

2.0 PROJECT DESCRIPTION

2.1 PROJECT OVERVIEW

The East Gateway Project (“East Gateway Project”) would implement the City’s plans for the East Area 2 Planning Area as defined in the Santa Paula General Plan. It would also fulfill Condition No. 22 of the Ventura County Local Agency Formation Commission (“LAFCo”) Resolution No. 10-12 (adopted March 16, 2011) approving the East Area 1 Specific Plan reorganization and annexation (“East Area 1 Project”). As proposed, the East Gateway Project involves a series of related actions including jurisdictional reorganization (annexation), a General Plan Amendment (to the Land Use Element), and adopting a Specific Plan and pre-zoning for the project area.

Jurisdictional reorganization (annexation), as approved by the Ventura County Local Agency Formation Commission (“LAFCo”), would remove an existing island of unincorporated territory located south of SR 126 and avoid creation of a second larger island of unincorporated territory when the approved East Area 1 Project annexation is recorded.

2.2 PROJECT OBJECTIVES

Pursuant to the State CEQA Guidelines,¹ the following objectives are identified for the East Gateway Project, based on the Santa Paula General Plan and the existing physical, environmental, demographic and market conditions:

- Help improve the existing built environment and economic climate of the City by permitting new investment and development in the East Gateway Project area that reflects and complements the existing pattern and scale of development in Santa Paula;
- Eliminate unincorporated island areas within the City to improve the efficiency of providing public services to existing and future development;
- Provide for retail and other commercial uses that complement the residential, public facility, and small amount of commercial uses in the approved East Area 1 community;
- Provide suitable sites for large commercial centers meeting the needs of the community not presently available in the City of Santa Paula; and

¹ 14 California Code of Regulations § 15124(b).

- Provide a suitable site for a major new retail commercial center providing goods and services not presently available in the City of Santa Paula to reduce the length of trips by residents of Santa Paula to more distant commercial areas.

2.3 PROJECT LOCATION

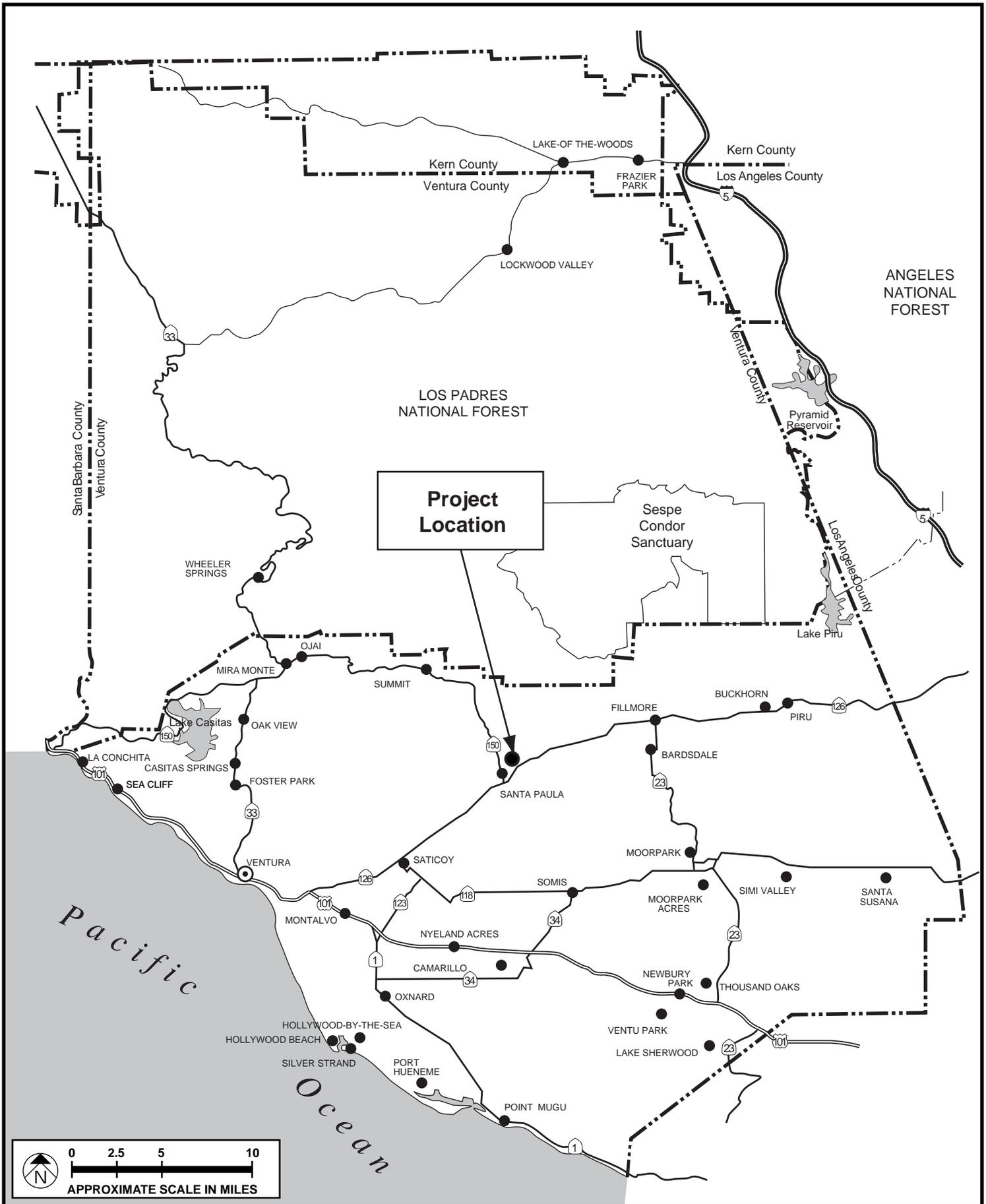
The location of the East Gateway Project area in relation to the City of Santa Paula is shown in **Figure 2.0-1, Regional Location Map**. The Project is located within the East Area 2 Planning Area defined by the Santa Paula General Plan on the eastern edge of the City as shown on **Figure 2.0-2 Project Location Map**.

The East Gateway Project areas include approximately 94.5 acres consisting of:

- 1) A single parcel of unincorporated land located south of SR 126 and north of Lemonwood Drive;
- 2) A number of parcels located north of SR 126, south of the East Area 1 Specific Plan area, and west of South Hallock Drive proposed for annexation; and
- 3) The proposed East Gateway Specific Plan Area.

Figure 2.0-3, East Gateway Project Area, shows the areas proposed for jurisdictional reorganization (annexation) and the proposed East Gateway Specific Plan area. As shown in **Figure 2.0-4, City of Santa Paula Sphere of Influence and CURB Boundary**, the areas proposed for annexation are located within the Ventura County LAFCo Sphere of Influence for the City of Santa Paula and outside of the Santa Paula-Fillmore Greenbelt. In addition, the East Gateway Project area is almost entirely located within the Santa Paula City Urban Restriction Boundary (“CURB”) as currently depicted on the City’s General Plan Land Use Map. Due to a mapping error, the CURB as shown on the General Plan Land Use Map does not follow the approved location, which follows Haun Creek. The proposed East Gateway Project includes a General Plan Amendment to make various adjustments to the General Plan Land Use Map, including correcting the location of the CURB. As the East Gateway Project area does not include any land east of Haun Creek, it is located within the CURB as approved by the voters. The East Gateway Project area includes existing residential, commercial and light industrial development, vacant land, and agricultural land.

As shown in **Figure 2.0-5, East Gateway Specific Plan Location**, the 36.4–acre East Gateway Specific Plan area proposed for annexation includes three vacant parcels (APN 107-0-043-010, APN 107-0-043-140 and APN 107-0-043-020) located within the City, an adjacent parcel to the east (APN 107-0-043-065) and a small parcel to the north of SR 126 (APN 107-0-044-035).



