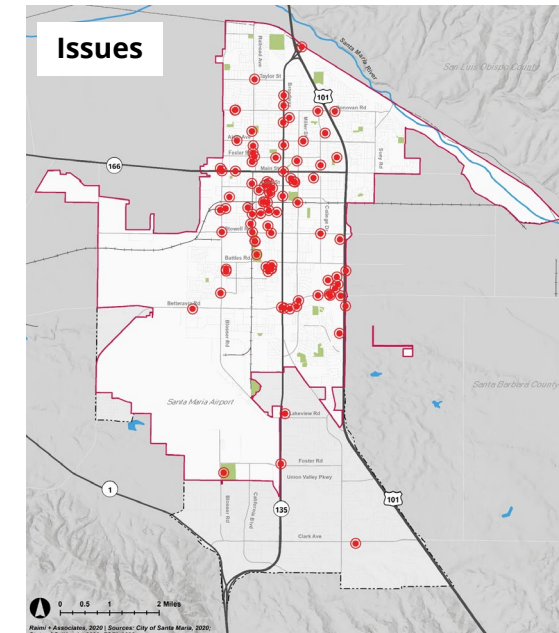
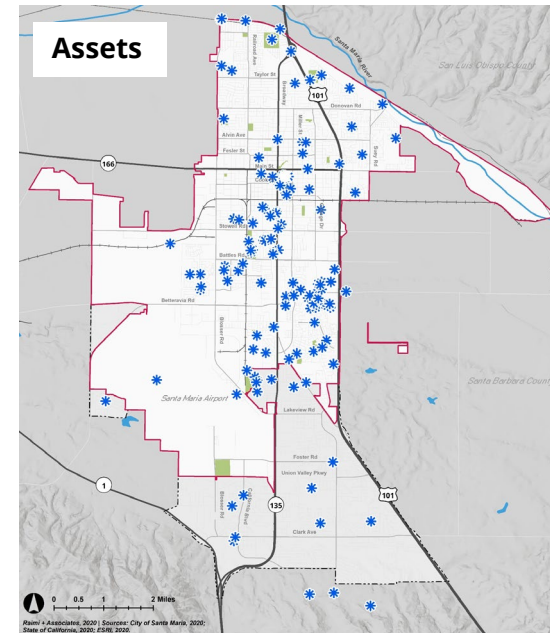
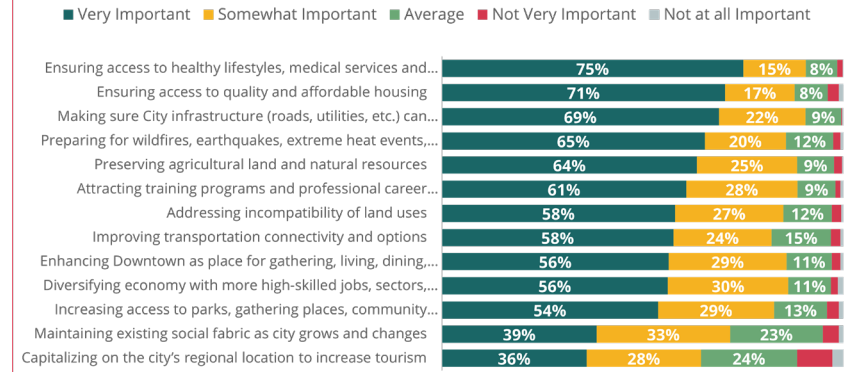


Please visit www.imaginesantamaria.com to view Existing Conditions Reports

Community Engagement Activities

- Community Visioning Workshop
 - November 11, 2020 (English and Spanish)
 - December 3, 2020 (Spanish)
- Online Surveys
 - Phase 1
 - Issues and Assets Mapping Survey (July-September 2020)
 - Quality and Changes Survey (July-September 2020)
 - Phase 2
 - Visioning Survey (November-December 2020)
- Stakeholder and Neighborhood Meetings (2021): safety, housing, farmworkers, environmental justice
- Housing Element Engagement Activities (2022): survey, workshops

How important are the following changes to Santa Maria in the future to you?



Please visit www.imaginesantamaria.com to view Community Engagement Summaries

Mapping Survey Results



What We Learned: Assets and Strengths

- Location and character
- Community
- Great neighborhoods
- Affordability
- Transportation system
- Public infrastructure and facilities
- Public services and safety
- Strong local economy with a variety of jobs
- Agriculture industry and jobs
- Small businesses and restaurants

What We Learned: Opportunities

- Housing quality, affordability, & choice
- Traffic congestion
- Active transportation
- Improved broadband and affordable utilities
- Public places and character
- Downtown and principal corridors
- Continued growth while preserving agricultural land
- Jobs-housing balance and economic opportunity
- Public safety and resilience
- Reduced greenhouse gas emissions

The Outputs of Phase 2: Visioning

Vision Statement

Santa Maria in 2045 is a community where families can establish and maintain multi-generational roots. It is **close-knit, culturally diverse, and economically inclusive**.

This is possible, in part, because Santa Maria offers **affordable, safe, attractive, and healthy homes** and neighborhoods for all residents.

This is also possible because of the availability of **high-quality education, jobs, and economic opportunity**. Building from a strong foundation in the **agricultural, retail, healthcare, and business services industries**, Santa Maria has continued to diversify by expanding the training and skills of residents and by **adapting to new technologies and broader economic trends**.

People are proud of their history and heritage. This is reflected in the **diverse, well-preserved historical resources** and the **attractive, inviting streets and public gathering places**. Museums, art venues, a strong civic sector, and the many welcoming community events and celebrations are all evidence of a vibrant local culture.

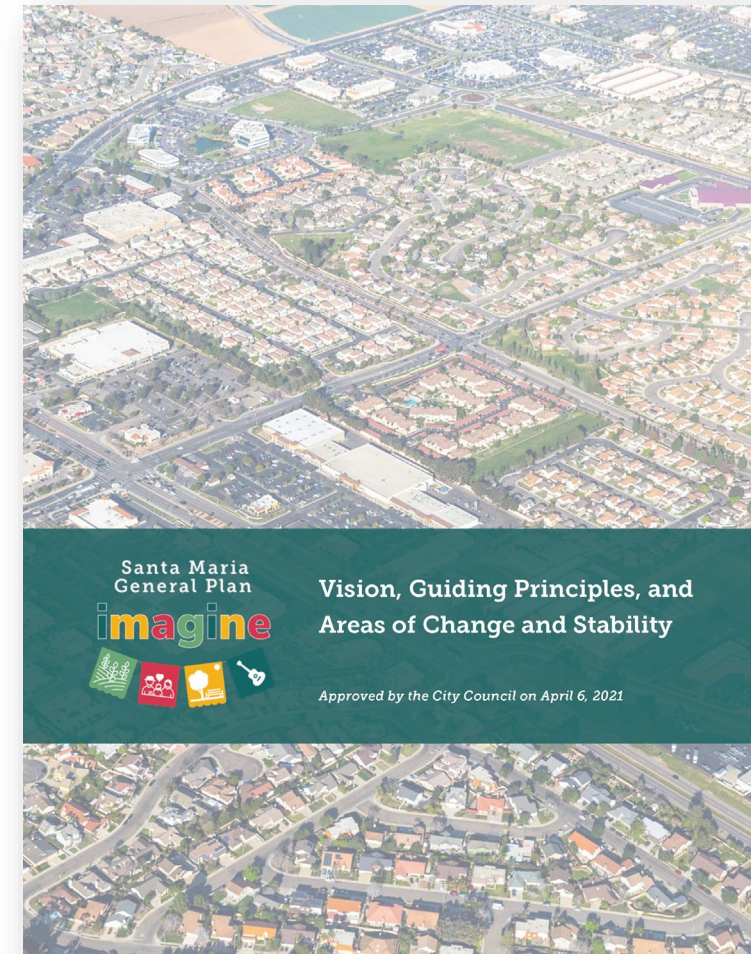
Residents have convenient **access on foot and by car, bus, and bicycle** to jobs, schools, community amenities like parks and sports fields, and the **region's natural environment**.

Public services are **reliable, inclusive, and efficient**, and the community is well-served by **equitable, modern, and sustainable infrastructure, facilities, and utilities**.

Guiding Principles

The Guiding Principles establish the direction to follow to achieve the community's shared Vision for 2045.

- **Agricultural Identity**
- **Culture, History, and Art**
- **Community Design**
- **Community Health**
- **Natural Environment and Resilience**
- **Housing Quality and Choice**
- **Resilient Economy**
- **Connected Growth**
- **Transportation Innovations**
- **Infrastructure, Utilities, Facilities, and Services**
- **Governance and Engagement**



Areas of Stability and Change

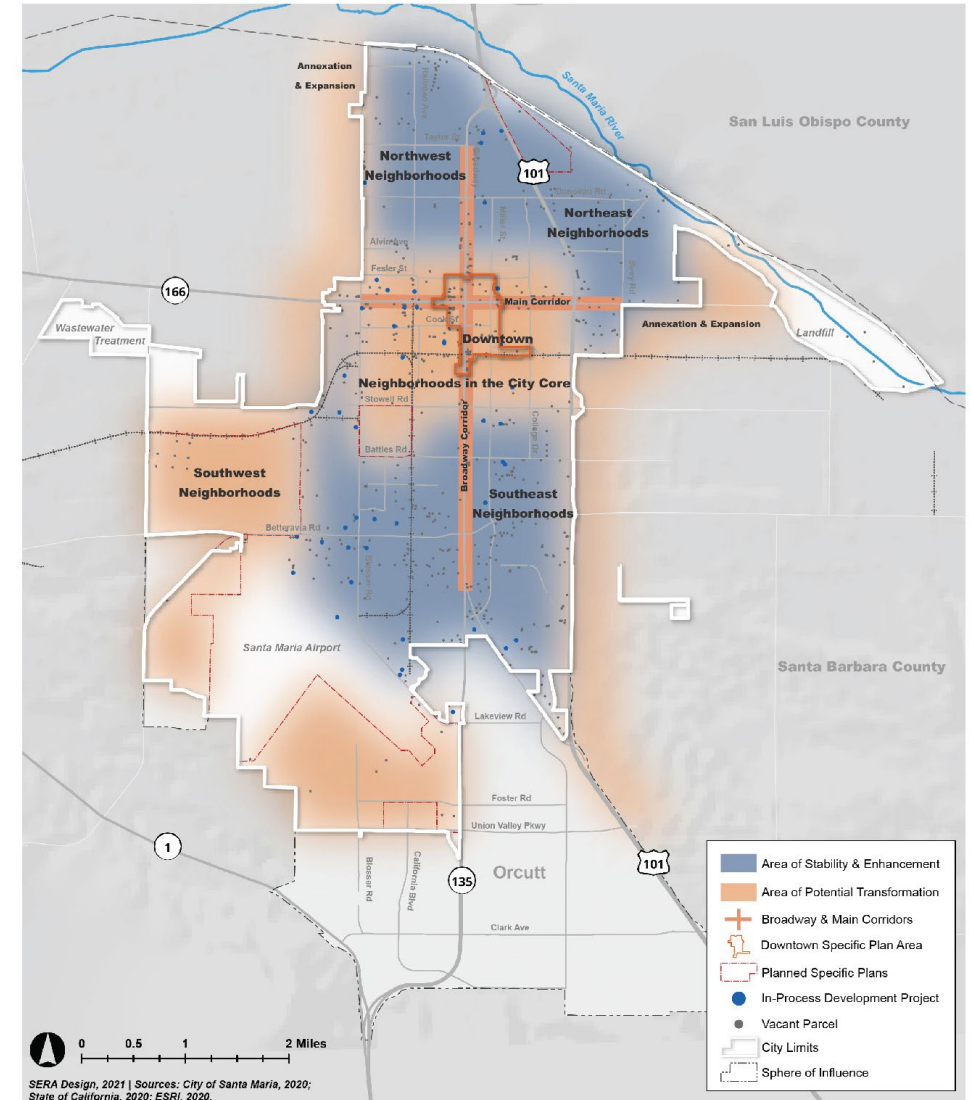
Areas of Stability and Enhancement

- Northwest Neighborhoods
- Northeast Neighborhoods
- Southeast Neighborhoods (south of Downtown, east of Broadway, and west of US-101)

Areas of Potential Transformation

- Downtown
- Neighborhoods in the City Core
- Main Street and Broadway Corridors
- Southwest Neighborhoods (northwest, west, and south of the airport)
- Annexation and Expansion

