

CITY OF SANTA PAULA DRAFT  
DOWNTOWN **IMPROVEMENT** PLAN

CALIFORNIA POLYTECHNIC STATE UNIVERSITY • SAN LUIS OBISPO  
CITY & REGIONAL PLANNING • COMMUNITY DESIGN STUDIO  
CRP411 • WINTER 2012





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# Acknowledgements<sup>1</sup>

The Santa Paula Downtown Plan was prepared as a class project by the students in the fourth-year Community Planning Lab of the City and Regional Planning Department at California Polytechnic State University, San Luis Obispo. Students participated in a six-month planning laboratory as a capstone project designed to solidify their understanding of the purpose, process, and scope of planning at the community scale. Work contained within was prefaced by a three-month community profile of current conditions, future needs, opportunities and constraints, and community outreach. Based on this groundwork, the following is a community plan proposal, intended as a policy supplement to the Santa Paula Downtown Improvement Plan to address the planning and development issues facing the area of Santa Paula. The intent is to assist the City in its processes to improving and promoting in Downtown.

The course is structured to simulate the professional planning work environment; however it is not a perfect simulation, as the class does not have access to a broad range of information sources nor does it have the well-defined management levels of a professional planning office. The end products are the result of student work and must be viewed in that context. This process has been, and continues to be, one of learning for the students.

Preparation of the Santa Paula Downtown Plan was conducted in cooperation with the Santa Paula Planning Department, Santa Paula Public Works Department, Santa Paula City Manager and staff, and the Santa Paula City Council. The students would like to thank all those individuals and groups that helped in this endeavor, especially: Planning Director Janna Minsk, City Manager Jaime Fontes, Assistant City Manager/Economic Development Director, Elisabeth Amador, and the City of Santa Paula who have actively participated in all phases of this project. Funding for one of the community outreach tools used in this process, Photovoice, came from STRIDE (Science through Translational Research in Diet

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*A special thanks goes to project advisors Dr. Kelly Main and Mr. Keith Woodcock.*

<sup>1</sup>(Adapted from the CRP 410-411 Student Plans "San Miguel Draft Community Plan 2004" and "Monterey Street Uptown Draft Specific Plan 2003")



Community  
outreach event  
November 19, 2011



California  
Oil Museum





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Downtown  
Walkway



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Workshop  
February 11, 2012

## Introduction

This Draft Downtown Improvement Plan for Santa Paula was prepared as a class project by the students enrolled in the fourth-year Community Planning Laboratory in the City and Regional Planning Department at California Polytechnic State University, San Luis Obispo. The plan represents the culmination of a six-month long study from September 2011 through March 2012. The process included research, community outreach, and class studies designed to emulate the process of preparing a community plan using the best techniques employed by the professional planners today. The project was conducted with support from the City of Santa Paula, STRIDE (Science through Translational Research in Diet and Exercise) from California Polytechnic State University, San Luis Obispo, an instructor and students from Santa Paula High School, students from the Modern Languages and Literature Department and LADA (Latinos for Academic Design Advancement), and community members.

The purpose of the class project is twofold. First, it provides a "learn by doing" experience for the students who are about to transition into the planning profession. Second, the plan will help the community of Santa Paula focus on and address the future of Downtown and opportunities that can increase economic and cultural activities within the community. To this end, the plan provides a vision, objectives, and strategies (see Chapters 3 and 4) to guide the future development of Downtown Santa Paula.

Among the strategies, “key” strategies (See Chapter 5) were identified as priorities for achieving the vision and objectives for the community.

Four fundamental strategies, meant to be the foundation for all other strategies, were highlighted: Downtown Design Guidelines, a Grant Writer, a Volunteer Coordinator, and a Youth Commission.

The process for developing the plan was designed to provide citizens with opportunities to participate in the planning and decision-making processes of their community. Community outreach included surveys, mapping-exercises, Photovoice, and the Singular Santa Paula and two workshops.

Once research on Downtown was completed, Community Planning Lab students were organized into five teams: Land Use, Economics, Circulation, Urban Design, and Parks and Recreation. The vision for the community (comprising all the teams’ concepts) and key strategies are listed in the following pages.

## Team Concepts and Strategies

### FOUNDATIONAL CONCEPTS AND STRATEGIES

Throughout the community outreach process, the Community Planning Lab heard several important messages: 1) The historic character and small-town feeling of Santa Paula is at the heart of the community’s identity and sense of place; 2) There are a number of services and improvements needed for which there is limited funding; 3) There is a tremendous volunteer spirit in the community; and 4) Santa Paula’s youth would like a greater voice in what happens in the community and would like to help make future

changes. The above messages from the community were kept in mind as students developed all of their concepts and strategies. The four “foundational strategies” identified were meant to address the four key “messages” voiced by the community and provide a foundation for all of the other concepts and strategies developed by the Lab.

Foundational strategies identified by the Community Planning Lab were:

- *Downtown Design Guidelines*
- *A Grant Writer*
- *A Volunteer Coordinator*
- *A Youth Commission*

### LAND USE

In order to provide focus and direction for future Downtown improvement, the land use team established key concepts that addressed future development for Downtown Santa Paula. These concepts include: housing variety within the Downtown, diversity of land uses, densities and intensities of activities and buildings in Downtown, and delineation of Downtown neighborhoods.

The input from citizens focused on bringing vibrancy, greater diversity, and opportunities to Downtown. Defining the boundary of a planning area is a primary step in addressing other planning elements. The boundary and neighborhoods within the planning area provide the basis to enhance the identity of Downtown, which was important to the community. Some citizen’s felt that there was a lack of housing diversity. Single-family residential housing is abundant throughout the City and the Downtown area. Residents indicated that they would like additional housing options, as well.



Community outreach event  
November 19, 2011

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*“The historic character and small-town feeling of Santa Paula is at the heart of the community’s identity and sense of place”*

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*“The community also expressed concerns regarding a lack of diversity in the businesses Downtown, and a desire for more employment opportunities within the City.”*

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Residents expressed a desire to see greater diversity in land uses Downtown, specifically wanting more entertainment and youth-focused activities.

Traditional downtowns and urban areas are made up of a variety of uses, buildings, open spaces and people, which come together in order to create a lively downtown core. The framework for this traditional downtown exists within the City of Santa Paula. Currently Downtown Santa Paula is the densest area of the City and contains a mixture of residential, commercial, retail and office uses located within a compact urban area. A dense urban core is important to a strong downtown because the larger the population living and working in the same area, the livelier the space.

Key strategies identified by the Land Use Team were:

- *Artist District/Catalyst Project*
- *Santa Paula Galleria*
- *Mixed-Use Task Force*

## ECONOMICS

Throughout the extent of the class’ community outreach efforts, the Economic Development Team encountered a number of reoccurring themes raised by both Santa Paula residents and visitors. The community voiced their appreciation for the City’s rich culture and historic heritage. Through the surveys administered, outreach events, and community workshops, community members articulated their pride in Santa Paula’s small-town USA feel. The community also expressed concerns regarding a lack of diversity in the businesses

Downtown, and a desire for more employment opportunities within the City. Residents and visitors also indicated a shortage of activities and amenities to attract them to the Downtown area on a regular basis.

Through analysis of the existing conditions and input gathered from the community, the Economic Development Team developed a number of concepts to help guide their efforts in the formation of the remainder of the Downtown Plan. In reaffirming Downtown Santa Paula as the economic and cultural anchor of the City, the team focused on ways to build on the City’s existing historic resources, cultural heritage, and the existing tourism opportunities. In addition, developing incentives to attract small businesses and exploring feasible entertainment options in Downtown were important concepts.

Key strategies identified by Economics Team were:

- *Historic Walking Tour App*
- *Tower Theater Renovation*
- *Buy Local Campaign*
- *Wireless Internet Downtown*
- *Business Incubator Program*
- *Volunteer Coordinator (Foundational Strategy)*
- *Grant Writer (Foundational Strategy)*

## CIRCULATION

The surveys administered during the outreach events provided valuable community input on the current circulation conditions and needs in Santa Paula. The surveys sought information about the community’s circulation system and allowed community members to

identify strengths, weaknesses, and improvements needed. With over 150 surveys collected, the information gathered provided a strong basis for issues to focus upon in the subsequent Draft Downtown Improvement Plan.

Three distinct concepts related to circulation were identified: public transportation, alternative transportation, and street conditions. Public transportation relates to the expansion of the current public transportation system servicing Santa Paula. Alternative transportation focuses on expanding pedestrian circulation, bicycle circulation, and rail transportation in Downtown and throughout the rest of the City. Street conditions includes improving both street and sidewalk conditions and appearance.

Key strategies developed by the Circulation Team were:

- *Santa Paula Trolley System*
- *A Share-the-Road Bikeways Program*
- *Adopt-a-Street Program*

## URBAN DESIGN

The feedback from the administered surveys, community outreach events, community workshop, and the public presentation confirmed the importance placed on urban design and the public realm. People enjoyed the historic character, walkability, safety, small-town charm, and the floral bouquets in the Downtown area. Some opportunities for change in the Downtown include additional

cultural activities and expanding the marketing of Santa Paula as a city that supports the arts and culture. Streetscape improvements that are needed include improving the conditions of sidewalks and enhancing landscape and maintenance.

The various community outreach events also revealed a desire to improve the current gateway and signage program to enhance sense of direction. The Urban Design Team identified several concepts for improving Downtown: Maintaining the community’s historic, small-town character; building upon the City’s existing cultural activities and programs; improving the City’s streetscapes; and expanding upon the City’s gateway and wayfinding program.

Key strategies identified by the Urban Design Team were:

- *Downtown Design Guidelines (Foundational Strategy)*
- *Children’s Public Art Program*
- *Downtown Streetscape Improvement Plan for Main and 10th Streets*
- *Gateways and Wayfinding Program*

## PARKS AND RECREATION

During the community outreach process, participants indicated their appreciation and need for the City’s park system. Frequently, community members mentioned that cleaner parks would be an important change in Santa Paula. Students expressed their desire for more outdoor activities.

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*“In reaffirming Downtown Santa Paula as the economic and cultural anchor of the City, the team focused on ways to build on the City’s existing historic resources, cultural heritage, and the existing tourism opportunities.”*

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The community members who spoke to the Team indicated that they like the hospital, police and fire services. The Team identified several concepts for the future of Downtown: An emphasis on healthy and active living, enhanced public spaces and alleyways, bringing additional recreational activities into Downtown through expansion of community events, a recognition of the volunteer spirit in the community.

Key strategies identified by the Parks and Recreation Team were:

- *Open-Air Market*
- *Grant Writer (Foundational Strategy)*
- *Youth Commission (Foundational Strategy)*

## ORGANIZATION OF THE DOCUMENT

The remaining chapters of the Draft Downtown Improvement Plan are organized as follows :

### CHAPTER 2— COMMUNITY OUTREACH:

This chapter includes a description and analysis of the class' outreach efforts. A section describing the class' five community outreach events is followed by each team's community outreach analysis.

### CHAPTER 3—VISION:

A vision for the future of Downtown Santa Paula is developed through a discussion of each of the Team's concepts and recommendations for Downtown.

### CHAPTER 4—ACHIEVING THE VISION:

This chapter covers objectives and strategies necessary to achieve the vision (concepts and recommendations) described in Chapter 3. Each team's focus area begins with an introduction summarizing the existing conditions, future needs, opportunities and constraints, and community input related to the focus area (land use, economics, circulation, urban design, and parks and recreation).

### CHAPTER 5—KEY STRATEGIES:

This chapter includes a brief description of the March 5, 2012 City Council presentation followed by the Key Strategies slides from the presentation.

### APPENDIX—PHOTOVOICE PROJECT:

The appendix includes photos, narratives, posters, and a video from Santa Paula High School's Photovoice project.

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*"The Team identified several concepts for the future of Downtown: An emphasis on healthy and active living, enhanced public spaces and alleyways, bringing additional recreational activities into Downtown through expansion of community events, a recognition of the volunteer spirit in the community."*

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Community Outreach  
October 29, 2011

# Community Outreach

Gathering input from the community and encouraging their ongoing involvement are elemental components of the planning process. Having a comprehensive understanding of the community's needs and desires is an essential aspect in the development of any worthwhile plan. This chapter discusses the community outreach efforts coordinated by the CRP 410 and 411 students throughout the Fall and Winter Quarters of 2011 and 2012. The effort included five separate outreach events and a presentation to the City Council. The events involved a number of activities, including bilingual surveys, interviews, map exercises, attendance at community events, and holding collaborative community workshops. In this chapter each of the five outreach events and the City Council presentation are described. The chapter ends with an analysis of the community's input organized by focus area.

## COMMUNITY OUTREACH EVENTS

### COMMUNITY OUTREACH EVENT 1:

• *Vons Supermarket and Downtown*

On October 9, 2011, the first community outreach event took place at Vons Supermarket and in Downtown Santa Paula. Surveys were distributed to residents and visitors of Santa Paula to identify the strengths and weaknesses of the community. In an effort to gather input from a diverse range of people, key locations for surveying were selected at Veteran's Park and Main Street.

Additionally, participants were also asked to write and identify their ideas on a map provided in front of the Vons Supermarket. More than 50 people participated in Survey 1. Questions on Survey 1 are listed below.

## QUESTIONS FOR RESIDENTS

- *What do you like about Santa Paula?*
- *What would you like to change?*
- *What do you like about Downtown Santa Paula?*
- *What would you like to change?*
- *How often do you go/come Downtown?*
- *What do you usually do when you go/come Downtown?*  
*(Why do you go/come to Downtown?)*
- *What businesses do you visit?*
- *What might bring you to Downtown more often? What changes?*
- *How do you get there/here?*
- *How long does it take you to get there/here?*
- *(If they don't take public transportation) Would you consider taking public transportation to Downtown? If yes—what might make that easier/more likely?*

## QUESTIONS FOR VISITORS

- *How often do you come to Santa Paula?*
- *What do you usually do when you come to Santa Paula?*  
*(Why do you come to Santa Paula?)*
- *What do you like about Santa Paula?*
- *Are there any changes that might bring you to Santa Paula more often?*
- *How often do you come to Downtown?*
- *What do you usually do when you come to Downtown?*  
*(Why do you come Downtown?) Businesses you visit?*
- *What do you like about Downtown?*
- *Are there any changes to Downtown that might bring you here more often?*

- *Where do you live?*
- *How do you get here?*
- *How long does it take you to get here?*
- *(If they don't take public transportation) Would you consider taking public transportation to Downtown? If yes—what might make that easier?*

## COMMUNITY OUTREACH EVENT 2:

- *Halloween Parade and Soccer Fields*

On October 29, 2011, a second community outreach event was conducted at the Santa Paula Halloween Parade and City soccer fields. A revised survey, Survey 2, was introduced. The revised survey (Figure 1) included some of the previously listed questions and also asked residents to rate the strengths and weaknesses related to several aspects of life in Santa Paula.

During the October 29 event, approximately 76 people were surveyed— 62 residents and 14 visitors. Among the 76 people, 20 were from the Halloween Parade, 42 were from the soccer fields, and 2 were from Downtown. For 12 surveys, the location was unmarked. The community outreach event also showcased a large map of Downtown Santa Paula for respondents to note where they would like to see improvements to existing services, addition of services, or other areas of general concern.



Community outreach event  
October 9, 2011

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*"The events involved a number of activities, including bilingual surveys, interviews, map exercises, attendance at community events, and holding collaborative community workshops."*

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The City and Regional Planning students value and use this information to create a more vibrant Downtown. Please tell us or write about THINGS YOU LIKE, DISLIKE, EXPERIENCED, and ANYTHING YOU THINK IS RELEVANT TO IMPROVING DOWNTOWN. An example can be:

What you like about Downtown: \_\_\_\_\_

What you dislike about Downtown: \_\_\_\_\_

Are you a resident or visitor of Santa Paula? \_\_\_\_\_

Other (Please write any additional information they may share with you that is helpful for our purposes): \_\_\_\_\_

Using a scale of "1-5", where 5 is a Major Strength (MS) and 1 is a Major Weakness (MW), please rate each of the following aspects of life in Downtown Santa Paula.



How would you rate the following:	MS					MW	
Availability of Arts, Music and Cultural Amenities.....	5	4	3	2	1		Major Strength 5
Ethnic and Cultural Diversity of the Community.....	5	4	3	2	1		Somewhat Strength 4
Family Friendly Community.....	5	4	3	2	1		3
Quality of Local Businesses.....	5	4	3	2	1		
Character of Neighborhoods in Downtown.....	5	4	3	2	1		Somewhat Weakness 2
Availability of Parks and Open Space.....	5	4	3	2	1		
Employment Opportunities.....	5	4	3	2	1		Major Weakness 1
Historic Characteristics.....	5	4	3	2	1		
Places of Worship.....	5	4	3	2	1		
Cost of Living.....	5	4	3	2	1		
Unique Local Identity.....	5	4	3	2	1		
Opportunities for Community Involvement.....	5	4	3	2	1		
Quality of Health and Human Services.....	5	4	3	2	1		
Quality of Public Transportation.....	5	4	3	2	1		
Gateways.....	5	4	3	2	1		

**1. How often do you DRIVE on the following streets:**

	One or more times/day	A few days/week	About once a week	Every few weeks or once a month
10TH Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Main Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ojai Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Harvard Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**2. How often do you WALK on the following streets:**

	One or more times per day	A few days per week	About once a week	Every few weeks or once a month
10TH Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Main Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ojai Street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Harvard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3. Out of the following street characteristics, please select those which you feel are most important to improve (referring to streets from Questions 1 and 2).**

- Street Width
- Street Condition
- Sidewalk Availability
- Parking Availability
- Landscaping
- Other (please specify) \_\_\_\_\_

**When considering potential property uses, what would YOU like to see happen with the Downtown area?**

<i>Office Space</i>	yes / no	Other: _____
<i>Residential</i>	yes / no	_____
<i>Commercial</i>	yes / no	_____
<i>Mixed-Use</i> <i>(combination of any of the uses above)</i>	yes / no	_____

Figure 1: Survey Two  
Source: Emmanuel Velazco, Community Planning Lab



Figure 2: Picture from Halloween Parade  
Source: Class Photographer Diane Kwon



Figure 3: Picture from Soccer Field  
Source: Class Photographer Diane Kwon

### COMMUNITY OUTREACH EVENT 3:

#### • Singular Santa Paula

The community outreach event on November 19, 2011, was held with Singular Santa Paula, with approximately 40 people in attendance. The meeting took place at Glen Tavern Inn. Singular Santa Paula comprises community members from a variety of backgrounds who are interested in the further development of Santa Paula. A key focus of the group is the production of a video to be used as a marketing tool for Santa Paula. The outreach event consisted of: 1) Presentations of the previous community outreach results; 2) Completion of the survey and a group discussion; and 3) Voting on posters created by students. After presentations by students, groups of approximately eight community members were grouped with students. During group discussions, discussion focused on the following subjects for Santa Paula and Downtown:

- Things liked
- Things to change
- Challenges to changes
- Opportunities for changes

Each group then presented the key results from their discussions, which are reported to the right. (Figure 4)

SINGULAR SANTA PAULA GROUP DISCUSSION			
LIKES	CHANGES	CHALLENGES TO CHANGE	OPPORTUNITIES FOR CHANGE
<ul style="list-style-type: none"> <li>• <i>Historical</i></li> <li>• <i>Boundaries (Identifiable)</i></li> <li>• <i>Walkable</i></li> <li>• <i>Safe</i></li> <li>• <i>Variety in restaurants</i></li> <li>• <i>Reflects the community</i></li> <li>• <i>Representative</i></li> <li>• <i>Events</i></li> <li>• <i>Hospital</i></li> <li>• <i>Police service</i></li> <li>• <i>Fire service</i></li> <li>• <i>Entertainment</i></li> <li>• <i>Santa Paula means a lot to us</i></li> <li>• <i>Bike path</i></li> <li>• <i>Look of Downtown-small town USA</i></li> <li>• <i>Risk-taking businesses</i></li> <li>• <i>Recent improvements</i></li> <li>• <i>Landscaping-flower pots</i></li> <li>• <i>Scale</i></li> <li>• <i>Family-oriented</i></li> <li>• <i>Views, sense of center</i></li> <li>• <i>Strong sense of identity</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Empty stores</i></li> <li>• <i>Lack of diverse stores</i></li> <li>• <i>Messy signage and storefronts</i></li> <li>• <i>Lack of shopping</i></li> <li>• <i>Dirty sidewalks</i></li> <li>• <i>Lack of parking</i></li> <li>• <i>Facades on buildings</i></li> <li>• <i>Safety bars</i></li> <li>• <i>Stores need to be more attractive</i></li> <li>• <i>Business friendly</i></li> <li>• <i>Too much of the same thing-stores—could be like Olvera St.</i></li> <li>• <i>Inconsistent cleanliness</i></li> <li>• <i>Alleys</i></li> <li>• <i>Condition of roads</i></li> <li>• <i>Poles, conduit, wiring</i></li> <li>• <i>Back entrance not inviting</i></li> <li>• <i>Quality of local bus</i></li> <li>• <i>Availability of employment</i></li> <li>• <i>Vacant lots and shops</i></li> <li>• <i>Memorial park could be better integrated with Downtown</i></li> <li>• <i>Better integration of neighborhoods with Downtown</i></li> <li>• <i>Public transportation</i></li> <li>• <i>Like to see historic theater opened</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Quality options nearby</i></li> <li>• <i>Lack of enthusiasm from some merchants</i></li> <li>• <i>Generational divide</i></li> <li>• <i>Cultural divide</i></li> <li>• <i>Cultural tension</i></li> <li>• <i>Two Chambers</i></li> <li>• <i>Low-income residents</i></li> <li>• <i>Bad press</i></li> <li>• <i>Poor economy</i></li> <li>• <i>Identity</i></li> <li>• <i>No money</i></li> <li>• <i>Council resistance</i></li> <li>• <i>Lack of interest from government, lack of innovation</i></li> <li>• <i>Incentivizing growth</i></li> <li>• <i>Businesses need to come in from outside</i></li> <li>• <i>Limit to Santa Paula bus service</i></li> <li>• <i>Not enough hotels</i></li> <li>• <i>Large spaces Downtown</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Pride</i></li> <li>• <i>Future generations</i></li> <li>• <i>East Area 1</i></li> <li>• <i>Already earthquake ready</i></li> <li>• <i>Good press</i></li> <li>• <i>Street presentation</i></li> <li>• <i>Educate Downtown business owners</i></li> <li>• <i>Cultural activities</i></li> <li>• <i>Bike path</i></li> <li>• <i>Museums</i></li> <li>• <i>Advertisement</i></li> <li>• <i>Safety</i></li> <li>• <i>Schools and high test scores/language learners</i></li> <li>• <i>Taking the negative and turning it into a positive</i></li> <li>• <i>Grant writers</i></li> <li>• <i>Service clubs</i></li> <li>• <i>Working together</i></li> <li>• <i>Planning and Building Departments can be better</i></li> <li>• <i>Remarketing Santa Paula</i></li> <li>• <i>Cal Poly</i></li> <li>• <i>Town and Event Center</i></li> <li>• <i>Parking structure</i></li> <li>• <i>Return of Farmers Market</i></li> </ul>

Figure 4: Singular Santa Paula Group Discussions  
 Source: CRP 410 Community Outreach Event, 2011



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"This voting provided the teams with further feedback from the citizens."

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Figure 5: Singular Santa Paula Event  
Source: Class Photographer Matt Dito



Figure 6: Voting Team Posters  
Source: Class Photographer Matt Dito

The student teams had prepared posters to have citizens "vote" on topics. (See photo) Community members were given choices related to all of the focus areas and asked to place "dot" stickers next to the answer that applied to them or the idea they liked most. This voting provided the teams with further feedback from the citizens. When the event with Singular Santa Paula was complete the students traveled across town to the soccer fields and had citizens also vote on the posters. More than 50 people participated in voting on the posters at the soccer fields.



#### COMMUNITY OUTREACH EVENT 4:

• *Photovoice, Santa Paula High School*

On February 10th, Cal Poly students were given the chance to hear what the youth of Santa Paula thought of the City. High school students used Photovoice, a participatory technique that blends photography and a written narrative, to express their opinion. With Photovoice, the photography and narrative together tell a story of the community from the participant’s viewpoint. It is a way to engage participants who don’t usually have a say in decisions affecting their lives. The Photovoice project was funded by the Kinesiology Department, through STRIDE (Science through Translational Research in Diet and Exercise). The students produced posters that included both their photos and narratives. Students presented their posters at the Photovoice event. Pictures of all of the posters and a majority of individual photos and narratives are provided in the appendix to this document.

Beginning in the Winter Quarter of 2012, 42 students of Santa Paula High School received access to cameras and were given the task to document their City. Students were asked to document the following regarding Santa Paula: 1) What they liked and didn’t like; and 2) What they found to be healthy and unhealthy. Students found positive and negative aspects of their community and provided narratives of what these photos meant to them. The students brought up issues including, road maintenance, affordable housing, access to healthcare facilities, and the conditions of parks. For instance, one

student stressed that, “if the City of Santa Paula fixes these potential hazards [road hazards], they could in turn fix the other problems throughout the City.” The students understand that improvements throughout Santa Paula will have an influence on the community as a whole.

Aside from changes the students wanted, they emphasized that Santa Paula is their home and something that they are proud of and has potential. For example, one group stated, “ Santa Paula is a small town with many great sights to see and places to go.” The Photovoice project gave Cal Poly and the City of Santa Paula access to input from residents that are often overlooked.



Figure 7: Students presented posters and narratives describing the City  
Source: Class Photographer Diane Kwon

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*“High school students used Photovoice, a participatory technique that blends photography and a written narrative, to express their opinion. With Photovoice, the photography and narrative together tell a story of the community from the participant’s viewpoint.”*

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“The Photovoice project gave Cal Poly and the City of Santa Paula access to input from residents that are often overlooked.”

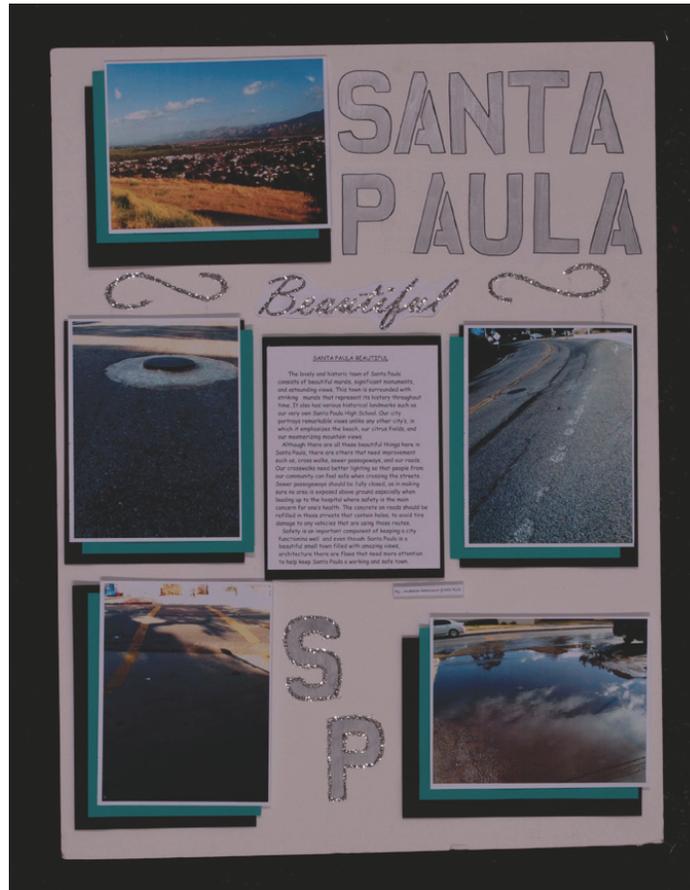


Figure 8: “Santa Paula, The Beautiful”  
Source: Photo, Josef Kasperovich

## COMMUNITY OUTREACH EVENT 5:

• Community Workshop, City Hall

The community outreach event conducted on February 11th, 2012 included the presentation of a concept plan by each team (Land Use & Housing, Economics & Marketing, Circulation, Urban Design, and Parks & Recreation) followed by rotating small-group feedback sessions. This community outreach event was open to the public and had roughly 30 attendees. Each concept plan displayed seven concepts related to the team’s topic which best represented feasible changes that would improve Santa Paula’s Downtown. An example (Urban Design) of the concept plans that were presented to the community on February 11th, 2012 is displayed below. All of the concept plans are included at a larger scale in Chapter 3, Vision.

The rotating small group feedback sessions allowed for each attendee to speak with every team about the concepts displayed on their plans. Community members asked team members questions about specific concepts and provided team members with valuable feedback regarding concepts included and/or missing from the plans.



The rotating small group feedback sessions allowed for each attendee to speak with every team about the concepts displayed on their plans. Community members asked team members questions about specific concepts and provided team members with valuable feedback regarding concepts included and/or missing from the plans.



*Figure 10: Small Group Discussion*  
*Source: Class Photographer Diane Kwon*

### FINAL PRESENTATION, CITY COUNCIL

On the evening of March 5, 2012, the CRP 410 and 411 students attended the City of Santa Paula City Council meeting and presented the project and eighteen “key strategies” (see Chapter 5) developed for the Draft Downtown Improvement Plan. The presentation included the work completed by the class during Fall and Winter Quarters, including a description of the community outreach efforts the class conducted

throughout the Fall and Winter Quarters of 2011 and 2012. The presentation concluded with a member from each of the five teams presenting the strategies relevant to their area of focus: Land Use, Economic Development, Circulation, Urban Design, and Parks and Recreation. At the close of the presentation City Council asked questions and discussed certain key strategies with the students.