SOURCE: Impact Sciences, Inc. - September 2011

FIGURE 2.0-1

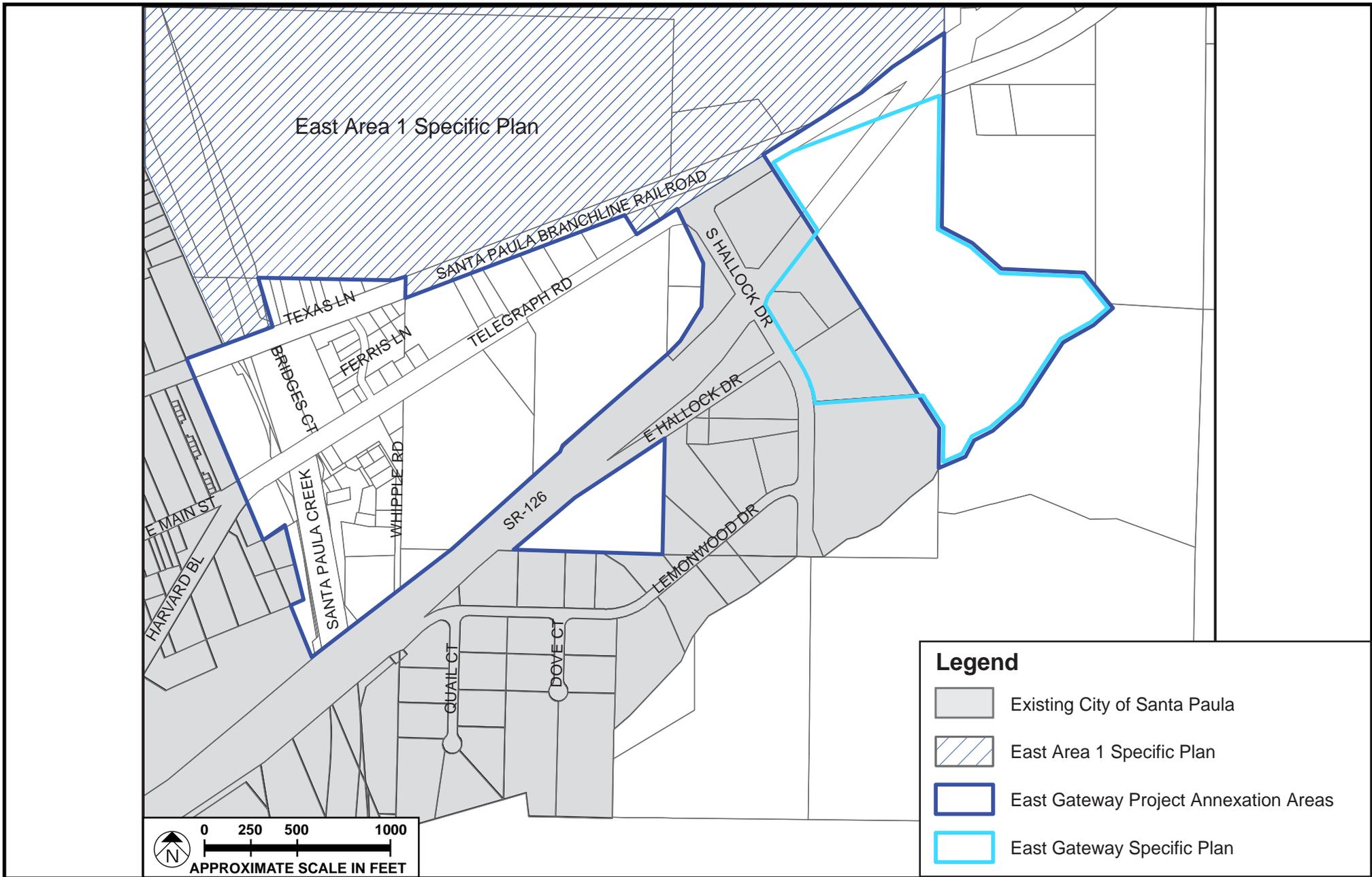


SOURCE: Meridian Consultants, LLC - June 2012

FIGURE 2.0-2



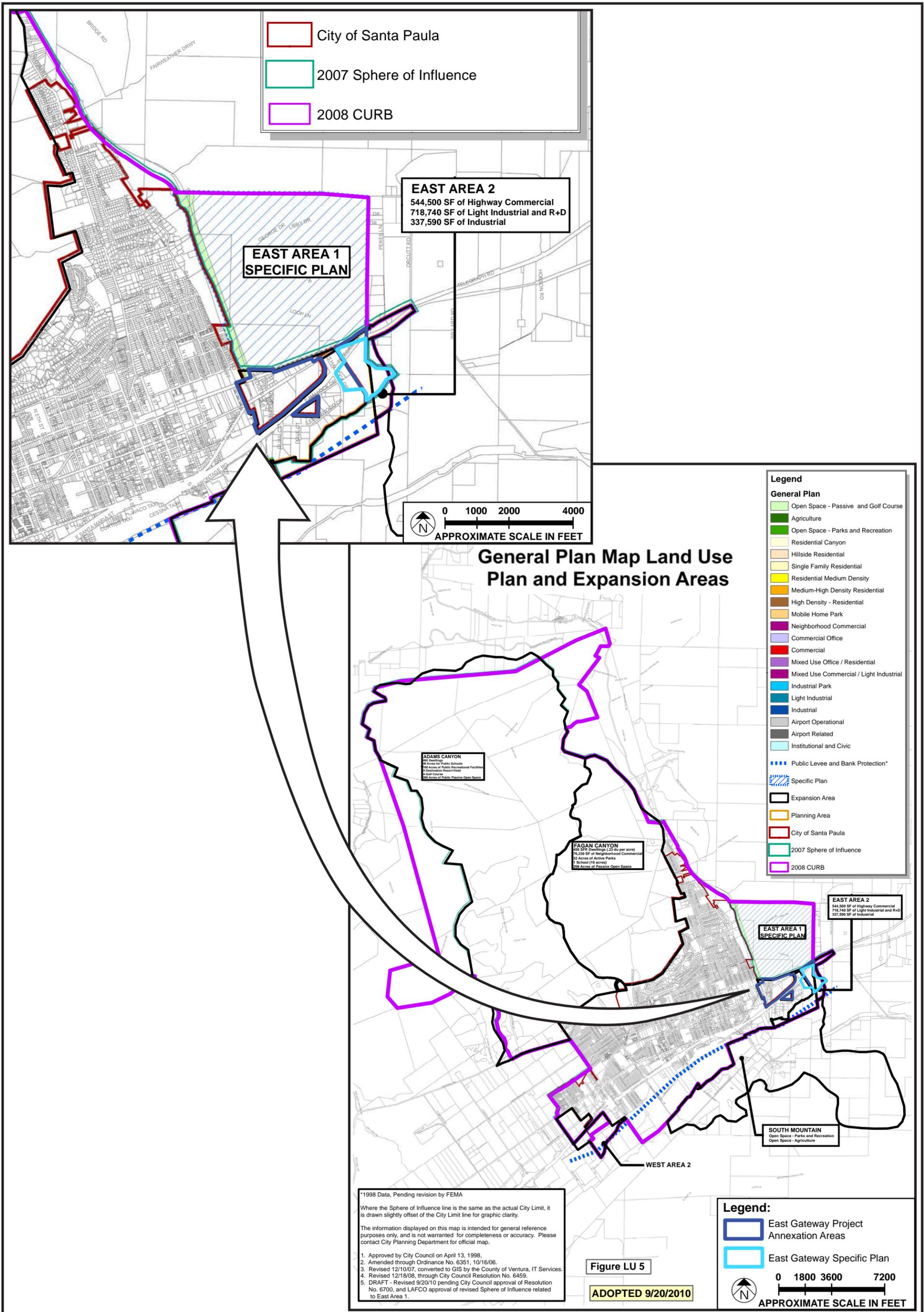
Project Location Map



Legend

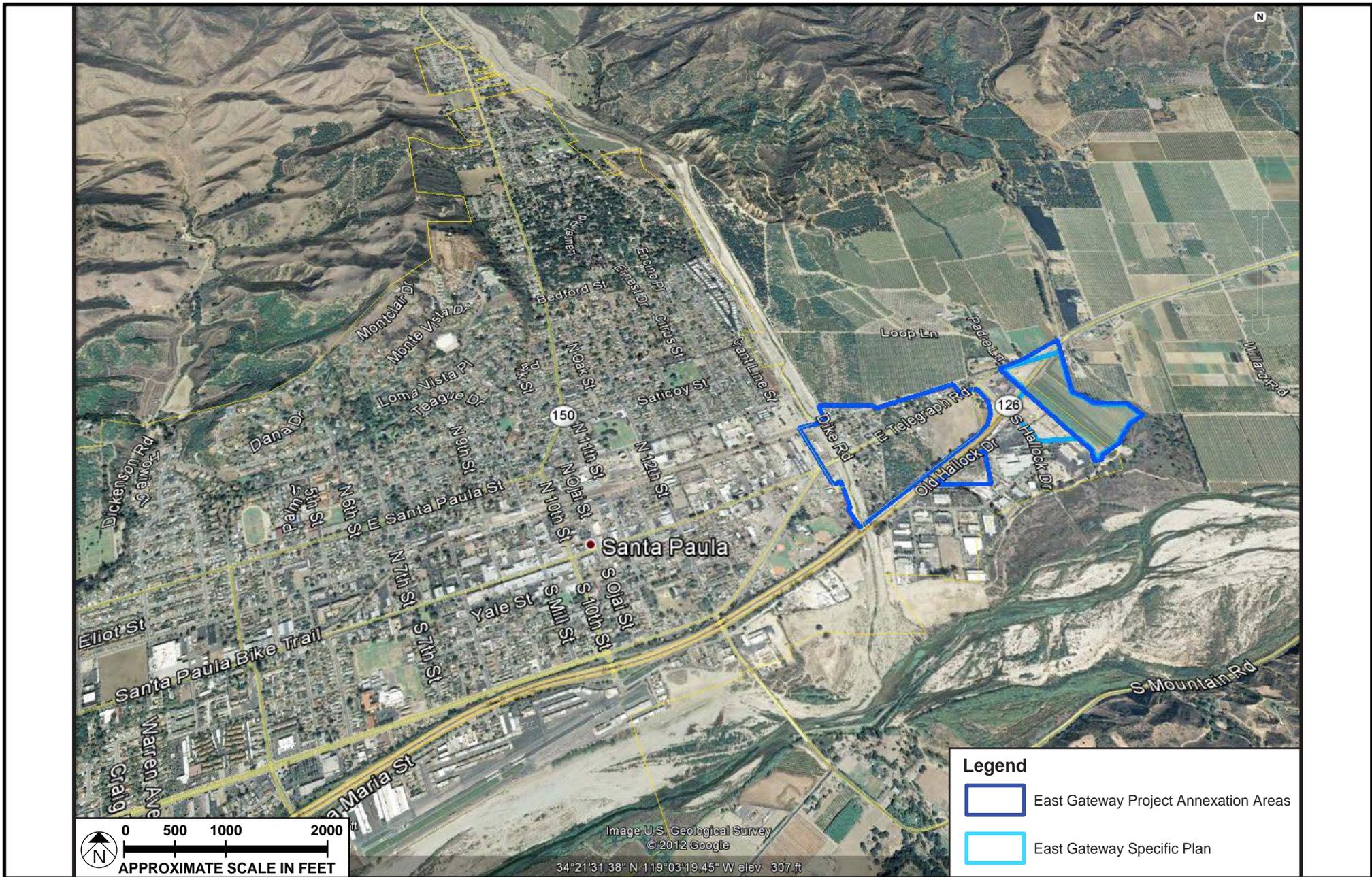
-  Existing City of Santa Paula
-  East Area 1 Specific Plan
-  East Gateway Project Annexation Areas
-  East Gateway Specific Plan