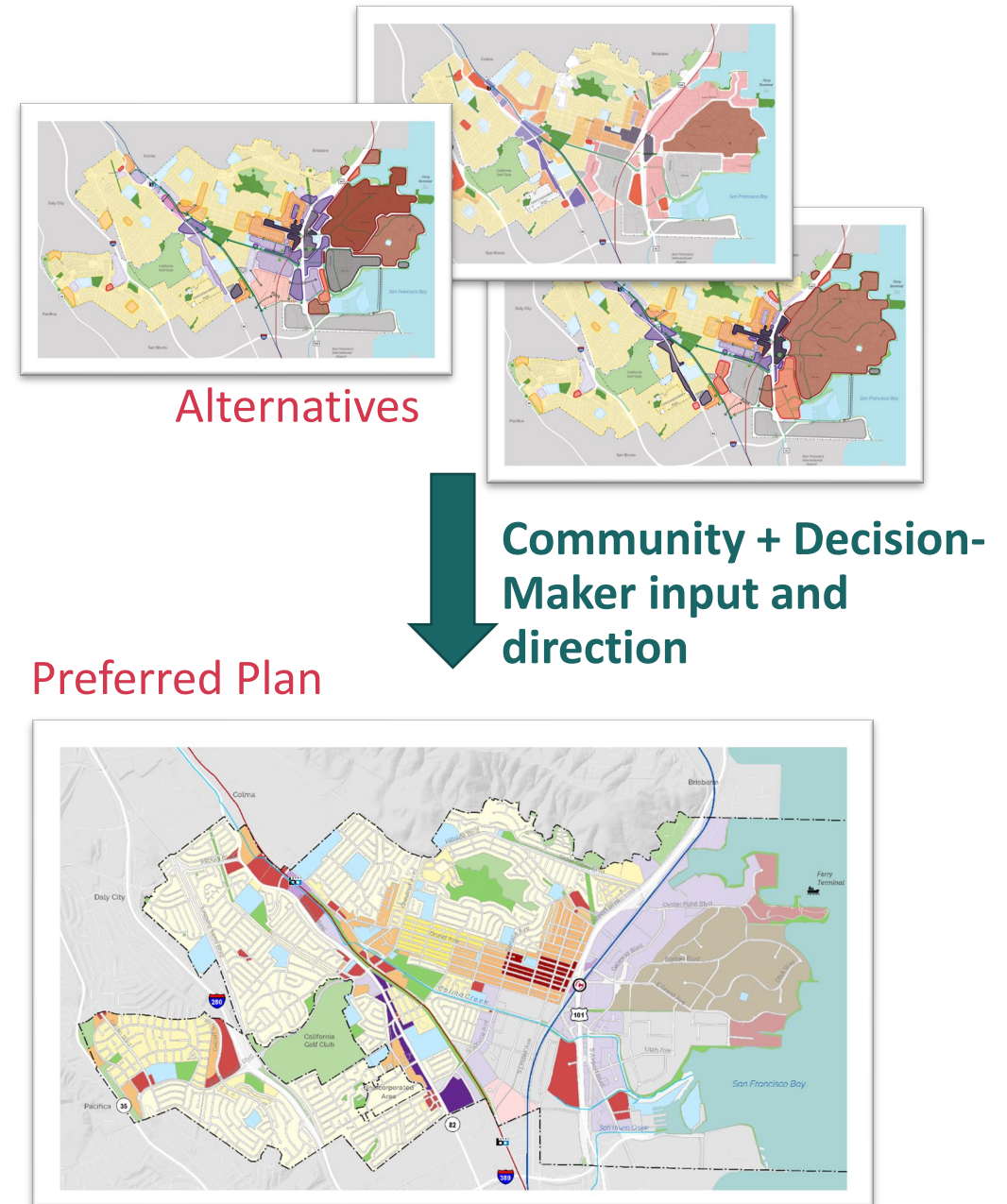
Conceptual Map: Areas of Change and Stability



Phase 3: Land Use Alternatives & Analysis

Purpose of Land Use Alternatives

- First step towards developing General Plan policies and actions
- Alternatives model different future growth scenarios.
- All achieve the Vision in a manner consistent with the Guiding Principles
- Help the community understand trade-offs and make informed choices



Example from South San Francisco

What is Land Use?

What is Land Use?

Residential



Retail, Service + Hospitality



Office, R+D + Industrial



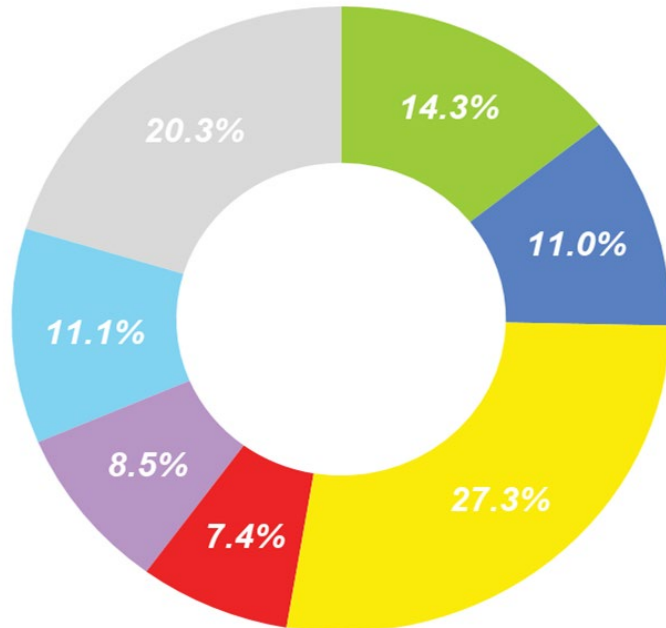
Public + Institutional



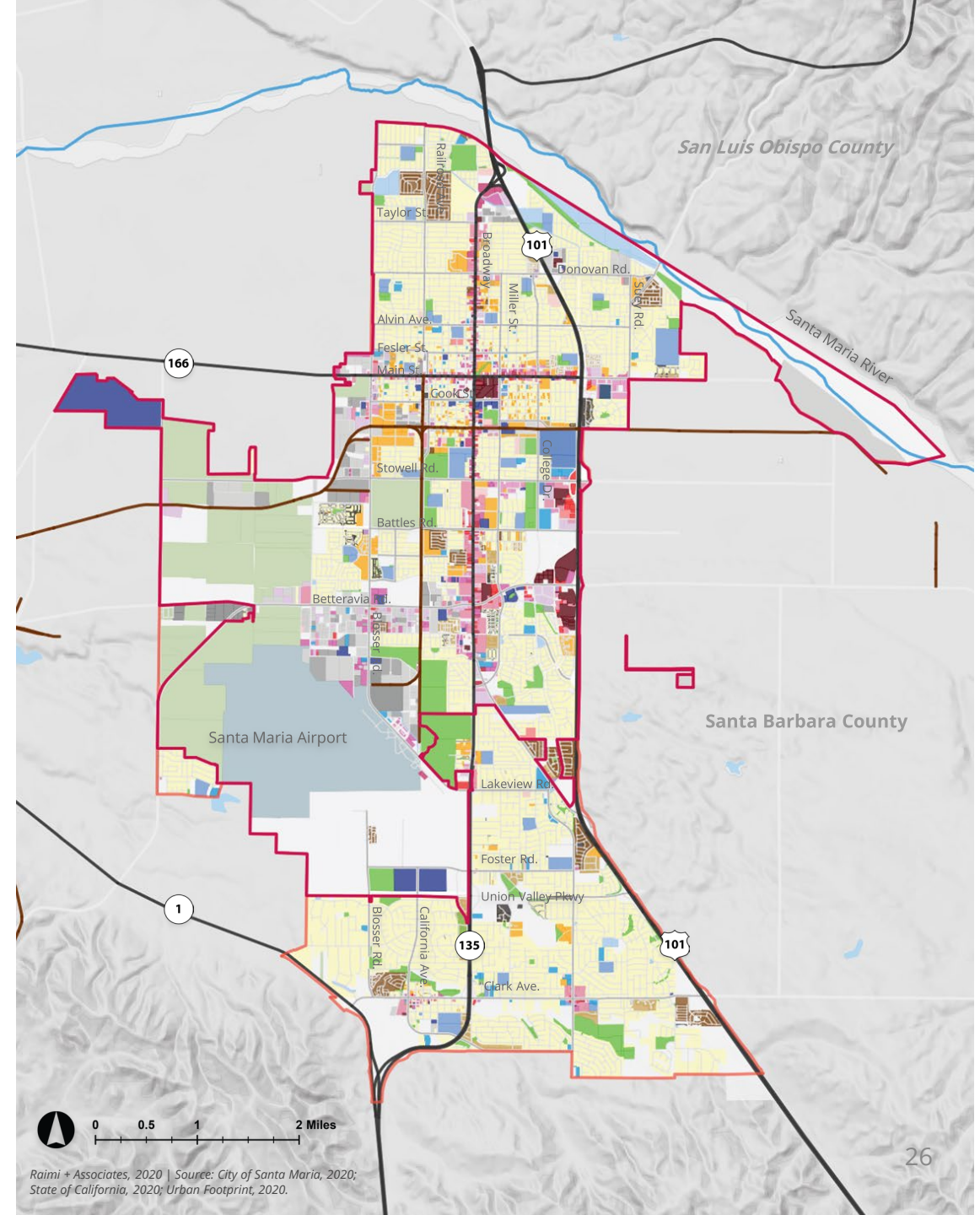
Existing Land Use

Major Categories

- Conservation and Agriculture
- Residential
- Commercial
- Public and Institutional
- Industrial
- Airport



*The existing land use data in the SOI is not verified by the City.



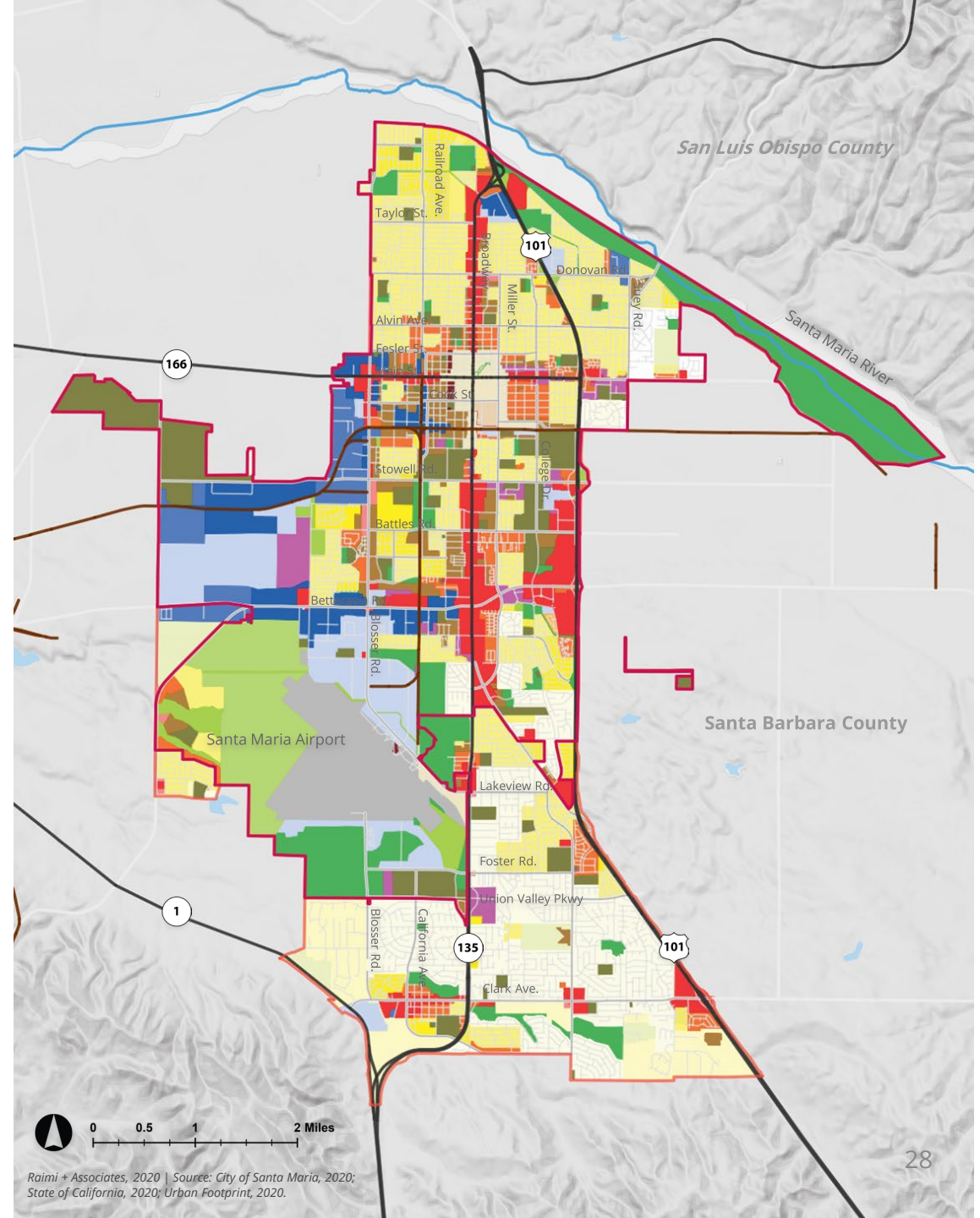
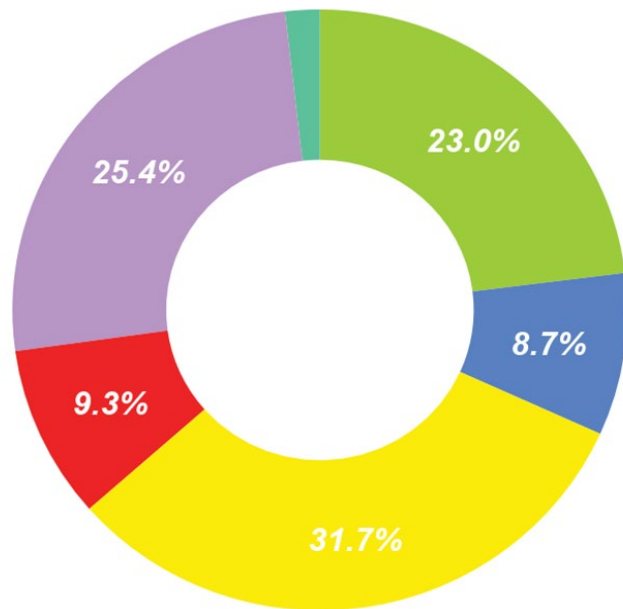
What are General Plan Land Uses?