## COMMUNITY OUTREACH ANALYSIS

### LAND USE

Surveys completed on October 9th and 29th revealed that those surveyed appreciated a great number of qualities in Downtown. Figure 11 displays the compiled results for the question (which was asked during both events) “What do you like most about Downtown?” Respondents could answer with any response and were not limited to preset options. The survey teams gathered 149 responses for this question. The majority of respondents said they like stores, restaurants and the theater Downtown (47 responses). Of those, “shopping or shops” was liked by the greatest number of people (35 responses). (For additional discussion on this topic see the Economic Development & Marketing section of this chapter.)

“People also liked the general aesthetics and architecture of Downtown Santa Paula (26 responses). Nearly the same number (25 responses) responded that they like the “small-town feel,” with Downtown being “clean” “quiet” and “safe.”

People also liked the general aesthetics and architecture of Downtown Santa Paula (26 responses). Nearly the same number (25 responses) responded that they like the “small-town feel,” with Downtown being “clean” “quiet” and “safe.” (For additional discussion on this topic see the Urban Design section of this chapter.) These responses seem to indicate people like the overall “small-town” aesthetics, atmosphere, and shopping that are found in Downtown Santa Paula.

The first three categories on the chart received two-thirds of the responses, and each of the remaining categories accounted for less than 10% of total responses. Outdoor elements such as the “natural environment,” “plants,” and “parks” were noted by respondents as a positive in Downtown. (For more discussion on this topic see the Parks and Recreation section of this chapter.)

Survey respondents were also asked what they would like to see change in Santa Paula. Respondents to the surveys completed October 9th and 25th ranked additional activities highest (103) among their changes for Downtown. (see Figure 12)

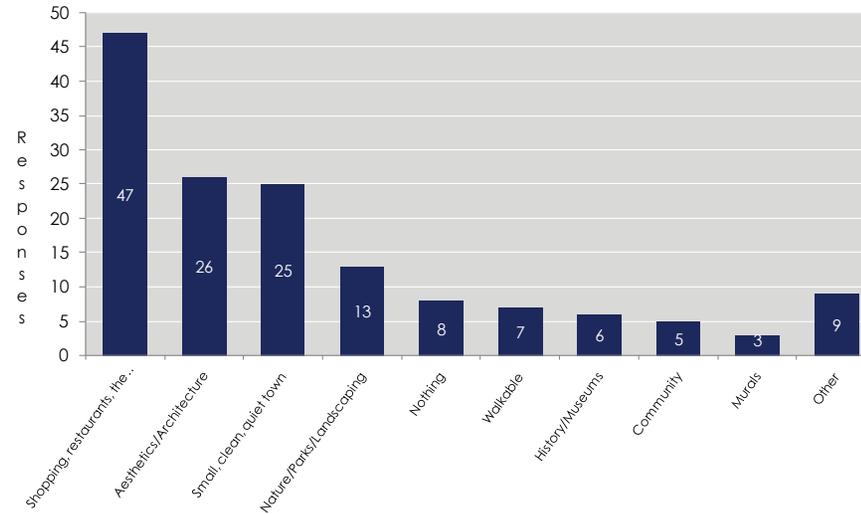
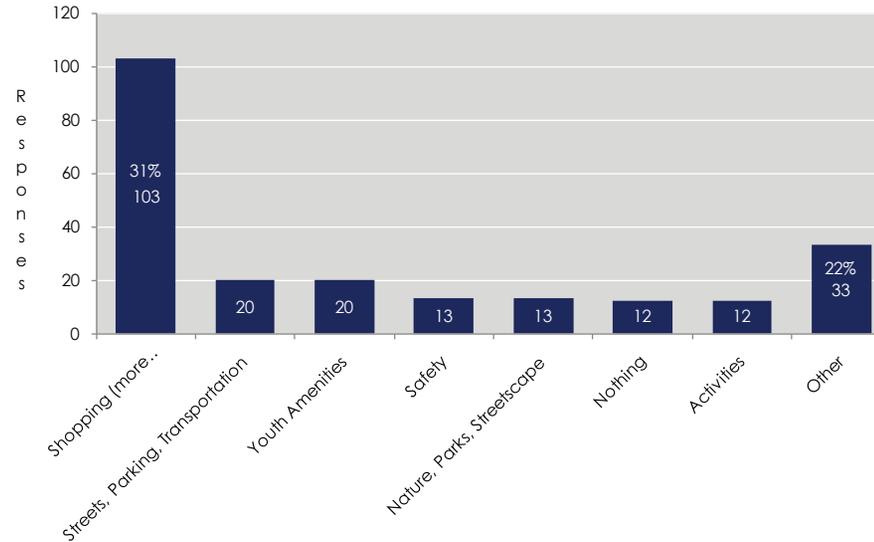


Figure 11: Residents' Responses to "What do You Like About Santa Paula?"  
Source: CRP 410/411 Survey Data, October 9 and 29, 2011

Figure 12: Residents' Responses to "What Changes Would You Like to See?"  
Source: CRP 410/411 Survey Data, October 9 and 29, 2011



The compiled results from the first two outreach surveys were presented at the third outreach event on November 19th. The meeting took place at Glen Tavern Inn with community members involved in Singular Santa Paula, a citizen's marketing and video production group. Participants liked the strong sense of identity and sense of place of Downtown, the look of their Downtown, and the "small town USA" feel, although participants were concerned with numerous vacancies, dilapidated storefronts, and lack of diverse shopping opportunities. The group also identified a need to better connect Downtown to the surrounding neighborhoods. East Area 1 was mentioned as an opportunity for the City to grow, attract new residents, and bring additional revenue to the City. Within small group discussions, mixed-use housing within the Downtown was seen as a way to bring people into the Downtown.

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*"Reservations were expressed regarding the City's financial situation and an ability to initiate any costly changes."*

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At the Photovoice event on February 10th, 2012, several Santa Paula High School students presented posters regarding Downtown. The students liked Downtown but thought that there could be more activities (geared towards youth) and shopping. Some students addressed the structural damage to streets, while others displayed pictures of the improvements needed in the public restrooms. A few students expressed the need for improving lighting to promote visibility and safety, and many addressed the importance of maintaining the upkeep of sidewalks to promote vibrancy and beauty. Students took pictures related to land uses of Downtown: vacancies, a lack of youth-oriented shops, and the need for entertainment options. These themes were mentioned through the outreach process. One

student focused on the lack of affordable housing. This student mentioned the need for affordable housing and how the development near the high school has never been finished.



*Figure 13: Community Discussing Land Use Team's Conceptual Plan  
Source: Class Photographer Diane Kwon*

On February 11th, the concept plan was presented to community members. The community was receptive to the concepts presented. Reservations were expressed regarding the City's financial situation and an ability to initiate any costly changes. The creation of an artisan district was particularly well received. There are a large number of artists living in Santa Paula and the creation of a district which caters to housing, as well as gallery space for local artists was met with enthusiasm. Participants showed support for the following additional housing options in Downtown: mixed-use housing, a variety of housing options (apartments and

single-family homes), and a better mix of market and affordable units. Community members suggested including the historic theater within the boundaries proposed for the Central Business District.

## ECONOMICS

### DOWNTOWN SHOPPING, AMENITIES, AND YOUTH

During the October 9 and 29 surveys, participants responded to the question “What would you like to see Downtown?” Of the respondents, 12 responses called for more activities and 20 voiced a desire for more youth amenities.

At the Singular Santa Paula event on November 19, 2011, there were a number of comments regarding the small business environment in Santa Paula, including empty storefronts and the lack of diversity in store types. Challenges identified related to these issues include a lack of enthusiasm from some Downtown merchants and competition with nearby shopping areas in other cities. The recognition of these potential changes, and challenges to these changes, might suggest the need for a more organized and inclusive small business association.

At the Photovoice event on February 10th, 2012, many Santa Paula High School students identified similar issues:

“For as long as we could remember, if our families ever wanted to go shopping, dining, or just for a night out, we always had to go out of town.

This is because Santa Paula lacks retail stores, entertainment options, and variety when it comes to dining. Usually the hub for these things is on a city’s main street; however, ours seems to lack the spark to meet all the demands.”

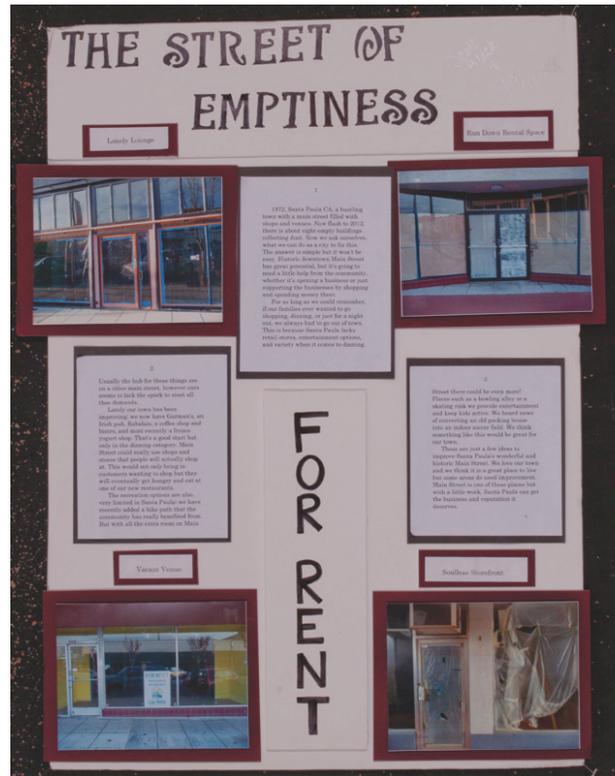


Figure 14: “The Street of Emptiness” by Scott and Joshua  
Source: Josef Kasperovich

“there were a number of comments regarding the small business environment in Santa Paula, including empty storefronts and the lack of diversity in store types.”

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*"The "Youth Identity" concept was one that received a lot of attention from workshop participants, and the lack of activities available to youth in the Downtown was discussed.*

*A Downtown municipal WiFi zone focused on attracting youth, residents, and visitors to Downtown Santa Paula was a popular strategy."*

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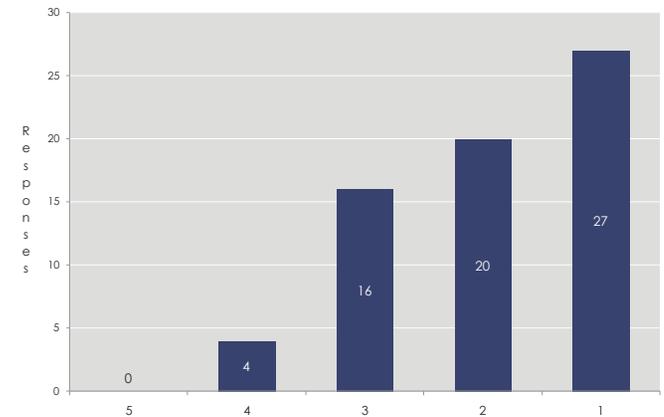
The students made it clear that they wanted more amenities Downtown, and many identified the lack of variety in shopping opportunities as a key deterrent to visiting Downtown Santa Paula. In their Photovoice narrative, Scott and Josh, two high school students, discussed the potential that Historic Downtown Main Street holds for the City. They also had this to say, "The recreation options are also very limited in Santa Paula... Places such as a bowling alley or a skating rink would provide entertainment and keep kids active."

At the community workshop on February 11th, 2012, a number of the Economic Team's proposed concepts received constructive feedback, and one in particular seemed to be a favorite among the "Economic Development and Marketing" concepts. The "Youth Identity" concept was one that received a lot of attention from workshop participants, and the lack of activities available to youth in the Downtown was discussed. A Downtown municipal WiFi zone focused on attracting youth, residents, and visitors to Downtown Santa Paula was a popular strategy. Considering the strategies and concepts discussed during this outreach event, it became increasingly evident that extending the amenities available to residents and visitors in the Downtown needs to be addressed.

#### **EMPLOYMENT AND COST OF LIVING**

On October 29, 2011, a question was introduced in Survey 2 regarding employment opportunities in Downtown Santa Paula. Respondents were asked to rate the topic of "employment opportunities" on a scale of 1 through 5, 1 being a major weakness and 5 being a

major strength. Employment opportunities illustrate the confidence Santa Paula residents have in finding a job in the City. The results of the survey show that over 70% of respondents feel that employment opportunities can be classified more as a major weakness. (Figure 15). These responses reflect statistics that show Santa Paula with the highest unemployment rate in Ventura County for cities with over 1,000 residents.



*Figure 15: Employment Opportunities in Downtown  
Source: CRP 410/411 Survey Data, October 29, 2011*

On the October 29, 2011, survey, respondents were asked to rate the topic "cost of living" on a scale of 1 through 5, 1 being a major weakness and 5 being a major strength. The results of the survey are as included in Figure 16:

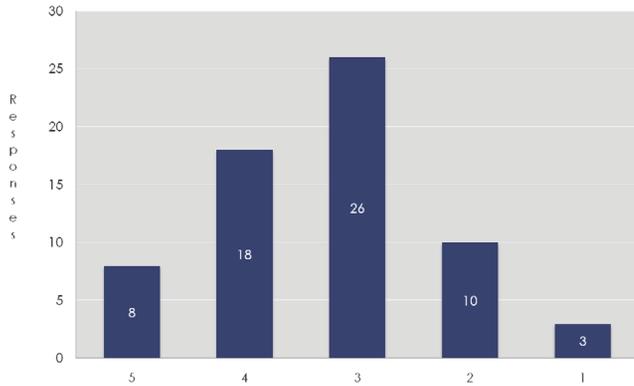


Figure 16: Cost of Living  
 Source: CRP 410/411 Survey Data, October 29, 2011

The majority of the respondents (40% or 26 respondents) rated cost of living as a three, midway between a major strength and a major weakness. This response may indicate that residents perceive Santa Paula to be “more affordable” than other cities in Ventura County.

**HISTORIC CHARACTER**

Surveys conducted October 9th and 29th revealed that Santa Paula’s historical character and small-town feeling is very important to participants . Of the 149 responses to the question “What do you like about Santa Paula?”, 51 (35%) were related to the small-town and historic feel of Downtown - 26 (18%) listed the architectural character and overall aesthetics and 25 (17%) listed “small-town”, “quiet”, “clean.”

One of the students from Santa Paula High School, Angelica, wrote this in her narrative.

“We enjoy the City’s antique and historical look. We have beautiful murals throughout the town, and an amazing view overlooking the valley and the ocean. We have a nice depot and a clock tower as our City landmarks.”

At the February 11 community workshop, community members responded positively to the idea of a phone app for landmarks in the community. They hoped it could be incorporated into efforts already being made by the Historical Society.

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*“This response may indicate that residents perceive Santa Paula to be “more affordable” than other cities in Ventura County.”*

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**VISITORS AND TOURISM**

The October 9 survey was administered to visitors to Downtown Santa Paula. Nine visitors completed the October 9 survey, and fourteen visitors completed October 29 survey. Results are summarized in this section.

Visitors provided 12 responses to “What do you like about Downtown Santa Paula?” as follows: Three visitors liked the restaurants and shopping, three visitors liked the small or old town feel, three visitors liked the walkability and cleanliness, two visitors liked the history and museums, and one visitor liked the benches.

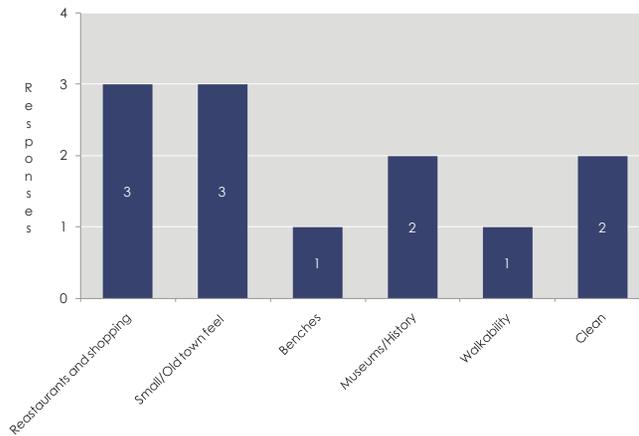


Figure 17: Visitors' Responses to "What do you like about Downtown Santa Paula?"  
Source: CRP 410/411 Survey Data, October 9 and 29, 2011

"The majority of visitors saw the following aspects as a strength:

Historic characteristics, unique local identity, family-friendly community."

Visitors also provided 24 responses to the question "What changes would you like to see Downtown?": 10 stated a greater variety of shops and restaurants; 4 visitors would like more culture; 3 visitors would like more social places (bars, theater, bowling, etc.); 2 visitors would like more trash cans and a cleaner downtown; and 2 visitors would like the vacancies filled.

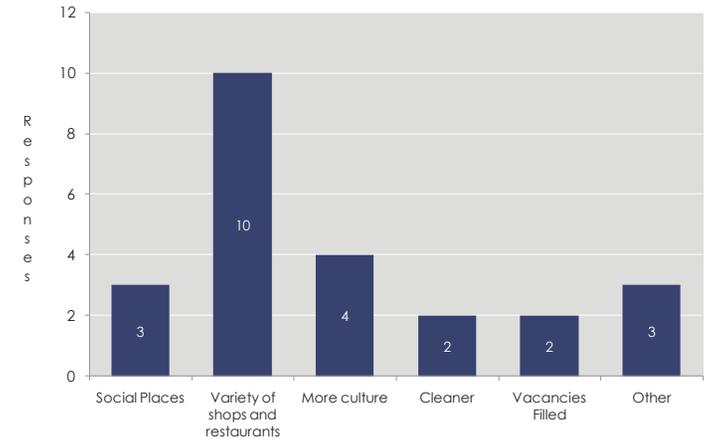


Figure 18: Visitors' Responses to "What changes would you like to see Downtown?"  
Source: CRP 410/411 Survey Data, October 9 and 29, 2011

During the second survey taken on October 29, 2011, participants were asked to rank aspects of life in Downtown Santa Paula from 1 (being a major weakness) to 5 (being a major strength). If visitors answered 4 or 5, it was considered a strength. If visitors answered a 1 or 2, it was considered a weakness. If visitors answered a 3, the answer was interpreted as meaning the respondent considered the item as neither a major strength nor a major weakness.



The majority of visitors saw the following aspects as a strength (a majority answered 4 or 5):

- *Historic characteristics (9 of 11 respondents)*
- *Unique local identity (8 of 12 respondents)*
- *Family-friendly community (8 of 12 respondents)*
- *Gateways (8 of 11 respondents).*
- *Quality of public transportation (8 of 11 respondents)*
- *Availability of parks and open space (7 of 13 respondents)*
- *Opportunities for community involvement (7 of 11 respondents)*
- *Ethnic and cultural diversity of the community (6 of 12 respondents)*
- *Places of worship (6 of 10 respondents)*
- *Quality of health and human services (4 of 8 respondents)*

The majority of visitors saw the following aspects as a weakness (1 or 2) or were neutral (answered 3):

- *Employment opportunities (10 of 13 respondents)*
- *Cost of living (7 of 13 respondents)*
- *Quality of local businesses (7 of 12 respondents)*
- *Availability of arts, music and cultural amenities (7 of 11 respondents)*
- *Character of neighborhoods in downtown (7 of 11 respondents)*
- *Availability of natural resources (6 of 10 respondents)*

At the Singular Santa Paula event, the group discussed a number of things that make Santa Paula a desirable tourist location: historical character, walkability, variety of restaurants, the bike path, the small town U.S.A. feel, and the new facade improvements.

On February 10th and 11th, Santa Paula High School students and community members, respectively, identified similar qualities as tourist attractions: the bike path, small-town feeling, and historic character. Participants at both events identified the vacancy and appearance of some stores and the deteriorated quality of some streets as deterrents to tourism.

*“Participants at both events identified the vacancy and appearance of some stores and the deteriorated quality of some streets as deterrents to tourism.”*

## CIRCULATION

### PUBLIC TRANSPORTATION

At the October 29th community outreach event in Santa Paula, community members were asked to rank the quality of public transportation in Santa Paula. The ranking was based on a 5 point scale with 5 being a major strength and 1 being a major weakness. The results are displayed in Figure 19.

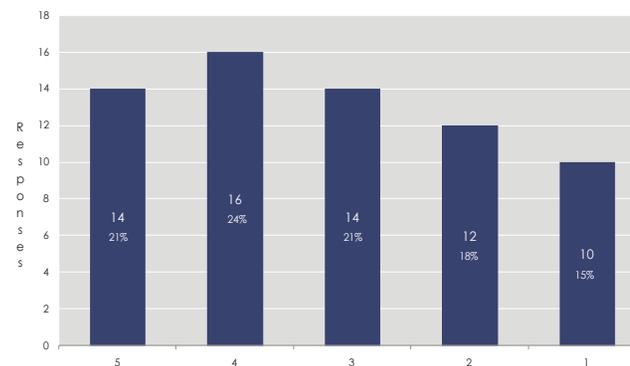


Figure 19: Quality of Public Transportation  
Source: CRP 410/411 Survey Data, October 29, 2011

The responses regarding public spaces were mixed. Although 45% of those who responded felt as though the public transportation system in Santa Paula was a strength (answer of 4 or 5), 33% felt that it was a weakness (answer of 1 or 2). These findings are consistent with the analysis in the Community Profile, which indicated that public transportation may not be meeting the needs of the entire community.

As discussed in the Community Profile, Santa Paula currently does not have a fixed route public transportation system or a “long-haul” bus service. Rather than a fixed route, Santa Paula relies on a dial-a-ride service, which requires residents to make reservations 24 hours in advance in order to ride. The bus line running through Santa Paula travels as far as the neighboring cities of Ventura, Fillmore, and Piru, but no farther. The existing conditions mentioned above are consistent with the views expressed by citizens at the October 9th, 2011 community outreach event. At this event, citizens expressed the desire that Santa Paula expand the public transportation currently offered Downtown and that Santa Paula consider building a metro line connecting the City with other areas. These views of the community are reflected in the goals and objectives established in Santa Paula’s General Plan. Objective 2(d) states that, “The City should restore long-haul bus service to the area” (City of Santa Paula General Plan Circulation Element, 2008, pg. CI-37).

The November 19th, 2011 community outreach event with members of Singular Santa Paula provided information on changes that they would like to see in Santa Paula. The “quality of the local bus” and “public transportation” were listed as things that community

members would like to see improved in Santa Paula. Community members also mentioned that they would like to see “better integration of neighborhoods with the Downtown.” Expanding the fixed transportation route currently offered in Santa Paula could strengthen the connectivity between Downtown and the surrounding neighborhoods.

The community workshop on February 11, 2012 also revealed views consistent with the existing conditions mentioned above. Community members spoke of a desire for expanded public transportation within the City connecting to Downtown and responded positively to a trolley system connecting the downtown to the rest of the City and new growth areas. People were in favor of a small-scale trolley system because it would increase circulation throughout the City while keeping with the “small-town” image of Santa Paula’s Downtown.

#### BICYCLE CIRCULATION

At the Singular Santa Paula event on November 19, community members provided information related to the bicycle circulation system in Santa Paula. Community members were in agreement that the recently completed bike path in Santa Paula is a strength for the community, but also noted that people would like to see a better integration of neighborhoods with Downtown. The addition of bicycle circulation infrastructure such as share-the-road bikeways would help to alleviate this issue.

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*“ Rather than a fixed route, Santa Paula relies on a dial-a-ride service, which requires residents to make reservations 24 hours in advance in order to ride. The bus line running through Santa Paula travels as far as the neighboring cities of Ventura, Fillmore, and Piru, but no farther. ”*

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The concept of a share-the-road bikeway through Downtown Santa Paula connecting to the newly built bike path was presented at the February 11, 2012 community workshop. This concept was embraced by the community members at the event, one community member noting that share-the-road would be “really nice in our City for our kids to use to get Downtown safely. I think it’s a great idea, we need something like this Downtown.”

**MAIN STREETS AND CONNECTIONS**

An area of concern for people surveyed during the October 29, 2011 community outreach event was the condition and width of Santa Paula’s streets. They expressed a desire for improvement of both the condition and width. Out of 161 total responses to the question, “which of the following characteristics do you feel are most important to improve?,” 47 answered “street conditions” and 16 answered “street width.”

During the Photovoice presentation at Santa Paula High School, several students highlighted the same street issues that the community voiced during Fall Quarter 2011 outreach events. The students highlighted the potholes and cracks in the streets Downtown. One student described the streets as taking away from the beauty within the rest of the City:

“Santa Paula is a safe community; however, there are some areas that can be improved...Our town is very beautiful but streets with holes, cracks, and pot holes catch the eye of many people.”

The picture below is a student’s photo featuring a side street in Santa Paula.



Figure 20: Potholes in Santa Paula Side Street  
Source: Student Photo, Photovoice Project

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*“During the Photovoice presentation at Santa Paula High School, several students highlighted the same street issues that the community voiced during Fall Quarter 2011 outreach events. The students highlighted the potholes and cracks in the streets Downtown.”*

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## PEDESTRIAN CIRCULATION

During the October 9 and 29, 2011 community outreach events held in Santa Paula, numerous residents expressed appreciation for Santa Paula's walkable Downtown. In addition to this, they answered questions about how often they visited Downtown, with a majority of respondents (60%) saying they ventured Downtown daily.

In addition to respondents' desire to keep the walkability of Downtown intact, there was also strong support for the improvement of sidewalk availability throughout Santa Paula as a whole. Thirty out of 161 people responded "sidewalk availability" to the question: "Which of the following characteristics do you feel are most important to improve?" These responses express the community's desire for greater sidewalk availability, despite the fact that they are satisfied with the current walkability of Downtown Santa Paula.

During the Photovoice presentation Santa Paula High School, several students focused on conditions that made sidewalks less conducive to pedestrian activity, such as cracking.

---

"Thirty out of 161 people responded "sidewalk availability" to the question: "Which of the following characteristics do you feel are most important to improve?" These responses express the community's desire for greater sidewalk availability, despite the fact that they are satisfied with the current walkability of Downtown Santa Paula."

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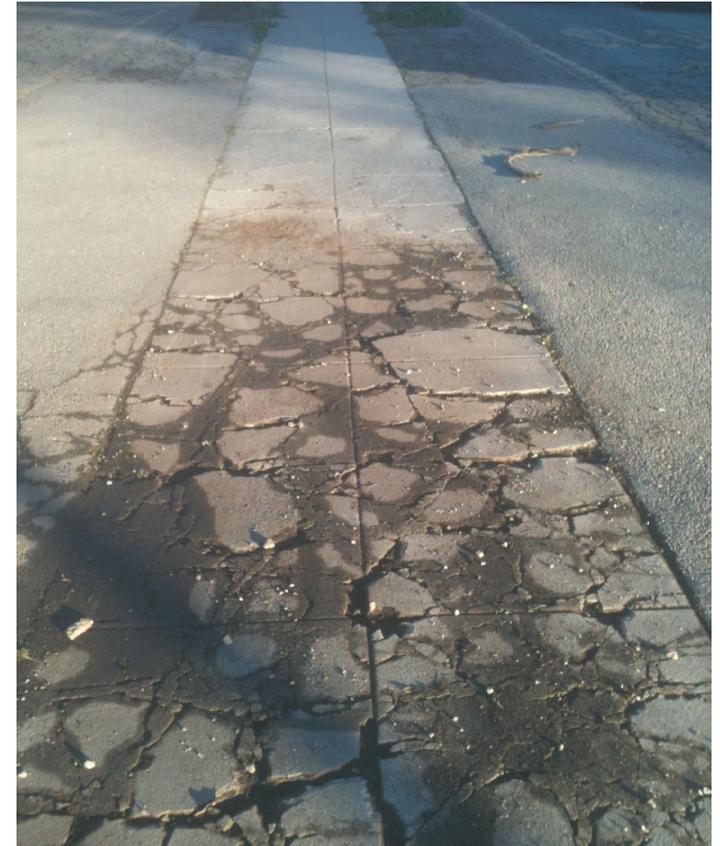


Figure 21: Cracks in the Sidewalk  
Source: Student Photo, Photovoice Project

**URBAN DESIGN**

**HISTORY, ARTS, AND CULTURE**

Santa Paula’s history was frequently listed as one the community’s favorite qualities, with 34% of all responses to the question “what do you like about Santa Paula” specifically mentioning the community’s historic character. As indicated in the following table, the historical character of the community is clearly considered one of its strengths. Results related to the following other characteristics were evenly distributed across the spectrum of strengths to weaknesses (5 being a strength, 1 being a weakness):.

- Availability of Art, Music and Cultural Amenities
- Ethnic and Cultural Diversity of the Community
- Opportunities for Community Involvement

On November 19, 2011, Singular Santa Paula members echoed what was heard throughout the community input process—an appreciation for the small-town and historic character of Santa Paula and the community’s numerous cultural events. There were also aspects of the community that they wanted to change, including renovating existing facades.

On February 10, 2012, art and the history of Santa Paula were discussed as part of Santa Paula High School Photovoice project. Students took pictures of public art and graffiti throughout Downtown, memorials, and the clock tower. The students enjoyed the Children’s Public Art Program and Facade Improvement Program strategies suggested for Downtown.