FIGURE 2.0-3



SOURCE: Santa Paula General Plan Land Use Map - September 2010

FIGURE 2.0-4



SOURCE: Google Earth 2012

FIGURE 2.0-5

2.4 PROJECT CHARACTERISTICS

2.4.1 East Gateway Project Reorganization

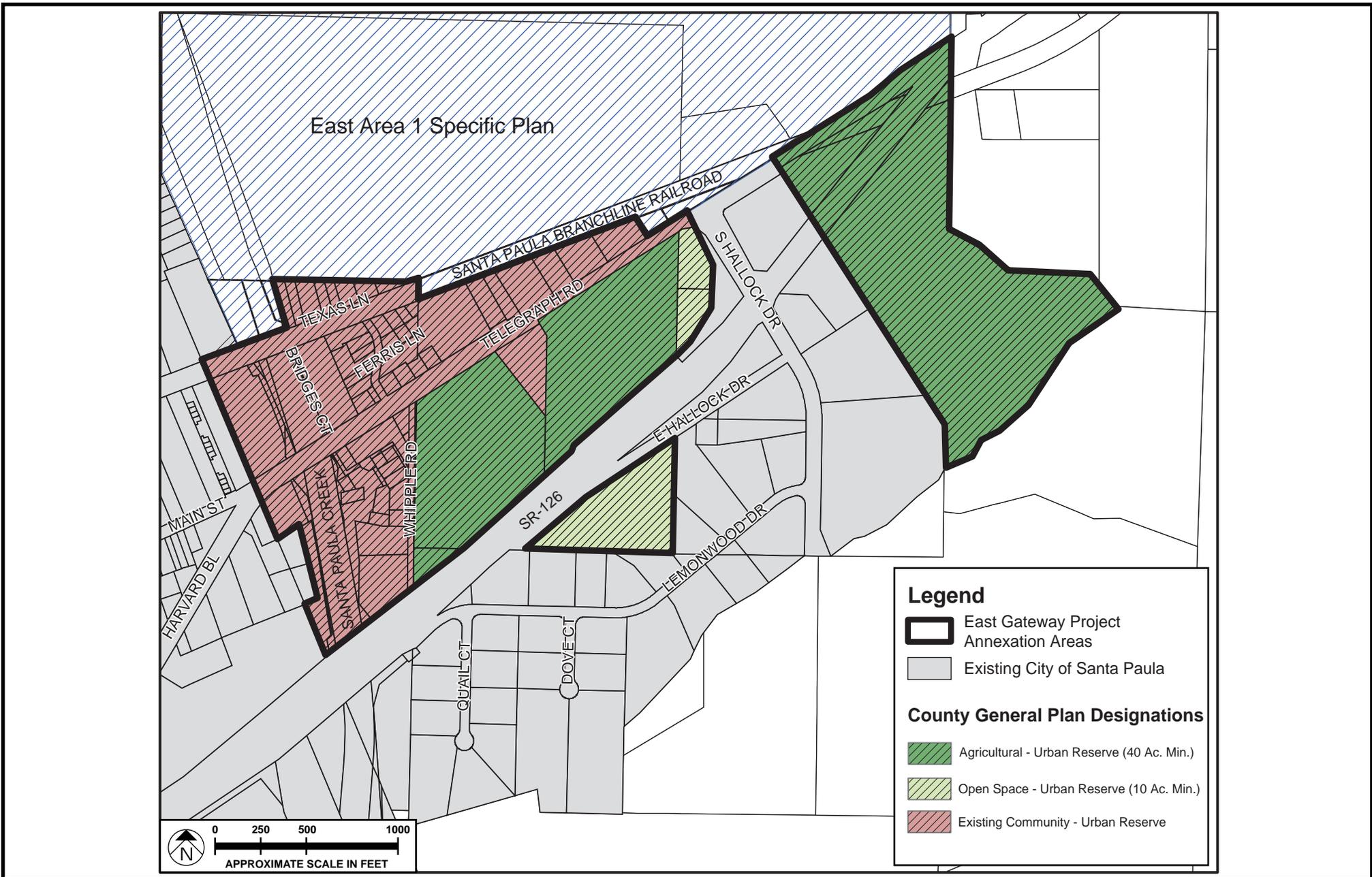
The current Ventura County General Plan Land Use and zoning designations for the annexation area are shown in **Figure 2.0-6, Existing County General Plan Designations**, and **Figure 2.0-7, Existing County Zoning Designations**. As shown in **Figure 2.0-6**, the County General Plan land use designations are Existing Community, Open Space and Agricultural with an Urban Reserve overlay designation. The Urban Reserve overlay is applied in the Ventura County General Plan to all unincorporated land within a city's Sphere of Influence as adopted by LAFCo. As shown in **Figure 2.0-7**, the County zoning designations for the East Gateway Project area include Rural Exclusive for the existing residential area at the northwest edge of the annexation area, Limited Industrial for the developed areas north and south of Telegraph Road, Open Space for a few parcels, and Agricultural Exclusive for vacant land and land currently in agricultural use.

The City's General Plan Land Use Element currently designates the majority of the annexation area as Mixed Use Commercial/Light Industrial, with Santa Paula Creek and the Santa Paula Branch Rail Line designated as Passive Open Space, as shown in **Figure 2.0-8, Existing City General Plan Designations**.

The City's proposed General Plan Land Use and pre-zone designations are shown in **Figure 2.0-9, Proposed City General Plan Designations**, and **Figure 2.0-10, Proposed City Zoning Designations**. As shown in **Figure 2.0-9**, the majority of the East Gateway Project area would be designated Mixed Use Commercial/Light Industrial consistent with the current Santa Paula General Plan Land Use Plan. The area located east of Santa Paula Creek and north of the rail line, currently developed with residential uses, would be designated Single Family Residential, consistent with the current use of this area. This area is currently designated Mixed Use Commercial/Light Industrial by the Santa Paula General Plan. The existing rail line would be designated Open Space – Passive, consistent with the designation applied to this rail line throughout the City.

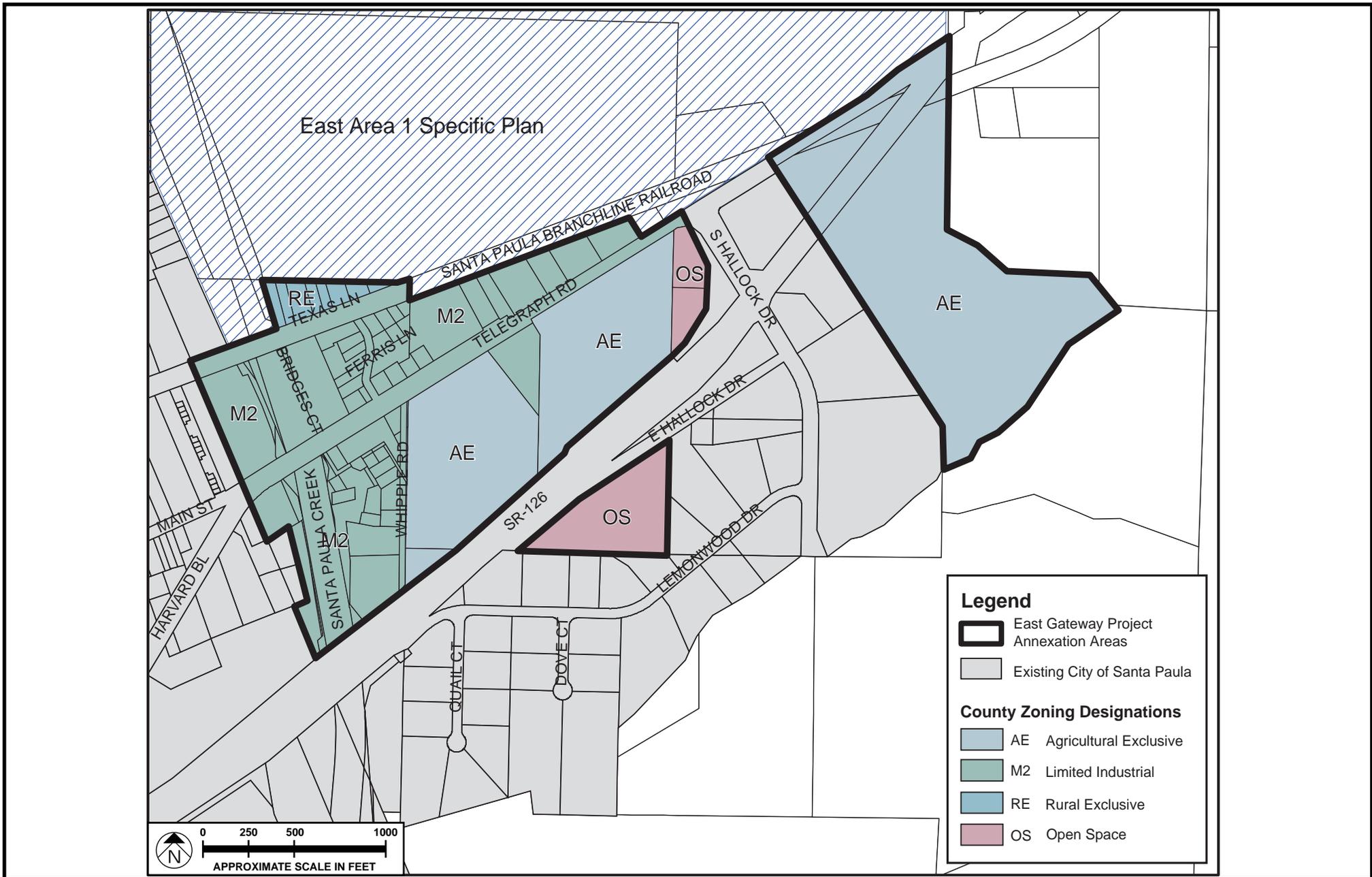
The existing island of territory located south of SR 126 would be designated Industrial Park, consistent with the land use designation for the surrounding area to the south. This area is also currently designated Mixed Use Commercial/Light Industrial by the City's General Plan.