- Maps establish **future growth policy** that directs physical development
- Designations show the distribution, mix, and intensity of future **land uses** in the City
- The map is **supported by other policies**. Other Elements ensure there is adequate infrastructure and services.

Existing General Plan Land Use

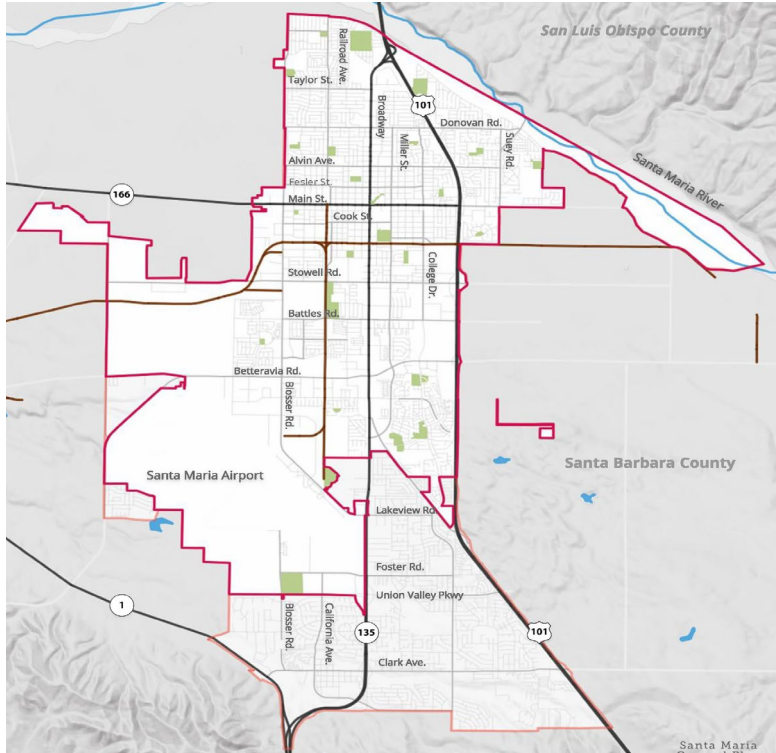
Major Categories

- Conservation and Agriculture
- Residential
- Commercial
- Public and Institutional
- Industrial
- Airport
- Specific Plan

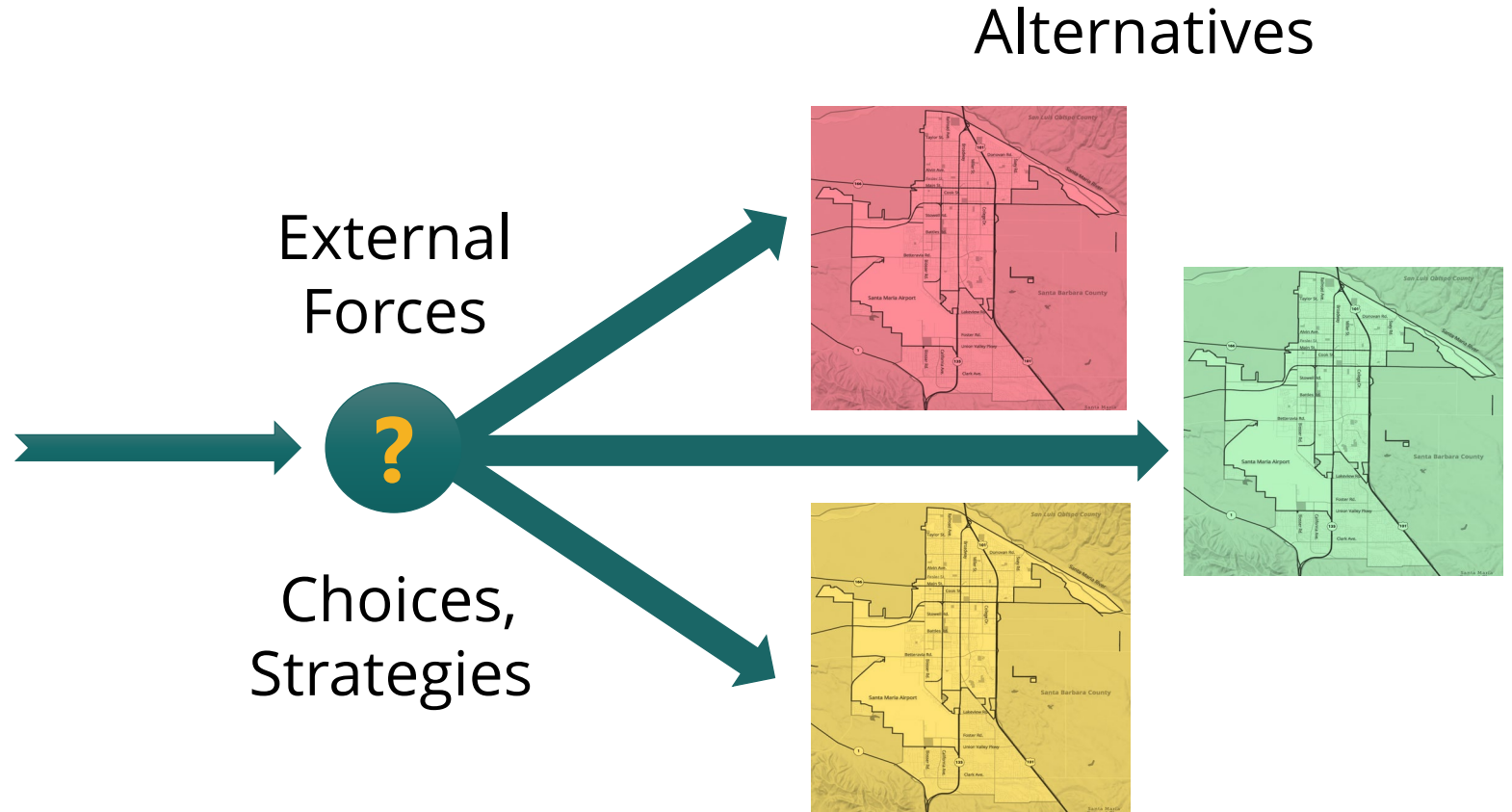


Approach to Land Use Alternatives

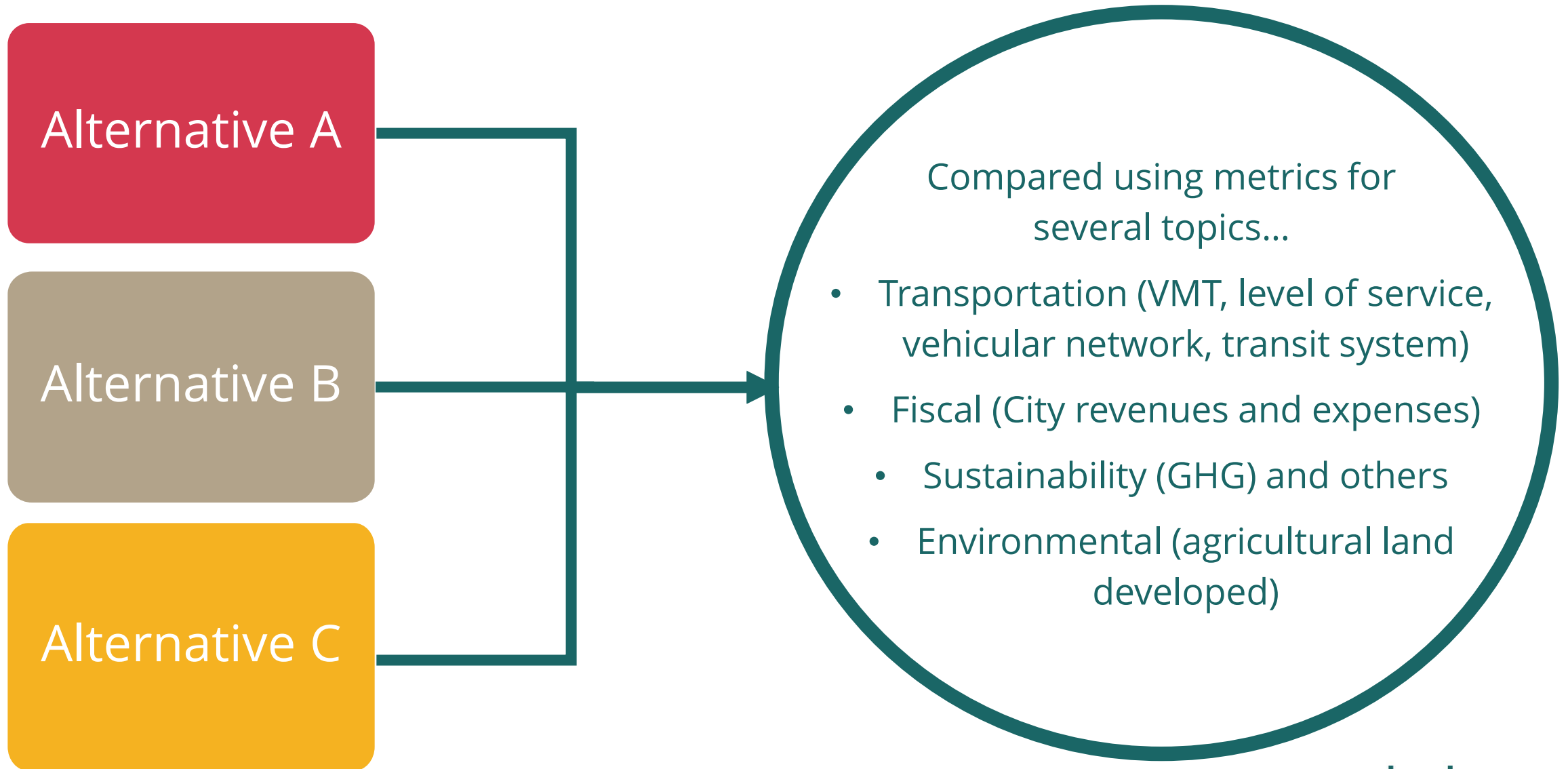
Modeling and Evaluating Choices



TODAY



How Do We Compare Alternatives?



How Much Growth Should We Plan For?

Considerations include...

Projected growth

- Regional growth projections from SBCAG
- Regional Housing Need Allocation (RHNA)