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*“Santa Paula’s history was frequently listed as one the community’s favorite qualities, with 34% of all responses to the question “what do you like about Santa Paula” specifically mentioning the community’s historic character.”*

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<b>Community Characteristics</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Availability of arts, Music and Cultural Amenities	4	15	21	15	6
Ethnic and Cultural Diversity of the Community	14	15	21	15	6
Historic Characteristics	26	21	10	6	0
Opportunities for Community Involvement	15	21	18	8	5

Figure 22: Community Outreach Survey Results: History/Culture and Events  
 Source: Santa Paula Community Outreach Survey, October 29, 2011, Community Outreach Task Team.

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"The citizens of Santa Paula take pride in their history, such as the Ebell Theater, Glen Tavern Inn, and various museums. These historic resources tell a story of Santa Paula important to the community."

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Figure 23: "Memorial" By Ramirez  
Source: Photovoice Project, Santa Paula High School



Figure 24: "Old Town" By Salina M.  
Source: Photovoice Project, Santa Paula High School

During the February 11, 2012 workshop, promotion of Downtown was a key topic. Enhancing Downtown facades, installing more public art, and increasing activities for all ages in Downtown will help this effort. Furthermore, the City has obtained a \$600,000 grant for street improvements from Highway 126 to the 10th street. This will not only help the beautification of Downtown but also maintain its unique identity. The citizens of Santa Paula take pride in their history, such as the Ebell Theater, Glen Tavern Inn, and various museums. These historic resources tell a story of Santa Paula important to the community.

## STREETScape

The feedback from the surveys and community workshops confirmed the importance placed on unique local identity and neighborhood character. When asked about strengths, more than fifty percent of responses indicated "unique local identity" and "neighborhood character." The responses show a strong desire to maintain the unique small-town charm that sets Santa Paula apart from neighboring cities.

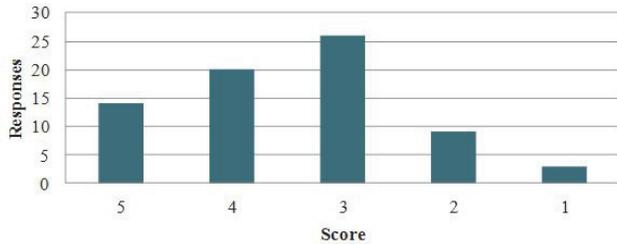


Figure 25: Neighborhood Character Survey Results  
 Source: Survey Results, October 29, 2011, Community Planning Lab

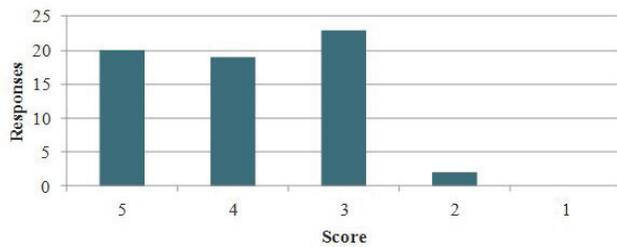


Figure 26: Unique Local Identity Survey Results  
 Source: Survey Results, October 29, 2011, Community Planning Lab

At the Singular Santa Paula meeting on November 19, 2012, community members expressed appreciation for Santa Paula’s walk-ability, safety, small-town charm, and floral bouquets. The group expressed a need for change to the current conditions of streetscape in Downtown Santa Paula.

Community input gathered at the Santa Paula High School Photovoice presentation on February 10, 2012 indicated the students’ desire to change the sidewalk conditions and to beautify Downtown.

Students expressed a need to enhance the safety of sidewalks through sidewalk repair and maintenance of streetscape. One student indicated in his narrative that some of the safety concerns in Downtown Santa Paula are the “cracks and potholes [...] sidewalks” (2012). These concerns parallel the input gathered from previous community outreach events and indicate the community’s desire to make sidewalks safer in Downtown.



Figure 27: Photo of Downtown Sidewalk Conditions  
 Source: Photovoice Project, Santa Paula High School

Participants at the community workshop on February 11, 2012 indicated the importance of beautifying Downtown to attract more residents and visitors to the area.

“Community input gathered at the Santa Paula High School Photovoice presentation on February 10, 2012 indicated the students’ desire to change the sidewalk conditions and to beautify Downtown.”

The community feedback received through the community outreach events revealed a strong sense of pride and a need to enhance the aesthetic character of Downtown Santa Paula through streetscape enhancements.



Figure 28: Urban Design Table at City Hall Community Outreach Event  
Source: Class Photographer Diane Kwon, 2012

## PARKS AND RECREATION

### PARKS

In the October 29 survey, participants were asked to rank availability of parks and open space on a scale of five to one, with five indicating this quality as a major strength of the City and one indicating a major weakness. An equal number of people judged park availability as a strength (answered 4 or 5) as those who judged it a weakness (answered 1 or 2).

Generally speaking the community indicated an appreciation for the parks. Students expressed their desire for more outdoor activities. Many of the Santa Paula High School's Photovoice presentations reinforced ideas heard during other events, such as the need for cleaner bathrooms and better lighting in parks. The students commented that they would utilize the parks more if the park facilities were in better condition. The conditions of the park facilities, especially Veterans Park, deterred them from visiting the parks. When asked if they would use the parks if the facilities were clean, nearly all the students responded with a yes.

"Many of the Santa Paula High School's Photovoice presentations reinforced ideas heard during other events, such as the need for cleaner bathrooms and better lighting."

### HEALTHY EATING, ACTIVE LIVING

During outreach events, community members stated there was a lack of fresh and healthy food options in Downtown. Several community members expressed this was of great concern because of the health consequences that can result from unhealthy eating habits. However, with regard to active living, during both the Singular Santa Paula event (November 19) and the community workshop (February 11), residents stated the addition of the bike path near Downtown had a positive impact on community health.

### COMMUNITY SERVICES

During community outreach events, participants indicated that the hospital and police and fire services were a strength for the community. Singular Santa Paula addressed challenges to changing the community, including a generational divide, cultural divide, and institutional resistance. Singular Santa Paula also identified opportunities for change including Santa Paula students' positive test scores and the availability of a grant writer.

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*"Singular Santa Paula addressed challenges to changing the community, including a generational divide, cultural divide, and institutional resistance."*

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Community Outreach, October 29th, 2011  
Source: Class Photographer Diane Kwon, 2012





Downtown  
SantaPaula

# Downtown Vision

This chapter contains key concepts developed by the Community Planning Laboratory. Together, these concepts comprise a vision for the future of Santa Paula’s Downtown. In the following sections, each team describes their concepts, provides a conceptual plan, and lists recommendations for achieving the vision for Downtown Santa Paula.

## Land Use

### DELINEATION OF DOWNTOWN AND NEIGHBORHOODS:

Defining the boundary of a planning area is a primary step in creating a vision for an area. Of course, a planning boundary should contain the core “district”, but it is also advantageous to include adjacent areas as planning decisions for a district frequently influence adjacent areas. The Downtown Improvement Plan of 2004 clearly delineated a planning boundary for the City’s Downtown (see Figure 29). Much of the area clearly meets the definition of a downtown with a diversity of land uses, many historic buildings, compact development, and a central location (Walker, 2011). While Main Street is undisputedly “Downtown,” the reason for including adjacent areas as part of the Downtown plan should be articulated.

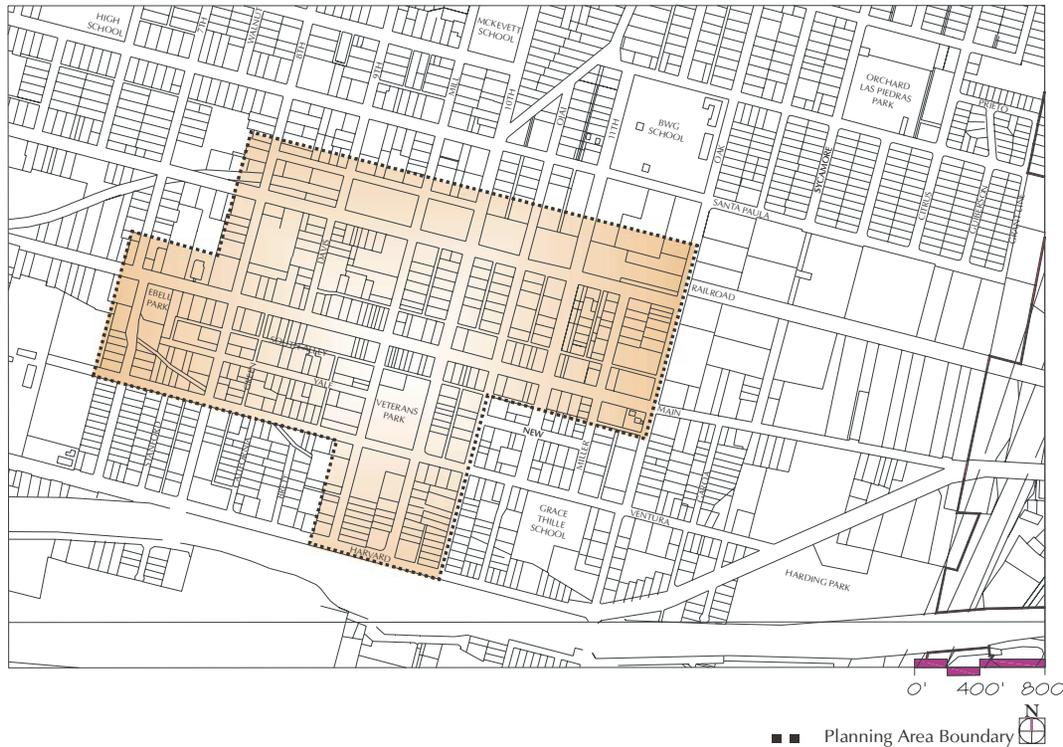


Figure 29: Downtown Boundaries  
Source: Santa Paula Downtown Improvement Plan, 2004

Planning boundaries provide guidance for further planning decisions such as the location of specific types of land uses, gateways and waymarkers, design and streetscapes. The drawing of the planning boundary should be deliberate and intentional so that further planning energies and efforts are most effective. The areas included within a downtown planning area can develop a unique identity and since of place as the Downtown progresses. Including residential areas within the Downtown planning area allows for a direct association between the policies and recommendations in the central commercial area and the impacts on surrounding residents.

The 2004 Downtown Improvement Plan identified subareas within the Downtown boundary (see Figure 30). The plan addresses the subarea’s general land uses and recommended changes. A neighborhood’s unique character is heavily impacted by land use. The presence and amount of diverse or homogeneous land uses shapes the activities, atmosphere, and interaction people experience in a given area. Maintaining and encouraging a strong sense of character at the neighborhood level should be considered in land use and zoning designations.

City of Santa Paula



Ventura County  
California

DOWNTOWN  
IMPROVEMENT  
PLAN AREA

Legend

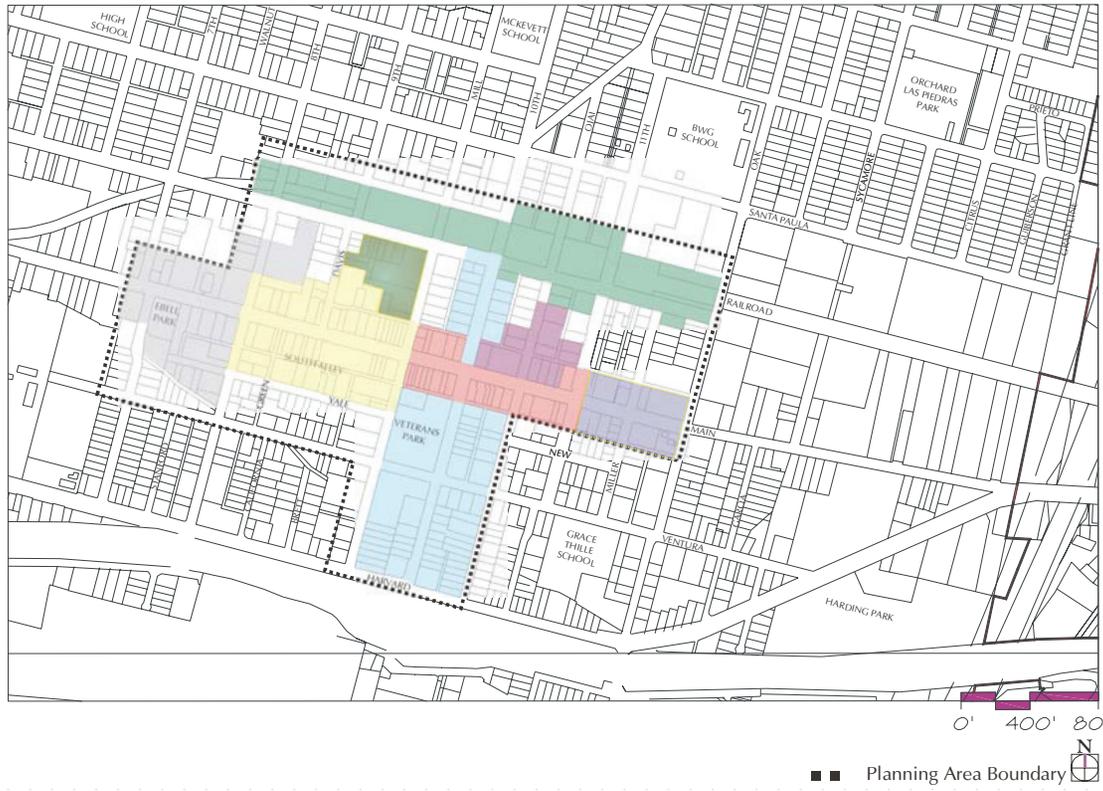
■ Boundary



Community  
outreach event  
February 11, 2012

“The areas included within a downtown planning area can develop a unique identity and sense of place as the Downtown progresses. Including residential areas within the Downtown planning area allows for a direct association between the policies and recommendations in the central commercial area and the impacts on surrounding residents.”

“The framework for a traditional downtown exists within the City of Santa Paula. Currently Downtown Santa Paula is the densest area of the City and contains a mixture of residential, commercial, and office uses located within a compact urban area.”



City of Santa Paula  
Ventura County  
California

**DOWNTOWN  
IMPROVEMENT  
PLAN AREA**

Subareas

Legend

- Gateway
- Civic Center
- Railroad Corridor
- Mercado
- Hometown USA
- Service
- Office
- Residential

Figure 30: Planning Area Boundary  
Source: Santa Paula Downtown Improvement Plan, 2004

**DENSITIES AND INTENSITIES OF LAND USES**

Traditional downtowns and urban areas are made up of a variety of uses, buildings, open spaces and people that come together in order to create a lively downtown core. The framework for a traditional downtown exists within the City of Santa Paula. Currently Downtown Santa Paula is the densest area of the City and contains a mixture of residential, commercial, and office uses located within a compact urban area. A dense urban core is important to a strong downtown.

The City of Santa Paula must continue to support the preexisting Downtown structure and the densities located within the Downtown core. Santa Paula must maintain and encourage maximum density standards as Downtown revitalization continues. Downtown Santa Paula must meet the needs of the residents, employees and visitors of the City. These needs can be fulfilled by maintaining higher density standards within Downtown.

## Housing

Additional affordable housing units along with a variety of housing types will need to be created to serve additional housing needs in the community. The City needs more alternative housing options. These housing options should include additional apartments, lofts, studios and other small residential units. Additional housing Downtown will provide density and strengthen the City's core.

Single-family housing is abundant throughout the City and bordering Downtown. A variety of housing within the Downtown boundaries of Santa Paula will enhance the City and provide a more active and dense area. This housing, including apartments, flats, and studios, will attract a diverse community as well as capture the growing number of young adults. Mixed-use commercial and residential projects within the Downtown will allow the public a live-work housing option. Mixed-use projects Downtown will draw a diversity of residents, as well as provide additional housing to Santa Paula.



Figure 31: Abundant Single-Family Homes Surrounding the Downtown  
Source: Class Photographer Diane Kwon

A variety of housing types will help Santa Paula achieve the required number of affordable units (RHNA). Housing Downtown can meet the needs of many residents, including families, the elderly and young professionals. The central location of the Downtown gives convenient access to amenities (shopping, groceries).

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*"A variety of housing within the Downtown boundaries of Santa Paula will enhance the City and provide a more active and dense area. This housing, including apartments, flats, and studios, will attract a diverse community as well as capture the growing number of young adults."*

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“An entertainment district can complement rather than compete with the Central Business District and would allow for a movie theater, additional hours of operation, and increased foot traffic and revenue.”

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Figure 32: Musicians in Downtown Santa Paula  
Source: Photo by Karen Farfan, Karenfarfan.com

## DIVERSITY OF LAND USES

Downtowns are defined by their land uses. The community should continue to support the Central Business District’s existing land uses, but should also consider the creation of an entertainment district in Downtown. An entertainment district can complement rather than compete with the Central Business District and would allow for a movie theater, additional hours of operation, and increased foot traffic and revenue. According to community input, diversity of shops and the development of an entertainment district are wanted by the community.



Figure 33: Downtown Movie Theater  
Source: Photo by Randy Stiefer, flickr.com

Historical development patterns in Santa Paula have created an area with adequate infrastructure to support a more diverse mix of uses. This creates an opportunity, through the promotion of mixed-use development, for heightening the diversity of land uses, walkability, and vibrancy of the area. The City currently allows vertical mixed-use buildings within the Commercial Business District (CBD), providing the freedom for developers to build mixed-use projects within the Downtown core.

Community members have expressed a wide range of land use preferences for Downtown Santa Paula. Many community members have expressed their desire for more upscale shopping and dining choices. This feedback aligns with the need for mixed-use development and more diversity in activities and land uses.

## RECOMMENDATIONS:

The following land use concepts are recommended for Downtown Santa Paula and are included in the Land Use Team's Conceptual Plan for Downtown:

1. *Vertical Mixed-use*
2. *Downtown Residences*
3. *Downtown Core and Entertainment District*
4. *Second unit housing*
5. *Horizontal Mixed-use*
6. *Artisan Manufacturing (Artist District)*
7. *Multi-unit Housing*

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*"Community members have expressed a wide range of land use preferences for Downtown Santa Paula. Many community members have expressed their desire for more upscale shopping and dining choices."*

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# LAND USE & HOUSING



Figure 34: Land Use Concept Plan

## Economics

### ECONOMIC VIBRANCY

Successful small business are fundamental to a thriving and active Downtown, and as the existing City of Santa Paula Downtown Improvement Plan indicates: “A vibrant Downtown core is the key ingredient in creating a philosophical and economically successful community,” (City of Santa Paula, 2004, p. 2). Along with many other “Main Streets” across the United States, Downtown Santa Paula has experienced some loss of its economic base to the development of contemporary regional malls and “big-box” retail outlets. Santa Paula needs to protect local businesses within its Downtown by reaffirming the Downtown core as a center for activity within the City.



Figure 35: High Number of Business Vacancies in Downtown Santa Paula  
Source: Class Photographer Diane Kwon

As businesses grow in the Downtown, it will become increasingly important that Downtown merchants and property owners maintain goals and quality standards not only for their own businesses but for the Downtown in general. Ensuring a unified vision for the Downtown that involves merchants and landowners will help build a cohesive business community. Downtown businesses can make strides towards business retention and success by implementing representative business organizations and business development programs that support their interests and needs.

The City of Santa Paula is in the geographical center of Ventura County. The City has been a relatively stable community experiencing modest population growth over the past 30 years. Despite the City’s steady population, it has seen huge demographic change as nearly 80 percent of the City’s population in 2010 was of Latino descent, compared to 58 percent in 1990. If the Downtown looks to represent the heart and “face” of the broader community, any movement to re-establish Downtown Santa Paula as a center of activity for the City needs to take into account this demographic change. Although focusing on this Latino population is important, ensuring the Downtown attracts a variety of businesses that appeal to all residents will be central to bringing additional energy and excitement into the Downtown.

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*“Despite the City’s steady population, it has seen huge demographic change as nearly 80 percent of the City’s population in 2010 was of Latino descent, compared to 58 percent in 1990.”*

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As of 2010, Santa Paula has an estimated population of 29,321 residents. Over one-third of the City's population is under 20 years old. As a cornerstone of the Downtown revitalization effort, Santa Paula needs to provide activities that attract youth to the Downtown. Diversity in the activities available to Santa Paula residents will ensure that the Downtown grows to be active and vibrant for the community and its visitors. Entertainment opportunities, such as a movie theater, could serve as catalyst projects towards reestablishing Santa Paula's commercial core as a dynamic destination.

*"Efforts to improve Downtown as a venue to host events such as markets, festivals, and cultural celebrations would be another way to emphasize Santa Paula's distinct historic identity."*



*Figure 36: Halloween Parade in Santa Paula  
Source: Class Photographer Matt Ditto*

## MARKETING TO RESIDENTS AND VISITORS

The City of Santa Paula has been christened "The Citrus Capital of the World" and has also been called a "classic small-town, U.S.A." The City also has a rich history in association with the once present oil industry. In addition to this, there are a number of other historic resources in town such as the Aviation Museum, Santa Paula Theater, and the murals Downtown.

As a way to confirm Downtown as the vibrant core of the City, the agricultural, oil, and cinematographic heritage of the City should be utilized as a means of promotion and marketing for Downtown Santa Paula. Efforts to accomplish this could be as simple as working with the Santa Paula Historic Society to develop a unified and collaborative promotion and marketing strategy for all of the historic resources already existing in the City. Efforts to improve Downtown as a venue to host events such as markets, festivals, and cultural celebrations would be another way to emphasize Santa Paula's distinct historic identity.



Figure 37: Embrace Historic Small-Town Feel  
Source: <http://www.santapaulamurals.org/>

Another way to help reestablish Downtown Santa Paula as the anchor of the City is to create a lively Downtown atmosphere by providing entertainment options, such as a theater, dining options, night life, and child-friendly activities, for residents and visitors. One method to help accomplish this is to promote additional mixed land uses within Downtown including retail, residential, and offices. This diversity Downtown will ensure the presence of people and contribute to the active and lively atmosphere. An additional benefit of a more active atmosphere would be to foster safety. The presence of more people Downtown increases the number of eyes on the street, which helps cultivate a safe and friendly environment.



Figure 38: Encourage a Lively Downtown  
Source: <http://0.tqn.com/d/dallas/1/0/z/-/-/-/Kellys.JPG>

## TOURISM

Santa Paula has many attributes that already contribute to traditional forms of tourism and agri-tourism. Attractions in Santa Paula include cultural murals, museums, a train tour, restaurants, and shops. There is a diversity of restaurants in Santa Paula that attract a variety of people. The retail in Downtown Santa Paula is affordable and for the most part, locally owned and operated. The quaint architecture and the small-town atmosphere bring visitors to the City.

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*“The retail in Downtown Santa Paula is affordable and for the most part, locally owned and operated. The quaint architecture and the small-town atmosphere bring visitors to the City.”*

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"This diversity Downtown will ensure presence of people and contribute to the active and lively atmosphere. An additional benefit of a more active atmosphere would be to foster safety."

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Figure 39: Discovering Black Gold in Santa Paula  
Source: Mural by Jim Fahnestock

Farmland surrounding Santa Paula is important to its tourist industry. Santa Paula is the "Citrus Capital of the World," providing citrus for much of the West Coast. Local farms contribute to the experience of open space and greenery. Santa Paula contains some of the more established and leading agribusinesses in the world that already provide agri-tourism events on their land and within the City. There are currently scattered fruit stands, local produce and farmer's markets, and small businesses promoting Ventura County products that support and promote agribusinesses in Santa Paula. Additional businesses should be encouraged and agri-tourism should be further promoted.



Figure 40: Image of Agri-Tourism During the Balloon Festival  
Figure: Source: Limoneira Co.

## RECOMMENDATIONS:

The following economic development concepts are recommended for Downtown Santa Paula and are included in the Economic Team's Conceptual Plan for Downtown:

1. Revitalization
2. Tourism
3. Downtown Nightlife
4. Youth Identity
5. Small Business Program
6. Historic Identity
7. Buy Local Campaign

SANTA PAULA DOWNTOWN PLAN

ECONOMICS & MARKETING

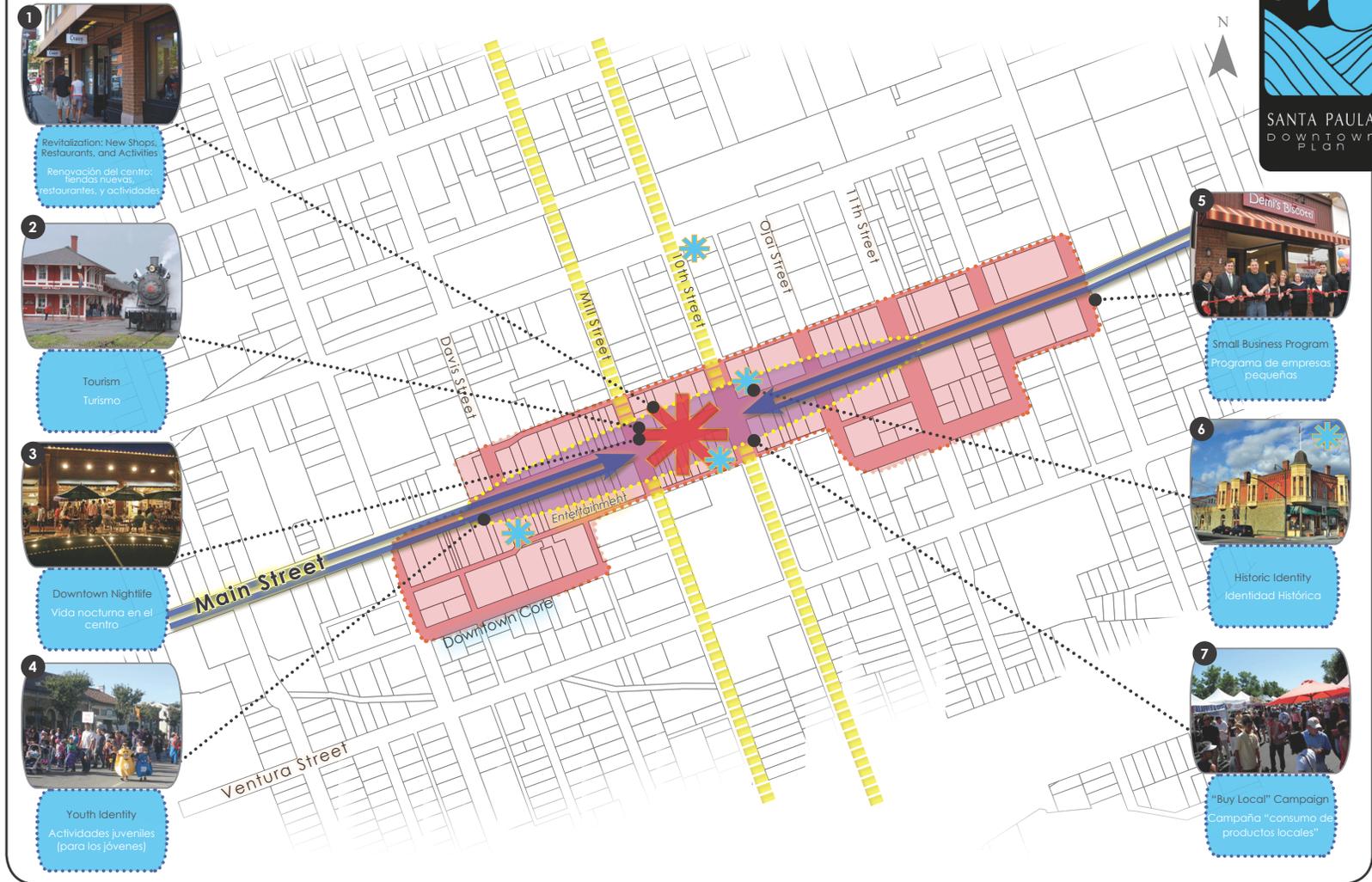


Figure 41: Economics and Marketing Conceptual Plan

# Circulation

## PUBLIC TRANSPORTATION

The City of Santa Paula is served by the Ventura Intercity Service Transit Authority (VISTA). VISTA provides three different bus services that make stops within Santa Paula. These services are the VISTA dial-a-ride service, the VISTA Santa Paula Commuter Bus, and the VISTA Highway 126 bus service.

Santa Paula currently has no long-range bus service. The services that they do have only extend as far as the neighboring cities of Ventura, Fillmore and Piru (Figure 42 shows the extent of the VISTA route out of the City). The current bus services have limited operating hours that do not accommodate users wishing to ride in the early mornings or late evenings. With the exception of the VISTA Santa Paula Commuter Bus that functions to transport students to and from school, Santa Paula has only two fixed bus stops within the City: Kmart and the main transit hub Downtown at Veteran’s Park.

By improving the quality of public transportation in Santa Paula people will be able to use the public transportation system to access the Downtown core with ease, thereby increasing the number of people circulating through and spending time Downtown.