This proposed East Gateway Specific Plan area includes five parcels and the adjacent portion of SR 126. Three of these parcels are in the unincorporated area of Ventura County, within the City's jurisdictional boundary, and are located immediately south of SR 126 and east of South Hallock Drive. The other two parcels are located immediately to the east of the current Santa Paula jurisdictional limits and to the north



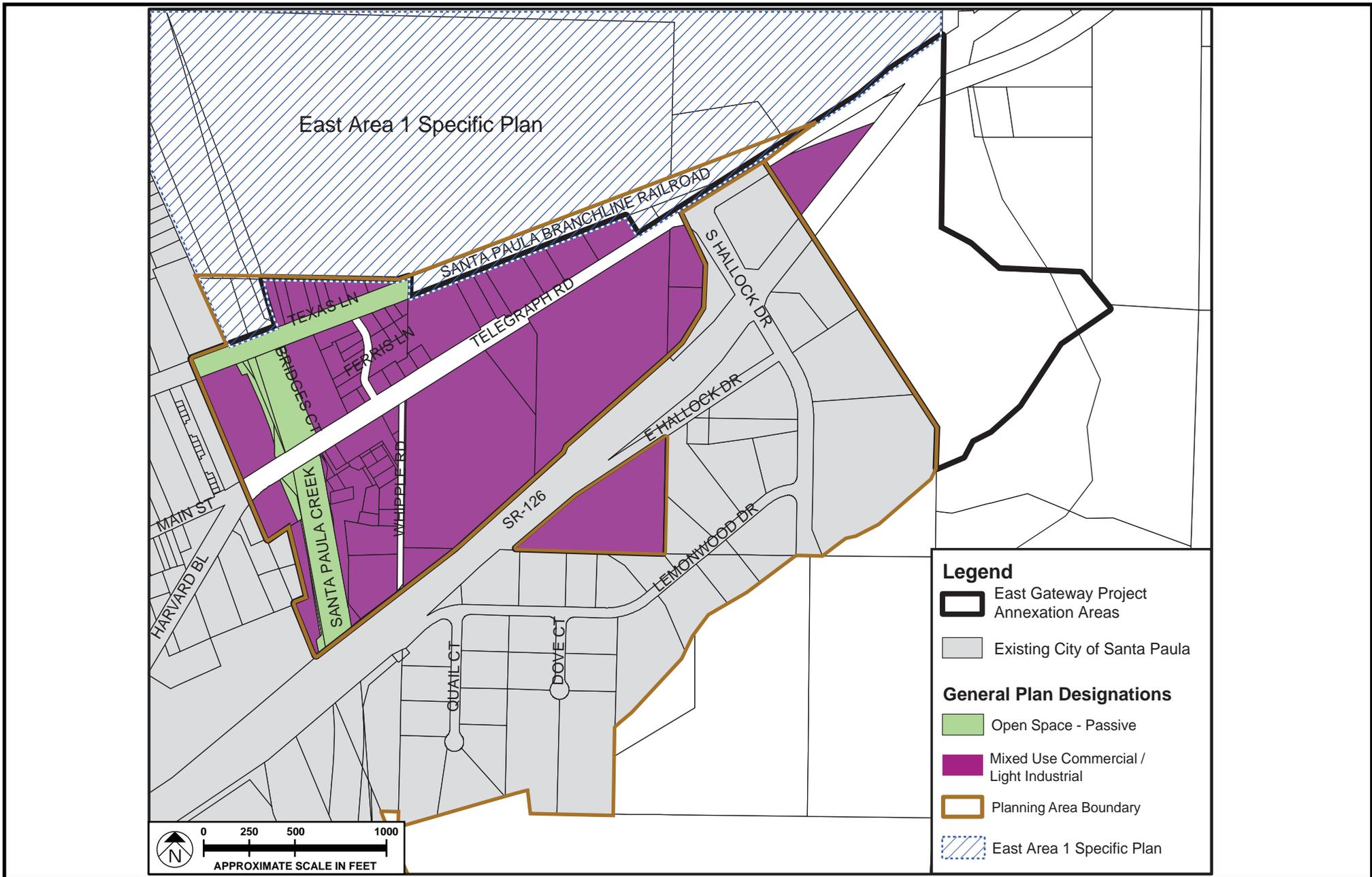
SOURCE: County of Ventura Resource Management Agency, General Plan Land Use Map, 2010

FIGURE 2.0-6



SOURCE: County of Ventura Resource Management Agency, Zoning Map, 2010

FIGURE 2.0-7



SOURCE: Santa Paula General Plan Land Use Map, September 2010

FIGURE 2.0-8

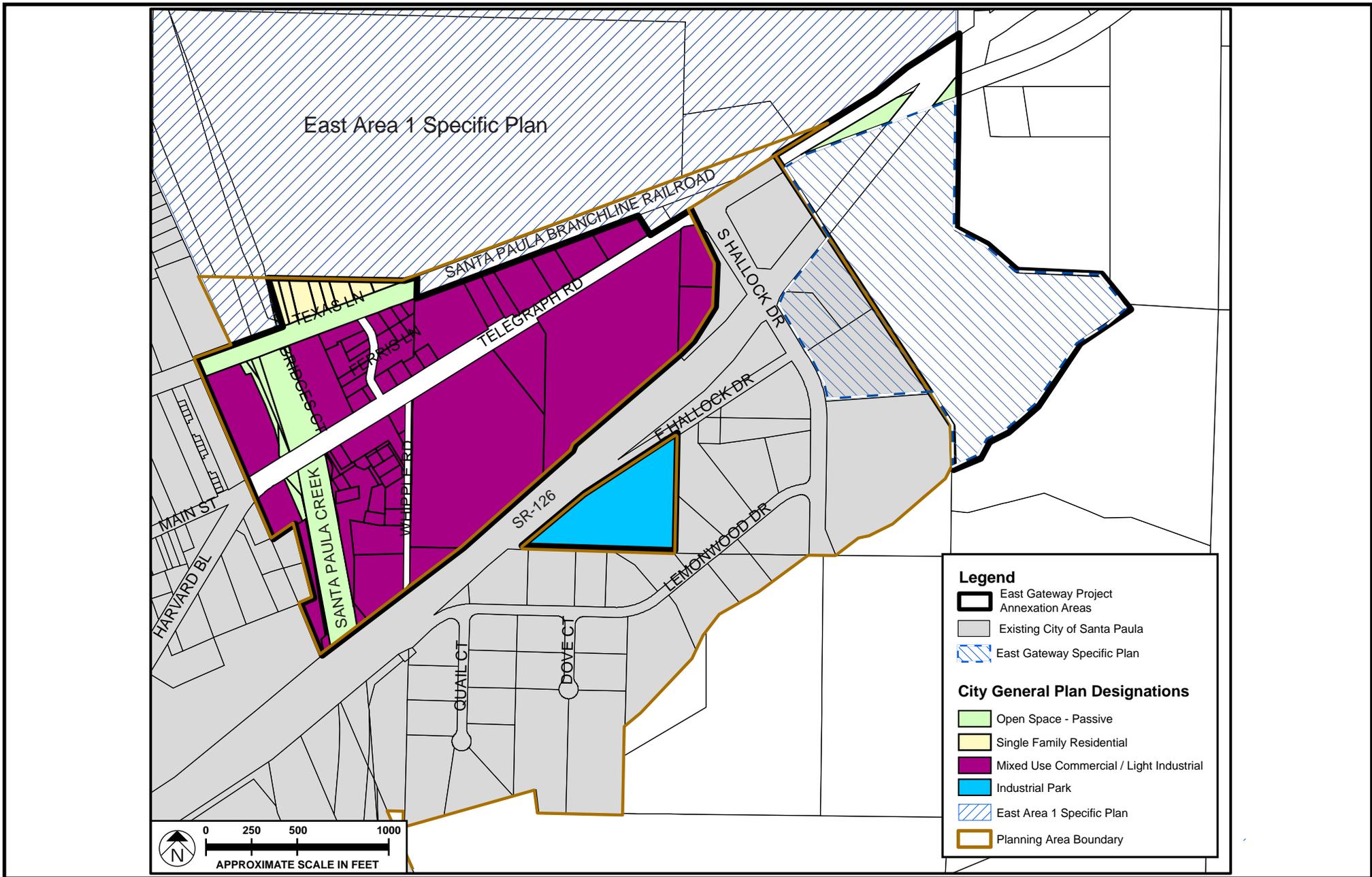


FIGURE 2.0-9



FIGURE 2.0-10

and south of SR 126. The East Gateway Specific Plan is proposed to master plan access and utility services to support development with the retail commercial and light industrial uses permitted by the City's Mixed Use Commercial/Light Industrial land use designation. This Specific Plan is also proposed to provide appropriate development standards and uniform design standards to ensure high quality development at the eastern entry to the City of Santa Paula on SR 126. The East Gateway Specific Plan area would be designated Specific Plan on the City's General Plan Land Use Plan.