Ongoing Development

- Planned growth
 - Pipeline development
 - Specific Plans
- ADU and JADU growth



Development Opportunities and Constraints

Opportunities

Downtown Santa Maria

Corridor Revitalization

Vacant Land

Opportunity Sites

**Improving Access to Amenities, Schools,
and Services**

Annexation

Constraints

Land Use Conflicts

Disconnected Development

Infrastructure

Hazardous Sites

Groundwater Threats

Airport Land use Compatibility

Biological Resources

Major Noise Sources

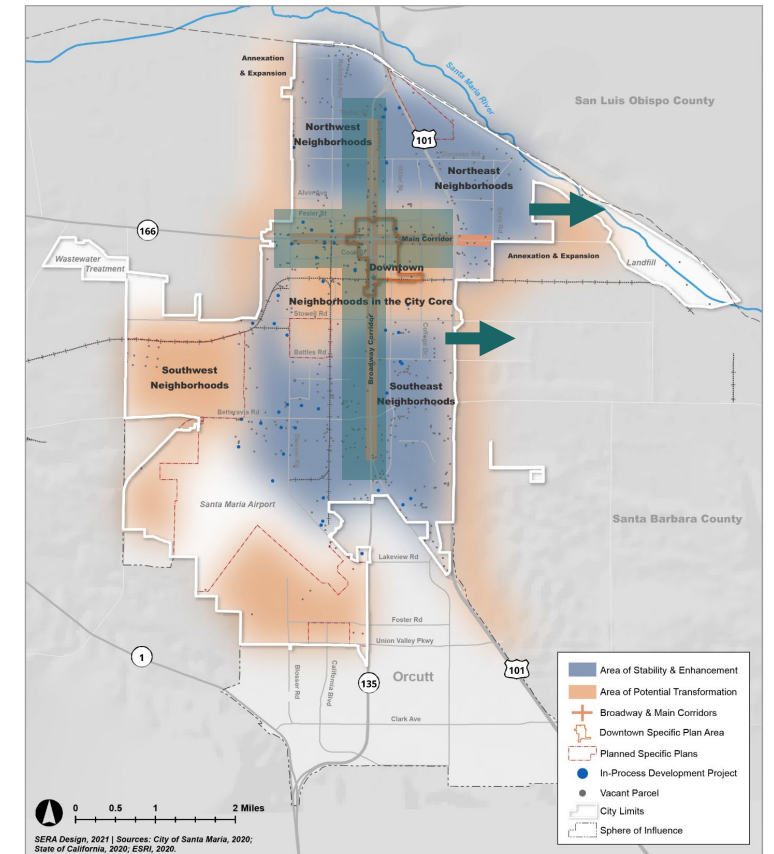
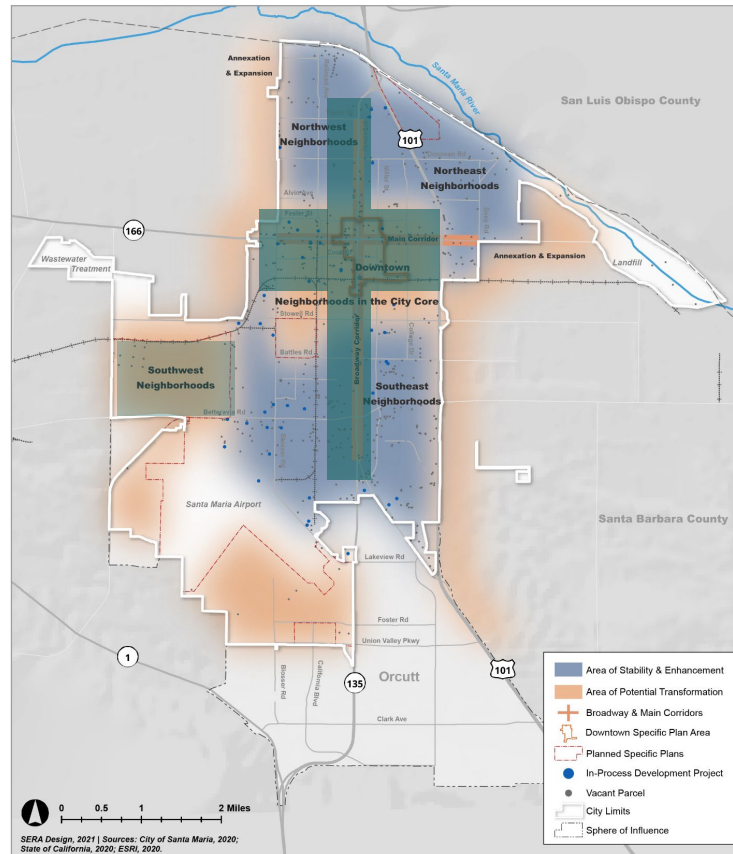
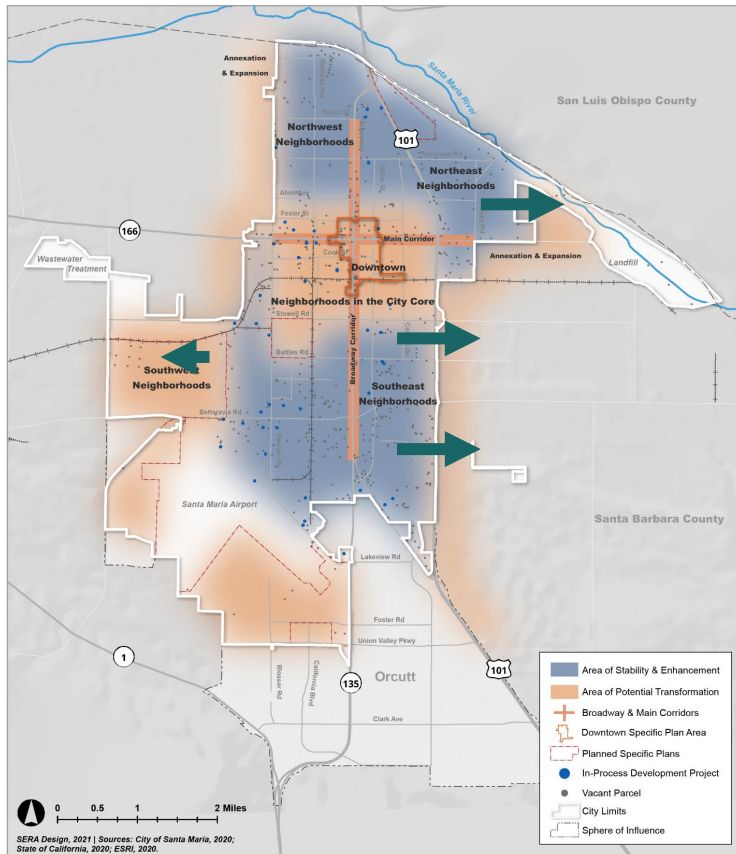
Land Use Alternatives for Santa Maria

Land Use Alternatives

Alternative A continues city expansion through **annexation**.

Alternative B focuses **infill** development within the existing city boundaries.

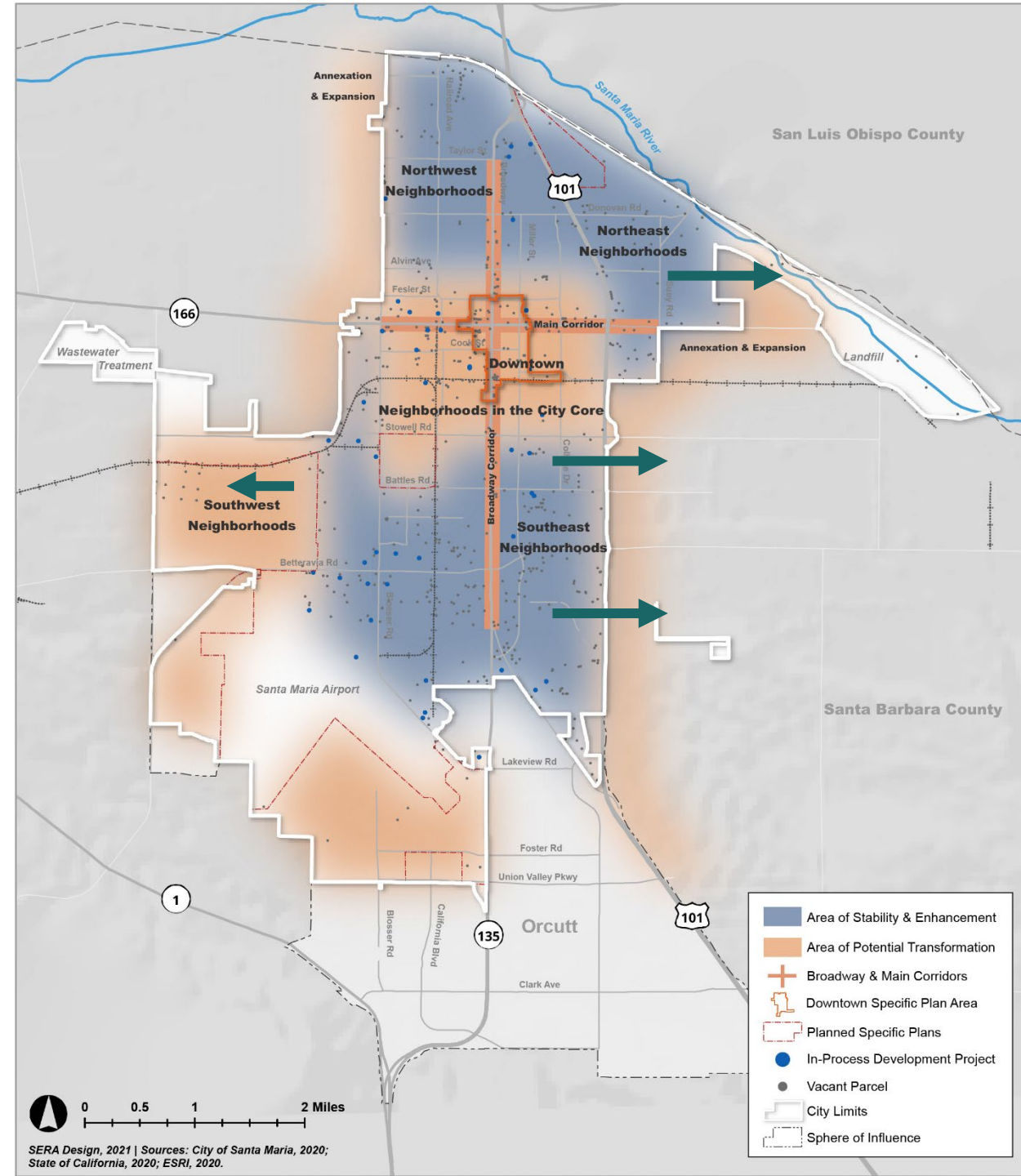
Alternative C is a **hybrid** of Alternatives A and B.



Alternative A: Outward Expansion

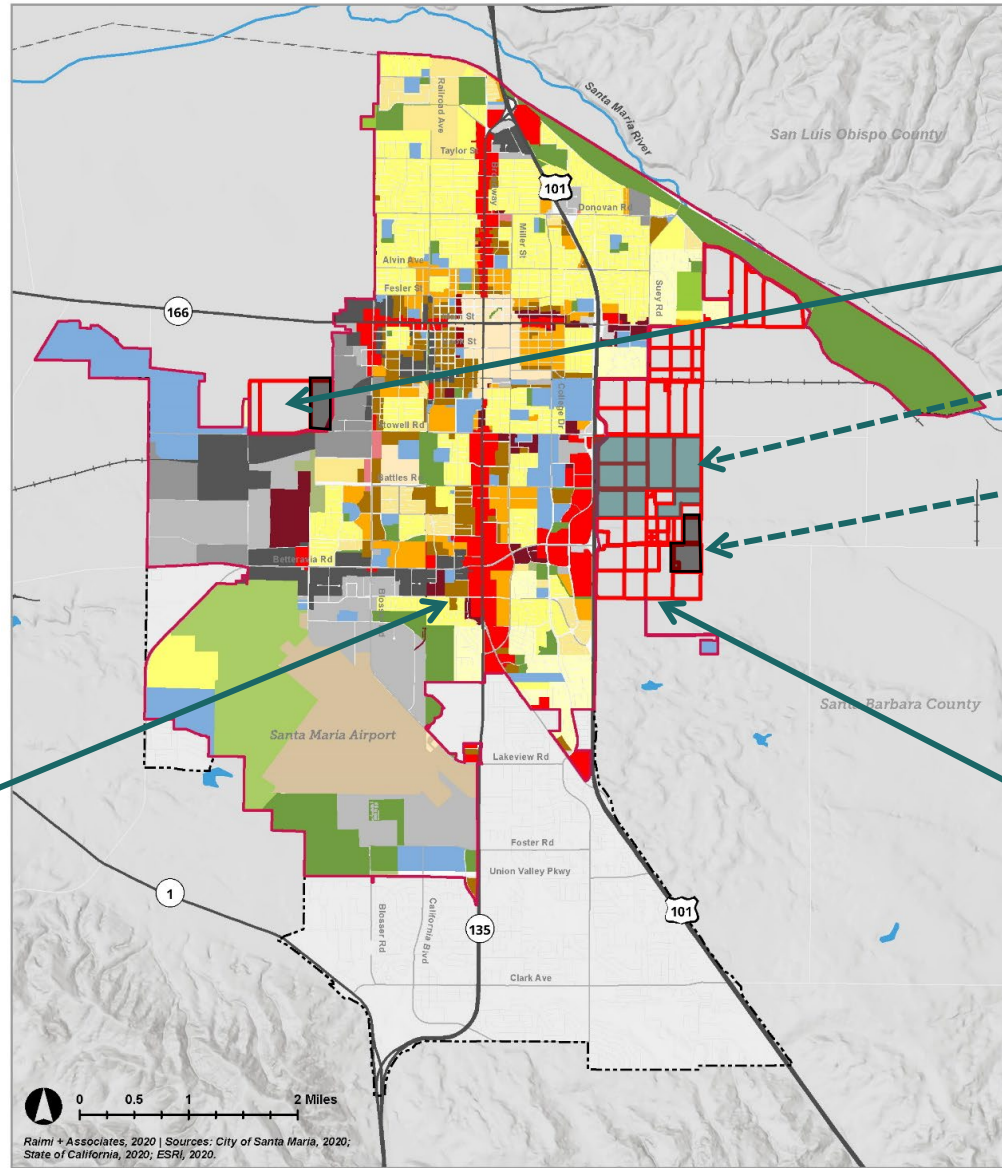
Goals/drivers:

- Historical pattern of outward expansion
- Continue city's historic low-density pattern of development
- Community feedback:
 - Retain low-density character
 - Not enough room to grow within City limits



Alternative A: Proposed Changes

Allow up to 30 du/ac in the High Density Residential (HDR) (22 du/ac currently allowed)



Proposed Land Use					
	Primary Agricultural Open Space (AOS-1)		Low Medium Density Residential (LMDR-8)		General Industrial (GI)
	Secondary Agricultural Open Space (AOS-2)		Low Density Residential (LDR-5)		Heavy Commercial/Manufacturing (HCM)
	Conservation Open Space (COS)		Lower-Density Residential (LWDR-4)		Light Industrial (LI)
	Recreational Open Space (ROS)		Community Commercial (CC)		Freeway Services (FS)
	Community Facilities (CF)		Central District (CD)		Airport Services (AS)
	High Density Residential (HDR-30)		Commercial/Professional Office (CPO)		Specific Plan (SP)
	Medium Density Residential (MDR-12)		Neighborhood Commercial (NC)		Planned Annexation (PA)

Create a larger General Plan Planning Area by assuming annexation of land outside City limits