*“The current bus services have limited operating hours that do not accommodate users wishing to ride in the early mornings or late evenings.”*

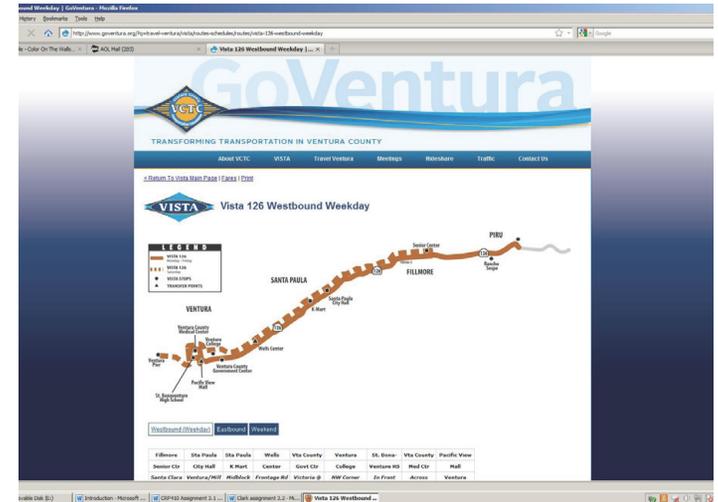


Figure 42: VISTA Route Out of Santa Paula  
Source: Ventura County Transportation Commission

## ALTERNATIVE TRANSPORTATION

Alternatives to automotive vehicles include walking, bicycles, and rail. In order to foster a healthy and efficient Downtown, it is essential that a variety of transportation options are available and that they interact with one another. By accomplishing this, communities can enjoy a Downtown that has less vehicular congestion while practicing a lifestyle that benefits both personal and economic health.

## PEDESTRIAN CIRCULATION

Creating a Downtown that promotes the desire to walk can benefit the community in multiple ways. It promotes healthy living, provides a greater inclination to visit businesses, and can help reduce the amount of vehicles on the roads. This can be accomplished through the design of sidewalks and other pedestrian rights of way, community programs and education, and the development of public transportation. Communities should foster the development of programs and education so that the population can understand and get behind the importance of practicing a lifestyle that promotes walking for both personal and economic health. Events such as community walks, along with the incorporation of educational material in public schools, would assist in increasing pedestrian circulation in Downtown. The community of Santa Paula should support pedestrian circulation wherever possible.

## BICYCLE CIRCULATION

Like pedestrian circulation, bicycle circulation is an important alternate mode of transportation that can benefit Downtown. It helps in promoting a healthy lifestyle and decreases vehicular traffic congestion. Increasing bicycle circulation infrastructure causes drivers to become more aware and considerate of bicyclists, and this in turn decreases the number of vehicle-related collisions.

Bicycle circulation can be promoted using the same methods as pedestrian circulation. Methods include

designation of bike lanes and other bicycle rights of way, community programs and educational material, and the development of public transportation, for example, installing bicycle carriers on buses. Again, promotional methods such as community programs and education should be emphasized in order to assist in the formation of successful bicycle circulation within the Downtown and throughout the community.

## RAIL TRANSPORTATION

The railroad depot in Santa Paula has the opportunity to evolve from its current entertainment uses into a functioning passenger service station. By establishing passenger service, Santa Paula can become a hub for travelers making both business and leisure trips. A passenger service would decrease vehicular congestion in Santa Paula by giving community members another means by which to travel to nearby destinations. The proximity of the rail depot to Downtown Santa Paula would draw passengers from the station into the Downtown for entertainment, dining, or to enjoy the overall character of Downtown. Developing a successful passenger service would require the collaboration and support of both Santa Paula and neighboring communities.

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*"By establishing passenger service, Santa Paula can become a hub for travelers making both business and leisure trips. A passenger service would decrease vehicular congestion in Santa Paula by giving community members another means by which to travel to nearby destinations."*

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"Downtown Santa Paula possesses a lively Downtown that can be improved by upgrading the street and sidewalk conditions."

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Figure 43: Santa Paula Rail Station  
Source: <http://www.sespesun.com/images/010211066.jpg>

## STREET AND SIDEWALK CONDITIONS

Designing, maintaining, and regulating streets affect more than just a City's traffic patterns. Street conditions influence our impressions of the buildings that line them and affect the ambiance of an area. High speed and/or congested streets are not conducive to getting pedestrians out and about, which in turn impacts the local economy and the area's reputation. Streets should be designed to give the City and its neighborhoods a recognizable image and provide a means of orientation and understanding of the City. Downtown Santa Paula possesses a lively Downtown that can be improved by upgrading the street and sidewalk conditions. The City has the advantage of wide sidewalks that promote walking.

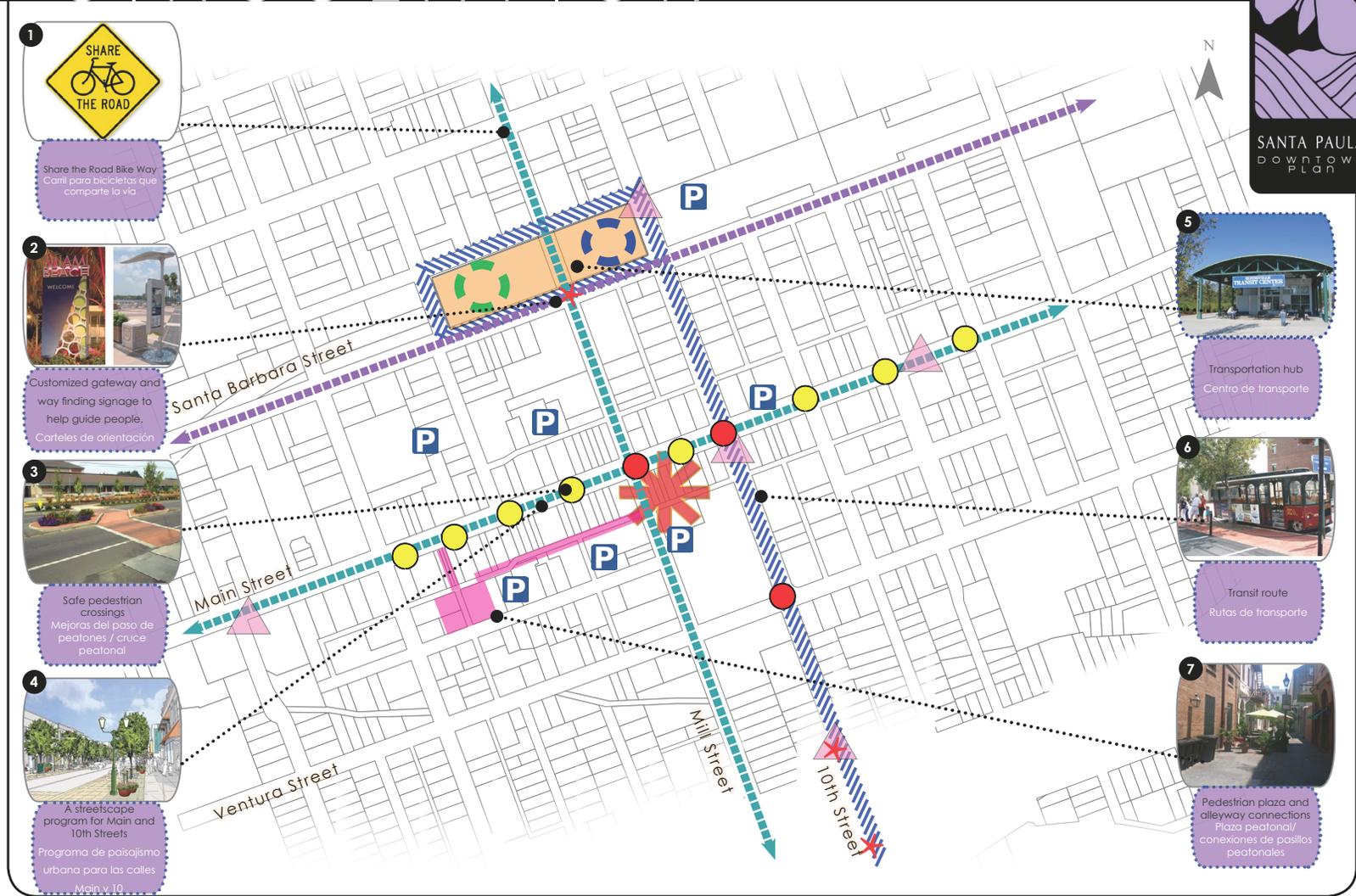
## RECOMMENDATIONS:

The following circulation concepts are recommended for Downtown Santa Paula and are included in the Circulation Team's Conceptual Plan for Downtown.

1. *Share-the-Road Bikeway*
2. *Gateway and Wayfinding Program*
3. *Crosswalk Improvement Plan*
4. *A Streetscape Plan*
5. *Transportation Hub*
6. *Transit Route*
7. *Pedestrian Plaza and Alleyway Connections*

SANTA PAULA DOWNTOWN PLAN

CIRCULATION



CAL POLY SAN LUIS OBISPO . CRP 4 1 1 . WINTER 2 0 1 2

Figure 44: Circulation Conceptual Plan

## Urban Design

### DOWNTOWN IDENTITY

Throughout Santa Paula's rich history, art has been a significant contributor to the City's identity. Various murals, sculptures and other public art have been developed in order to display significant events or individuals throughout time. Along with the public art, the architectural variety in the Downtown contributes to the Main Street identity for which Santa Paula is known. The architecture of Downtown Santa Paula is very unique compared to other cities in the area due to various historic influences. There are various architectural styles within the Downtown Improvement Plan area including Mission-Revival, Queen Anne, Victorian, and Craftsman. The various styles contribute to the Downtown's character and depict how time and history has affected the town. It is vital that Downtown's historic and small-town identity be preserved through careful review and architectural design guidelines.

---

*"Santa Paula should take advantage of various programs and grants that can help the facades and character of Downtown become restored and revitalized."*

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*Figure 45: Downtown Santa Paula in the 1920s  
Source: Anderson Kulwiec Architects*

Restoring the Downtown will help preserve its architecture, history, and encourage a vibrant Downtown. The enhanced Downtown will be filled with additional businesses and individuals enjoying Santa Paula's unique identity. Santa Paula should take advantage of various programs and grants that can help the facades and character of Downtown become restored and revitalized.



Figure 46: Downtown Revitalization  
Source: Park City USA

As Downtown revitalizes, more individuals will want to venture Downtown. Both residents and visitors have made it clear through community input that the City has faced a lack of funds throughout the last few decades. They all vocalized how important the Downtown was to them and that they want Downtown's identity to be preserved. Furthermore, many children discussed a major need for activities for their age group in the Downtown. A public art program for children that encourages creativity and recreation should be considered. Encouraging residents and visitors to explore Downtown will dissuade venturing to Ventura or Fillmore for shopping and other activities. It is crucial that Santa Paula attract businesses to encourage shopping in the Downtown. Besides increasing activities in Downtown, the building facades should be restored

to their original condition in order to maintain the unique identity of the Downtown and City.

### STREETSCAPE

Attractive streetscapes in Downtown draw visitors to make use of the area and its amenities. Downtown Santa Paula's unique small-town charm creates an environment which helps differentiate this City from others. The community-organized floral bouquets from the American Bloom organization, the existing trees and plants along sidewalks, and the wide sidewalks enhance the existing streetscape. However, the uneven pavement along major arterials such as Main and 10th Streets illustrate a need for maintenance of streets and sidewalks.



Figure 47: Lack of Street and Sidewalk Maintenance  
Source: Class Photographer Diane Kwon

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*"Community members vocalized how important the Downtown was to them and that they want Downtown's identity to be preserved. Furthermore, many children discussed a major need for activities for their age group in the Downtown."*

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*“Although the City of Santa Paula has wide sidewalks that present an opportunity for improving a safe walking environment for pedestrians, the current fiscal state of the City poses a constraint to the revitalization of the Downtown.”*

Downtown Santa Paula has several future needs in regards to streetscape improvements. A major priority is to improve the existing conditions of sidewalks to enhance the pedestrian experience. Better landscaping through planting larger trees and plants along sidewalks will improve the aesthetic character of Downtown streetscape. The Downtown has several wide sidewalks such as those on Main Street, which could be better utilized by allowing outdoor dining to increase visitor enjoyment. Although the City of Santa Paula has wide sidewalks that present an opportunity for improving a safe walking environment for pedestrians, the current fiscal state of the City poses a constraint to the revitalization of the Downtown. However, cost-effective small improvements of Downtown landscape can enhance the pedestrian experience and attract visitors to the area.



*Figure 48: Sidewalk Benches on Main Street Santa Paula  
Source: Class Photographer Diane Kwon*

Opportunities to create additional gathering spaces, such as providing street furniture on Main Street, should be considered. Sidewalk widening and other pedestrian improvements such as bulb-outs and bollards for safety are possibilities. The American Bloom organization has created floral bouquets to display throughout Santa Paula and Downtown to enhance the aesthetic character of the area. Opportunities to improve crosswalks should be considered at major intersections, such as Main and 10th Streets, Main and Ventura Streets, and Main and 8th Streets. The City has recently received a \$600,000 grant to enhance 10th Street through sidewalk and road improvements.

## GATEWAYS AND WAYFINDING

The Santa Paula community regularly experiences an exceptional combination of climate, location, and charm, making the City a favorite destination for visitors all year. Santa Paula sponsors a variety of special events and festivals annually, including the Citrus Festival, during which many visitors throughout California enjoy the entertainment and activities. The community is conveniently located in southern California along the 126 Freeway, less than an hour from Los Angeles, Santa Barbara, and Santa Clarita. With a convenient location, the City of Santa Paula offers an opportunity to attract and create a sense of arrival in Downtown through gateways and wayfindings.

Gateway and wayfinding signs are valuable tools to announce arrival in Downtown. Since visitors most often enter Downtown Santa Paula from the 126 Freeway, directional guidance along major corridors is important.

Downtown features several key locations including City Hall, the transit station, Veteran’s Memorial Park, and Main Street, which enrich the diversity and heritage of Santa Paula. Signs that highlight key locations in the Downtown will help visitors and residents recognize and acknowledge these distinctions.

Signage and wayfindings in Santa Paula should be coordinated, with additional directions provided to visitors to the Downtown. There are several excellent signs that have been placed. Additional signage should relate to one another in a way that provides order and hierarchy and captures the interest of the visitors. Additional well-designed and implemented signage throughout the City can enhance both the visitors’ overall impression of the community and the satisfaction of their experience in Downtown Santa Paula.

The purpose of an improved gateway and wayfinding program would be to establish recognizable entrances to the Downtown that reflect the overall character, quality and authenticity of Santa Paula. Confirming a sense of place is at the core a successful wayfinding system. The system should show Santa Paula as an active, vibrant and exciting place to be. A wayfinding program would utilize a variety of tools—landscaping, lighting, street furniture, landmarks, gateway elements, signage, mapping, banners and public art—as well as related issues such as sustainability, climate, and technology.



Figure 49: Santa Paula Main Entrance from 10th Street  
 Source: [http://goldcoastcab.com/images/Santa%20Paula%20Images/2375496-Welcome\\_to\\_Santa\\_Paula-Santa\\_Paula.jpg](http://goldcoastcab.com/images/Santa%20Paula%20Images/2375496-Welcome_to_Santa_Paula-Santa_Paula.jpg)



Figure 50: Charlotte Pedestrian Wayfinding  
 Source: <http://www.flickr.com/photos/adamslight/2456988194/in/photostream/>

“Gateway and wayfindings signs valuable tools to announce arrival in Downtown. Since visitors most often enter Downtown Santa Paula from the 126 Freeway, directional guidance along major corridors is important.”

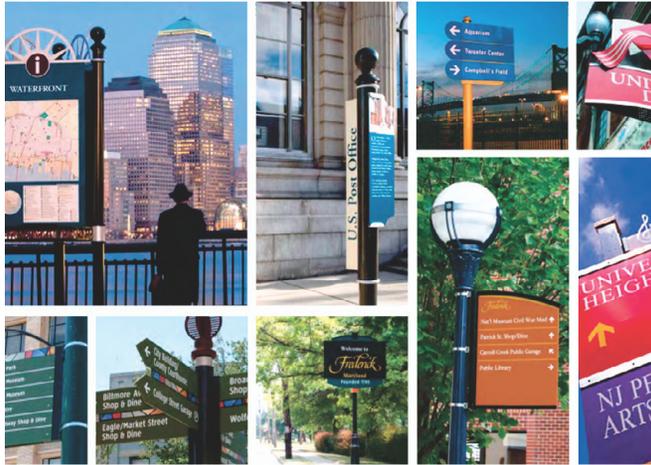


Figure 51: Citywide Gateway Program  
Source: City of Santa Cruz



Figure 52: Pedestrian Gateway  
Source: Downtown San Leandro

## RECOMMENDATIONS:

The following urban design concepts are recommended for Downtown Santa Paula and are included in the Urban Design Team's Conceptual Plan for Downtown:

1. A Streetscape Program
2. Crosswalk Improvements
3. Custom Gateway and Wayfinding Program
4. Façade Improvement Plan
5. Outdoor Dining
6. Wayfinding Application
7. Children's Public Art Program

SANTA PAULA DOWNTOWN PLAN

URBAN DESIGN



Figure 53: Urban Design Conceptual Plan

## Parks and Recreation

### PUBLIC SPACES

The City of Santa Paula is surrounded by natural beauty and boasts many parks, trails, and recreational areas. Downtown has several small parks. Downtown would benefit from the thoughtful integration of plazas and courtyards, the creation of pocket parks, and the greening of streets and alleys (City of Bozeman, 2009). Public spaces, both large and small, can be enhanced and made active through programming or adjacent uses that can animate them.

Alleys throughout Santa Paula are underutilized. While they still need to provide service, delivery, and emergency access, they remain unused except for a few hours a day. In addition, residents addressed safety concerns regarding the alleys during site visits. Many cities have recognized this and have begun to give alleys a civic or ecological function (City of Bozeman, 2009). These improvements would serve to provide a new, unique connection between Downtown businesses and residences by reinforcing the finer scale of Downtown (City of Gilroy, 2005).

*“Public spaces, both large and small, can be enhanced and made active through programming or adjacent uses that can animate them.”*



Figure 54: Revitalized Alleyway  
Source: SFgate.com



Figure 55: Landscaped Plaza  
Source: Lefflandscape.com

## HEALTHY EATING, ACTIVE LIVING

Due to the rich agricultural ties in Santa Paula, a Downtown Farmer's Market offering access to fresh and organic foods would be a successful way to encourage healthy eating. Although there have been previous efforts for a Farmer's Market in Santa Paula, changes should be made so that a future farmers market will be more successful.

Additionally, residents of Santa Paula are less likely to lead active lives by walking or biking Downtown because the sidewalks of the main thoroughfares leading to Downtown are in need of maintenance, and there is a lack of designated bike lanes. Throughout the City, there is also a lack of programs for residents to learn about health and fitness. However, Ventura County sponsors the Si Se Puede program, which encourages active living by educating residents about nutrition and fitness.



Figure 56: Fresh Foods at a Farmer's Market  
Source: <http://farm4.static.flickr.com/3100/>

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*"Residents of Santa Paula are less likely to lead active lives by walking or biking Downtown because the sidewalks of the main thoroughfares leading to Downtown are in need of maintenance, and there is a lack of designated bike lanes."*

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Figure 57: Designated Bike Lane  
Source: <http://1.bp.blogspot.com/-cGXMzcdJP2k/>

## RECREATION

Recreation opportunities are essential to a healthy community because they provide community members with a way to unite and be active. The City of Santa Paula currently offers a range of recreational activities and services to the community. Unfortunately, the issue regarding recreation involves a lack of funding; as a result, some programs are no longer in service, such as the Joint Use Agreement between the City and the schools.

The City of Santa Paula hosts a variety of a community events and activities in addition to recreational facilities. Some of the services include the annual Citrus Classic Hot Air Balloon Festival, the Si Se Puede program, and public golf courses. The events and programs usually take place outside of Downtown Santa

Paula. Bringing recreational activities into Downtown or the nearby Veterans Park draws more people to the area. Recreation opportunities are important to Downtown. They provide a gathering spot and connection to the rest of the City.



Figure 58: Veterans Park near Downtown Santa Paula  
Source: Class Photographer, Diane Kwon

“Bringing recreational activities into Downtown or the nearby Veterans Park draws more people to the area. Recreation opportunities are important to Downtown.”

## COMMUNITY SERVICES

Downtown Santa Paula has a community library. However, the location of the library is not easily accessible from Downtown. A community library serves as a multifunctional and civic resource that welcomes and attracts all age groups of the community. The expansion of the library is critical for all age groups in the community; furthermore, expanding the library by offering internet resources, additional reading materials, extended hours of operation, and more workspace for evening activities will supplement education and civic use for all of Downtown Santa Paula.

The fire department and police department are adequate in meeting response time goals; however, both fire stations are in need of new engines, and the police station is in need of more patrol units and staffing for neighborhoods. Thus, additional police and fire department resources will improve effective response times and enhance public safety.



Figure 59: Calabasas Civic Center and Community Library  
Source: City of Calabasas, January 10, 2012

## RECOMMENDATIONS:

The following parks and recreation concepts are recommended for Downtown Santa Paula and are included in the Parks and Recreation Team's Conceptual Plan for Downtown.

1. Neighborhood Watch
2. Improved Linkages
3. Open Air Market
4. Mixed-Uses
5. Enhanced Public Spaces
6. Volunteer & Youth Commission
7. Community Events at Veterans/Skate Park

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*"The fire department and police department are adequate in function and in meeting response time goals; however, both fire stations are in need of new engines, and the police station is in need of more patrol units and staffing for community neighborhoods."*

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# PARKS REC & SERVICES



**Neighborhood Watch**  
Programas de Vigilancia en las Vecindades y las Empresas



**Linkage**  
Conexión



**Open Air Market**  
Mercado al Aire Libre



**Mixed-Uses**  
Usos Varios



**Public Spaces**  
Espacios Público



**Volunteer and Youth Commission**  
Comisión Juvenil y de Voluntarios



**Community Events at Veterans/Skate Park**  
Eventos de la Comunidad en el Parque

**Main Street**

Figure 60: Parks and Recreation Conceptual Plan

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Community Outreach  
February 11, 2012

# Achieving the Vision

This chapter includes the objectives and strategies necessary to achieve the vision and concepts described in the previous chapter. Each focus area begins with an introduction describing the existing conditions, future needs, opportunities and constraints, and community input related to the focus area.

## Land Use

### DOWNTOWN PLAN BOUNDARIES

The Downtown Improvement Plan of 2004 clearly delineates a planning boundary and subareas (neighborhoods) for the City's Downtown. Santa Paula has a strong historic Main Street identity that creates the central core or central business district for Downtown. Surrounding areas are also included in the Downtown plan. The subareas are Gateway, Civic Center, Railroad Corridor, Mercado, Hometown USA, Service, Office, Residential. Some areas are discussed in terms of the predominance of a particular land use, others emphasize urban design elements. The Downtown and neighborhood boundaries should be updated with input from the community. Surveys should be conducted to determine where citizen perceive the edges of Downtown and the location of neighborhoods.

Downtowns' are defined by a wide-range and mixture of land uses. These land uses include the central business district and other office and commercial areas, civic uses, hotels and lodging, and residential areas. The areas around the central core of Downtown contribute to and enhance the identity of Downtown.

During community outreach meetings and surveys, people responded positively about the historic nature of Downtown. The historic character of Santa Paula is found in the residential neighborhoods nearby, beyond the commercial boundary. The boundaries of a Downtown are subject to interpretation and perception. City officials, neighborhood development groups, business associations, and citizens may have varying perceptions of where Downtown should begin and end (ANDA, 2009). Drawing a Downtown boundary that is inclusive of various identities would help create a strong and collective Downtown identity. During community outreach sessions, the community responded strongly to retaining and encouraging Santa Paula's unique sense of place and identity.

There are challenges with updating Downtown boundaries. Getting the community's input can be costly and time consuming. Changing the Downtown boundaries can quickly impact land use and zoning regulations.



Figure 61: "North Gateway" Downtown (subarea) Neighborhood  
Source: Emily Ewer, 2011



Figure 62: Housing in R-3 zoning along Ventura Street  
Source: Emily Ewer, 2011

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*"Drawing a Downtown boundary that is inclusive of various identities would help create a strong and collective Downtown identity. During community outreach sessions, the community responded strongly to retaining and encouraging Santa Paula's unique sense of place and identity."*

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## OBJECTIVE:

### **A comprehensive approach to defining the Downtown Improvement Plan boundary**

The boundaries of the Downtown planning area should be based on several factors. Citizen input would be a key element. A diversity of land uses should be part of the planning area as their inclusion can strengthen the Downtown identity (Walker, 2011).

#### STRATEGY:

*With significant community input, determine a Downtown Improvement Plan boundary during the next General Plan update*

#### STRATEGY:

*Consider the architectural character and location of elements within the City when determining an appropriate Downtown planning boundary. Determination of the boundary should consider the following questions:*

- *Should the entire historic area be considered Downtown?*
- *Should Downtown be limited to the Central Business District?*
- *What is the impact of including residential areas within the Downtown boundary?*
- *What areas might be influenced the most by changing the Downtown boundary?*

## OBJECTIVE:

### **Distinct Downtown neighborhoods with specialized use and character**

#### STRATEGY:

*When updating design guidelines, Downtown neighborhood districts should be incorporated to relate to each other and to form a cohesive Downtown.*

#### STRATEGY:

*Neighborhood identities should be based on existing neighborhood character and land use designations. When design guidelines are updated, the specific neighborhood identities should be incorporated.*

#### STRATEGY:

*The following subareas should be considered for the Downtown Plan (see figure 63 for locations):*

- *Central Business District with Entertainment District: This area would have the greatest density allowed in the City and would be enhanced by specific design guidelines (signage, streetscaping, and building character).*
- *Mixed Adjoining Uses: The areas around the Central Business District are a mixture of commercial and residential uses. These areas would be encouraged to maintain a mixture of uses while increasing intensities to the allowable zoning maximum.*
- *Civic Center: The civic heart of Santa Paula.*

---

*"A diversity of land uses should be part of the planning area as their inclusion can strengthen the Downtown identity (Walker, 2011)."*

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- *Residential Neighborhoods: Design guidelines should complement the historic nature of the existing Downtown residential units.*
- *Railroad District: Use of design guidelines should enhance the historic character while adapting the area to be the City’s transportation hub.*
- *Art District: This area would focus on encouraging development of Santa Paula’s artistic community by attracting young artist and artisan companies. Design guidelines should provide distinct character suitable for a creative environment. By utilizing live/work and mixed-use development areas, such as allowed by the existing C-LI zoning, a commercial and residential buffer could be established between the Downtown commercial area, the residential area to the north, and the industrial areas to the east.*



Figure 63: Land Use Team’s Land Use Map  
Source: Land Use Team

## DENSITY AND INTENSITY OF LAND USE

The City of Santa Paula has developed over numerous years, creating the historic old town Santa Paula we see today. The current development pattern contains elements including grid type streets and dense linear development of one and two-story buildings. The City maintains this historic development pattern through land use regulations. These regulations include floor area ratio (FAR) standards, height and bulk regulations.

In the Central Business District, City of Santa Paula currently maintains a floor area ratio of 2.0 within Downtown and allows development to be built to a height of 45 feet. These regulations create a framework that allows for a dense Downtown containing a variety of uses.

Locating higher intensity projects Downtown would lead to a more vibrant and active area throughout all times of the day and night. Additionally, there is a need to inform property and business owners about the opportunities to better their properties and businesses as well as the greater community. City staff and officials, as well as leaders from the Chamber of Commerce, should work together in order to better Downtown Santa Paula.

---

*“Locating higher intensity projects Downtown would lead to a more vibrant and active area throughout all times of the day and night.”*

---

There are a variety of opportunities for intensification of Downtown. These opportunities include the existing framework of development regulations in place for Downtown Santa Paula, such as buildings with heights up to 45 feet and a floor area ratio of 2.0. This existing framework provides a strong base for future development and revitalization for Santa Paula.

#### **OBJECTIVE:**

##### **Infill projects to help revitalize the Downtown**

There are several sites located within Santa Paula's Downtown that have vacant storefronts. In order to occupy these sites, the City and Chamber of Commerce should work with private property owners to inform them of the potential for development within Downtown.

#### **STRATEGY:**

*Encourage infill projects that increase the variety of uses Downtown.*

#### **STRATEGY:**

*Consider utilizing existing vacancies to create "The Santa Paula Galleria." This galleria would be a pass through connecting Main Street to parking located behind storefronts on Main Street.*

This galleria would address the challenge of connectivity between parking alleys, and Main Street storefronts. Through community outreach events, the Land Use team heard from numerous residents that the alleyways need improvements. By connecting these alleyways to Main Street Santa Paula through a pedestrian-friendly pass through, alleyways would seem more welcoming.

#### **OBJECTIVE:**

##### **"Catalyst site" of high quality mixed-use and high-density housing**

Additional housing in Downtown is essential to the revitalization of Santa Paula. Mixed-use or high-density housing projects can produce positive changes in Downtown. Residents bring a consistent population and activity throughout the day and night. Residents also bring a market base that supports local businesses and transit beyond that of a daytime population. This activity creates an "Alive after Five" atmosphere, furthering reinvestment in the Downtown. A mix of business, retail and residential activities provides an economically viable, self-sustaining area that would thrive over time.

#### **STRATEGY:**

*Encourage developers to increase the density of appropriate projects, based on allowable zoning regulations.*

---

*"Additional housing in*

*Downtown is essential to the revitalization of Santa Paula.*

*Mixed-use or high-density housing projects can produce positive changes in Downtown.*

*Residents bring a consistent population and activity*

*throughout the day and night."*

---

**OBJECTIVE:**

**High-intensity uses located along Main Street (Central Business District)**

The Main Street core (Central Business District) is the most appropriate location for higher intensity development. Higher intensities of development increase the use and utility of Downtown.