The City's proposed zoning designations are shown in **Figure 2.0-10**. Pre-zoning is proposed with zoning designations consistent with the proposed General Plan Land Use designations for the majority of the area proposed for annexation. The Santa Paula East Gateway Specific Plan Area would be zoned Specific Plan No. 4 (SP-4) as designated by the Santa Paula Development Code.² The portion of the annexation area located west of Hallock Drive between SR 126 and the rail line to the north would be designated Highway Commercial (C-H), with the exception of two parcels that would be zoned Agricultural (A-1) consistent with the existing Ventura County zoning designation of Agricultural – Urban Reserve. The area designated Single Family Residential would be zoned Single Family Residential (R-1) and the area designated Industrial Park would be zoned Industrial (I) with an Industrial Park Overlay. The portion of Santa Paula Creek designated Open Space – Passive would also be zoned Open Space – Passive (OS). Parcels containing the existing rail line would be zoned Open Space – Parks & Recreation, consistent with the zoning applied to this rail line throughout the City of Santa Paula.

Future development for the areas to be reorganized, with the exception of the East Gateway Specific Plan area, will be determined as applications are submitted to the City. Future development will be subject to the proposed land use and zoning designations. However, to provide a basis for completing environmental review for the lands to be annexed, a set of development assumptions based on allowable Floor Area Ratios (FAR) and uses for each of the annexation areas has been drafted and are provided in **Appendix 2.0**.

2.4.2 East Gateway Specific Plan

The East Gateway Specific Plan is proposed to master plan the eastern entry into the City. The East Gateway Specific Plan Area provides for a mix of retail, service and light industrial and office uses, designed and scaled for compatibility with Santa Paula's small town image and identity. This Specific Plan includes comprehensive development standards, guidelines and implementation measures to ensure the creation of a well-organized, flexible and attractive highway-oriented district at the eastern gateway to the City.

2 Santa Paula Municipal Code, § 16.25.020, Specific Plan Zones Established.

Proposed Specific Plan

The East Gateway Specific Plan defines a single zone for the Specific Plan area, as well as a flexible framework of circulation and infrastructure to support and intensities of uses identified in the Santa Paula General Plan. The planning framework consists of a clear urban design vision and related standards for the traffic circulation, and for the four edges of the Specific Plan area, each of which is distinct in its design character. The Specific Plan's design character responds to the direction in the General Plan's design as follows:

- The north and primary face of the Specific Plan area is towards SR 126. Unique and specific design standards are provided for this important "east gateway" to the City of Santa Paula.
- The west edge of the Specific Plan area abuts active agricultural lands and the Santa Paula/Fillmore Greenbelt; the south edge abuts the Santa Clara River. As directed by best practices and the General Plan, appropriate transitions and landscaped buffers are defined.
- A portion of the western edge of the Specific Plan area faces Hallock Drive, an important entry to the City from SR 126.. Standards similar to those for the north frontage are provided. The balance of the west boundary abuts existing industrial facilities and appropriate standards for screening and service are provided.

The traffic circulation plan for the East Gateway Specific Plan area and design standards for each of these frontages would ensure that a unified and flexible mix of commercial and industrial businesses is served by appropriate access and parking, and that it appropriately connects to and contributes to the quality of adjacent areas and environments.

Organization of the Specific Plan

The East Gateway Specific Plan is organized to include all required elements of a specific plan, including design elements that would shape a sustainable community. The Specific Plan is organized into five sections that address the various issues important to the planning of this area, and the topics required by the Government Code for specific plans. The organization is as follows:

1. Introduction. The introduction describes the intent and purpose of the Specific Plan, the East Gateway's community and planning framework in conformance with the City's existing environment, an overview of the Plan's relationship to the Santa Paula General Plan, and existing market conditions. The section also describes the land use goals, policies and objectives for the East Gateway Specific Plan.

2. Vision, Form and Character. This section describes and illustrates the intended form, character, and uses of the East Gateway Specific Plan development.
3. **Development Code.** This section describes the physical design of the East Gateway Specific plan area, including the layout and design of internal private streets and the organization of blocks, the location and extent of permitted land uses planned for the area, and the development standards that would shape new development.
4. These development standards and design guidance are formatted as a graphically oriented “Regulating Code” which describes the intended urban and architectural design patterns and specifies the development intensity that may be achieved under the Specific Plan. The development standards also define and regulate the design of the open space network that forms the framework and provides the infrastructure for the East Gateway Specific Plan area, implementing a circulation network that encourages and balances the use of all travel modes.
5. **Infrastructure and Public Services.** This section provides a summary of infrastructure systems and public services planned to support the uses permitted by the East Gateway Specific Plan.
6. **Implementation.** The implementation section describes procedures and processes for implementing the Specific Plan.

Appendix A: Glossary

Appendix B: General Plan Consistency Review

Land Use Goals, Policies and Objectives

The East Gateway Specific Plan includes the following goals, policies and objectives.

Goals

The East Gateway Specific Plan has been prepared to promote and implement the following:

1. Establish a strong “East Gateway” to the City of Santa Paula that bridges the small-town urban character of Santa Paula and the rural and agrarian character of the Santa Paula/Fillmore Greenbelt. Accomplish this with a composite of town-scale urban design, architecture and signage reflecting the agrarian and highway commercial heritage of the Santa Clara River Valley, and emphasizing landscape rural elements and detail with the south edge of East Area 1 to the north.
2. Organize the Specific Plan area into a series of flexible “blocks” by arranging buildings, parking areas and open spaces with a defined simple and flexible grid of private streets and drives that accommodate vehicles, pedestrians and bicyclists.
3. Ensure that buildings with active, human-scale frontages face the internal street/drive and open space network, welcoming customers, employees and visitors.

4. Provide a framework of simple buildings and flexible land use regulations that would support a mix of retail, commercial and light industrial uses that provide goods, services and employment to the residents of Santa Paula and the Santa Clara River Valley region.
5. Establish the “highway gateway” character of SR 126 as it passes through the north of the Specific Plan area through the use of landmark elements and buildings, and along with appropriate commercial and civic signage and graphics that relate to Santa Paula’s agricultural roots and physical pattern, scale and character.
6. Support the fiscal and economic health of the City of Santa Paula by providing a regional-scale center for retail, commercial and employment uses on this unique, highway-facing property.
7. Support the conservation of natural resources through the appropriate design of adequate buffers between the permanent urban edges and the Santa Paula/Fillmore Greenbelt and Santa Clara River.
8. Develop a commercial/industrial district that would provide new goods, services and jobs locally, reducing the need for City and area residents to commute out of the area.

Policies

- A. **Buildings along SR 126 reflect Santa Paula’s town-scale and agrarian heritage.** Buildings in these areas are smaller than buildings farther from the highway, freestanding with four-sided architectural character, with natural and agriculturally oriented landscape interspersed to accent the buildings.
- B. **The Specific Plan area is organized into “blocks” by a simple and flexible grid of private streets and drives.** Streets are balanced and scaled to their context and role for use by motorists while creating an environment suitable for pedestrians and bicycles.
- C. **Buildings face the streets with welcoming frontages and entries scaled to the pedestrian.** Facades are designed with shop fronts that can be used by a variety of commercial or retail businesses while generating an appealing streetscape.
- D. **Parking areas are organized within the block structure, connected to the buildings by walkways.** Parking is located conveniently and efficiently within a pattern that emphasizes the buildings, businesses and pedestrians, encouraging - but not requiring - shoppers to patronize multiple businesses without driving and reparking. Landscaping emphasizes the private street and drive frontages with tree rows, with randomly located larger trees distributed within many parking areas - rather than the more conventional pattern of many smaller trees - reflect a more rural landscape character.

- E. **The Specific Plan area edges abutting the Greenbelt, creeks or river are landscaped with native and non-invasive plants to transition smoothly to those natural or agricultural environments.** Buildings and streets near the plan area's edges utilize special details for connecting the development sensitively with the offsite areas to be left in a natural state. The landscape palette along Highway 126 also emphasizes native plants to help integrate the new "edge of town" development into the adjoining rural landscape to the east.

Plan-Wide Objectives

In addition to the above plan-wide policies, the following objectives apply to the entire Specific Plan area:

1. Provide a variety of commercial, retail and limited industrial opportunities aimed at serving both the local and regional population.
2. Connect the plan area with SR 126 and Hallock Drive.
3. Organize the plan area into an interconnected and flexible grid of blocks that accommodate a wide variety of building sizes, parking, defined by appropriate streetscapes.
4. Create appropriate frontages and transitions along the Plan area's edges: Highway 126, Hallock Drive, Santa Paula/ Fillmore Greenbelt, and Santa Clara River.
5. Achieve approximately 300,000 to 350,000 square feet of commercial, limited office and limited light industrial space.
6. Connect buildings to the internal private street network with frontages that support their intended use, whether office, light industrial or retail.
7. Design buildings to reflect Santa Paula's town-scale, agricultural roots and physical character through appropriate building scale, height, form and character. For large buildings in the southerly blocks, such scale and character may be provided primarily with facade articulation facing toward the highway.
8. Provide signage that meets the needs of the uses within the Specific Plan Area while contributing to the unique highway commercial character envisioned for Santa Paula's East Gateway.