Five Agricultural Preserve contracts expire between 2026-2028

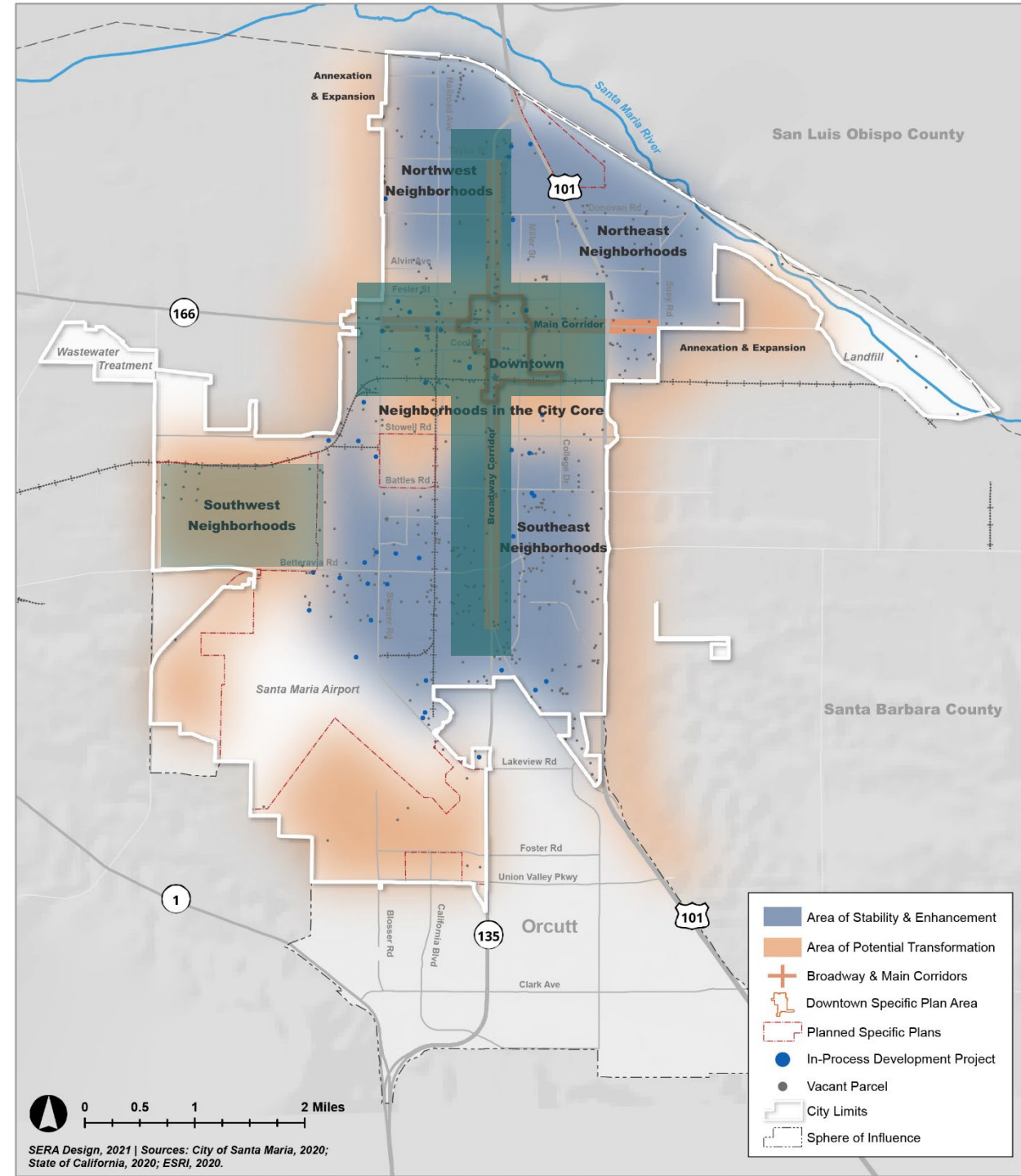
Four Active Contracts

Create one new land use designation, Planned Annexation Area (PA), that allows a mix of industrial, residential, and commercial land uses

Alternative B: City Infill

Goals/drivers:

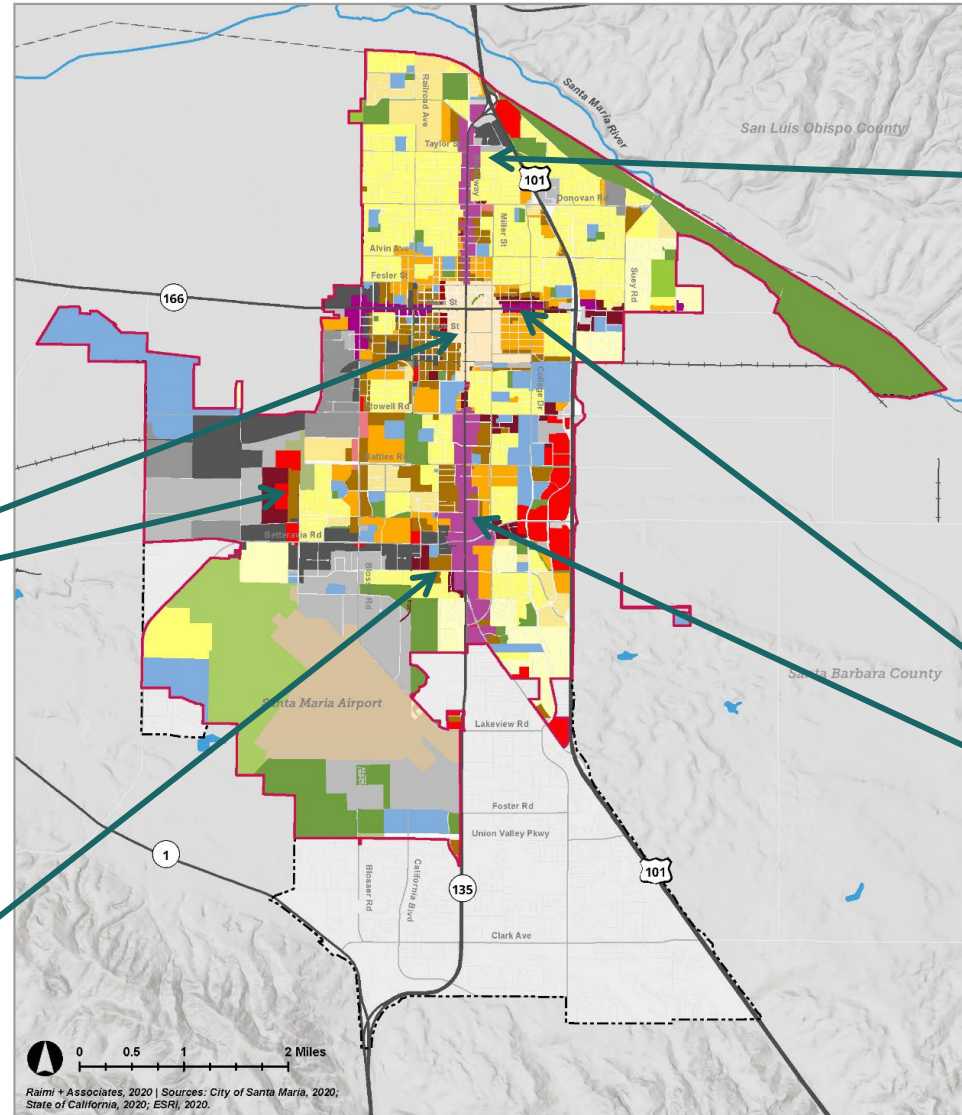
- Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS)
- Infill site development
- No annexation
- Community feedback:
 - Preserve farmland
 - Create more opportunities for living, working, and gathering Downtown



Alternative B: Proposed Changes

Revise the Downtown, Entrada, and Area 9 Specific Plans to allow new uses and development densities/intensities

Allow up to 35 du/ac in the High Density Residential (HDR) and other Mixed Use areas (22 du/ac currently allowed)



Increase density in specific areas for example-

- Airport
- North Broadway
- West Main St

Create two new designations that allow mixed use along Broadway and Main St.

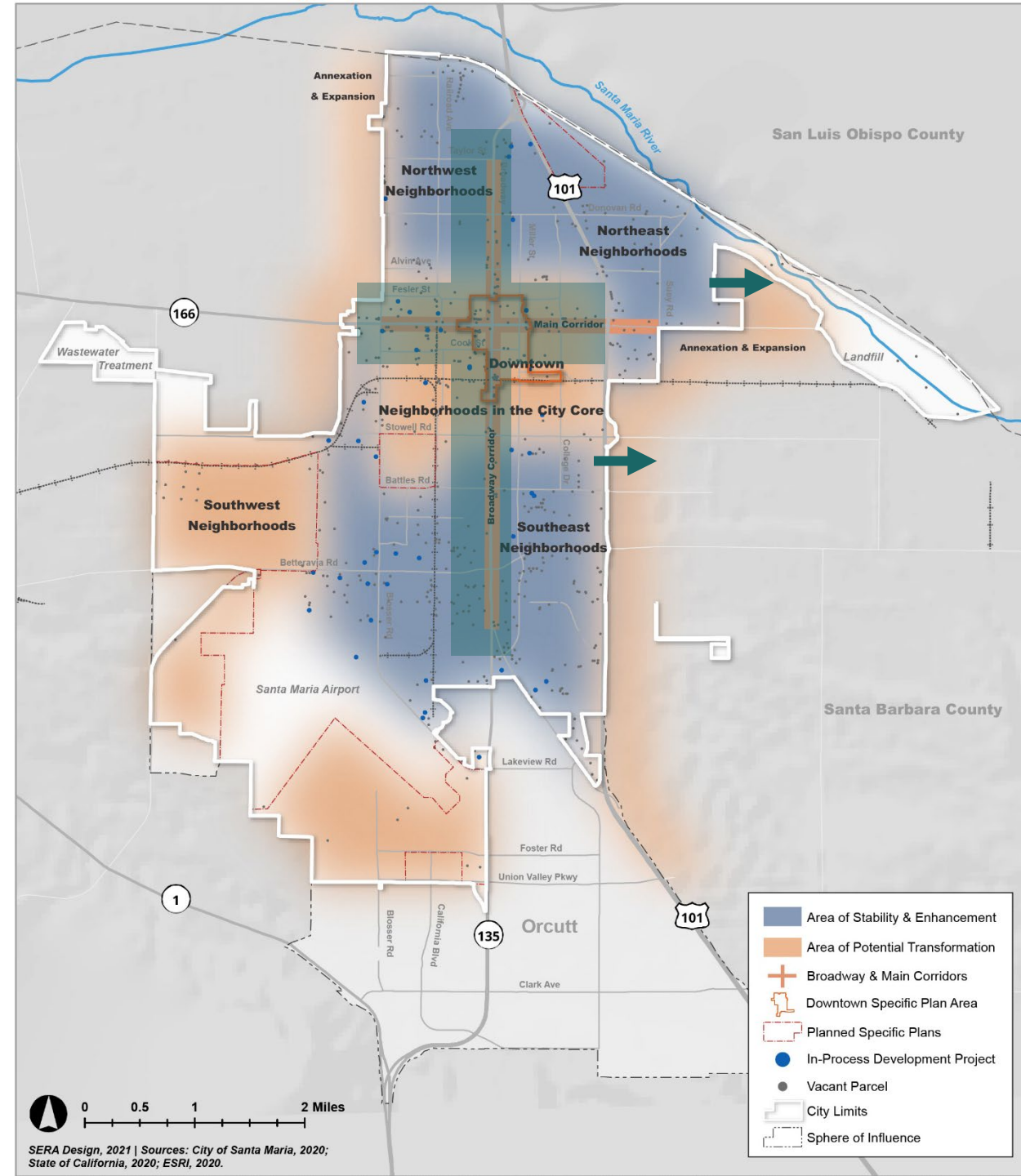
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	Secondary Agricultural Open Space (AOS-2)		Low Density Residential (LDR-5)		General Industrial (GI)
	Conservation Open Space (COS)		Lower-Density Residential (LWDR-4)		Heavy Commercial/Manufacturing (HCM)
	Recreational Open Space (ROS)		Community Commercial (CC)		Light Industrial (LI)
	Community Facilities (CF)		Broadway Mixed Use (BMU-70)		Freeway Services (FS)
	High Density Residential (HDR-35)		Main Street Mixed Use (MMU-70)		Airport Services (AS)
	Medium Density Residential (MDR-12)		Central District (CD)		Specific Plan (SP)
			Commercial/Professional Office (CPO)		



Alternative C: Hybrid

Goals/drivers:

- Maintenance of low-density residential character in most parts of the city
- Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS)
- Infill site development
- Preservation of more farmland than Alternative A