**STRATEGY:**

*Inform property and business owners of the allowable densities and density bonuses for their properties and encourage the expansion and intensification of the Downtown.*

**STRATEGY:**

*Encourage use of existing density bonuses for development located within the Central Business District.*

**STRATEGY:**

*Hold quarterly meetings to inform business owners of land use and zoning regulations that affect the Downtown business community.*

**OBJECTIVE:**

**An increase in vertical mixed-use development in the Central Business District**

In order for Downtown Santa Paula to become a more desirable place to live, work and shop it is imperative that vertical mixed-use development become an ingrained part of future development within the Downtown core. Mixed-use development not only encourages walkability but embraces diversity in uses.

Vertical mixed-use development focuses on mixing uses within a single building, which has multiple levels of uses.

---

*"Mixed-use development not only encourages walkability but embraces diversity in uses."*

---



Figure 64: Example of Vertical Mixed-Use Building  
Source: Google Images

**STRATEGY:**

*Encourage and approve vertical mixed-use projects that include commercial and office uses in lower levels and residential uses in upper levels of existing and future developed mixed-use buildings.*

Vertical mixed-use development features compact development, it heightens walkability and vibrancy by mixing residential and commercial uses within a single building or parcel. Vertical mixed-use buildings are often multiple stories, commercial retail uses are often established in lower levels and residential uses in upper levels of multi-level buildings. There are many existing structures within Downtown Santa Paula that can accommodate vertical mixed-use development, most specifically along Main Street where the pedestrian activity is the highest.

**STRATEGY:**

*Building facades should abut to front and side property lines and upper level facades should have a minimum frontage set back within 10 feet based on parcel depth.*

In an effort to continue providing a pedestrian-friendly environment along Main Street, it is necessary to require minimum front setbacks for vertical mixed-use buildings. Front setbacks also help provide a better sense of privacy for residential units located in upper stories.

---

*“There are many existing structures within Downtown Santa Paula that can accommodate vertical mixed-use development, most specifically along Main Street where the pedestrian activity is the highest.”*

---



*Figure 65: Example Mixed-Use Project  
Source: Google Images*

## Housing

**OBJECTIVE:**

**Higher-density housing within and surrounding the Central Business District**

**STRATEGY:**

Encourage the creation of higher-density affordable units. These affordable units should focus on providing housing options to large family homes.



Figure 66: Mixed-Use Housing  
Source: Google Images

**OBJECTIVE:**

**Mixed-use housing units**

Mixed-use housing within the Downtown would provide additional housing to Santa Paula while also offering support to commercial businesses by bringing more people to the area.

**OBJECTIVE:**

**A variety of units including lofts and studios**

A variety of housing should be included within Downtown in order to attract a diverse residential community such as smaller families, young professionals and the elderly. The Downtown is an ideal location within Santa Paula, providing access to many commercial amenities.

**STRATEGY:**

*Undertake efforts to address current challenges to the development of affordable housing, mixed-use projects, and second-unit housing. A community outreach program/task force should be created to address the community’s concerns about affordable housing.*

The City Manager’s office should oversee a task force consisting of members of the community, staff, realtors, and business owners within the Central Business District. The City should work with the task force to discuss issues that occur with affordable housing, mixed-use development, and secondary units, as well as find funding sources creating incentives for developers and landowners.

---

*“ A variety of housing should be included within Downtown in order to attract a diverse residential community such as smaller families, young professionals and the elderly. ”*

---

## ENTERTAINMENT DISTRICT

Downtown's historic movie theater can be the catalyst project for an entertainment district. An entertainment district would improve foot traffic during peak hours, increase revenue, increase the diversity of shops, and provide for the youth of the community. The pedestrian-oriented streets and walkability of the area also provide the opportunity for outside dining on private property. The expense of renovation may hinder the reestablishment of a movie theater in Downtown of Santa Paula. A movie theater would have to be a private investment and new businesses would require their own start-up costs. The development of bars in the Downtown has been hindered due to indirect effects.

### OBJECTIVE:

#### A Downtown entertainment district

##### STRATEGY:

*Promote a unique identity for the entertainment district through design guidelines that specifically address that identity. Amend and adopt the existing design guidelines to establish the identity of the new district in Downtown. Existing and new developments devoted to entertainment would follow these amended guidelines.*

The design guidelines should be specific enough to establish a unique identity. The entertainment district should promote accommodating entertainment uses. The design guidelines should encourage the use of banners, signs and neon lights in the entertainment district. Establishing this distinct identity in the Downtown would help promote these uses. The use of signs and banners would help pedestrians differentiate areas and uses in Downtown Santa Paula.

##### STRATEGY:

*Include designation of an entertainment district in the general plan and zoning ordinance. Designation of the entertainment district in the General Plan and Zoning Ordinance should include a review of policies and regulations to ensure that an entertainment district and its uses are allowed.*

##### STRATEGY:

*A non-profit should be created, with the City's assistance, to pursue purchase and restoration of the Downtown's historic movie theater. The non-profit should identify and apply for grants for this purpose.*

---

*"An entertainment district would improve foot traffic during peak hours, increase revenue, increase the diversity of shops, and provide for the youth of the community."*

---



Figure 67: Refurbished Downtown Movie Theater  
 Source: <http://www.flickr.com/photos/randystiefer/6820125306/>

## Economics

### SMALL BUSINESS DEVELOPMENT

Downtown Santa Paula is home to a number of popular small businesses and restaurants. These businesses will continue to be an important part of the Downtown business community.

However, lack of business diversity is becoming increasingly evident as vacancy rates for retail spaces in Downtown Santa Paula remain high. The availability of these vacant small business spaces in the Downtown provides an opportunity to attract a variety of businesses. Diversity in the activities available to Santa Paula residents would ensure that the Downtown continues to be active and vibrant for

the community and its visitors. Being able to attract a variety of businesses that appeal to all residents is fundamental to providing these diverse activities. Adding small business support and incentives programs would assist in attracting a variety of businesses.

As development outside of the Downtown is expected (with the addition of East Area One and Two), Downtown must continue to function as the Central Business District. A proactive approach to maintaining and attracting small businesses could prevent the displacement of neighborhood- and community-serving retail uses.

Unified business development and attraction programs need to be established.

Santa Paula residents have expressed their desire for more businesses in Downtown. Youth activities and youth-oriented businesses were two of the more popular ideas for achieving a greater diversity of uses. Greater than one-third of the City's population is under 20-years-old. As a cornerstone of the Downtown revitalization effort, Santa Paula needs to provide activities that attract youth.

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*"Lack of business diversity is becoming increasingly evident as vacancy rates for retail spaces in Downtown Santa Paula remain high. The availability of these vacant small business spaces in the Downtown provides an opportunity to attract a greater variety of businesses."*

---

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“One of the more popular suggestions to achieve this is by encouraging youth activities and youth-oriented businesses as over one-third of the City’s population is under 20-years-old. As a cornerstone of the Downtown revitalization effort, Santa Paula needs to provide activities that attract youth to the Downtown.”

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Figure 68: Santa Paula Needs a More Unified Business Support Organization  
Source: Class Photographer Diane Kwon

## OBJECTIVE:

### **An economically diverse and vibrant Downtown**

Santa Paula needs a focused approach to reestablishing its Downtown as a center for activity. This objective could be achieved through a number of small business development programs and incentives including but not limited to the following: Reduction or waiving of fees or taxes to attract new businesses, publication of a newsletter for local businesses, active involvement of local government officials in established business organizations, and endorsement of the appointment of local business owners or managers to local boards and commissions.

## STRATEGY:

*Utilize a volunteer coordinator to organize an inclusive entrepreneurship and business development association that promotes, recruits, and retains small businesses in Downtown.*

The Downtown business development association could focus efforts on supporting existing businesses. This organization should be inclusive of all cultures and businesses within the Downtown. The organization would be the face for a number of small-business services: Business skills and management training, entrepreneurship training, and assistance with strategies that differentiate small businesses from big-box stores. The Downtown Association should also serve its members in the areas of parking, promotions, design, economic activities and community events. This organization would assist in recruiting new businesses that are compatible with the City’s existing businesses. In this context, “compatible” means that a new business develops underutilized resources, meets needs unfulfilled by existing businesses, complements existing economic activities, and is consistent with community values.



Figure 69: Rabalai's Cafe  
 Source: Class Photographer Diane Kwon

**STRATEGY:**

*Develop an incentive program aimed at recruiting and retaining small businesses and encouraging a mix of business types along Main Street.*

This incentive program would include but not be limited to the following: a streamlined small business approval process, priority permitting for retail businesses, small business loan programs, and property tax abatement.

As an example of a potential incentive, the City would implement a streamlined regulatory approval process for minor projects.

Small-scale projects, such as tenant improvements,

would have minimal environmental impact, but could incrementally improve the Downtown. Removing various hurdles businesses face would be instrumental to attracting new businesses. A simplified process would be a strong incentive, welcoming new businesses to the City and removing unnecessary hurdles to establishing them.

**STRATEGY:**

*Survey businesses in the Downtown to determine their organizational affiliations.*

This strategy would prove to be valuable in the City's efforts to develop and unite Downtown businesses with an inclusive and organized Downtown association. Santa Paula has an existing Downtown Merchants Association, but many Downtown businesses are not active members of this organization. Discovering which businesses are not involved in the Merchant's Association, and what might draw them into becoming active members could prove key to a more vibrant Downtown Santa Paula.

---

*"Small-scale projects, such as tenant improvements, would have minimal environmental impact, but could incrementally improve the Downtown."*

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Figure 70: Santa Paula's Existing Downtown Merchant Association  
Source: Santa Paula Downtown Merchant Association, <http://www.facebook.com/pages/Santa-Paula-Downtown-Merchant-Association/>

"Santa Paula has an existing Downtown Merchants Association, but many Downtown businesses are not active members of this organization."

**STRATEGY:**

*With the input and support of local businesses and residents of the community, develop an economic development strategic plan and update it every 5 years*

This plan should be aimed at retaining and developing existing small and locally-owned businesses. They would also encourage the establishment of new businesses with ownership structures that keep consumer dollars in the local economy. A goal included in these future plans is the establishment of a Downtown business improvement district to utilize alternative funding strategies. These strategies should focus on grants to improve existing infrastructure and extend amenities in the Downtown.

**OBJECTIVE:**

**Expanded amenities in Downtown that appeal to visitors and residents of Santa Paula**

Downtown Santa Paula hosts a number of events that draw residents and visitors to Downtown. Events like Santa Paula Cruise Night, the annual Halloween Parade, and Santa Paula Theater Center events attract many residents and visitors to the Downtown area. Some residents indicated that a deficit of everyday attractions and amenities in Downtown is a key reason for the lack of Downtown activity. Santa Paula High School students were asked about what amenities or businesses attracted them to Downtown. Their responses suggested that there are few activities available in Downtown Santa Paula that attract youth to the area. Expanding the variety in activities available to youth and adults in the Downtown would attract additional residents and visitors to the area.

**STRATEGY:**

*Work with grant writers, volunteer coordinators, and City staff to develop extended amenities aimed at attracting residents and visitors to the Downtown area.*

**STRATEGY:**

*Utilize a grant writer to secure local, state, and federal funds to help finance Downtown infrastructure upgrades, promote small business expansion, and improve small business diversity in Santa Paula's Downtown.*

**STRATEGY:**

*Develop wireless internet access throughout Downtown and promote its availability.*

This strategy would be approached as a capital improvement project, but would seek funding from available state and federal grants. This would be an attractive amenity to residents and visitors of the Downtown, and would signify that the area caters to businesses, internet users, and youth in Santa Paula.

**STRATEGY:**

*Work with the Santa Paula Merchants Association and the Chamber of Commerce to develop a publicly/privately supported Downtown business incubator.*

Business incubators encourage, support, and grow new and existing small businesses. According to the U.S. Department of Commerce Economic Development Administration, business incubators have also been found to provide up to 20 times more jobs per dollar than typical community infrastructure projects such as constructing and improving roads and bridges, or extending sewer and water services. This strategy would help the City provide jobs and generate successful local businesses in the Downtown area. This could prove to be a valuable tool in helping bring extended amenities to Downtown Santa Paula for residents and visitors to enjoy.

**MARKETING**

As discussed in previous chapters, the City’s unique identity is tied to its historic heritage as expressed through a number of historic resources in town including, the California Oil Museum, Aviation Museum, Agricultural Museum, the historic murals and more. Even with Santa Paula’s amiable character, rich history, and great location, the City faces some challenges to further revitalization of its downtown.



Figure 71: Santa Paula has a Unique and Rich History  
Source: Class Photographer Diane Kwon

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*“Santa Paula High School students suggested that there be more activities available in Downtown Santa Paula to attract youth to the area.”*

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"According to the U.S. Department of Commerce Economic Development Administration, business incubators have also been found to provide up to 20 times more jobs per dollar than typical community infrastructure projects such as constructing and improving roads and bridges, or extending sewer and water services."

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Figure 72: Urban Sites  
Source: Class Photographer Diane Kwon

### OBJECTIVE:

#### **Further promotion and emphasis of historic resources**

#### STRATEGY:

*Work with the Santa Paula Historic Society and managers of all historic resources to develop a coordinated marketing plan.*

Downtown (e.g. California Oil Museum, Aviation Museum of Santa Paula, Santa Paula Art Museum) and the Santa Paula Downtown Merchant Association to develop a coordinated marketing plan including signage, website development, and word-of-mouth

outreach to promote Santa Paula to both residents and visitors as a uniquely historic small town.

#### STRATEGY:

*Create a "Historic Walking Tour App" (software for portable electronic devices) for self-guided walking tours of historic resources in Downtown Santa Paula. This Historic Walking Tour App should be advertised on the City website and other social media venues such as the Downtown Merchant Association's Facebook page.*

### OBJECTIVE:

#### **Additional events, festivals, and cultural celebrations**

Continue to host events Downtown such as parades and festivals to attract both residents and visitors to Downtown Santa Paula.

#### STRATEGY:

*Collaborate with organizers of all existing Downtown events and festivals (e.g. Halloween Parade) to develop a strategy that ensures Downtown Santa Paula is a desirable venue to host events. The City should also work with event organizers and the Santa Paula Downtown Merchant Association to ensure that Downtown merchants are encouraged to be actively involved in each Downtown event.*

**STRATEGY:**

*Compile a list of public spaces and City facilities, such as Veterans’ Park, in Downtown. The list can be given to potential event coordinators to inform them of the resources available to them and to assist in the event planning process.*

**OBJECTIVE:**

**Promotion of Downtown nightlife**

Encourage an active, safe, and entertaining nightlife in Downtown. This would attract people, specifically young adults, to Santa Paula. This added diversity of people would create additional tax revenue and strengthen the economic resiliency of the City.

**STRATEGY:**

*Encourage businesses to contribute to an active, safe, and entertaining nightlife in Downtown. The City should streamline the permitting process for such uses as live music, dancing and extended hours of operation.*

**STRATEGY:**

*Form a committee of business owners in the entertainment sector (e.g. restaurants, bars, nightclubs, live music venues) to develop a comprehensive approach to creating an active, safe and entertaining nightlife in Downtown area.*

**OBJECTIVE:**

**Expanded agri-tourism**

Agri-tourism is currently promoted in the area; however, this effort could benefit from further expansion and coordination.

**STRATEGY:**

*Establish a program to educate local farmers about agri-tourism uses and activities that can be implemented on agriculture lands.*

**STRATEGY:**

*Encourage local farmers by producing pamphlets and workshops to implement activities and educate about agri-tourism.*

**STRATEGY:**

*Encourage local school trips to local farms and connect the curriculum to agri-businesses.*

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*“Develop a cohesive marketing plan including signage, website development, and word-of-mouth outreach to promote Santa Paula, to both residents and visitors, as a uniquely historic small town.”*

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## OBJECTIVE:

### Increased consumption of local goods by residents and local businesses

#### STRATEGY:

Create a “Buy Local” Campaign through a volunteer committee. Work with local health department to promote a “buy local” campaign;

#### STRATEGY:

*Reintroduce an Open-Air Market to be held in Downtown Santa Paula.*

During the community outreach events locals were interested in a farmers market that focuses on locally grown produce and locally made products. They expressed the health and economic benefits of “keeping it local.” A “buy local” campaign would encourage restaurants and local businesses to buy locally grown produce. The City might facilitate this local campaign through a volunteer committee and the Chamber of Commerce. This can be advertised as “Locally Grown First” in Santa Paula on window decals and signage.

## Circulation

A smooth circulation flow for multiple transportation alternatives is essential to having a vibrant Downtown. Encouraging alternate forms of transportation, including public transportation, is necessary to

alleviate the strain of vehicular traffic congestion due to increased volumes of people in the area.

The community outreach chapter of this plan describes the existing public transportation in Santa Paula. A reliable public transportation system is necessary for a vibrant Downtown. Santa Paula is currently served by VISTA (Ventura InterCity Service Transit Authority) with three services, the VISTA dial-a-ride service, the VISTA Santa Paula Commuter Bus, and the VISTA. These current public transportation services, however, are not meeting the current needs of the community members, nor are they sufficient for future public transportation demands.

In addition to public transportation, the alternate forms of transportation that should be considered in Downtown Santa Paula are bicycle circulation, rail transportation and pedestrian circulation. Santa Paula has a recently-built Class I bikeway that is separated from the roadway, runs from east to west through the City, and crosses along the northern outskirts of the Downtown core. This bikeway provides an excellent opportunity to expand use of the bicycle network in Santa Paula, connecting Downtown to the rest of the City. Other than this Class I bikeway, the Downtown has no designated bike lanes on its streets.

The Santa Paula Railroad Depot is located Downtown, but is not currently used for passenger service. Its location and rich history and ties to the entertainment industry, however, make it an excellent alternate mode of transportation for commuting and bringing people to the Downtown for cultural and entertainment purposes.

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*“The City should work with event organizers and the Santa Paula Downtown Merchant Association to ensure that Downtown merchants are encouraged to be actively involved in each Downtown event.”*

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The third type of alternate transportation is pedestrian circulation. Community input shed light on the fact that community members enjoy the walkability of the Downtown, but feel that sidewalk availability and street conditions are lacking. Twenty-one percent of respondents wanted improvements made to sidewalk availability and 29 percent desired improvements to street conditions. According to the Santa Paula Sidewalk Inspection Report (2008), the sidewalks and streets in the Downtown are sufficiently wide, but have physical problems including cracks and holes. Thus, the pedestrian circulation of Downtown is closely related to street improvements for Downtown, which will be discussed in this chapter as well.

The following objectives would help support the smooth flowing circulation in Santa Paula's Downtown.

**OBJECTIVE:**

**Public transit as an attractive alternative to automobile use within the Downtown**

Encouraging transit use rather than automobile use in the Downtown would decrease traffic congestion Downtown. Minimizing the number of cars in the Downtown also creates a more pedestrian-friendly environment by increasing the actual and perceived safety for pedestrians.



Figure 73: Downtown Street in Santa Paula  
Source: Class Photographer Diane Kwon

**STRATEGY:**

*Enhance transit service in Downtown.*

Currently there are only two fixed transit stops in the City of Santa Paula. Expanding the number of fixed routes and stops would enhance the stability and reliability of Santa Paula's public transportation in the eyes of the community. This would help to encourage people to take public transportation when making trips to the Downtown.

**STRATEGY:**

*Create a new transit system, or work with the regional transit agency, to expand existing transit system to link Downtown Santa Paula with the rest of the City.*

---

*"A reliable public transportation system is necessary for a vibrant Downtown."*

---

Linking the City with public transit routes would encourage people from all areas of Santa Paula to make their trips to the Downtown by public transportation rather than by automobile.

**STRATEGY:**

*Establish a trolley system to promote connectivity and utilize an alternative mode of travel.*

A small scale trolley system, rather than a full-sized bus line, would give the Downtown's public transportation a "small town USA" feel.



Figure 74: City of Napa's Downtown Trolley

Source: <http://www.lovetoeatandtravel.com/site/sfbay/napa/Yountville/attractions.htm>

**STRATEGY:**

*Develop education programs directed at promoting alternative transportation.*

Educating people on the benefits of using public transportation (for instance, health and monetary benefits) rather than automobiles could encourage them to choose to use public transportation.

**STRATEGY:**

*Create a transit center that hosts multiple modes of transportation.*

People are more likely to use public transportation if they can easily get to and from the transit center. Promoting multiple modes of transportation (bicycle, rail, pedestrian, and transit) allows for people to get to the transit center by their preferred means, which, in turn, could promote transit use.

**STRATEGY:**

*Locate the City's main transportation center next to the rail depot.*

Relocating the City's main transportation center to the empty lot next to the rail depot would help to create a transportation hub with a variety of types of transportation modes coexisting together.

"Encouraging transit use rather than automobile use in the Downtown would decrease traffic congestion Downtown. Minimizing the number of cars in the Downtown also creates a more pedestrian-friendly environment by increasing the actual and perceived safety for pedestrians."

The location at the rail depot is also adjacent to the City’s Class I bikeway, making this location prime for transit, rail, bicycle and pedestrian use.



Figure 75: Current Main Transit Center in Santa Paula  
Source: Class Photographer Diane Kwon

**STRATEGY:**

*Provide coverings and benches at all transit stops.*

Protecting users from the elements (e.g. rain and wind) and giving them a place to sit and rest while waiting for the bus or trolley would enhance their ridership experience, making them more likely to utilize the transit system on a regular basis.

**STRATEGY:**

*Provide bike racks and bike lockers at all transit stops.*

Providing people with a place to store their bike would make it easier for bicyclists to also utilize public transportation for longer trips.

**OBJECTIVE:**

**Increased pedestrian activity in Downtown**

The community should strive to promote pedestrian activity in order to foster a community that is physically and financially healthy. Increased pedestrian activity in Downtown would draw an increase in sales for businesses due to increased foot traffic. Additionally an increase in pedestrian activity can equate to a decrease in vehicular activity, which makes walking safer. By fostering a Downtown that is pedestrian friendly, Santa Paula can enjoy an increase in the local economy, health, and well-being.

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*“Linking the City with public transit routes would encourage people from all areas of Santa Paula to make their trips to the Downtown by public transportation rather than by automobile.”*

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“Protecting users from the elements (e.g. rain and wind) and giving them a place to sit and rest while waiting for the bus or trolley would enhance their ridership experience, making them more likely to utilize the transit system on a regular basis.”



Figure 76: Pedestrian Friendly Sidewalks  
Source: cobblesystems.com

**STRATEGY:**

*Foster pedestrian activity through design of safe crosswalks and sidewalks.*

Safe crosswalks and sidewalks and adequate building setbacks provide the walking environment needed to make walking desirable.

**STRATEGY:**

*Install lighted crosswalks mid-street, cost permitting.*

Mid-street crosswalks can be utilized to calm traffic while favoring pedestrian activity. Potential locations for mid-street crosswalks should be identified and assessed for safety and convenience.

**STRATEGY:**

*Require proper corner setbacks for clear visibility. Include these provisions in adopted design guidelines.*

Visibility is essential for ensuring the safety of pedestrians, vehicles, and bicycles. Corner parcels that have setbacks help maintain visibility for all modes of transportation.

**STRATEGY:**

*Separate entrances and exits for pedestrian alleyways from vehicular activity through the use of sidewalks and landscape design.*

The City of Santa Paula has begun to transform vacant alleyways into pedestrian connections for adjacent parking lots. The use of landscaping and bollards to separate pedestrians from vehicles would provide increased safety for pedestrians when accessing these lots.



Figure 77: Example of a Pedestrian Alleyway  
Source: [alleynetworkproject.com](http://alleynetworkproject.com)

**OBJECTIVE:**

**Increased bicycle activity in downtown**

Santa Paula has a newly created bike path just north of Downtown. The success of this bike path can promote an increase in cycling activity in Downtown. Increasing cycling activity would help foster a healthier community in Santa Paula.



Figure 78: Example of Bicycle Circulation Infrastructure  
Source: [caactivecommunities.org](http://caactivecommunities.org)

**STRATEGY:**

Create a bicycle system in Downtown by connecting to the existing bike trail with existing and new bikeways.

Santa Paula should encourage the use of the established bike trail by connecting it to other bike paths in the City. Currently the street widths on Mill and Main St. do not allow for dedicated bike lanes; however, a “share-the-road” program can provide cyclists a means to travel in Downtown safely while also acting as a traffic calming measure.

---

“The community should strive to promote pedestrian activity in order to foster a community that is physically and financially healthy.”

---

**STRATEGY:**

*Utilize the intersection of Mill and Santa Paula St. as a connection for bicycles to travel to and from Downtown by use of Class III bike lanes (share-the-road bikeways) on Mill St. and E. Main St.*

The existing bike trail needs a route to the heart of the Central Business District. This route should be established on a street that is not heavily impacted by vehicles, such as Mill Street. Mill St. connects to E. Main St., which can be utilized as a main thoroughfare for cyclists to commute around Downtown.

**OBJECTIVE:**

**Increased safety of pedestrians throughout Downtown**

Increasing the safety of pedestrians from vehicular danger throughout Downtown is critical because a feeling of security may help draw more pedestrians to the area.

**STRATEGY:**

*Ensure that streets are designed to support pedestrian activities.*

To ensure streets are designed to support pedestrian activities, it is important that pedestrian circulation is separated from traffic using landscaping and other forms of physical separation. The separation creates a safer atmosphere for the on-foot visitors of the area.

**STRATEGY:**

*Improve pedestrian safety by providing a landscape buffer on sidewalks of busy arterial and local streets. Main and North Street should be targeted for the first improvements.*

By providing a landscape buffer on the sidewalks of busy streets, there is a physical barrier that separates pedestrians from passing vehicles.

**STRATEGY:**

*Expand the City's Adopt-A-Street Program.*

The Adopt-A-Street Program allows for cleaner streets without creating a financial strain on the City. Businesses and groups adopt streets and clean them as required over a 2 or 4-year period at low cost to the City. The Adopt-A-Street Program may also include raising funds to repair streets.

"Santa Paula has a newly created bike path just north of Downtown. The success of this bike path can promote an increase in cycling activity in Downtown. Increasing cycling activity would help foster a healthier community in Santa Paula. "



**STRATEGY:**

*Design intersections and streets to maximize pedestrian safety and comfort, including the use of bollards and safety signage in areas with high pedestrian traffic, such as crosswalks.*

Providing pedestrians easy and safe access to both sides of the street gives more incentive for vehicles to park and for people to walk in the area. Bollards serve as notice to motor vehicles of upcoming pedestrian walkways. Bollards are designed to obstruct the passage of motor vehicles by forcing them to slow down, which improves their awareness of their surroundings. This would improve pedestrian safety in Downtown Santa Paula. Safety signs signal to vehicles the presence of pedestrians, and would also show that pedestrians have the right-of-way instead of vehicles.



Figure 79: Removable Bollard

Source: [http://www.streetscapes.biz/catalog/images/street\\_garden\\_fr006\\_bollard.jpg](http://www.streetscapes.biz/catalog/images/street_garden_fr006_bollard.jpg)

**OBJECTIVE:**

**Improved connectivity between the pedestrian environment Downtown and its surroundings.**

**STRATEGY:**

*Maintain and, where necessary, expand the sidewalks throughout Downtown to a width that gives the pedestrian priority over vehicular traffic and meets ADA requirements.*

## Urban Design

### DOWNTOWN IDENTITY

Santa Paula has a Main Street identity unlike other cities within the County of Ventura. The identity stems from the history of the community. The architectural styles, historical character, and human scale of the historical structures adds to the distinctive small-town character of Santa Paula. The City has a rich history including settlement by Chumash Indians, discovery of oil, and being dubbed "Hometown USA" and the Citrus Capital of the World. Santa Paula's location in the Santa Clara Valley has made it an advantageous community to visit and live. Santa Paula's history in citrus fruit has made the City very successful.

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*"Increasing the safety of pedestrians from vehicular danger throughout Downtown is critical because a feeling of security may help draw more pedestrians to the area."*

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“Providing pedestrians easy and safe access to both sides of the street gives more incentive for vehicles to park and for people to walk in the area.”

The cultural amenities that Santa Paula offers includes: The Citrus Festival, California Oil Museum, and Colores de Flores Museum. Through the years, the built environment of Santa Paula has transformed, with some of the building facades in Downtown appearing worn, and underutilized.

Santa Paula needs to preserve its history, architecture, and culture in order to preserve its unique identity. To enhance its existing character, the Downtown needs formally adopted design guidelines that complement form based codes. More events and cultural amenities in the community could help revitalize the area by attracting additional visitors to Downtown.



Figure 80: Isla Vista Facade Improvement Program  
Source: <http://www.countyofsb.org/ceo/rda.aspx?id=6850>

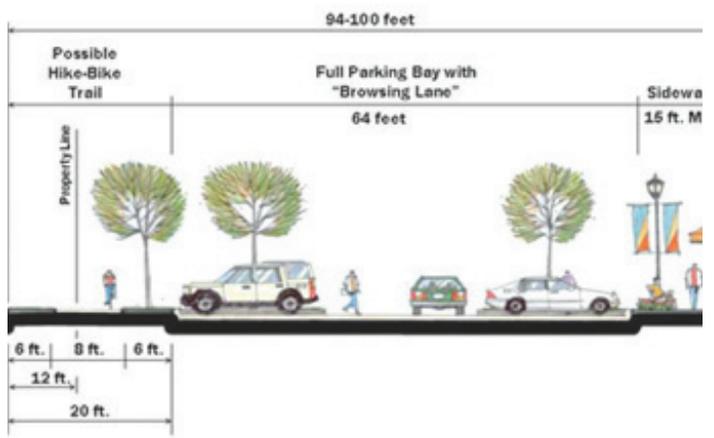


Figure 81: Form Based Codes Diagram  
Source: <http://www.nctcog.org>

The objectives and strategies proposed below address issues raised through community outreach, including the cultural and historical character of Santa Paula. By initiating these strategies, the City of Santa Paula can enhance the unique identity of the Downtown through design guidelines, public art, facade improvements, and restoring historic character.