Vision, Form and Character

The key design principles of the East Gateway Specific Plan area are related to the core concept of providing the City of Santa Paula with a highway-oriented commercial and employment center of regional significance that defines its East Gateway, in a setting that is reflective of the City's small-town image and character, and its location within one of California's most important agricultural valleys. The design principles include:

- The Plan area is organized around a network of pedestrian-oriented streets that form it into 4 to 6 simple blocks;
- The Plan area can accommodate a range of uses that are accessible by auto, bike or foot, and which generally share a common supply of parking integrated into the block structure;
- Buildings within the district - whether retail, service commercial or research and development are simple in their massing, detailing, and materials, face the internal streets with welcoming entries, and present a semi-rural “edge of town” character to SR 126; and
- The landscape is simple and rural in character, characterized by rows or clusters of large trees common to the rural landscapes of the region; walls, fences and pavements of rustic, natural materials; and drought-tolerant and native ground plantings that reinforce the rural agricultural landscape character.

The Specific Plan describes the intended form, character, and uses of East Gateway, and introduces the Development Standards that implement the policies described in the previous section. These policies are the foundation for planning and design of the plan for the East Gateway Specific Plan area, and are the basis for the Development Standards.

Development Program and Framework

Based on the unique location of the Specific Plan area - at the City's eastern gateway and the only large site in Santa Paula with direct access to SR 126 - and based on the General Plan's designation of this area for Highway Commercial use, the primary land use alternative for the site is a regional scale retail and commercial center. Given the site's approximate 36.4 acres and the General Plan's anticipation of a floor area ratio (FAR) of up to 0.25 for such uses, a retail center (Regional Retail Alternative) of up to 350,000 square feet (sf) would be acceptable. Such a center would provide a range of economic, fiscal and quality of life benefits to the City of Santa Paula.

The General Plan anticipates the possibility of light industrial and research and development (R&D) uses up to a FAR of 0.30 in this area; such an alternative could yield an employment center (Employment Center Alternative) of up to 350,000 sf.

Another scenario, defined as the “Mixed-Use Alternative,” includes more retail and service commercial uses near the SR 126 frontage and more industrial uses toward the south edge of the Specific Plan area.

Accordingly, the Specific Plan provides a framework of infrastructure and urban design that would accommodate any of these development programs in an “edge-of-town” setting consistent with Santa Paula’s small-town character.

Regional Retail Center Alternatives

Figure 2.0-11, Illustrative Plan – Regional Retail Program (Alternative A), is a graphic representation of the potential Regional Retail Center development scenario that the East Gateway Specific Plan is intended to take.

The major elements of the Specific Plan include:

- Three primary private streets, “A” running south from SR 126 to the southerly portion of the property; “B” running east from Hallock Drive connecting to the easterly portion of the property; and “C” running parallel to “B” approximately 400 feet to the south.
- Flexible additional north-south “drives” providing access to additional buildings; and an east-west “service drive” along the southerly and westerly edge of the property.
- These private streets and drives generally organize the Specific Plan area into six blocks, within which buildings, open spaces and parking areas can be flexibly accessed by vehicles and pedestrians, with service access primarily organized along the southerly and westerly edges of the site.

Through the process of site analysis and conceptual design, the Specific Plan considers a combination of factors - the irregular shape of the site, the Caltrans setback areas from SR 126, open space resources to the east and south, and the parking ratios necessary to support the intended program – These constraints reduce the achievable building area for the Regional Retail alternative to approximately 300,000 sf. The achievable building area for the Mixed-Use Employment District program is estimated to be 350,000 sf. (See **Table 2.0-1, East Gateway Specific Plan Buildout.**)

**Table 2.0-1
East Gateway Specific Plan Buildout**

| Block | Acres | Regional Retail Center | | | Mixed-use Employment Center | | |
|---------------|-------------|------------------------|----------------|-------------|-----------------------------|----------------|-------------|
| | | Use | Building Area | FAR | Use | Building Area | FAR |
| 1 | 4.2 | Retail | 25,000 | 0.14 | Retail/Service | 25,000 | 0.14 |
| 2 | 5.9 | Retail | 31,000 | 0.12 | Retail/Service | 30,000 | 0.12 |
| 3 | 6.0 | Retail | 60,000 | 0.23 | R&D | 75,000 | 0.29 |
| 4 | 3.2 | Retail | 20,000 | 0.14 | R&D | 45,000 | 0.32 |
| 5 | 5.7 | Retail | 64,000 | 0.26 | R&D | 80,000 | 0.32 |
| 6 | 7.5 | Retail | 100,000 | 0.31 | R&D | 95,000 | 0.29 |
| 7 | 2.1 | Retail | 10,000 | 0.09 | Retail | 10,000 | 0.09 |
| SR 126 | 1.8 | State Highway | NA | NA | NA | NA | NA |
| Totals | 36.4 | | 310,000 | 0.18 | | 360,000 | 0.22 |

The Illustrative Plan for the Regional Retail Center (**Figure 2.0-11**) illustrates both the idealized organization of the Plan Area and a potential layout for the Regional Retail program. Primary access is provided to the center from both SR 126 and Hallock Drive, distributing on-site traffic throughout the site via Streets A, B and C, two Retail Drives and an Edge Drive as shown.

Buildings are sited fronting these on-site streets and drives with shop fronts and signage. With the potential exception of the edge drive, these private streets are typically provided with sidewalks on at least one side so that it is convenient for customers to park once and visit multiple shops. This helps to create a comfortable small-town character for a shopping center that is programmatically quite typical of those serving a regional trade area.

Figure 2.0-12, Retail Regional Center Program (Alternative B), shows a variation of the Regional Retail Center program, in which Street A is located farther to the east. This variation might prove preferable if: a) Caltrans required the main entry point from SR 126 to be located farther to the east than shown in **Figure 2.0-11**, or b) if the anchor retail tenants preferred this type of parking layout with no central drive.

For either of these layout options, or a variation on these, the intent is to locate smaller restaurant or retail buildings within Blocks 1 and 2, and potentially along the north edge of Blocks 3 and 4, with larger retail tenants located along the westerly edge of Block 3 and the southerly edges of Blocks 5 and 6. This programmatic alternative responds to General Plan priorities including:

- Providing convenient commercial goods and services for the employment uses within the East Gateway Specific Plan area and the neighborhoods of the East Area 1 Project;

- Providing new local jobs and sales tax generation to improve the City's fiscal sustainability, jobs/housing balance, and local economy; and
- Developing an expansion area by extending the simple grid structure and small-town character of Santa Paula.

Mixed-Use Alternative

Figure 2.0-13, Mixed-Use Program Alternative C, illustrates an alternative developed within the same block pattern shown in **Figure 2.0-11**. In this alternative, smaller restaurant and/or commercial retail or service businesses are organized in Blocks 1 and 2, taking advantage of visibility and pass by traffic from SR 126, while Blocks 3, 4, 5 and 6 are developed with a combination of office, R&D and Light Industrial uses.

Figure 2.0-14, Mixed-Use Program Alternative D, illustrates a variation on the same mixed-use program with Street A angled to the east to adjust the location of the intersection with SR 126, and to potentially better accommodate the phased development of the site according to existing ownership interests.

This alternative also illustrates the possible orientation of smaller restaurant “pad buildings” more toward Street A and less to SR 126, which has the potential to better define the character of Street A. If this strategy is pursued, a highway signage strategy - which could be very much in keeping with the “edge of town highway” character of the site - would likely be necessary for those businesses oriented to Street A. It is worth noting that the general configuration of Blocks 1 and 2 shown in **Figure 2.0-14** would be acceptable for either variation of the Retail Regional Center alternatives illustrated in **Figures 2.0-11** and **2.0-12**.

R&D/Light Industrial Alternative

A purely R&D and light industrial program for this highway-oriented site is not considered likely, but is accounted for by this Specific Plan if the demand for Employment Center uses should be stronger than that for Regional Retail or community-serving retail.

Such a scenario would be essentially the same as the plan illustrated in **Figure 2.0-14**, with the buildings organized in Blocks 1 and 2 (potentially with minor recalibrations of size and orientation) simply changing their use from Regional Retail to R&D and light industrial.



SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-11



SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-12



SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-13



SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-14

Public Realm and Landscaped Objectives

The rural landscape appeals to senses of rural beauty, nature and living in a slower time. Ranch properties usually have vast acreage, old buildings that might have been built at different periods and land uses that have changed considerably over time. Traditionally, in the ranch design, the entry drive is accented by a colonnade of native canopy or fruit trees along one or both sides of the drive accentuating the length of the drive and size of the property. Windbreaks strategically placed provide a sense of scale, shelter and emphasize the entry approach from great distances. Low fencing or mined cobblestones from the ranch grounds are sometimes employed to border the acreages of the ranch. Because many rural landscapes have been built at different times, with many different pieces, the character of the site should reflect the stitching together of the ranch history of the past with the present day uses.