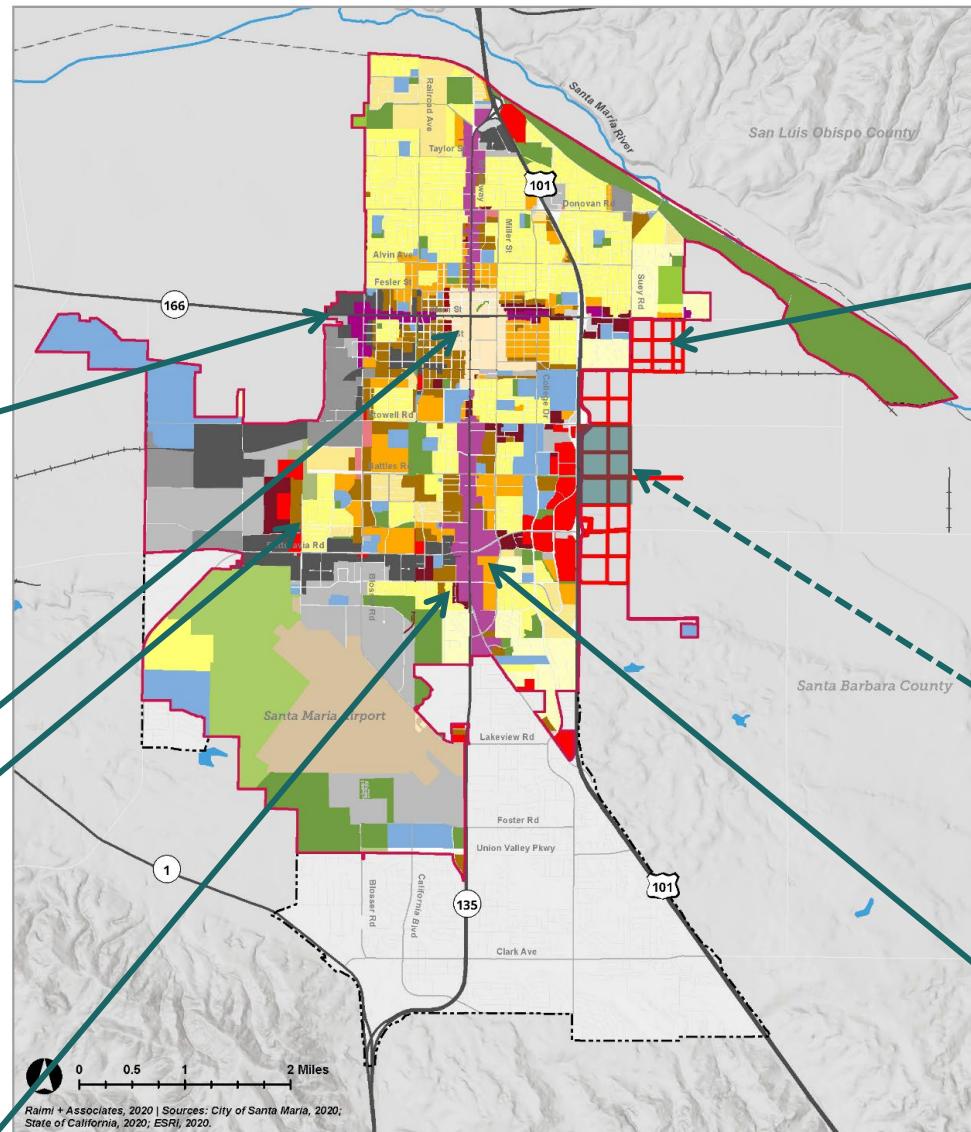
Alternative C: Proposed Changes

Increase density in specific areas, for example

- North Broadway
- West Main St

Revise the Downtown, Entrada, and Area 9 Specific Plans to allow new uses and development densities/intensities

Allow up to 35 du/ac in the High Density Residential (HDR) and other Mixed Use areas (22 du/ac currently allowed)



Proposed Land Use		
Primary Agricultural Open Space (AOS-1)	Low Medium Density Residential (LMDR-8)	Neighborhood Commercial (NC)
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Medium Density Residential (MDR-12)	Central District (CD)	Specific Plan (SP)
	Commercial/Professional Office (CPO)	Planned Annexation (PA)

Create one new land use designation, Planned Annexation Area (PA), that allows a mix of industrial, residential, and commercial land uses

Create a larger General Plan Planning Area by assuming annexation of land outside City limits

Three Agricultural Preserve contracts expire between 2026-2028

Create two new designations that allow mixed use along Broadway and Main St.

Proposed Changes to Existing Land Use Designations

Existing Land Use		Alternative A: Expand	Alternative B: City Infill	Alternative C: Hybrid
		Proposed Uses and Built Form	Proposed Uses and Built Form	Proposed Uses and Built Form
High Density Residential (HDR) 22 du/ac		2-3 floors residential (30 du/ac) 	2-3 floors residential (35 du/ac) 	2-3 floors residential (35 du/ac) 
	Downtown Specific Plan Specific plan (SP) 	Ground floor commercial + 3-4 floors residential (70 du/ac) 	Ground floor commercial + 4-5 floors residential (100 du/ac) 	Ground floor commercial + 3-4 floors residential (70 du/ac) 









Santa Maria Studios

2660 Santa Maria Way, Santa Maria, CA

Phase 1 under construction
 Height: 5 stories or 60'

Proposed New Land Use Designations

Proposed Land Use	Existing Land Use	Alternative A: Expand	Alternative B: City Infill	Alternative C: Hybrid
		Proposed Uses and Built Form	Proposed Uses and Built Form	Proposed Uses and Built Form
Broadway Mixed Use (BMU)	Community Commercial (CC) 	No Change	Ground floor commercial + 3-4 floors residential (70 du/ac) 	Ground floor commercial + 2-3 floors residential (35 du/ac) 
Main Street Mixed Use (MMU)	Community Commercial (CC) 	No Change	Ground floor commercial + 3-4 floors residential (70 du/ac) 	Ground floor commercial + 2-3 floors residential (35 du/ac) 
Planned Annexation	(outside City limits)	Commercial, Residential, Open Space, Industrial	N/A	Commercial, Residential, Open Space

Please visit www.imaginesantamaria.com to view the Land Use Alternatives Technical Memo.

Alternatives Comparison

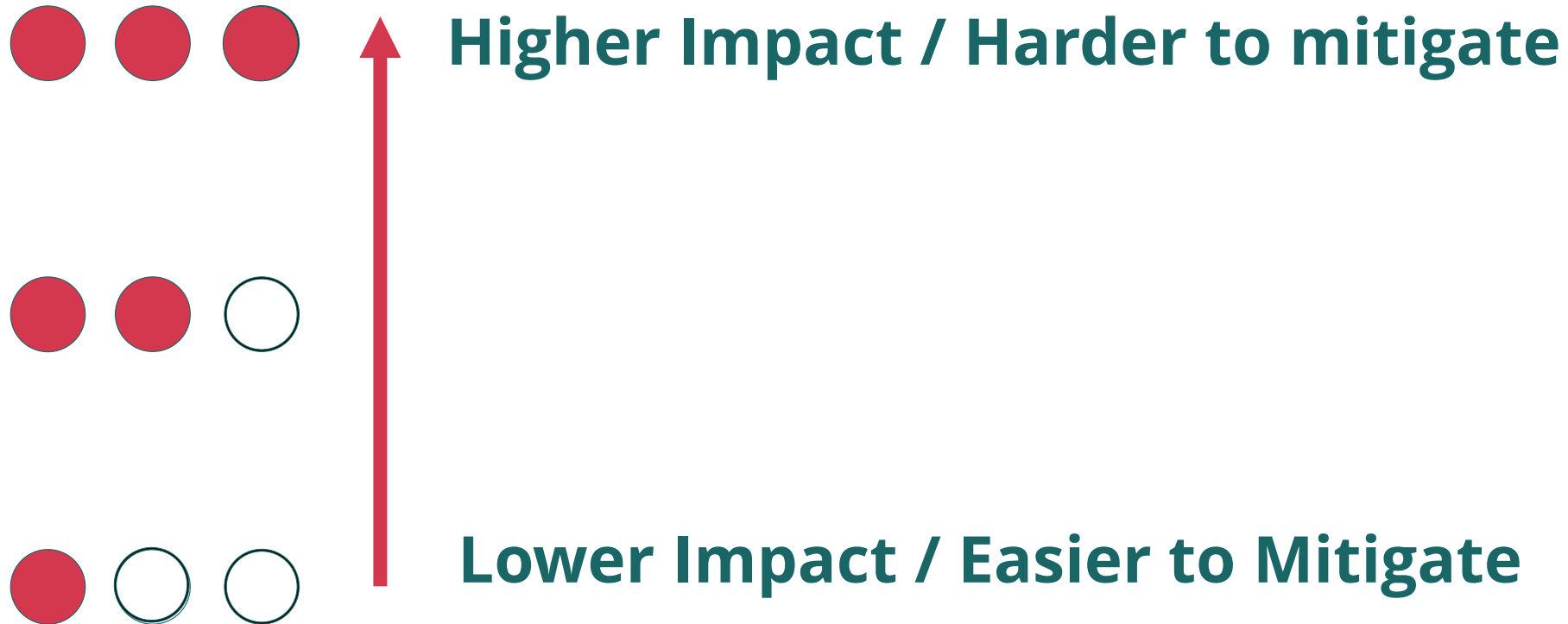
Purpose and Scope of the Alternatives Analysis

- Help the community and decision-makers understand tradeoffs among the three land use alternatives
- Compares and contrasts the land use alternatives using a combination of land use, environmental, mobility, economic, and fiscal metrics

Please visit www.imaginesantamaria.com to view the Land Use Alternatives Analysis.

Alternatives Analysis Results

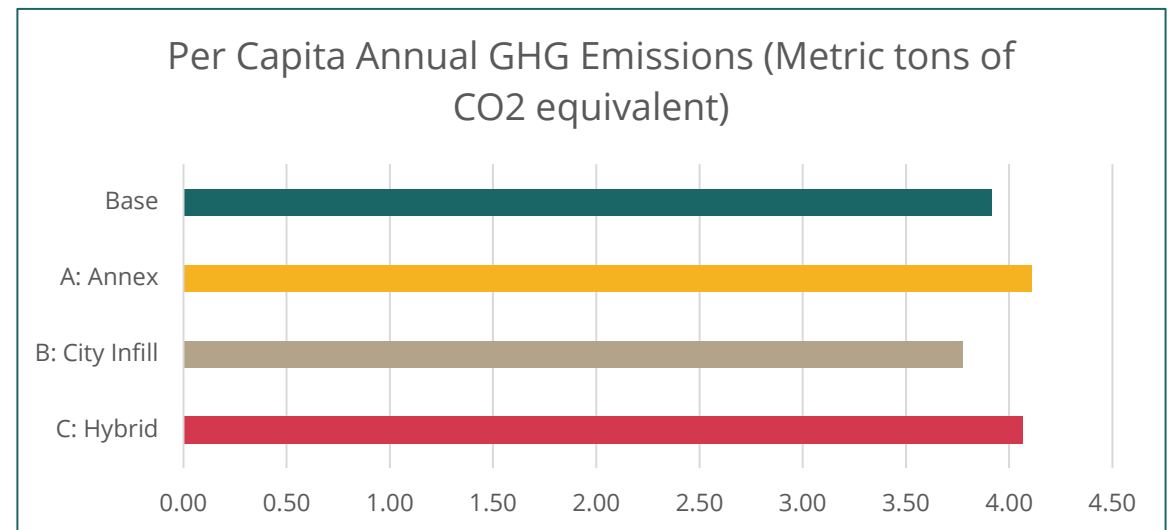
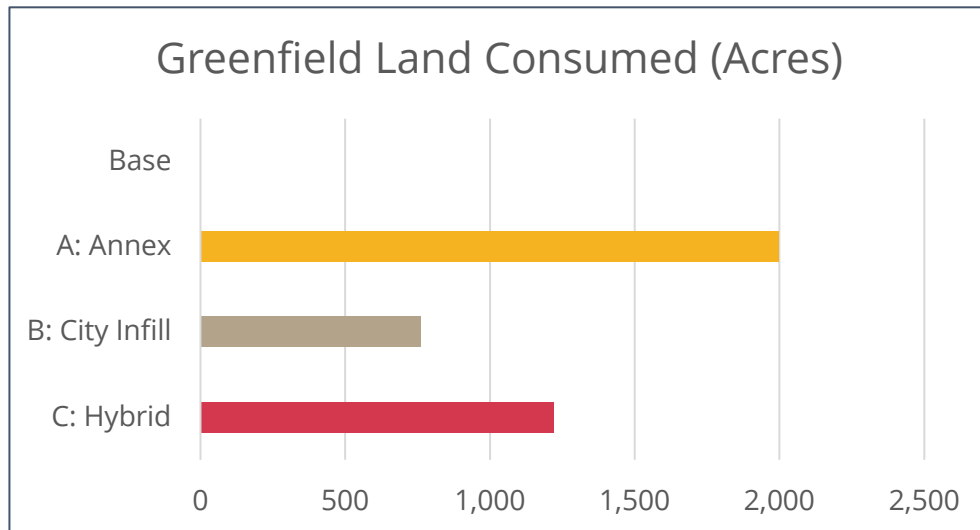
- Dots represent relative potential impact.
- Some impacts can be mitigated through remediation measures



Land Use Summary

- The following table provides a high-level summary of land use related impacts.