**OBJECTIVE:**  
**Preservation and enhancement of Downtown’s historic and small-town character**

Maintaining and restoring building facades to their original condition would provide a sense of identity for Downtown Santa Paula. The overall objective of these enhancement measures could increase foot traffic and revenue throughout the Downtown core.

**STRATEGY:**

*Adopt formal design guidelines for Downtown that preserve its small-town and historic character.*

**STRATEGY:**

*Re-initiate the City's Facade Improvement Program and use the Program to maintain the small-town character of Santa Paula.*

Funding permitting, the City's Facade Improvement Program should be reestablished. The reinstated Facade Improvement Program would include such renovations as door replacement, exterior painting, sign renovation, windows, awning replacement, improved entryway, and accessibility for people with Disabilities. Improved facades of buildings can encourage other businesses to locate in the Downtown of Santa Paula. Investing in the facades of Downtown buildings can result in raising the aesthetic standards of Downtown as well as preserve its' identity.



Figure 82: Façade Revitalization  
Source: Historic Downtown Kennewick Partnership Facade Improvement Program

**STRATEGY:**

*Create a Children's Public Art Program in Downtown.*

A Children's Public Art Program would encourage children to be a part of public art projects throughout Downtown. The purpose of the Program would be twofold: 1) to engage children in the creation of art for public spaces; 2) to educate children about the identity of Santa Paula through existing and potential public art pieces. Work could include interactive art to reinforce music, science, and other subjects taught in the classroom. A Volunteer Coordinator could assist with the creation of a Children's Public Art Program.

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*"Santa Paula needs to preserve its history, architecture, and culture in order to preserve its unique identity. To enhance its existing character, the Downtown needs formally adopted design guidelines that complement form based codes."*

---

The National Endowment for the Art's Design program is a resource for funds and strategies for effective public art for Downtown. Local museums can become part of this program to promote public art for the community as well as their own art pieces.

**STRATEGY:**

*Create an Adopt Public Art Program.*

To encourage local artists and youth to produce public art in Downtown, another option should be an Adopt Public Art Program. The Program would allow parcel owners in Downtown to rent or loan out a part of the space in front of their stores for public art pieces to be shown.

**STRATEGY:**

*Adopt incentives for historic building restoration.*

The City should consider amendments to its existing zoning regulations to permit additional exceptions for historic buildings. This permits the City to be flexible with adaptive reuse of historic structures.

**STRATEGY:**

*Expand use of the Mills Act Property Tax Abatement Program.*

The City should encourage owners of historic properties to take advantage of the Mills Act Program.

## STREETSCAPE

The flow and volume of traffic contributes to the safety and usage of the streets by pedestrians. The current conditions of streetscape in the Downtown should be enhanced to improve the pedestrian experience and increase visual aesthetics of the area. The essence of walk-ability is to provide an environment that can be utilized by pedestrians to ease accessibility to amenities.

Downtown streetscape can be enhanced through landscaping, improving crosswalks and creating a barrier between pedestrians and vehicles to enhance the pedestrian experience. Landscaping sidewalks with additional trees, plants and community floral-bouquets would create an atmosphere that is welcoming and encourages walking. The Downtown area should increase crosswalk designations at major intersections, such as Main Street and 10th Street, to promote pedestrian safety. Bollards can limit the amount of pedestrian and vehicular interactions when visitors walk on sidewalks along major arterial roads.

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*"the City of Santa Paula can enhance the unique identity of the Downtown through design guidelines, public art, facade improvements, and restoring historic character."*

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Figure 83: Downtown Streetscape Showing Landscaping and Reduced Interaction between Vehicles and Pedestrians  
Source: Downtown Gulfport Streetscape Plan

**OBJECTIVE:**

**A Downtown Santa Paula Streetscape Beautification Plan**

The Plan should indicate areas needing improvement and provide guidance and implementation measures to enhance the aesthetic character of Downtown.

**STRATEGY:**

*Improve the streetscape on Main and 10th Streets to enhance safety, comfort, and attractiveness to pedestrians and shoppers.*

Providing a safe walking environment through enhanced landscaping, bulb-outs, and bollards would attract more residents and visitors to Downtown.

**STRATEGY:**

*Hire a Volunteer Coordinator to oversee maintenance of Downtown streetscapes.*

The coordinator would be responsible for creating a volunteer group to assist in maintaining trees, plants, and providing additional community-created floral bouquets.

**STRATEGY:**

*Approve a recognition program of individuals who help with streetscape enhancements.*

Recognition of volunteer groups shall be displayed in the Downtown in the form of a plaque or another wall installation.

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*“Local museums can become part of this program to promote public art for the community as well as their own art pieces.”*

---

"The Downtown area should increase crosswalk designations at major intersections such as Main Street and 10th Street, to promote pedestrian safety. Bollards can limit the amount of pedestrian and vehicular interactions when visitors walk on sidewalks along major arterial roads."



Figure 84: Example of a Volunteer Recognition Wall  
Source: County of San Diego Library ([www.orchidandonions.org](http://www.orchidandonions.org))

### OBJECTIVE:

**Crosswalks that heighten pedestrian and vehicular visibility**

#### STRATEGY:

*Enhance pedestrian safety, visibility, and comfort by improving crosswalk visibility.*

#### STRATEGY:

*Make crosswalks more visible through the use of different paving materials/colors on Main and 10th Streets.*

Using different materials would enable motorists to see where pedestrian crossings are clearly located. Painting

crosswalks is an inexpensive alternative which can prove to make a difference in pedestrian safety and add to the visual character of Downtown Santa Paula.



Figure 85: Stamped Asphalt on Crosswalk  
Source: IPC—The Beauty of Asphalt ([www.integratedpaving.com](http://www.integratedpaving.com))

#### STRATEGY:

*Incorporate inexpensive lighting options at crosswalks and install removable bollards for increased pedestrian safety.*

Downtowns around California have implemented lighting crosswalks to improve pedestrian safety. Inexpensive alternatives should be researched in order to incorporate the use of lighting on busy intersections. Removable bollards should be removed when there are events occurring Downtown.

## GATEWAYS AND WAYFINDING

In general, the City of Santa Paula’s gateway to the Downtown should include design enhancements that make the entries recognizable and important. There is currently a welcoming entrance to Santa Paula at the corner of Harvard Boulevard and 10th Street, as visitors and residents exit Highway 126. Other gateways and wayfindings can be marked by the distinctive structures or pronounced character of the City. For example, the Clock Tower acts as a gateway and wayfinding to Downtown from Davis and Main Streets.

### OBJECTIVE:

**Additional gateway and wayfinding signs that clearly reflect Santa Paula’s character**

#### STRATEGY:

*Preserve and create defining edges, transitions, and landmarks that characterize Downtown.*

#### STRATEGY:

*Identify the appropriate role, placement, and function of the following in contributing to an attractive and legible circulation system, including:*

- *Gateway signs at key intersections that signify entry to the Downtown;*
- *Existing landmarks;*

- *Directional signage that facilitates circulation by providing clear guidance on appropriate routes to key destinations, as identified by the City;*
- *Banners that provide guidance to seasonal events and contribute to the character and identity of Santa Paula.*

#### STRATEGY:

*Develop and implement design guidelines that incorporate signage and public art, denoting transitions between parts of the City and positively contributing to the overall identity of Santa Paula, as follows:*

- *The design character of gateway elements should include symbols, shapes, patterns, colors and messages that reflect the character and function of the gateway’s location and the area into which the gateway leads;*
- *Lighting of gateway features, such as signs and sculptures, should be carefully focused on the gateway feature and should not illuminate other areas;*
- *All gateway features should be of a size and scale that makes them clearly visible to drivers as well as pedestrians;*
- *Gateway signs should be designed in coordination with public art, or so that the signs themselves function as public art (ex: murals, Youth Program, etc.);*

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*“Providing a safe walking environment through enhanced landscaping, bulb-outs, and bollards would attract more residents and visitors to Downtown.”*

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- *Public art should be incorporated into a gateway feature on 10th Street near Highway 126, where visitors commonly enter the City.*



*Figure 86: Example of a Gateway in Daytona Beach*  
Source: <http://www.wanlifetolive.com/2010/07/all-signs-point-to-fun.html>

## Parks and Recreation

### PARKS AND PUBLIC SPACES

The City of Santa Paula is surrounded by natural beauty and boasts many parks, trails, and recreational areas, including Veteran's Park, Ebell Park and the open space along the railroad tracks. Downtown would benefit aesthetically and socially from the thoughtful integration of additional plazas and courtyards, the creation of pocket parks, and the greening of streets and alleys. Public spaces, both large and small, can be enhanced and made active through programming or adjacent uses that can animate them. Alleyways within Downtown have the opportunity to serve a number of purposes for the community. The alleys adjacent to main arterials in Downtown can be enhanced with planters or public art and serve as access routes from parking or neighboring areas in addition to the service and delivery uses.

### OBJECTIVE:

**Preserved and enhanced public green space**

### STRATEGY:

*Focus on the utilization of green public spaces within Downtown that can be easily maintained.*

**OBJECTIVE:**

**Improved and enhanced alleyways throughout Downtown**

**STRATEGY:**

*Identify alleyways in the greatest need of attention and address those alleyways initially. Organize a task force of stakeholders to focus on recreating attractive and safe alleyways within Downtown.*

**STRATEGY:**

*Identify alleyways that connect major arterials and parking areas and address maintenance for those connections.*

**OBJECTIVE:**

**Maintained public spaces Downtown**

**STRATEGY:**

*Expand the City's Adopt-a Park program to include maintenance and improvements.*

**OBJECTIVE:**

**Reduced graffiti in public spaces**

**STRATEGY:**

*Remove graffiti from facilities and public spaces as it arises. Use paint that is the same color as the surface it is adhering to to cover graffiti.*

**STRATEGY:**

*Determine deterrent strategies such as lighting, signage, landscaping and design in spaces that are prone to graffiti.*

**STRATEGY:**

*Initiate a Children's Public Art Program that helps youth redirect their graffiti into a local art form.*

**STRATEGY:**

*Promote public murals on spaces that are prone to graffiti.*

**OBJECTIVE:**

**Diversification of the range of park activities**

**STRATEGY:**

*Review the inventory and assessment of park equipment and recreation facilities to determine improvement and maintenance requirements.*

---

*"The City of Santa Paula's gateway to the Downtown should include design enhancements that make the entries recognizable and important."*

---

## OBJECTIVE:

### Improved park maintenance and aesthetics

#### STRATEGY:

*Refurbish the existing park areas, facilities and equipment to include cosmetic enhancements, such as painting, as well as functional improvements of worn equipment and surfaces.*

#### STRATEGY:

*Establish a routine inspection program to regularly identify and schedule repairs, ongoing maintenance, cleaning, and other necessary improvements.*

#### STRATEGY:

*Utilize volunteers to assist in the maintenance and repair of the parks.*

## RECREATION

Recreation opportunities are essential to a healthy Downtown because they provide community members with a way to be active and connect with other community members. The City of Santa Paula currently offers a range of recreational activities and services to the community. The most notable recreational programs and facilities include Si Se Puede, Veterans Park, Ebell Park, and Santa Paula Skate Park.

Si Se Puede is a countywide program that offers a series of free workshops for the youth that focuses on promoting a healthy lifestyle. The program particularly caters toward Hispanic families since a considerable amount of the county is of Hispanic descent. Children from ages four to fourteen enjoy their classroom-in-the-park environment while learning, in either English or Spanish, how to improve their eating habits. Si Se Puede empowers families with the essentials of healthy eating and increased physical activity to combat youth obesity. During community outreach events, community members wished Santa Paula offered more youth recreational programs similar to Si Se Puede. The City has the opportunity to expand their youth recreational programs; however, the City lacks funds to support such programs.

There are two parks located within proximity of Downtown Santa Paula: Veterans Park and Ebell Park. Veterans Park is located at Ventura Street and Mill Street across City Hall, and Ebell Park is located at Main Street and 7th Street in front of the Santa Paula Theater Center. Veterans Park offers a large amount of grassy space as well as a playground while Ebell Park is solely composed of the theater and a grass field. During community outreach events, people commented on the conditions of the facilities at Veterans Park.

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"Public spaces, both large and small, can be enhanced and made active through programming or adjacent uses that can animate them."

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**OBJECTIVE:**

**More community events that utilize Downtown and neighboring parks**

Bringing additional recreational activities into Veterans Park, Ebell Park, and Santa Paula Skate Park may draw more people to the area. The increase of foot traffic within Downtown may also increase safety. When there are more “eyes on the street,” people usually feel safer.



Figure 87: Santa Paula Skate Park Located at Veterans Park  
Source: Santa Paula Skate Park

**STRATEGY:**

*Introduce additional recreational activities Downtown, in Veterans Park and/or Ebell Park. Consider arranging physical wellness activities at Veterans Park. Host events or competitions at Santa Paula Skate Park. Host fund-raising events at the Santa Paula Skate Park. Encourage programs like Si Se Puede to have activities in the Downtown core and at Veterans Park.*

Santa Paula already boasts a great number of community celebrations. The City can offer more city-wide community events like the Halloween Parade, which takes place in Downtown Santa Paula and Veterans Park.



Figure 88: Si Se Puede at the Park  
Source: Building a Healthy Ventura County

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“The City of Santa Paula currently offers a range of recreational activities and services to the community.”

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**STRATEGY:**

*Hire a part- or full-time Grant Writer to raise additional funds for City parks.*

Utilizing grants to improve park facilities would directly address community input regarding the condition of City parks.

**HEALTHY EATING ACTIVE LIVING**

Research has shown there is a strong correlation between the built environment and health behaviors and outcomes. The decisions a City makes regarding walkability, the location of development, mixed uses, access to a variety of transit options, and the availability of fresh foods all impact the health of a community.

**OBJECTIVE:**

**A healthy and active Downtown community**

**STRATEGY:**

*Ensure that all residents of Santa Paula are aware of where they can access fresh and healthy foods throughout the City and in Downtown.*

**STRATEGY:**

*Consider prohibition any new drive-thru restaurants in the Downtown area to promote healthy eating and maintain a pedestrian-friendly environment.*

By prohibiting any drive-thru restaurants, the City encourages residents and visitors in the area to get out of their cars and walk to their destinations. This is important in supporting the idea residents should live active and healthy lifestyles.

**STRATEGY:**

*Create a map documenting all places within the Downtown where people can find fresh and healthy foods.*

A map of where healthy foods are located would make it easier for residents to access fresh and healthy foods.

**STRATEGY:**

*Make nutrition and fitness education accessible to all residents by expanding the Si Se Puede program in Santa Paula.*

**STRATEGY:**

*Work with the Chamber of Commerce and County Health Department to promote a healthy eating campaign within Downtown.*

*“Si Se Puede empowers families with the essentials of healthy eating and increased physical activity to combat youth obesity.”*

A healthy eating campaign would help educate residents of Santa Paula about healthy foods and the benefits of eating healthy foods. Local health officials and local merchants could collaborate on a campaign to encourage consumers and restaurants to buy locally grown produce. Santa Paula’s new Youth Commission (see following pages) would be a key player in this effort.

**STRATEGY:**

*Encourage restaurants to use local produce and promote the community health benefits of eating fresh and local foods. Work with local health officials and merchants to collaborate on a healthy eating campaign to encourage consumers and restaurants to buy organic and locally grown produce.*

**STRATEGY:**

*Utilize the new Youth Commission (see following pages) as a key player in the effort to organize and run an Open-Air Market Downtown.*

A volunteer-based campaign would be the most cost-efficient way to encourage healthy eating, while also involving the community.

**OBJECTIVE:**

**Increased walking and biking in the Downtown**

**STRATEGY:**

*Create a well-connected and attractive pedestrian and cycling environment to encourage physical activity.*

**By increasing the linkage and accessibility in the area, people would be more likely to bike or walk Downtown.**

**STRATEGY:**

*Maintain the sidewalks along all major thoroughfares leading to and within the area.*

**Maintaining the sidewalk condition would improve the already pedestrian-oriented environment Downtown.**

**STRATEGY:**

*Implement share-the-road bike lanes along all major thoroughfares leading to and within Downtown.*

**Encouraging shared-use bike lanes would ensure there is a safe environment for cyclists to bike to and within Downtown.**

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*“The decisions a City makes regarding walkability, the location of development, mixed uses, access to a variety of transit options, and the availability of fresh foods all impact the health of a community.”*

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Figure 89: Example of Bikers Downtown Santa Barbara  
Source: [http://farm3.static.flickr.com/2576/3945534508\\_249b7b9be7.jpg](http://farm3.static.flickr.com/2576/3945534508_249b7b9be7.jpg)

**STRATEGY:**

*Encourage land use and transportation decisions that promote physical activity and reduce vehicle miles traveled (VMT).*

Concentrating multiple uses within Downtown would ensure residents would have the option of walking or biking Downtown rather than driving.

**STRATEGY:**

*Develop criteria that include health as part of any environmental review process for new development in Downtown.*

**STRATEGY:**

*Work with schools to promote educational programs, such as Si Se Puede, to encourage healthy eating and active living.*

Educating the youth about the benefits of healthy lifestyles is an effective way to combat childhood obesity.

**STRATEGY:**

*Partner with schools to ensure Santa Paula youth have places in the Downtown to be physically active.*

**STRATEGY:**

*Ensure the "Si Se Puede Program" has the facilities necessary to hold events within Downtown.*

Holding Si Se Puede events Downtown would bring more vitality and use to the public spaces in Downtown while encouraging healthy lifestyle behaviors.

"A healthy eating campaign would help educate residents of Santa Paula about healthy foods and the benefits of eating healthy foods."

**OBJECTIVE:****An Open Air Market**

Figure 90: Goleta Farmer's Market  
Source: <http://www.sbfarmersmarket.org/>

There is an abundance of locally grown produce and an opportunity to utilize the locally grown agriculture as part of the Open Air Market to encourage healthy eating.

**STRATEGY:**

*Create an Open-Air Market in Downtown along Main Street.*

An Open-Air Market would ensure residents have access to healthy and locally grown food. This market should occur on a monthly basis until it gains momentum and can be held at more frequent intervals. The Open-Air Market would not only have local produce, but would also feature local

artists. By having local produce, arts and crafts, live entertainment, and other activities, the Open-Air Market would be a family-oriented community event. Holding an Open Air Market near Veteran's Park would help increase the park's use.

**Community Services****OBJECTIVE:****Expand opportunities for youth involvement****STRATEGY:**

*Establish a Santa Paula Youth Commission and Youth Corps.*

The youth population represents a large relatively unheard voice in Santa Paula. For example, Santa Paula High School students expressed openly that they would like their ideas and concepts to enhance and restore Downtown Santa Paula. Downtown Santa Paula should establish a Youth Commission as a catalyst that would focus on community service and volunteer projects (a Youth Corps) in partnerships with adults. This strategy calls for outreach to all student-run organizations and club services: the local high school, major recreational programs and sport leagues, non-profit groups, or student-mentoring religious groups.

---

*"By increasing the linkage and accessibility in the area, people would be more likely to bike or walk Downtown"*

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**STRATEGY:**

*Hire a Volunteer Coordinator to assist with the establishment and administration of a Youth Commission and Youth Corps.*

**STRATEGY:**

*Strengthen neighborhood watch programs in Downtown and residential neighborhoods by providing opportunities for youth involvement.*

---

*“An Open-Air Market would ensure residents have access to healthy and locally grown food. This market should occur on a monthly basis until it gains momentum and can be held at more frequent intervals.”*

---

**OBJECTIVE:**

**Expand the existing library and civic center**

**STRATEGY:**

*A Grant Writer should pursue additional funding sources to complete the civic center.*

---

*“The youth population represents a large and relatively unheard voice in Santa Paula. For example, Santa Paula High School students expressed openly that they would like their ideas and concepts to enhance and restore Downtown Santa Paula.”*

---





Downtown  
Santa Paula

# Key Strategies

## Introduction

On the evening of March 5, 2012, CRP 410 and 411 students attended the City of Santa Paula City Council Meeting and presented the Draft Downtown Improvement Plan and eighteen Key Strategies developed in the creation of the Downtown Plan. A member from each of the five teams—Land Use, Economic Development, Circulation, Urban Design, and Parks and Recreation—presented the strategies relevant to their area of focus. The presentation also included a description of the varied community outreach efforts the class conducted throughout the Fall and Winter Quarters of 2011 and 2012 including the surveys, map exercises, community workshops, and the Photovoice project. At the close of the presentation, the City Council asked questions and discussed the certain Key Strategies with the students.

*The subsequent pages contain the slides from the May 5, 2012 Key Strategies presentation*

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## DOWNTOWN PLAN UPDATE STRATEGIES



d o w n t o w n   p l a n   u p d a t e

c a l   p o l y   s a n   l u i s   o b i s p o   |   c o m m u n i t y   p l a n n i n g   l a b   |   w i n t e r   2 0 1 2

## Tonight's Presentation

- Project Overview
- Community Outreach
- Key Strategies
- What's Next?
- Questions and Comments

## Project Overview

### Project:

- Update of Santa Paula's Downtown Improvement Plan
- Preserve unique identity of Downtown
- Increase vibrancy

### CRP's Community Planning Lab

- 19 students, 2 instructors, 6 months, 7300 hours

### Partners

- LADA, STRIDE, Spanish Dept., Santa Paula HS

## Community Outreach

*a foundation for success*



## Outreach Visit 1: October 9th



VONS & DOWNTOWN

## Outreach Visit 2: October 29th



HALLOWEEN PARADE  
LIMONEIRA SOCCER FIELDS

## Outreach Visit 3: November 19th



SINGULAR SANTA PAULA

## Outreach Visit 4: February 10th



SANTA PAULA HS  
PHOTO-VOICE

## Outreach Visit 5: February 11th



CONCEPTS PRESENTATION

## Photo-Voice

- Santa Paula High School
  - 42 students, 2 months
  - Nicola Lamb, English Teacher
- Photo-Voice uses photography and written narrative to tell a story
- Tool for engaging youth
- Goal is to bring about change
- Questions explored
  - What is positive about Santa Paula?
  - What needs improvement?
  - What is healthy/unhealthy?



## Santa Paula has Potential



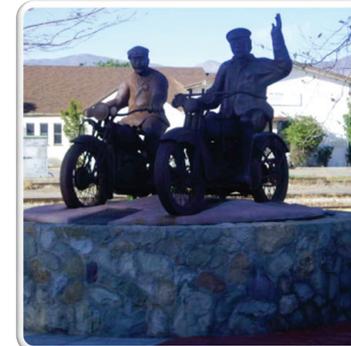
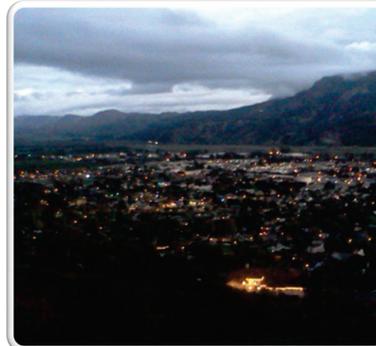
Many people do not realize that Santa Paula is gorgeous



When people first see Santa Paula the words "old town" probably come to mind, but when I see Santa Paula, the word "potential" comes to mind

## Santa Paula High School Photovoice

*Landmarks tell a story about Santa Paula*



## Key Strategies

### Strategy

- Description
- Implementation steps

### Influences

- Existing conditions
- Community input
- Progress

### Case Study

- Responsible parties
- Cost
- Timeframe
- Other examples



## Key Strategies

Researched successful strategies and tailored them for Santa Paula

### 18 key strategies

- Short and long-term
- No, low-cost, higher-cost

### Topics/Teams

- Foundational strategies
- Land use strategies
- Economic strategies
- Circulation strategies
- Urban design strategies
- Parks and recreation strategies



## Foundational Strategies

“Cultivating Community/Developing Resources”



- *Volunteer Coordinator*
- *Grant Writer*
- *Youth Commission*
- *Design Guidelines*

## Influences:

“Funding and support needed for extended services”

### Existing conditions

- Funding limitations
- Reduced staff

### Community input

- Need for improvements and additional services
- Citizens want to help

### Progress

- Volunteer groups in the community
- Successful *grant* applications



## “Strategy: Volunteer Coordinator”

### Description

- Part- or full-time position out of CM’s office
- Meets with Staff, PC, CC regarding program needs
- Recruits and supervises major volunteer force

### Implementation

- Creation of staff position
- Interview process



## “Case Study: Volunteer Coordinator, Hand On, OR”

### Responsible parties

- Committee

### Cost

- Full-time salary: \$29-34,000

### Timeframe

- 3-6 months interview process
- 6 months to 1 year to start program

### Other examples

- Tempe, AZ; Sacramento, CA; Chula Vista, CA



## “Strategy: Youth Commission”

### Description

- Volunteer commission of adults and youth
- Advocates needs and wants of youth
- Encourages youth involvement & decision making
- Oversees and promotes youth activities



## “Case Study: City of Thousand Oaks”

### Responsible parties

- City of Thousand Oaks
- School Districts

### Cost

- Staff time

### Timeframe

- Six months to establish

### Other examples

- City of Benicia, CA
- City of San Marcos, CA



## Strategy: Grant Writer

### Description

- Part- or full-time *grant writer* out of CM's office
- Works with staff to locate and prioritize grants
- Pay based on grants received

### Implementation

- Council creates position
- CM's office interviews and hires



## Case Study: Grant Writer, Wasco, CA

### Responsible parties

- City

### Cost

- Full-time salary: \$44-66,000

### Timeframe

- Hiring process—3 to 6 months

### Other examples

- Garden Grove, CA
- San Clemente, CA



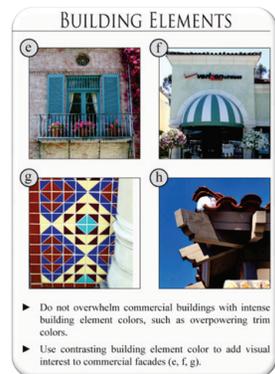
## Strategy: Community Design Guidelines

### Description

- Policies about the design and alteration to new and existing structures.
- Promotes the preservation of historic resources.
- Does not dictate solutions, but defines appropriate responses.

### Implementation

- City issues RFP
- CM's office & Planning Department interview and hire consultant.