Landscape Objectives

The following landscape objectives are identified in the Specific Plan:

- Emphasize the rural ranch character of the region.
- The landscape must define, unify and enhance the public realm – including the ceremonial entrance into the City of Santa Paula, SR 126, Hallock Drive, entrance drives, transition buffer zones integrating the Santa Paula/Fillmore Greenbelt and open space adjacent to the Santa Clara River, parking lots and perimeter edges.
- All landscaping must comply with Santa Paula Municipal Code (“SPMC”) Chapter 59 (as adopted by Ordinance No. 1223 on December 7, 2009) regulating Landscape Conservation Standards, along with the implementing guidelines.
- Existing drainage ways must be preserved and enhanced. The East Gateway Specific Plan area would be designed to maintain the natural storm water flows by promoting on site infiltration and reducing contaminants through biological filtration. The objective is to decrease runoff peak flow and volume by providing as many opportunities for bio-retention and on site infiltration. As a result the rate and volume of onsite storm water infiltration is increased, and on site water cleansing/filtration is achieved.
 - Implement a responsible storm water management system that treats runoff as an environmental resource and a design amenity. The landscape must cleanse and detain storm water on site by utilizing a combination of biofiltration, permeable paving and surface detention methods.

- a) **Pervious Surfaces:** Create pervious surfaces where practical. Alleys and on-street parking areas should be paved with pervious paving designed for rapid infiltration of storm water.
- b) **Biofiltration:** Cleanse the first flush from storm events by conveying rainfall to bioswales, rain gardens and other designated planting areas designed to filter water and reduce its velocity.
- c) **Detention:** Detain storm water in surface detention placed at low points in greens, parks, parkways and basins.
- d) **Landscape amenity:** Make all visible storm water management systems aesthetically pleasing without the use of protective fencing. Conveyance and biofiltration methods must be integral to the landscape design and must add value to the experience of open space.
- e) Encourage the traditional ranch style curbless roadway condition adjacent to landscapes where storm water easily flows into the landscape.

Landscape Sustainability

The goal for the overall landscape is to be an aesthetically pleasing solution where the resolution of designed elements creates a unified and harmonious rural ranch environment. Above all, the design integrates sustainable concepts and solutions that restore natural functions and processes. The overriding concept is to view the public right of way and urban runoff from pavement as an extension to the natural stream system and its ecology. The environmental implications of this concept are not restricted to the East Gateway Specific Plan area but affect the surrounding environment and the regional watershed.

Water efficient landscaping would be introduced, beginning with a soil/climate analysis to determine the most appropriate landscape design that includes the selection of indigenous and native-in-character, drought tolerant plants to reduce irrigation requirements. Lawn is restricted to areas of passive and active recreation and bioswales. Wherever lawn is used the selected species would be a deep-rooted variety with low watering requirements. All planted areas, except for lawn and seeded groundcover, would have a surface layer of specified recycled mulch to a depth of three inches. The mulch layer would assist in the retention of moisture and reduce watering requirements and would minimize weed growth, reducing the need for chemical herbicide treatments.

Where irrigation is required, high efficiency irrigation technology with low-pressure applications such as drip, soaker hose, systems with rain shut-off devices and low volume spray systems would be used. The

efficiency and uniformity of a low water flow rate reduces evaporation and runoff and encourages deep percolation. After the initial growth period of three to seven years (or once landscape has matured and coverage achieved), irrigation would be limited.

Specific Plan Area Descriptions

Heritage Valley Highway Area (Blocks 1 & 2)

The following are established in the Specific Plan for the Heritage Valley Highway area (Blocks 1 and 2):

- A. **Vision.** The vision for the two blocks fronting SR 126 is a composite of rural California roadside commercial centers with simple design elements that combine the image of a small California town, organized to support the needs of modern retailers.
- B. **Organization and Character of Blocks.** These two blocks are organized and defined by an entry point along SR 126 and an entry point from Hallock Drive with the intent of generating a semi-rural edge of smaller, individual buildings along the highway and/or fronting the private streets.
- C. **Buildings and Architectural Character.** Buildings in this area are the smallest within the plan area and separated by natural open space, courtyards, dining patios, and/or small parking areas.
 - Architectural Character: Buildings are relatively small “pad” buildings with simple, gabled roof forms and simple or rustic materials recalling the local and regional traditions of agricultural buildings, roadside stands, “main street” retail buildings and highway commercial businesses. Buildings are located along the highway edge or along the internal streets with their entries oriented to the internal private streets and parking areas, not to SR 126. Corner entries accessible from parking areas as well as internal streets are highly encouraged. This relationship between the highway frontage and the internal street frontage results in the need for these buildings to be carefully designed with “4-sided architecture” to ensure attractive views from the highway.
- D. **Landscape Character.** Three general areas define the setting for buildings and activity:
 - Heritage Valley Highway Frontage: A landscaped highway edge setback characterized by native California plantings in an informal, rural composition of drought-tolerant ground covers and perennials. Large trees vertically define the highway edge while providing clear views of buildings below their canopies. A bike path set back from the roadway, midway between the highway curb and the buildings, with a low rustic wall or fence between pedestrians and highway traffic defines this edge of the Specific Plan area.

- **Creek and Greenbelt Edge:** A small unnamed drainage runs through Block 2 and continues along the easterly edges of the Specific Plan area. Buildings and parking areas are set back substantially from the centerline of this creek, with naturalistic native landscaping within the creek corridor. Outdoor dining or rest areas may abut the creek corridor.
- **Open Space:** A simple rectangular parking area - shaded with large trees compatible in character with the buildings along the highway frontage - occupies the center of these blocks. Outdoor dining areas or other usable courts or gardens are sited between or adjacent to the buildings, designed with shade trees, fruit trees, and seating areas for outdoor dining in a comfortable setting similar to many roadside stops that were common throughout the region into the 1960's.

E. **Land Use and Parking:** The most likely program for this area is a mix of small, family-oriented and convenience-oriented restaurants with other possible business types including retail or service commercial businesses, or some office uses associated with an R&D program. The general prioritization of land uses for this area is summarized below.

| Range of Land Uses | General Priority for this Area | | |
|-------------------------------|--------------------------------|-----|------|
| | Incompatible | Low | High |
| Agricultural | X | | |
| Automotive/Vehicle-related | X | | |
| Eating/Drinking | | | X |
| Medical | | X | |
| Professional Services | | | X |
| Professional & Administrative | | | X |
| Retail | | | X |
| Service/Commercial | | | X |
| Industrial | X | | |

Central Area (Blocks 3 & 4)

The following are established in the Specific Plan for the Central area (Blocks 3 and 4):

- A. **Vision.** The vision for these two central blocks is that they be flexible in the buildings and uses they accommodate with the primary opportunities being a variety of retail and office, with limited industrial and service commercial activity.
- B. **Organization and Character of Blocks:** As is the case for all blocks within the Plan Area, the design character of these blocks would be substantially defined by their edges, which are:

- Hallock Drive: It is important that buildings on this frontage relate in their siting with buildings on the southwest corner of Block 1 to define the entry into the site from Hallock Drive.
- Internal Streets: Three of the four block-faces of each of these blocks are defined by Streets A, B and C, which include sidewalks and street tree plantings that define these primary circulation routes for drivers, bicyclists and pedestrians.
- Service Drive: The southwesterly angled edge of Block 3 abuts the adjoining industrial uses, and provides a very useful “back” for the block, which is to be the location for major service and delivery access for this block.
- Retail Drive: If the Regional Retail program alternative is pursued, a retail drive provides retail frontages and addresses for a building or buildings within the westerly portion of the block. Such a Drive would most likely not be provided for in the Mixed Use alternative.
- Edge Drive: An edge drive provides access along the edge of the site for either the Retail Center or Mixed Use alternative.
- Creek Edge: The easterly edge of Block 4 is defined by the southerly continuation of the small unnamed creek, which forms the boundary between the Plan Area and the Santa Paula/Fillmore Greenbelt. The character of that edge is substantially the same as that of the creek within Block 2, and is abutted by parking areas or an Edge Drive.

C. Buildings and Architectural Character. Buildings in this area are at least as large as the buildings along the highway.

- Additional ‘Pad’ Buildings: Buildings and parking are similar to those in Blocks 1 and 2. Block 4 could be developed with one or two buildings or none, to provide parking needed by larger buildings in adjoining blocks.
- Retail and/or R&D and office buildings: Most likely, within block 3, larger retail buildings would be developed along with parking areas to support those uses. Alternatively, moderately-sized R&D buildings within blocks 3 and 4 with parking in front or behind could also be developed.

D. Landscape Character. Five streetscapes define the setting for buildings and activity; “Hallock Drive”; “Internal Streets”; “Retail Drives”; “Edge Drive”; and “Service Drives.” Each is defined in detail in section 3.4.6B - “Streetscape Landscaping.” With the exception of Service Drive, each is characterized by tree plantings on both sides and a sidewalk on one side.

E. Land Use and Parking. The most likely programs for this area are primarily small to large format retail and restaurants as well as office or limited service commercial and light industrial associated with an R&D program. The general prioritization of land uses for this area is summarized below.

| Range of Land Uses | General Priority for this Area | | |
|-------------------------------|--------------------------------|-----|------|
| | Incompatible | Low | High |
| Agricultural | X | | |
| Automotive/Vehicle-related | | X | |
| Eating/Drinking | | | X |
| Medical | | | X |
| Professional Services | | | X |
| Professional & Administrative | | | X |
| Retail | | | X |
| Service/Commercial | | | X |
| Light Industrial | | | X |

River Edge (Blocks 5 & 6)

A. Vision. The vision for these most southerly blocks is to accommodate the largest buildings in the plan area while maintaining connectivity with the northerly four blocks and the adjacent river edge. Two general alternatives address this vision as described below:

- **Regional Retail Alternative:** This program alternative would most likely organize a number of large retail users along the southerly edge of the Plan Area, with a Retail Drive terminating Street A. Buildings front the retail drive with a combination of shopfronts, galleries and forecourts for outdoor display and merchandising.
- **Employment District Alternative:** This program alternative would organize larger buildings along Street A for light industrial activity, or alternatively with smaller office and R&D buildings.