Topic Area	Alt. A: Expansion	Alt. B: Infill	Alt. C: Hybrid
Greenfield Land Consumed	● ● ●	● ○ ○	● ● ○
Development on Agricultural Land	● ● ●	● ○ ○	● ● ○
Walk Access to Retail and Transit	● ○ ○	● ● ●	● ● ○
GHG Emissions per Capita	● ● ●	● ○ ○	● ● ○



Environmental Constraints Summary

- This table provides a summary of the severity of constraints and ease of potential mitigation associated with each alternative for environmental issues.
- Red text** indicates significant differences between the alternatives. **Black text** indicates minor differences between the alternatives

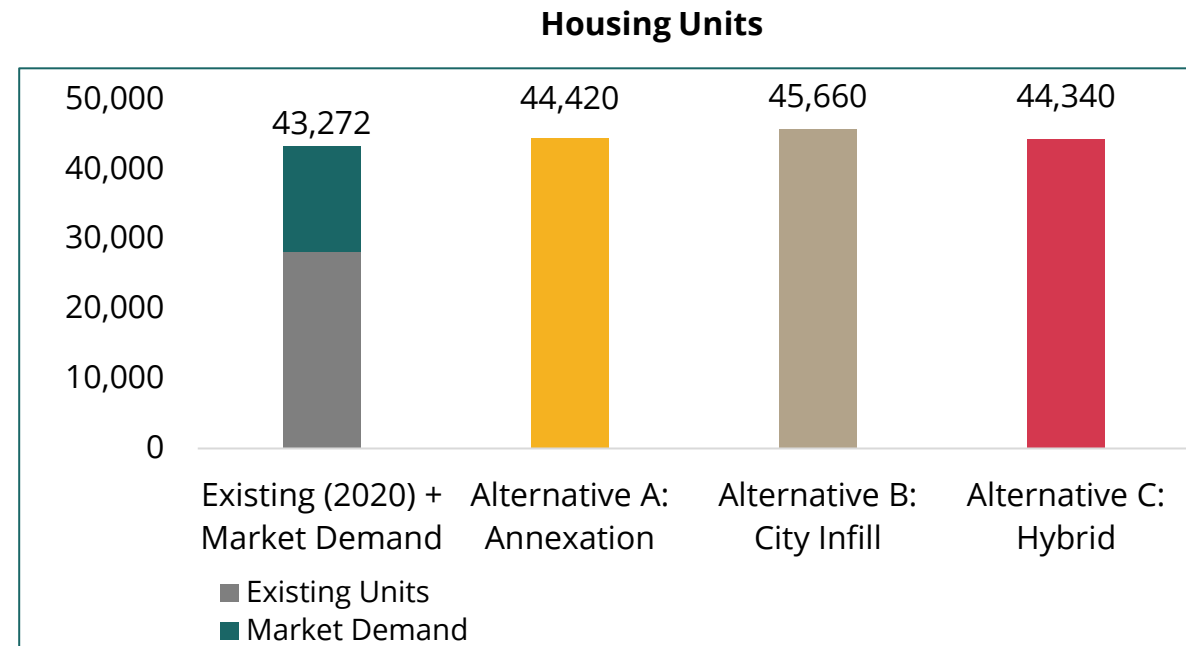
Topic Area	Alt. A: Expansion	Alt. B: Infill	Alt. C: Hybrid
Cultural and Historic Resources	● ○ ○	● ● ●	● ● ○
Air Quality	● ○ ○	● ● ●	● ● ○
Geologic and Flood Hazards	● ○ ○	● ● ●	● ● ○
Oil and Gas Well Hazards	● ● ●	● ○ ○	● ● ○
Agricultural	● ● ●	● ○ ○	● ● ○
Noise	● ○ ○	● ● ○	● ● ●
Biological/Critical Habitat	● ● ●	● ○ ○	● ● ○
Fire Services	● ○ ○	● ● ●	● ● ○
Police Services	● ● ●	● ○ ○	● ● ○

Recommendations from Mobility Analysis

Mobility Factor	Alternative A: Expansion	Alternative B: Infill	Alternative C: Hybrid
Vehicular Network	Requires new roadways		Requires new roadways
LOS & Congestion	Congestion mitigation required on SR 135, Main Street (SR 166), and Betteravia Road		
	LOS mitigation required	Slightly more LOS mitigation required	LOS mitigation required
VMT	Strive for jobs-housing balance, alternative commute modes, and CEQA VMT Threshold compliance		
	VMT mitigation required		VMT mitigation required
Active Transportation Network	Implement ATP		
	Network expansion required		Network expansion required
Transit System	New services required		New services required
Road Sections and Diets	Update roadway sections; implement road diet policy		
Emerging Technologies	Adopt appropriate technologies		

Market Demand Analysis

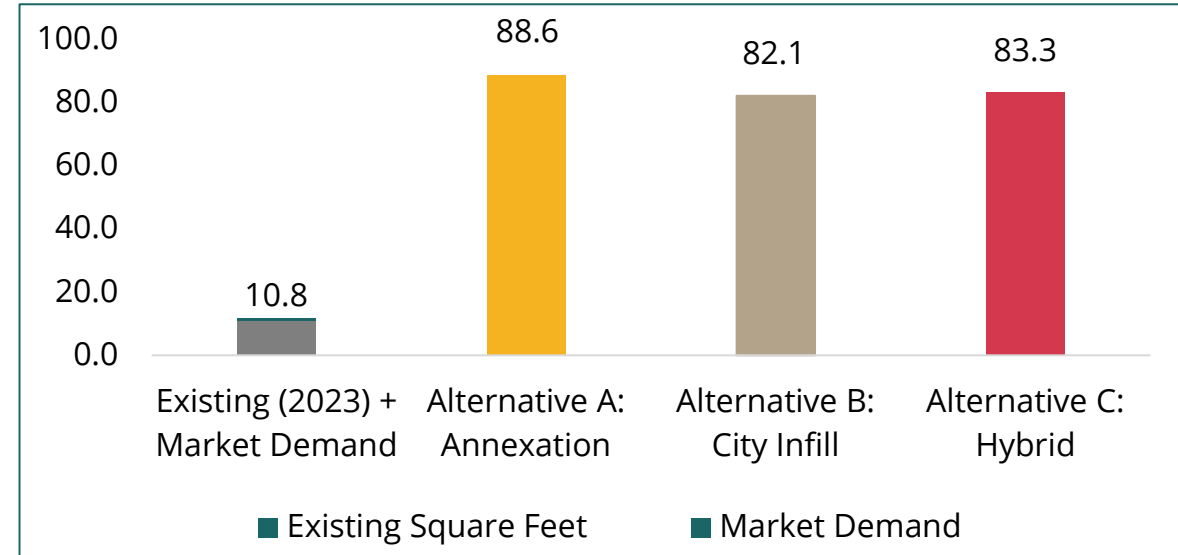
- **All land use alternatives allow sufficient capacity** for forecasted market demand for housing, retail, office, and industrial.
- **Alternative B** provides the greatest excess capacity for new housing units.



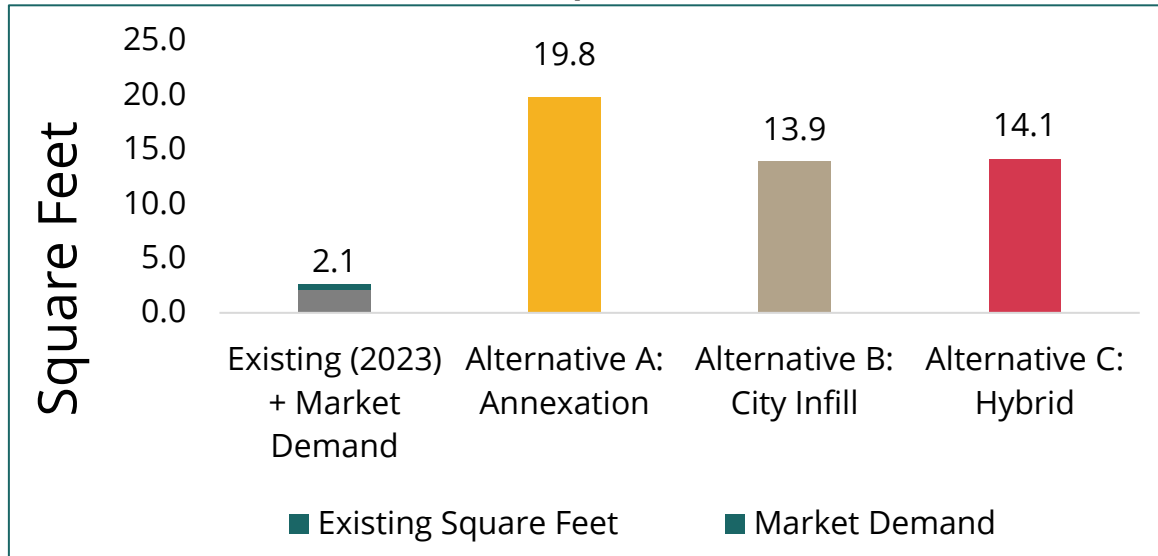
Market Demand Analysis

- **Alternative A** provides the greatest excess capacity for industrial, retail, and office space.

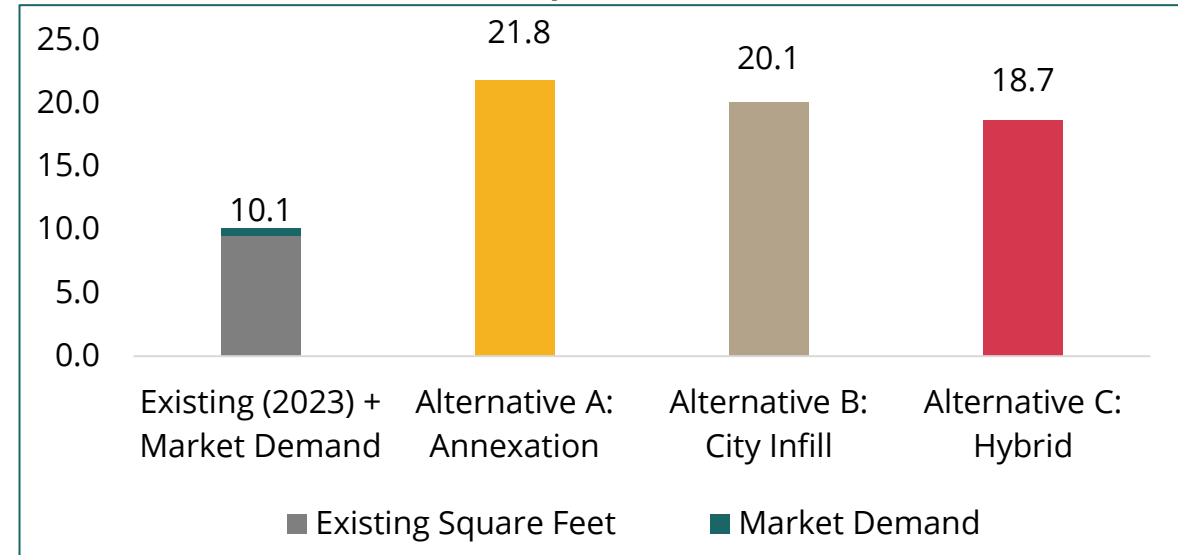
Industrial Square Feet (million)



Office Square Feet (million)



Retail Square Feet (million)

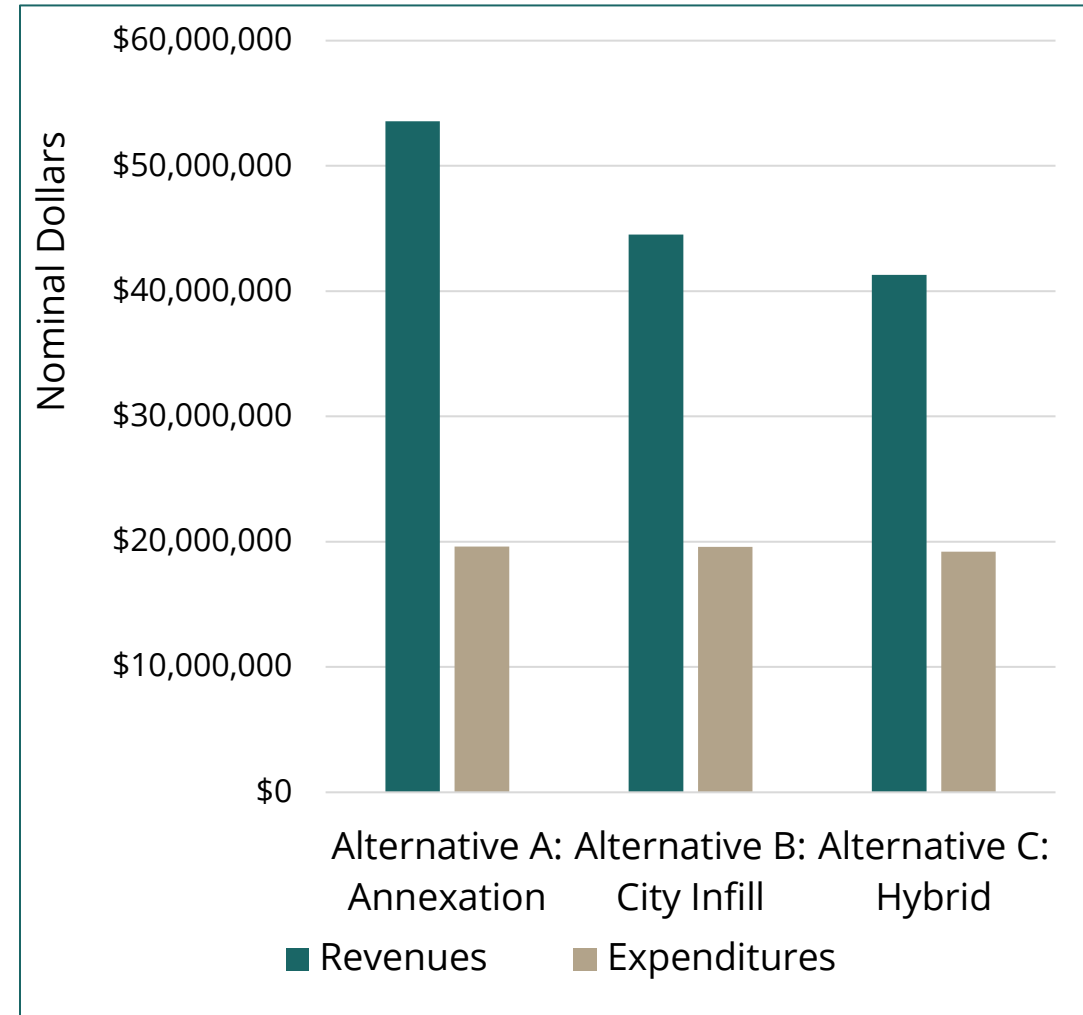


Fiscal Impact Analysis

All three alternatives are estimated to have a **positive fiscal impact**:

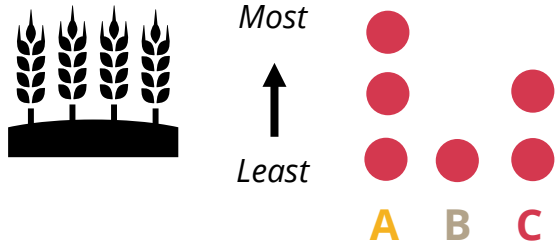
- On the City's General Fund **at full buildout** in 2050.
- During **each 5-year period** from 2020 to 2050.