## Case Study: City of Soledad

### Responsible parties

- City  
Community & Economic Development Department
- Consultant  
F. J. Dreckman

### Cost

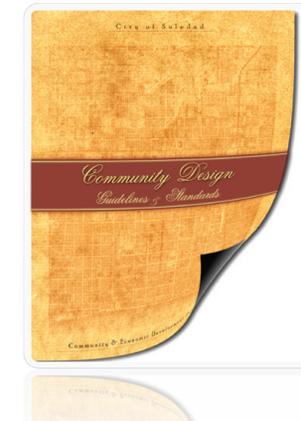
- \$80,000

### Timeframe

- 1 year

### Other examples

- Placerville, CA
- Jamestown, CA
- San Clemente, CA



## “Land Use & Housing”

Foster a healthy mix of downtown uses”



- **Art District / Catalyst Project**
- **Santa Paula Galleria**
- **Mixed-Use Task Force**

## “Strategy: Arts District / Catalyst Project”

### Description

- Arts District
- Affordable live/work for artists
- Attract young companies, professionals, and artists

### Implementation

- Determine boundary/character of district (input from community artist organizations)
- Non-profit completes feasibility study for catalyst project
- Live/work ordinance created



## “Influences: Downtown Vibrancy”

### Existing conditions

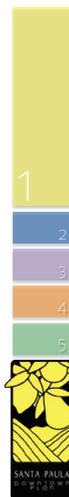
- Building vacancies
- Underutilized buildings

### Community input

- More diverse economic opportunities
- Supported Art's District & Live Work

### Progress

- Artistic community
- Live/work spaces allowed with CUP



## “Case Study: Santa Cruz Arts District / Tannery Artist Lofts Santa Cruz”

### Responsible parties

- District: City/State
- Project: ArtSpace (non-profit)

### Cost

- District: Staff time
- Project: \$300 K/unit

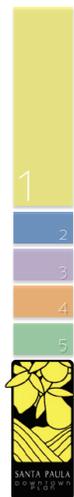
### Timeframe

- District: 1 year
- Project: 7 years

### Other Examples

- Emeryville, CA
- Los Angeles, CA
- Richmond, CA

artspace



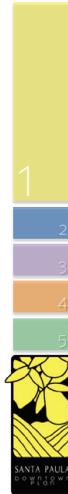
## “Strategy: Santa Paula Galleria”

### Description

- Additional pass-through connecting alleys to Main Street
- Rehab of existing building

### Implementation

- Locate potential sources of funding (*Grant writer*)
- Hold community outreach and determine location
- Adopt and finalize plans



## “Influences: Addressing the Challenge of Connectivity”

### Existing conditions

- Additional connection needed
- Rehab needed

### Community input

- Beautify pathways to Main Street

### Progress

- Existing new paseo



## “Case Study: Paseo, Santa Paula California”

### Responsible parties

- City

### Cost

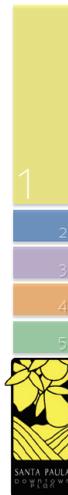
- \$544,890

### Timeframe

- 1 year

### Other examples

- San Luis Obispo, CA



## “Case Study: The Network, San Luis Obispo, California”

- Links main commercial Street to San Luis Creek
- Contains a variety of commercial uses
- Vibrant pedestrian friendly connection



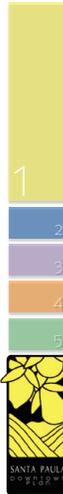
## “Strategy: Mixed-use Task Force”

### Description

- Volunteer group to address challenges to mix-use
- Members represent stakeholders

### Implementation

- CC appoints task force under CM/*Volunteer Coordinator*
- Task force identifies challenges and solutions
- City locates funding for catalyst project (East Area 1, Grants)



## “Influences: Addressing challenges of mixed-use”

### Existing conditions

- Lack of mixed-use development
- Need for market rate and affordable units DT

### Community input

- Need for variety of housing
- Support of mixed use

### Progress

- City currently allows mixed-use



## “Case Study: City of Fillmore Mixed-use Forum”

### Responsible parties

- CC
- Volunteers

### Cost

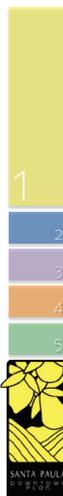
- Volunteer time

### Timeframe

- 9-12 months

### Other examples

- City of Newton, NJ



## “Economics & Marketing Attracting residents and visitors Downtown”

▪ *Historic Santa Paula Walking Tour*

▪ *Downtown Movie Theater*

▪ *Locally Grown First*

▪ *Downtown Wireless Access Zone*

▪ *Business Incubator Program*



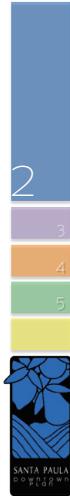
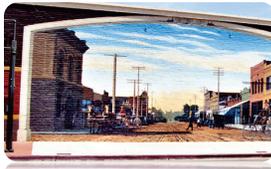
## Strategy: "Historic Santa Paula Walking Tour App"

### Description

- Self-guided Walking Tours
- Mobile Phone App with oral histories included

### Implementation

- Develop App
- Gather oral history recordings
- Promote App on Internet
- Create signs



## Influences: "Santa Paula's Rich History"

### Existing conditions

- Historic buildings and neighborhoods
- Museums

### Community input

- Residents and visitors love SP's historic identity
- Need for more residents and visitors DT

### Progress

- Historic Society
- Existing walking tour/pamphlets



## Case Study: "Historic Columbia Walking Tour App"

### Responsible parties

- Historic Columbia Foundation

### Cost

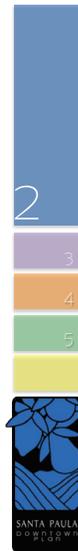
- App development: \$2,000
- Low maintenance cost

### Timeframe

- 1 to 2 months

### Other examples

- New York, NY
- Boston, MA



## Strategy: "Tower Theater Renovation"

### Description

- Theater rehab
- Uses include music, film and community events

### Implementation

- Non-profit forms and acquires theater from State
- Grant Writer assists non-profit with funding



## “Influences: Need for Downtown Movie Theater”

### Existing conditions

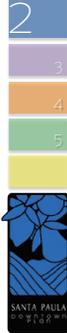
- Architectural gem
- State owns building

### Community input

- Need for entertainment downtown

### Progress

- Theater downtown
- Previous and current entertainment venues—poetry, music



## “Case Study: Rialto Theater, Loveland, Co”

### Responsible parties

- Rialto Historical Society

### Cost

- \$500,000 Grant

### Timeframe

- 28 months

### Other examples

- Fremont, San Luis Obispo



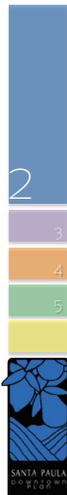
## “Strategy: Locally Grown First”

### Description

- “Buy Local” Campaign
- Local economy first

### Implementation

- CC appoints volunteer committee under CM/*Volunteer Coordinator*
- Development of:
  - Campaign
  - Community-based website
  - Window decals and signage
  - Informational brochures



## “Influences Purchase of Local Products”

### Existing conditions

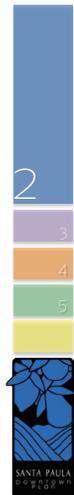
- Sales tax leakage

### Community Input

- Additional opportunities for fresh produce

### Progress

- Previous campaign
- The Best of VC Marketplace located downtown



## Case Study: Pasadena First: Buy Local”

### Responsible parties

- City staff

### Cost

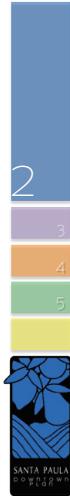
- Salary

### Timeframe

- 12 months

### Other example

- Central Coast Grown - San Luis Obispo



## Strategy: Downtown Wireless Access Zone”

### Description

- Free DT wireless provided by City
- Attracts youth, residents, and visitors downtown
- Generates revenue directly and indirectly

### Implementation

- Grant Writer obtains funding
  - Funded as capital improvement project
- Build-out
- Promotion



## Influences: Attracting Residents & Visitors Downtown”

### Existing conditions

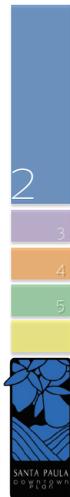
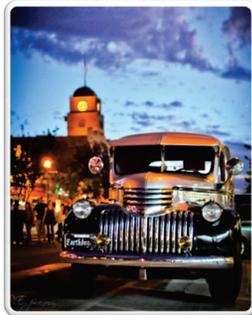
- Many residents shop outside Downtown

### Community Input

- More activities and events Downtown for adults and kids

### Progress

- Many great Downtown events & happenings
  - Halloween Parade
  - Cruise Night
  - Santa Paula Theater



## Case Study: Hermosa Beach WiFi”

### Responsible parties

- The City

### Cost

- Implementation: \$106,500
- Ongoing: Generates revenue of \$1300/month

### Timeframe

- 14 months

### Other examples

- Ventura, CA
- Maywood, CA
- Lompoc, CA



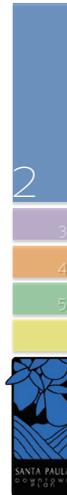
## Strategy: Business Incubator Program

### Description

- Program/project that provides a place for new businesses to grow
- Provides a place for new entrepreneurs to learn and grow

### Implementation

- Grant Writer obtains funding
- Site chosen (Existing Paseo or Galleria?)
- New businesses go through training



## Influences: Business Attraction & Retention

### Existing conditions

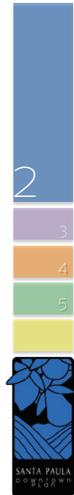
- Losing millions in sales tax revenue to other cities
- Existing small business loan program-*no funding*

### Community input

- Residents want added variety in small businesses

### Progress

- City's Paseo



## Case Study: La Cocina

### Responsible parties

- Nonprofit

### Cost

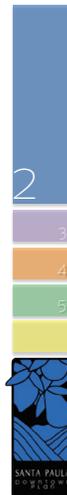
- Private (7%)
- Public (7%)
- Donation (26%)
- Revenue/Sales (60%)

### Timeframe

- 2 years

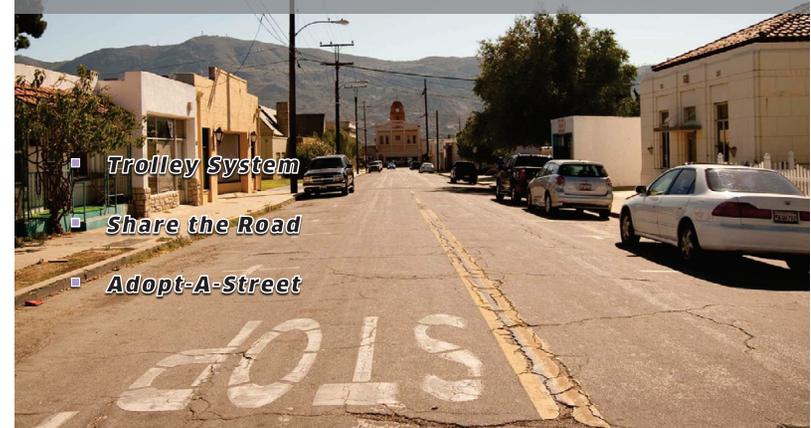
### Other examples

- Ventura Ventures
- CVBI



## Circulation Getting to downtown safely

- Trolley System
- Share the Road
- Adopt-A-Street



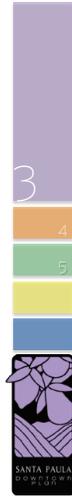
## Strategy: “Trolley System”

### Description

- Small local system to connect the downtown and the rest of the City

### Implementation

- Long-term strategy, not initial measure due to finances
- Establish stakeholders, route and funding (Grant Writer)



## Influences: “Local Public Transportation”

### Existing conditions

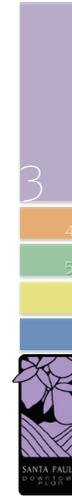
- Only two stops in the City

### Community input

- Public transportation cited as a weakness

### Progress

- Santa Paula is served by a regional transit system



## Case Study: “City of Ojai, California”

### Responsible party

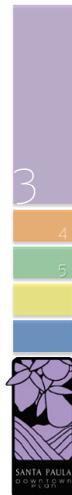
- City of Ojai

### Cost

- \$800,000 annually (funded through Federal and State funds)

### Other examples

- Yountville and Santa Clarita



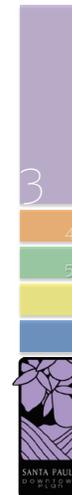
## Strategy: “Share the Road Bikeways”

### Description

- Designate Mill and Main Streets as “Share the Road” bikeways

### Implementation

- City amends Circulation Element
- Public Works installs signs



## Influences: “Bicycle Connections to Downtown”

### Existing conditions

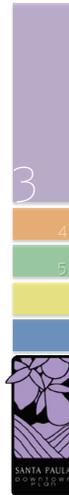
- Existing bikeways do not connect to downtown

### Community input

- Residents stated that they are using the new bike trail and are cycling more

### Progress

- City’s new bike trail



## Case Study: “City of Ojai ‘Sharrows’”

### Responsible party

- City of Ojai

### Cost

- \$3,000
- Repainting every 2 years

### Timeframe

- One month after approval

### Other examples

- Roseville, CA
- Belmont, CA



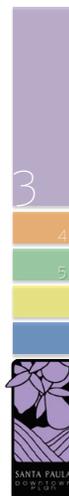
## Strategy: “Adopt-A-Street”

### Description

- Community groups or businesses Adopt-A-Street

### Implementation

- Public Works develops the program
- Volunteer Coordinator* promotes and recruits



## Influences: “Street and sidewalk maintenance”

### Existing conditions

- Funding limitations

### Community input

- Maintenance mentioned most often

### Progress

- Public Works has developed an inventory



## Case Study: Paso Robles Adopt-A-Street™

### Responsible party

- City of Paso Robles

### Costs

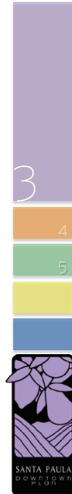
- Staff time
- Recognition signs

### Timeframe

- 1 month to start

### Other examples

- Concord, CA
- Riverside, CA



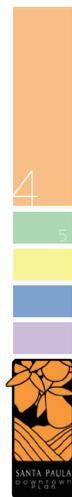
## Strategy: Children's Public Art Program™

### Description

- After school program
- Exposes youth to art
- Involves kids in creating public art
- Instills civic pride

### Implementation

- Grant Writer obtains funding
- Volunteer Coordinator and Youth Commission oversees program
- Local artists team with kids



## Influences: Activities for youth in Downtown™

### Existing conditions

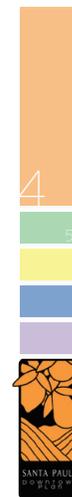
- Alleys, sidewalks, public buildings that need rehabilitation/beautification

### Community input

- Children want to be involved
- Parents want children to have more activities for kids

### Progress

- Santa Paula's rich artistic history
- Local artists and art institutions



## Case Study:

“Mural Music & Arts Project:  
East Palo Alto, CA”

### Responsible parties

- Volunteer board

### Cost

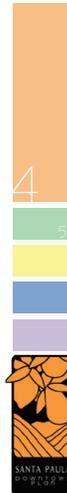
- \$50,000 per year

### Timeframe

- 1 year

### Other examples

- Teen Library Art Program:  
Palm City, FL
- Chicago Public Art Group:  
Chicago, IL



## Strategy:

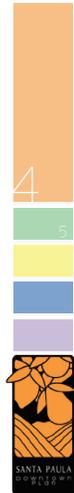
“Gateway and Wayfinding Program”

### Description

- Expansion of City's Gateway and Wayfinding program for downtown

### Implementation

- Grant Writer locates funding
- Choice of design firm
- Public review
- Adoption of program



## Influences:

“Celebrate Santa Paula's Identity”

### Existing conditions

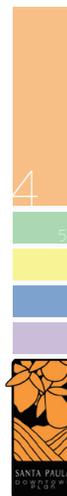
- Santa Paula's strong sense of place and identity
- Current program can be enhanced
  - Scale
  - Placement
  - Cutting edge technology

### Community input

- Many members are in favor of enhancement

### Progress

- Existing program and signs



## Case Study:

“Cities Hiring Outside Design Firm”

### Responsible parties

- Redevelopment & Economic Departments

### Costs

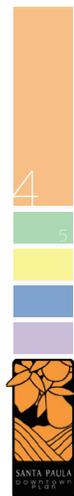
- \$180,000 installation
- Hotel/Accommodation Tax
- Grants from Preserve America

### Timeframe

- 1 - 3 years

### Other examples

- Frederick, Maryland
- Downtown Santa Cruz
- Augusta, Georgia



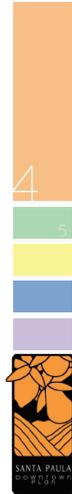
## “Strategy: Improvements for 10<sup>th</sup> and Main Street”

### Description

- Streetscape beautification
- Attraction of residents and visitors

### Implementation

- Cal Poly (Senior Project): Complete draft DT Santa Paula Streetscape Plan
- Consultation with staff
- Public review



## “Influences: Need for streetscape improvements”

### Existing conditions

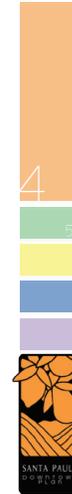
- Need for improvements

### Community input

- Preserve identity
- Need improvements

### Progress

- \$600 K grant
- Community bouquets (*American Bloom*)



## “Case Study: City of Delano-Downtown Street Improvements”

### Responsible parties

- City

### Cost

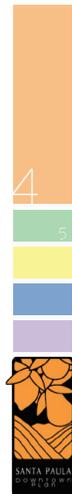
- \$300 K grants: State and Federal Grants

### Timeframe

- Engineering designs: 6 months
- Construction: 18 months

### Other examples

- Dublin Specific Plan
- City of Milpitas Streetscape Master Plan



## “Parks & Services Bringing the community together”

- Adopt a Park Program

- Open-Air Market



## Strategy: "Open-Market"

### Description

- Market downtown featuring:
  - Arts & crafts
  - Games
  - Local produce
  - Booths for local businesses

### Implementation

- Chamber of Commerce
- Community Services and Public Works Dept.



5



## Influences: "Bringing the community together and promoting health"

### Existing conditions

- High childhood obesity rates

### Community input

- Lack of fresh and healthy food options

### Progress

- Artists desire for community involvement



5



## Case Studies: "City of San Clemente Farmer's Market & Art Fair"

### Responsible parties

- Chamber of Commerce (FMkt)
- Downtown Association (Art)

### Cost

- Fees for spaces

### Timeframe

- Market: Weekly
- Art Fair: Monthly

### Other examples

- Goleta, CA
- Santa Barbara, CA



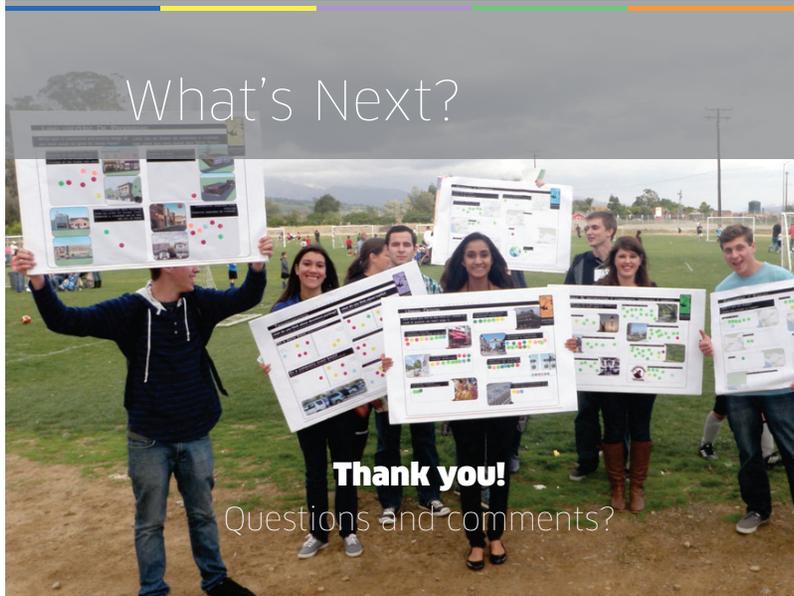
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## What's Next?

- Comments and questions?
- Finish plan update
- Forward to Santa Paula staff







Santa Paula  
Community



# Appendix

-PHOTOVOICE

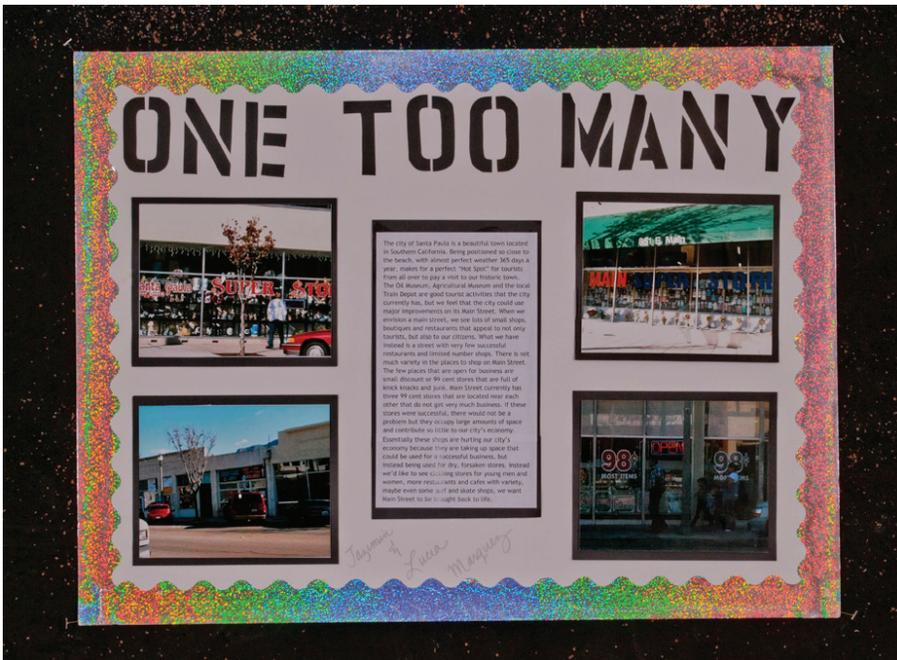
Posters, Photos, Narratives





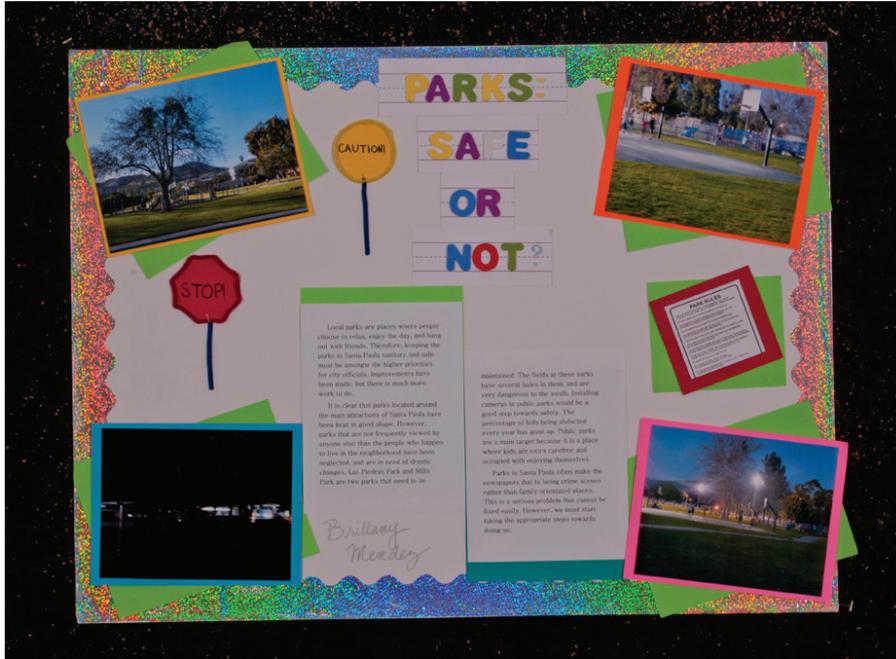
*"People just see an ordinary pothole on the side of the road, but there might just be more to it. If you look closely you can see how dangerous this may be. It threatens the safety of citizens of Santa Paula."*

**"Look Both Ways" by Joselyne**



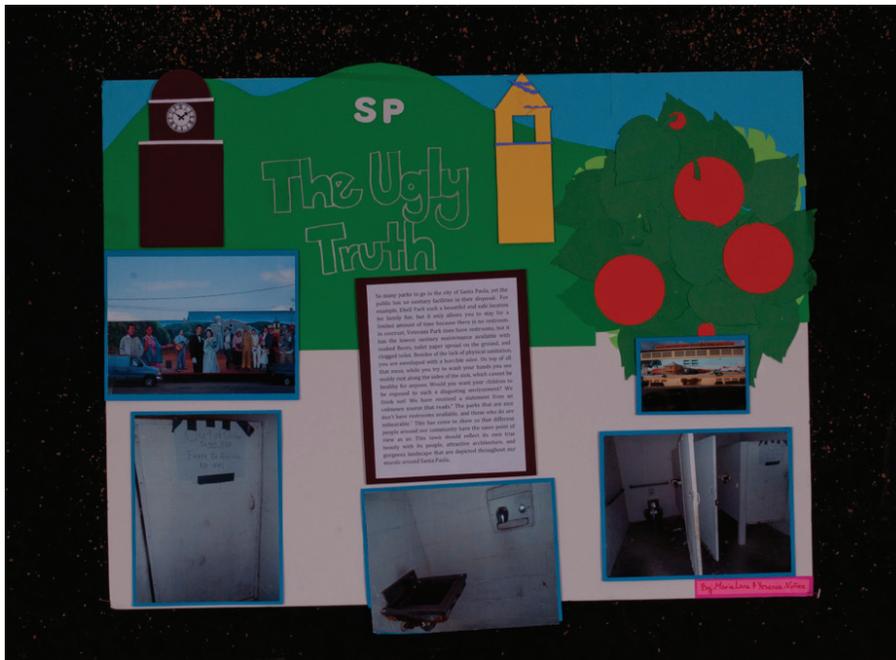
*"When we envision a main street, we see lots of small shops. What we have instead is a street with very few successful restaurants and limited number of shops."*

**"One Too Many" by Jazmin & Lucia Marquez**



*“Keeping the parks in Santa Paula sanitary and safe must be a high priorities for City Officials. Parks located near main attractions of Santa Paula have been kept in good shape, but parks others have been neglected.”*

**“Parks: Safe or Not?” by Brittany**



*“Ebell Park is a safe location for family fun, but has no restrooms. Veteran’s Park does have restrooms, but has the lowest sanitary maintenance. This town should reflect its beauty that is depicted throughout our murals.”*

**“The Ugly Truth” by Yesenia & Maria**

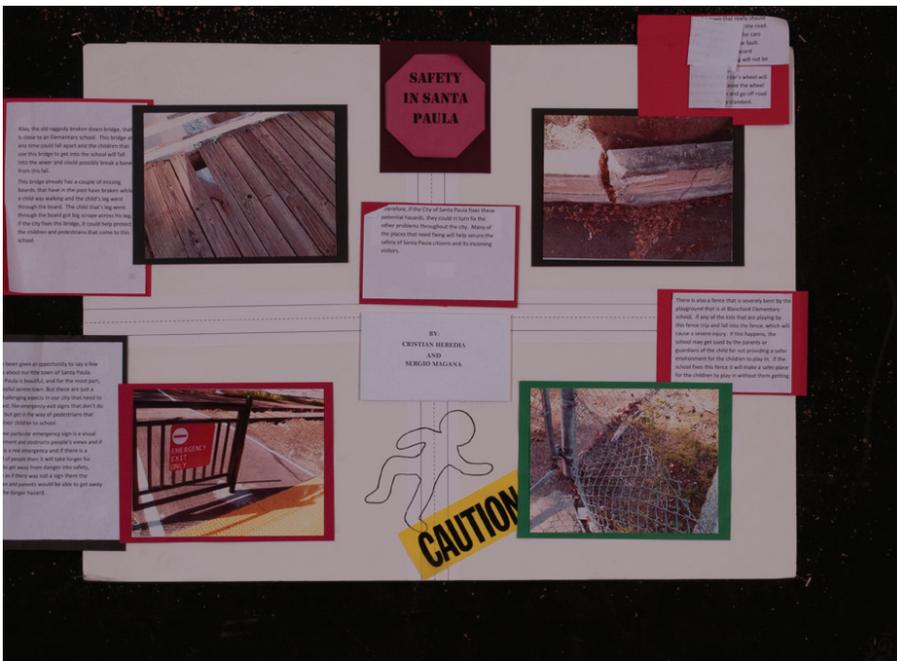






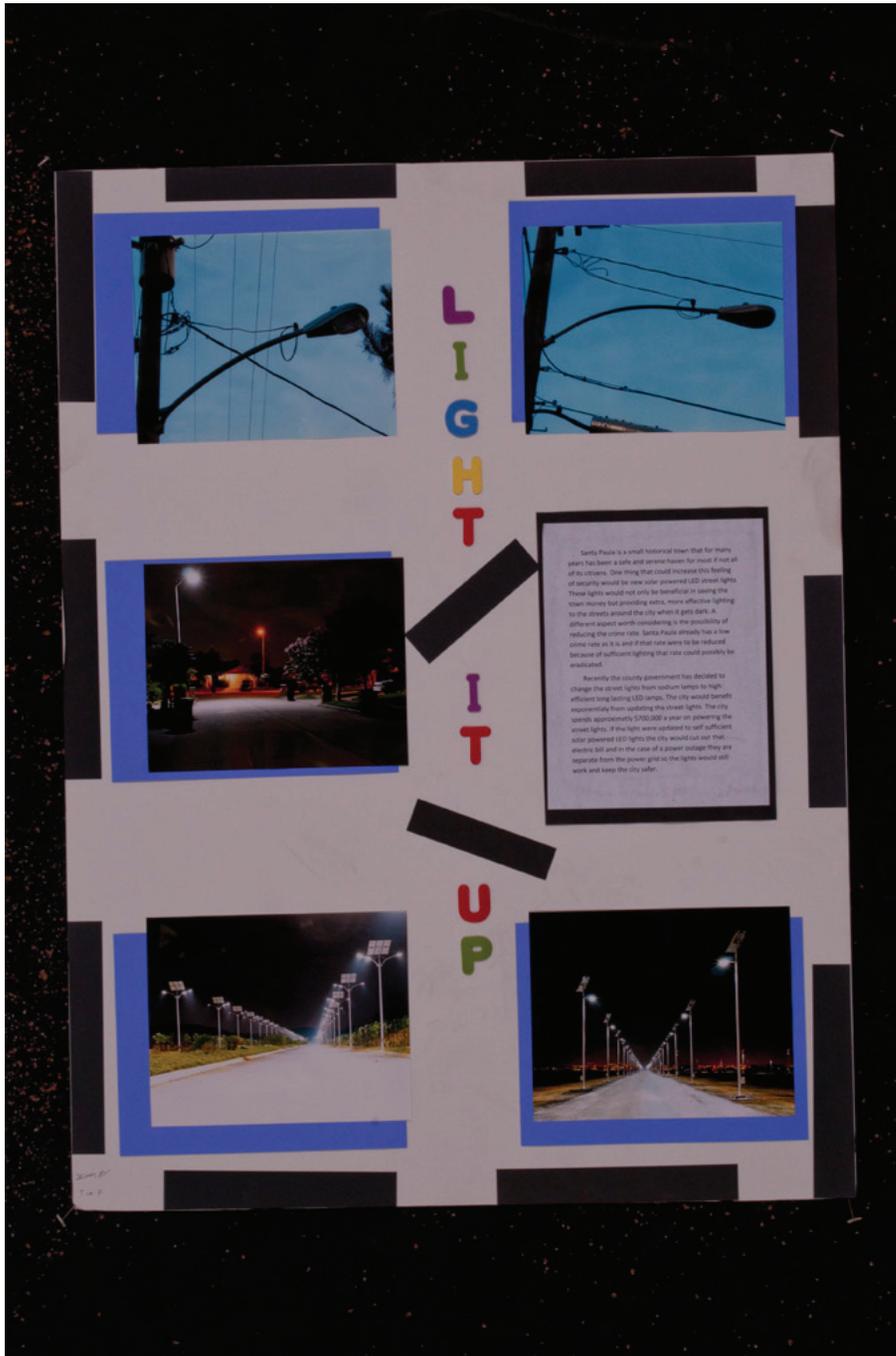
*"Having a butterfly farm would help the agricultural program at the high school. It would bring the community together and be a good tourist attraction for the town of Santa Paula."*