General Fund Revenues and Expenditures

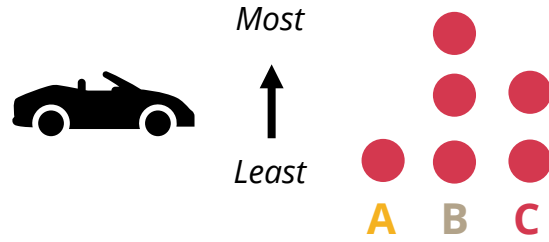


Summary of Findings

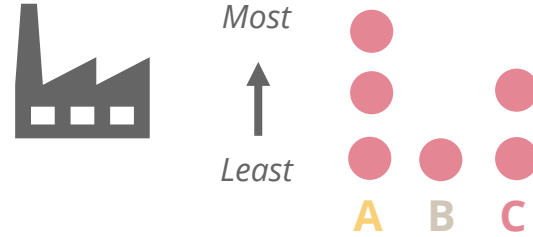
Development on agricultural + greenfield land



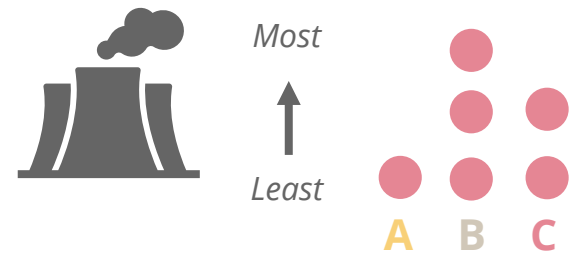
Traffic Impacts



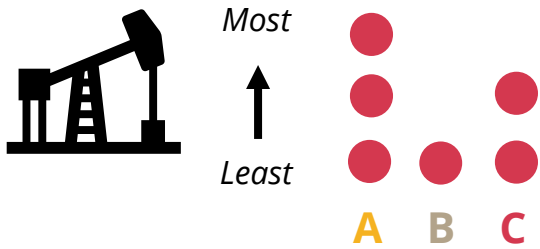
Emissions per capita



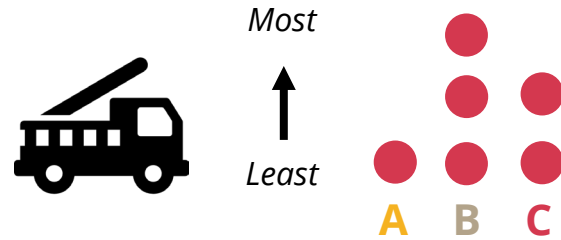
Air quality impacts



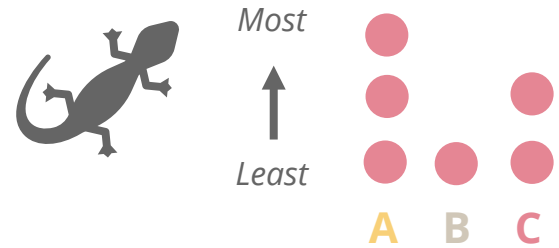
Oil + gas well hazard impacts



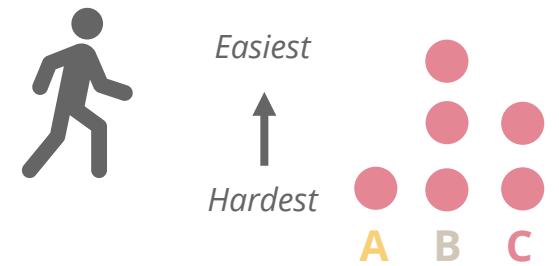
Fire impacts



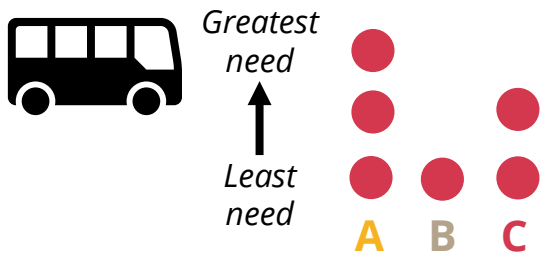
Development on biological/ critical habitat



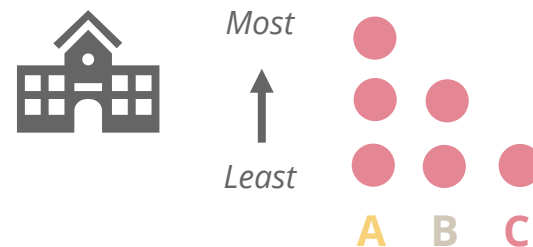
Ease of walkability



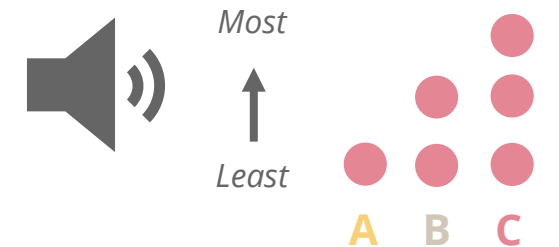
Need for VMT mitigation & new roadways, street networks, transit



Non-residential building capacity



Noise Impacts



Survey for Community Input


Survey Link: www.imaginesantamaria.com

Open April 5 – May 2

Land Use Alternatives

- Part 1 Different impacts
- Part 2 Housing
- Part 3 Density for proposed land uses
- Part 4 Overall preferred alternative
- **Demographic Questions**

In English



The screenshot shows the English version of the survey page. At the top, there is a logo for 'imagine Santa Maria General Plan' with four small icons. Below the logo, the title reads 'Santa Maria General Plan Update - Land Use Alternatives Survey'. A green heading says 'Welcome'. The main text states: 'The City of Santa Maria is updating its General Plan, which will shape how Santa Maria grows.' It then asks respondents to answer questions after reviewing the Land Use Alternatives Orientation presentation or the recording of the online Orientation at <https://www.imaginesantamaria.com>. It notes that survey responses will be used to establish land use policy in the General Plan.

In Spanish



The screenshot shows the Spanish version of the survey page. At the top, there is a logo for 'imagine Santa Maria General Plan' with four small icons. Below the logo, the title reads 'Actualización del Plan General de Santa Maria - Encuesta sobre alternativas del uso de terrenos'. A green heading says '¡Bienvenidos!'. The main text states: 'La Ciudad de Santa Maria está actualizando su Plan General, que dará forma a cómo crece Santa Maria.' It then asks respondents to answer questions after attending the Orientation of Alternatives of Land Use or after seeing the recording of the Orientation at <https://www.imaginesantamaria.com>. It notes that responses to the survey will be used to establish policies for land use in the General Plan.

Upcoming Events and Next Steps

Upcoming Events

- Orientation recording and slides: www.imaginesantamaria.com
- In-person Alternatives Orientation
April 6, 2023 | 5:30 – 7:30 pm
Location: Shepherd Hall,
421 S. McClelland Street Santa Maria, CA 93454

- Office Hours

- In-person: **Tues. April 18, 2023 | 1:30–3:00 pm**
Location: City of Santa Maria Public Works Engineering Conference Room
- On Zoom: **Wed. April 19, 2023 | 10–11:30 am**
Register here: <https://bit.ly/smgpu-officehours>

- Technical Memo, Land Use Alternatives Analysis, and Fiscal Analysis available at www.imaginesantamaria.com
- Survey: www.imaginesantamaria.com
April 5, 2023 to May 2, 2023



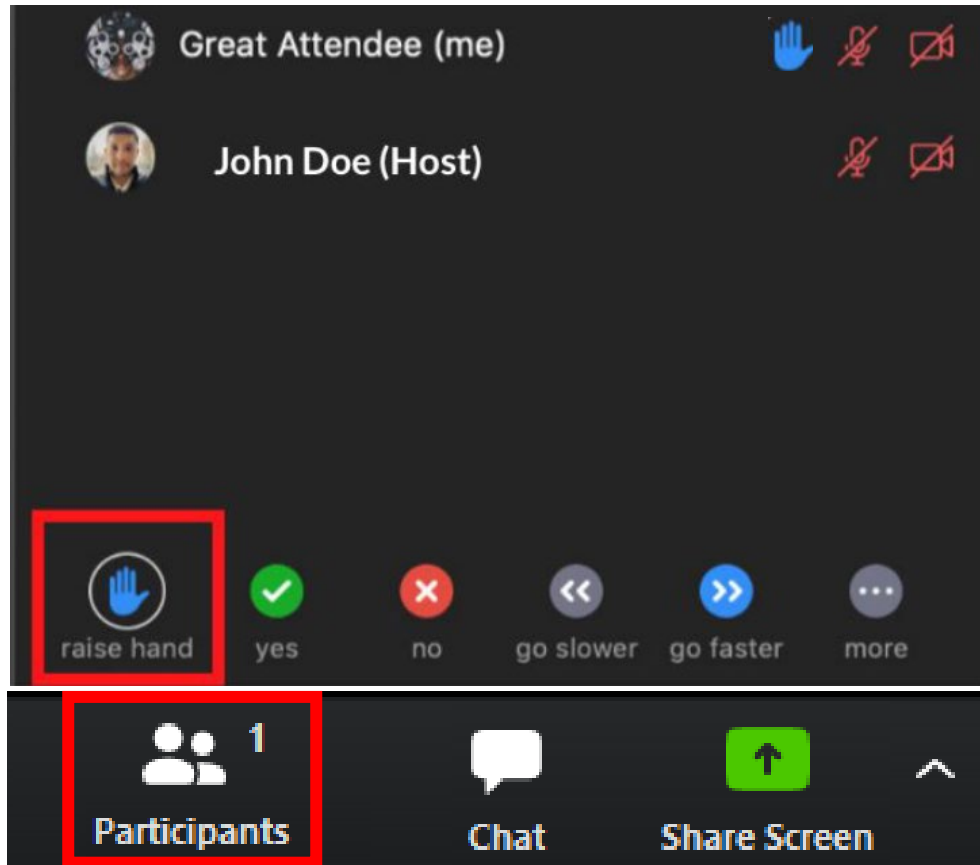
Next Steps



Questions

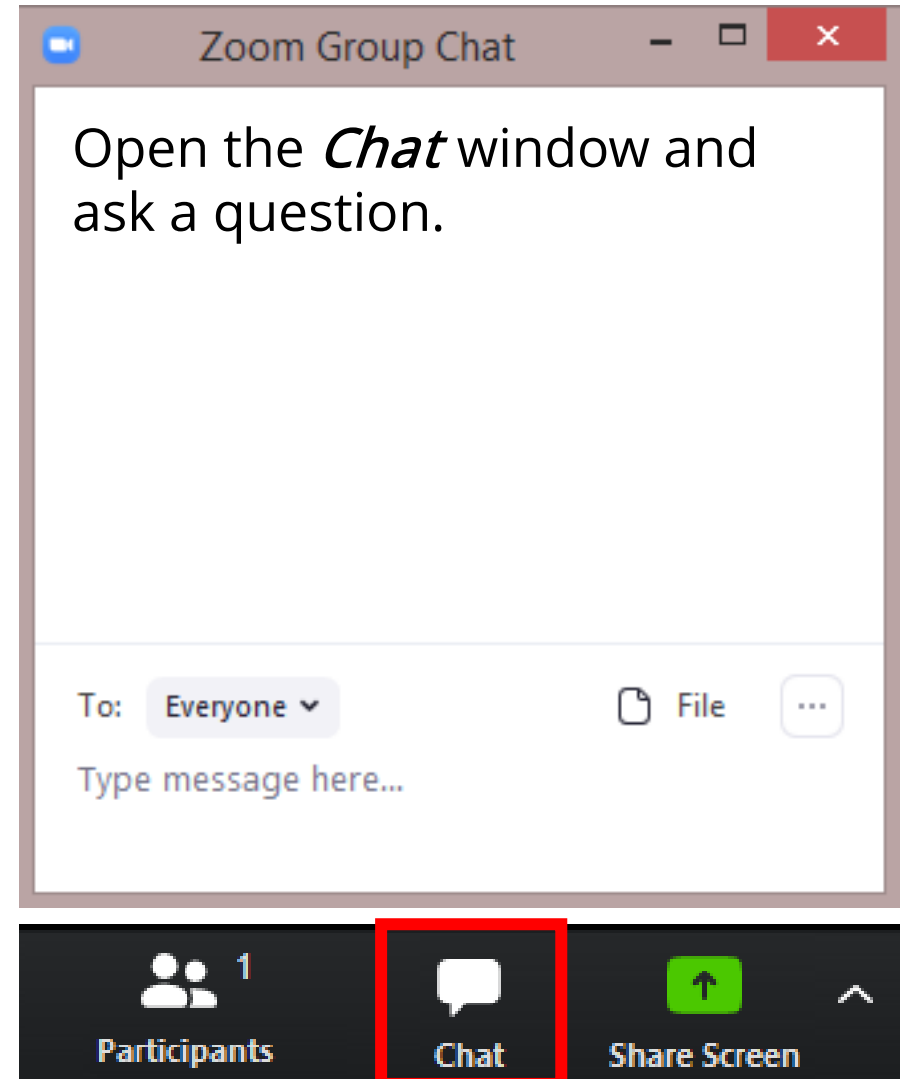
Questions?

RAISE HAND TOOL



For verbal questions/comments please open the *Participants* window and select the *Raise Hand* tool at the bottom of the window. If calling in by phone, please *Dial *9*.

CHAT FUNCTION



Thank you!