**"Butterfly Farm" by Sandra and Camille**



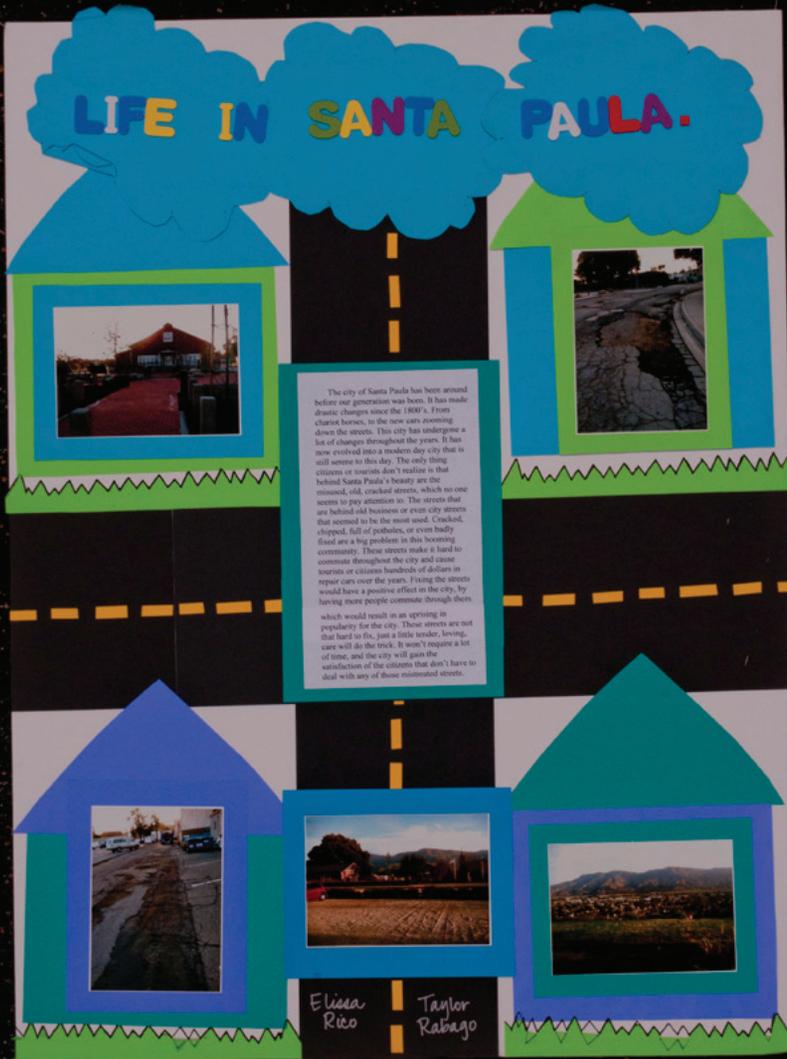
*"The raggedy broken down bridge could fall apart at any time. Children use this bridge to get to school. It has a couple of missing boards, and the City should fix it."*

**"Safety in Santa Paula" by Sergio**



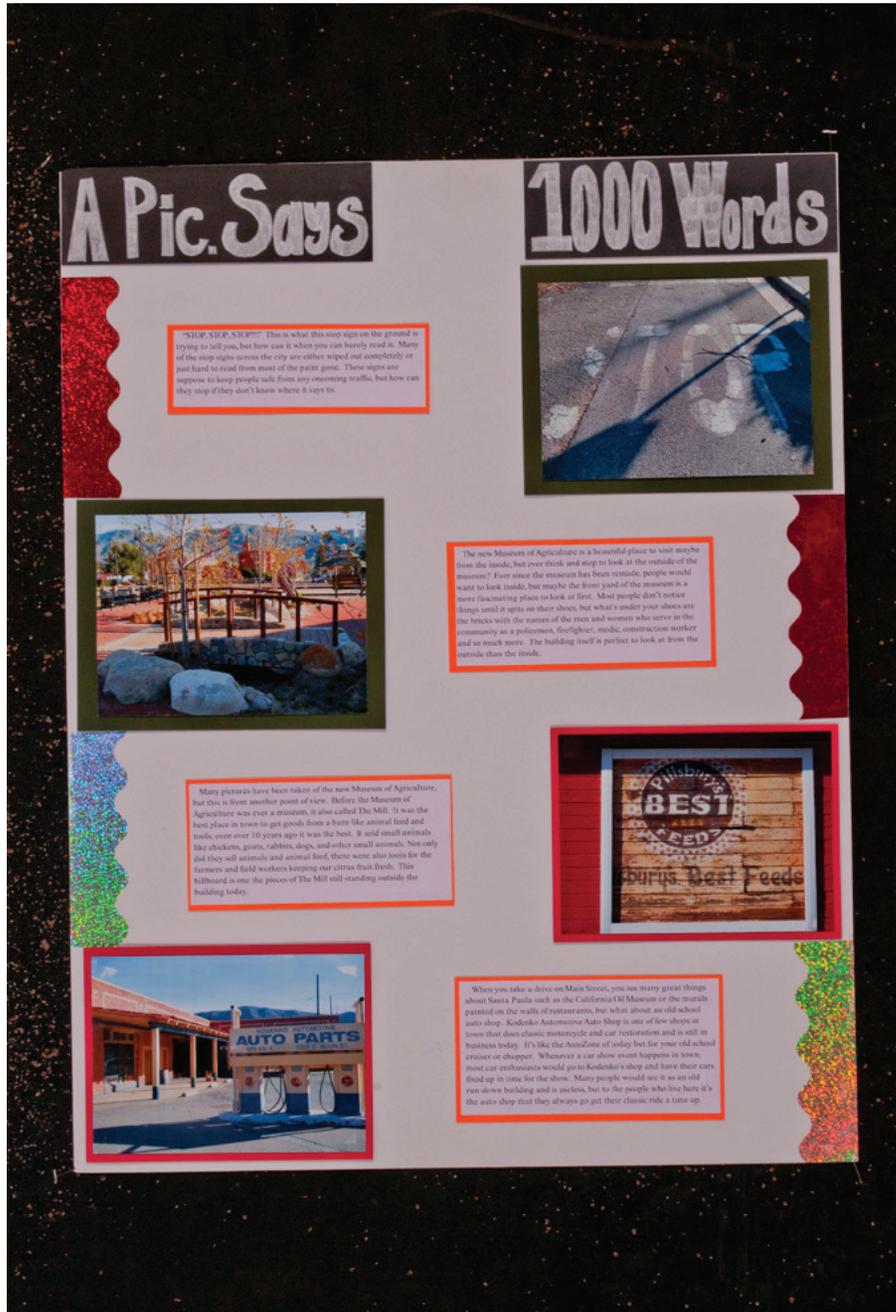
*“The Santa Paula’s street lights are inefficient. These should be replaced with self efficient solar powered LED street lights that are brighter and create a safer street environment.”*

**“Light it Up” by Ivan and Tim**



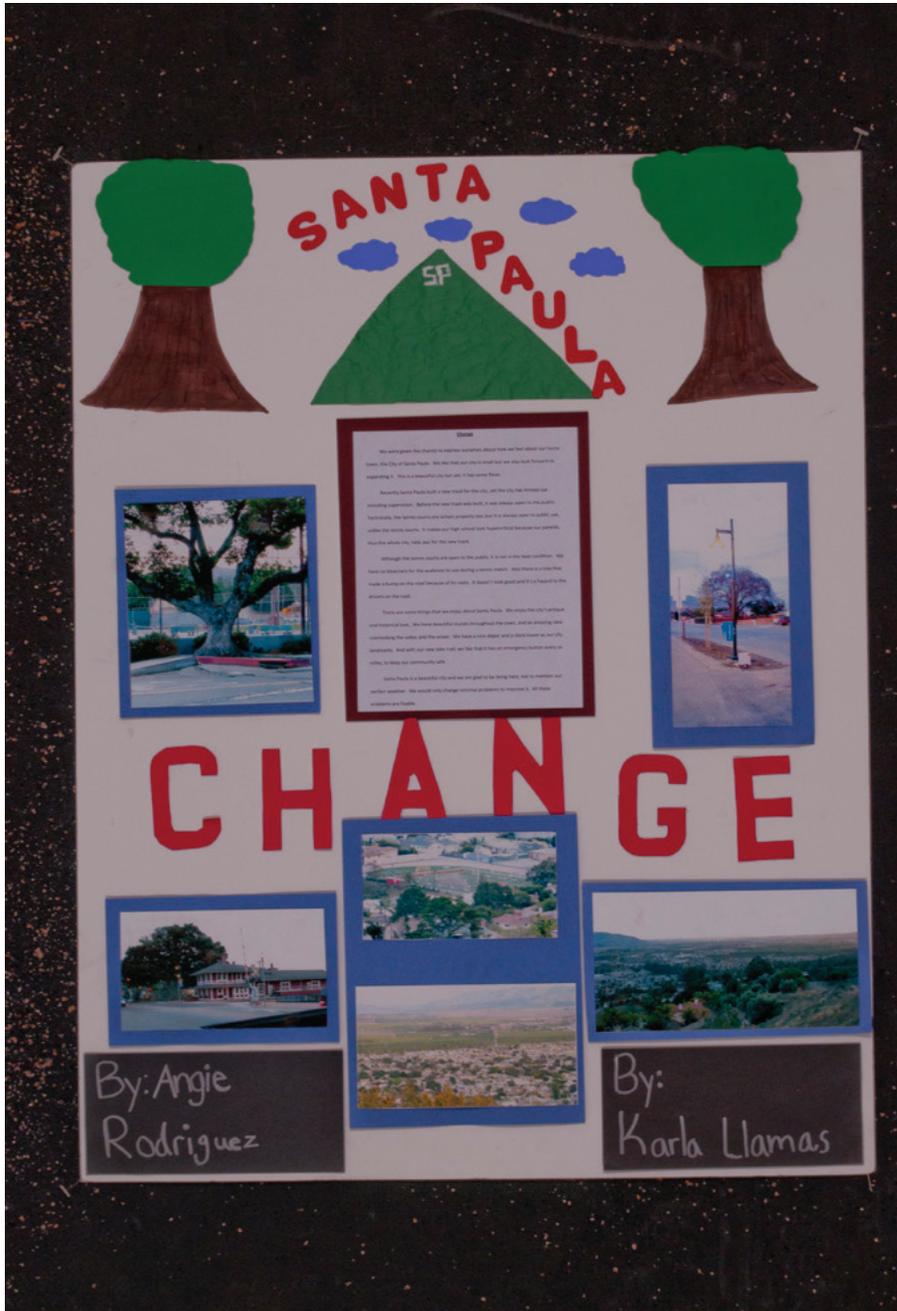
*"The City of Santa Paula has been around before our generation was born. The streets are full of potholes and need to be fixed. These streets just a little tender loving care."*

**"Life in Santa Paula" by Elissa**



*“Kodenko Automotive Auto Shop does classic car restoration. Many see it as an old run-down building, but to the people who live here, it is the auto shop to get either classic ride a tune up.”*

**“A Picture Says 1,000 Words” by Edgar**



*"We enjoy the city's antique and historical look. We have beautiful murals throughout the town, as well as nice city landmarks. The new bike trail has emergency buttons to keep our community safe."*

**"Change" by Angelica**

*"Santa Paula High School built a new track for the city. Before the new track, it was always open to the public. It makes our high school look hypocritical because the public can no longer use it."*

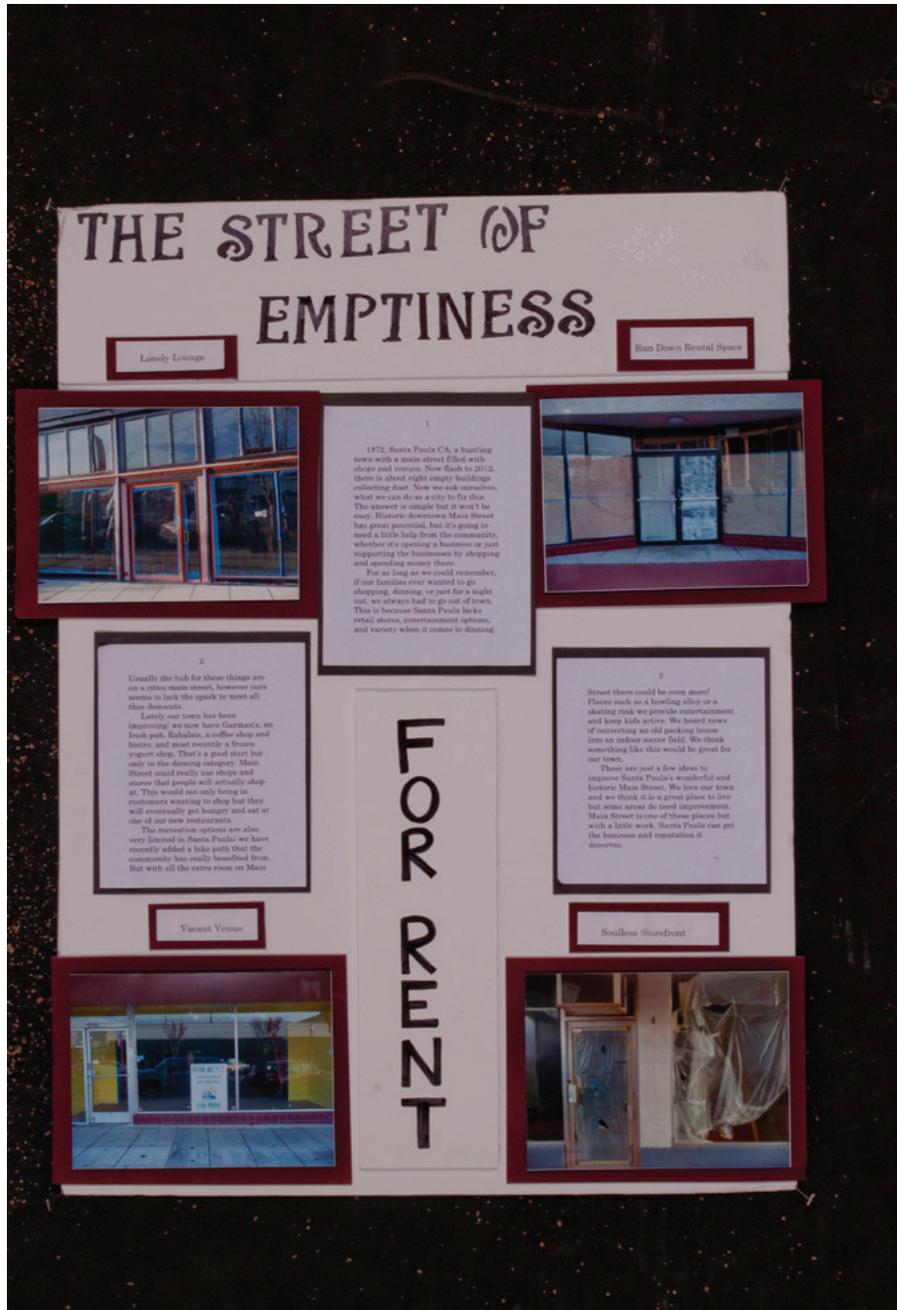
**"Change" by Karla**





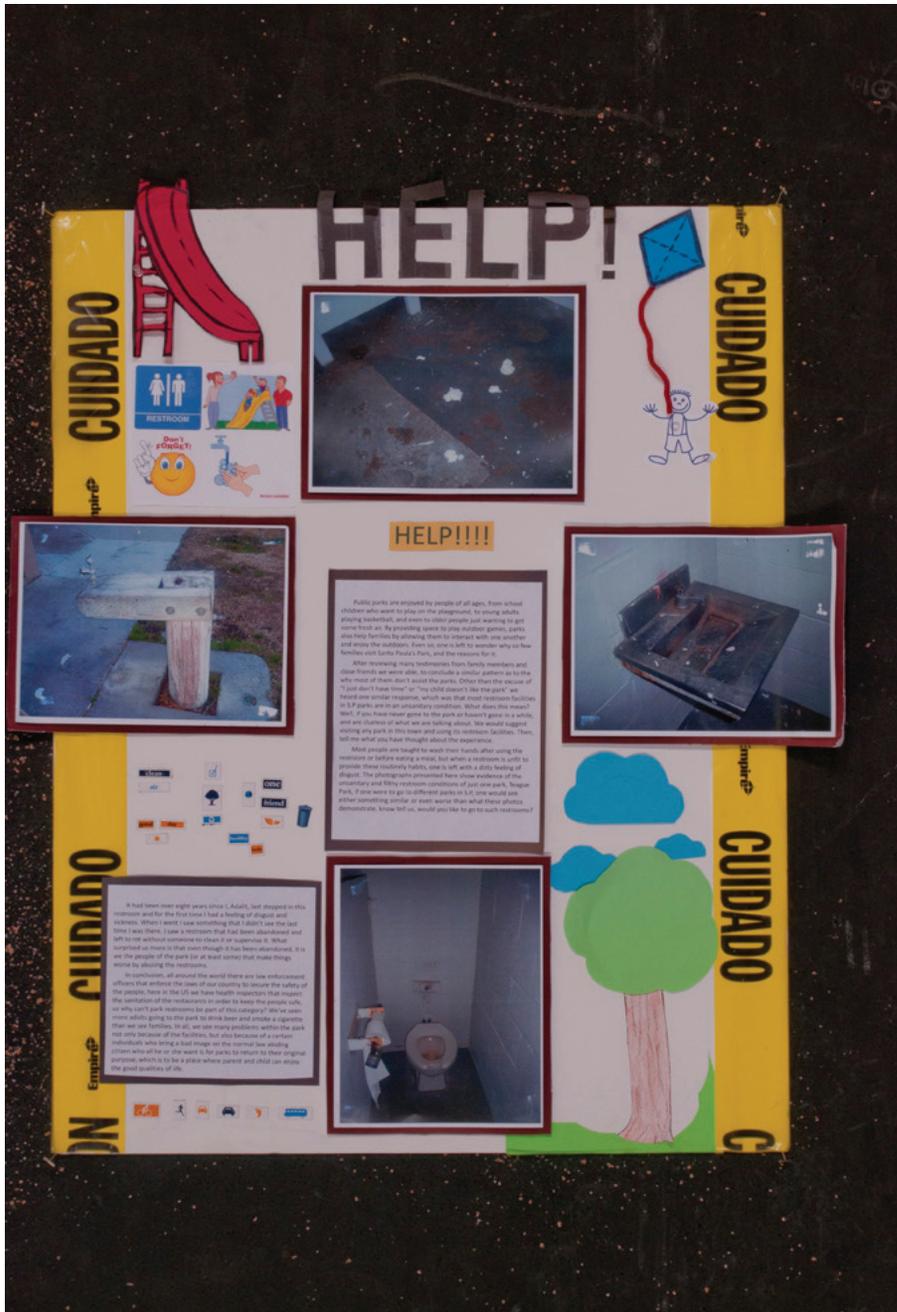
*“With more than 300 students, having such small and narrow stair cases aren’t functional. Fixing them would make getting to class sooner, saving time, and keeping us in a good mood ready to learn.”*

**“SPHS” by Jessica & Diane**



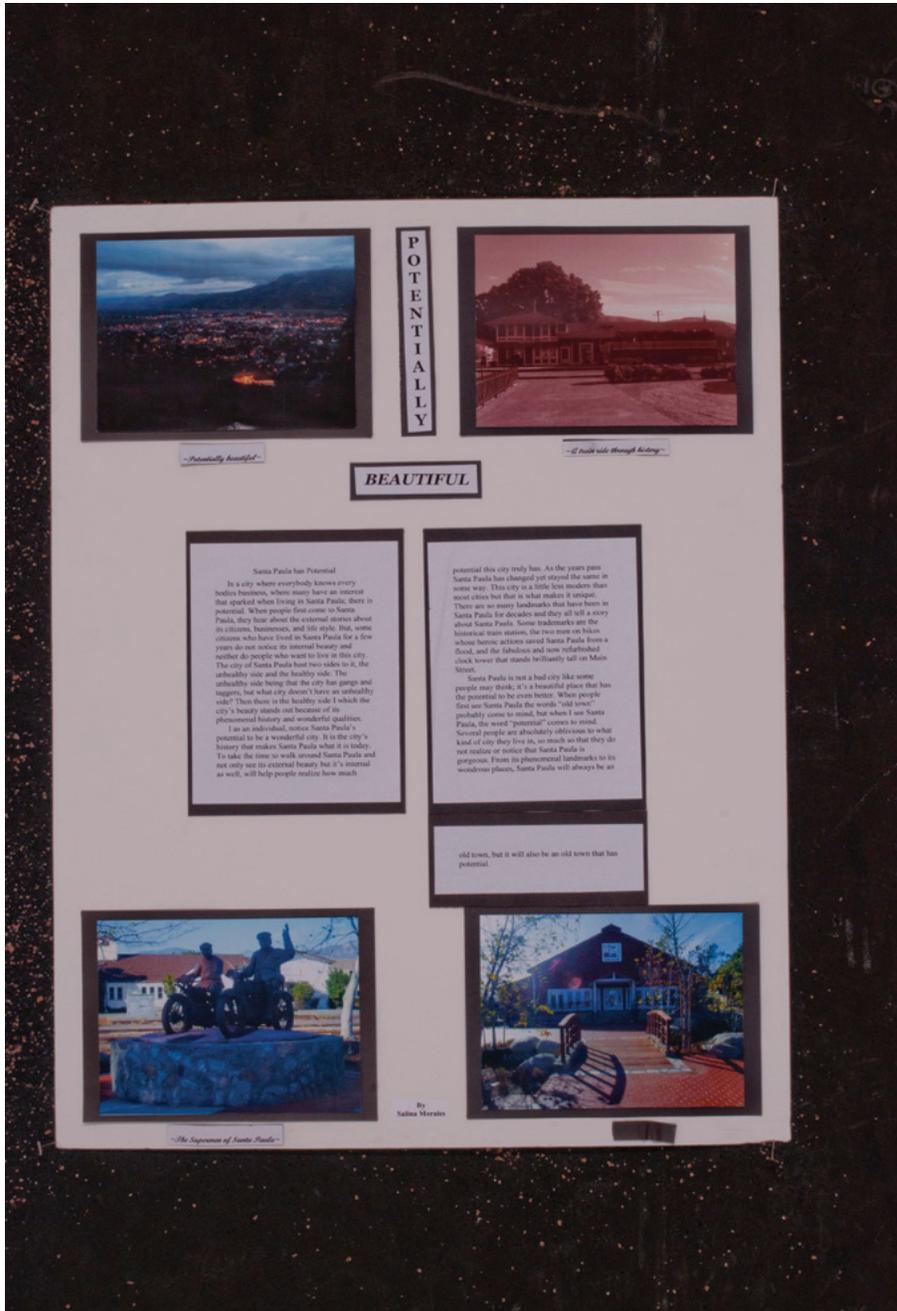
*“Historic downtown Main Street has great potential, but it’s going to need a little help. Santa Paula lacks retail stores, entertainment options, and variety when it comes to dining.”*

**“The Streets of Emptiness” by Scott & Josh**



*"Public parks are enjoyed by people of all ages, but there are unsanitary and filthy restroom conditions."*

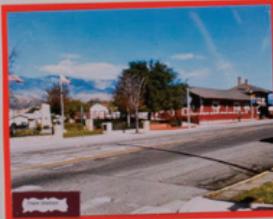
**"Public Parks" by Adalit and Stephanie**



*"I as an individual, notice Santa Paula's potential to be a wonderful city... When people first see Santa Paula the words "old town" probably come to mind, but when I see Santa Paula, the word "potential" comes to mind... From its phenomenal landmarks to its wondrous places, Santa Paula will always be an old town, but it will also be an old town that has potential."*

**"The City has Potential" by Salinas**

# SANTA PAULA LIVIN'



**Santa Paula's Old and New**  
By Emily Stephenson and Lindsay Green

You can find endless history when you look around the town of Santa Paula, California, whether it's the bridge where the big one first occurred, or the house on the main that cover the town walls, or the first residential apartment ever built. The town of Santa Paula is unique and special to say the least. There are several things that Santa Paula, California, is known for, and here are some of them.

Santa Paula has several things, such as the big blue house, the bridge, and the town walls. Many things are known to Santa Paula, such as the bridge, the house, and the town walls. There are several things that Santa Paula, California, is known for, and here are some of them.

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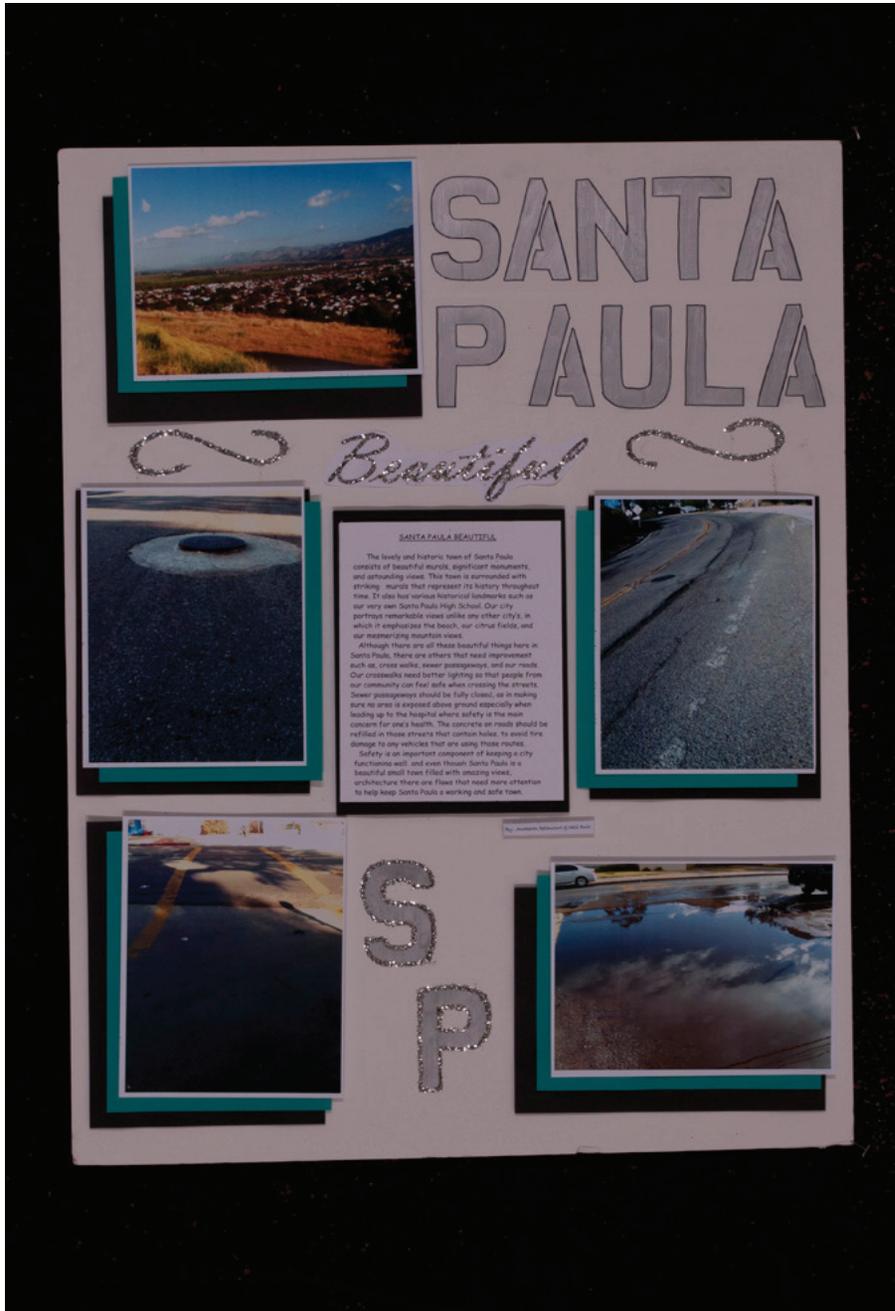
Another part of the town and the things that the people of Santa Paula love.

Santa Paula has some very nice places to live that are better than any other in the area. There are many things to see and do in Santa Paula, California. There are many things to see and do in Santa Paula, California. There are many things to see and do in Santa Paula, California.

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*"The City of Santa Paula has been around before our generation was born. This city has undergone a lot of changes throughout the years. The streets that are behind old businesses or even city streets are cracked, chipped, full of potholes or even badly fixed. These streets are not that hard to fix, just a little tender loving care will do the trick."*

**"Santa Paula Livin'" by Elissa**



*"Santa Paula needs to improve their roads so that the city can be safer for the young teenagers who are learning to drive and for the citizens who do their morning workout such as running or jogging. If this road is permanently fixed this might be a landmark to the people in Santa Paula because this connects the entire city from East to West."*

**"Needs Improvement" by Sandra**



*"Santa Paula is safe community; however, there are some areas that can be improved. Our town is very beautiful but streets with holes, cracks, and pot holes catch the eye of many people. Our town is full of little streets, and most of them are terribly destroyed. Fixing things like streets will keep Santa Paula the same beautiful town it always has been."*

**"Fixing Things" by Diana**