B. Organization and Character of Blocks. As with Blocks 3 and 4, the character and organization of Blocks 5 and 6 would be substantially defined by their edge conditions and access drives, including:

- **Internal Streets:** Two of the four block-faces of each of these blocks are defined by Streets A and C, which include sidewalks and street tree plantings that delineate these primary circulation routes for drivers, bicyclists and pedestrians.
- **Service Drives:** The westerly edge of Block 5 and the southerly edges of Blocks 5 and 6 are served by Service Drives for deliveries and access to employee parking areas.

- Retail Drive: If the Regional Retail program alternative is pursued, the Retail Drive would provide frontages and addresses for retail buildings within the southerly portion of the block. Such a Drive would most likely not be provided for in the Employment District alternative.
- Edge Drive: Such a drive would provide access along the edge of the site for either the Retail Center or Employment District program.

C. Buildings and Architectural Character. Buildings in this area are the largest in the plan area.

- Large retail buildings front streetscapes along Streets "A" and "C," and retail drives with parking areas in front, behind or alongside to support those uses.
- Alternatively, R&D and office buildings varying in size front streetscapes along Streets "A," "B," and "C," with parking areas in front, behind or alongside to support those uses.

D. Landscape Character. Four streetscapes define the setting for buildings and activity: "Internal Streets," "Retail Drive," "Edge Drive," and "Service Drive." Each is defined in detail in section 3.4.6B - "Streetscape Landscaping." With the exceptions of Service Drive, each of these is characterized by tree plantings on both sides and a sidewalk on one side.

E. Land Use and Parking: The most likely programs for this area are primarily large format retail and restaurants as well as office, limited service commercial and light industrial associated with an R&D program. The general prioritization of land uses for this area is summarized below. Parking is shared among the land uses and is provided between or behind buildings within the center of the blocks.

| Range of Land Uses | General Priority for this Area | | |
|-------------------------------|--------------------------------|-----|------|
| | Incompatible | Low | High |
| Agricultural | X | | |
| Automotive/Vehicle-related | X | | |
| Eating/Drinking | | X | |
| Medical | | | X |
| Professional Services | | | X |
| Professional & Administrative | | | X |
| Retail | | | X |
| Service/Commercial | | | X |
| Light Industrial | | X | |

Gateway Triangle Site (Block 7)

- A. Vision.** The vision for this triangular parcel fronting SR 126 as the visitor enters Santa Paula is based on a traditional, small town California roadside commercial type. The primary elements include simple one-story gabled buildings - evoking images of agricultural sheds or fruit stands - with rustically landscaped parking areas. The highway frontage is defined by a drainage swale that would be landscaped with native plants, river rock and a low open fence to resemble a dry creekbed, with a unique sign at the point of the site welcoming visitors to Santa Paula.
- B. Site Organization.** The illustrative plan shows a single building at the west end of the property, facing oncoming westbound highway traffic, with the parking area to its east. A similar additional building might also be located close to the east end of the triangle, providing a backdrop for the City gateway sign, and reinforcing the image of this side as a roadside commercial establishment. Access to the site is provided by Old Telegraph Road at the northwest corner.
- C. Buildings and Architectural Character.** Buildings in this area are the smallest within the plan area and flanked by dining patios, outdoor merchandise display and rustically landscape parking areas.
- **Architectural Character:** Buildings are small with simple gabled roof forms and simple or rustic materials recalling the local and regional traditions of agricultural buildings, roadside stands “and highway commercial businesses.” The primary building - or potentially a pair of smaller buildings - is located at the west end of the parcel, facing to the east and toward the highway. A potential additional small building may be located near the east end of the site, facing motorists entering Santa Paula from the east. The appearance of these buildings from the highway, with the naturalistic rural landscape as their foreground, is the key design objective. These buildings are to be designed with “4-sided architecture,” except that service functions for the easterly buildings should be along their west face, toward the existing gas station.
- D. Landscape Character.** Three general areas define the setting for buildings and activity:
- **Heritage Valley Highway Frontage:** A landscaped highway edge setback characterized by native California plantings in an informal, rural composition of drought tolerant ground covers, and perennials. Large trees with high canopies - eucalyptus or a tree of similar habit - vertically define the highway edge while providing clear views of buildings below their canopies. No sidewalk is proposed across this frontage, as it leads only to the railroad tracks and the north edge of the rural highway to the east.

- Open Space: A simple triangular parking area - shaded with large trees compatible in character with the buildings along the highway frontage - occupies the center of this block. Outdoor dining and seating areas or other usable courts or gardens may be sited adjacent to the buildings, designed with shade trees and fruit trees similar to so many roadside stops that were common throughout the region into the 1960s.

E. Land Use and Parking: The most likely programs for this area are small markets or restaurants, or potentially service commercial businesses. The general prioritization of land uses for this area is summarized to the right.

| Range of Land Uses | General Priority for this Area | | |
|-------------------------------|--------------------------------|-----|------|
| | Incompatible | Low | High |
| Agricultural | X | | |
| Automotive/Vehicle-related | X | | |
| Eating/Drinking | | X | |
| Medical | | | X |
| Professional Services | | | X |
| Professional & Administrative | | | X |
| Retail | | | X |
| Service/Commercial | | | X |
| Light Industrial | | X | |

Regulating Plan and Zoning Standards

The Specific Plan establishes the development standards that would implement the various intentions of the East Gateway Specific Plan. The zoning designation for the entire Plan area is East Gateway Specific Plan (SP-4), and all future development of infrastructure, buildings, landscape and other site improvements must be found consistent with the standards of the regulating plan and with the design intent.

Regulating Plan

The Regulating Plan organizes the Plan Area into seven blocks, which are defined by the location and configuration of several Private Streets and Drives, and specific and slightly differentiated development standards for streets, buildings and landscape improvements.

Zoning

The East Gateway Specific Plan zoning designation (SP-4) replaces the Agricultural Exclusive (AE) zone designation currently applied to the Plan Area by the Ventura County Zoning Code. For property not

within the City of Santa Paula incorporated boundaries, the current County zoning would apply until the owner pursues a change in land use activity, improvements, or development. At such time, the property would be required to be annexed to the City of Santa Paula and rezoned to East Gateway Specific Plan. The East Gateway Specific Plan designation is applied to these unique properties that face and connect to the Heritage Valley Highway (SR 126) for providing community and regional retail uses as well as office and light industrial activity.

In order to implement the intended physical character that accommodates the range of land uses allowed by the East Gateway Specific Plan the standards are applied to the Plan Area in terms of its Blocks and its Streets and Drives.

Development Standards

The East Gateway Specific Plan designation is implemented through standards outlined below in support of the vision presented in Chapter 2 of the draft East Gateway Specific Plan.

Infrastructure

The intent of the infrastructure plan is to ensure the Specific Plan site is developed in such a way as to support the intensity of proposed land uses, and that on-site and off-site infrastructure systems have adequate capacity to serve the East Gateway Specific Plan at buildout. The East Gateway Specific Plan is in conformance with the City of Santa Paula's Water, Sewer and Drainage Master Plans. (see **Appendix 2.0**) for the East Gateway Specific Plan are based on the City of Santa Paula Sewer and Water Master Plans, and conform with these plans..

The Government Code requires a specific plan to include text and diagrams that specify: "The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan."³ Service utilities, including, water, sewer, electricity, natural gas, cable and telephone exist in locations adjacent to the site and could be feasibly extended to serve the East Gateway Specific Plan area.

The East Gateway Specific Plan fulfills this requirement and meets the Santa Paula Municipal Code requirements for preparing specific plans.⁴ In addition, the Specific Plan facilitates orderly development by identifying "backbone" utility infrastructure needed to support the proposed development.

3 California Government Code, Section 65451(a)(2).

4 City of Santa Paula, Municipal Code, Chapter 16.25, Specific Plan Zone.

Grading

Conceptual Grading Plan

Grading for the East Gateway Specific Plan is depicted on the Conceptual Grading Plan for the East Gateway Specific Plan, as shown on **Figure 2.0-15, Conceptual Grading Plan**. The existing site is approximately four feet lower than SR 126 and slopes southerly towards Santa Clara River. The site elevations would be raised to match SR 126 elevations along the north property line to maintain cover over the future sewer system. The total fill at the time of grading permit issuance to raise the site is between 110,000 and 150,000 cubic yards. The importation of fill material to the site may occur in a phased manner over the buildout period of the East Gateway Specific Plan.

Drainage

Conceptual Drainage Plan

Drainage for the East Gateway Specific Plan is presented in **Figure 2.0-16, Conceptual Drainage Plan**. Storm drain facilities shall be sized to meet City of Santa Paula standards. The storm drain system would discharge at the southeastern edge of the property into the existing channel that parallels Orcutt Creek. Stormwater conveyance and treatment requirements shall meet City of Santa Paula and State Water Resources Control Board MS4 Requirements.

Treatment systems would be based on the treatment volume calculation guidelines provided in the approved Ventura County Technical Guidance Manual for Stormwater Quality Control Measures Manual Update 2011 at the time of Specific Plan approval. The treatment types would include bioswales, bioretention cells, infiltration trenches, permeable pavement and/or detention basins as needed based on the proposed site plan layout.

Variations of this backbone stormwater system for alternative plan layouts are shown in **Figure 2.0-17, Conceptual Drainage Plan Variations**.

Water

Conceptual Water Plan

Water supply to the East Gateway Specific Plan site is currently supplied by the City of Santa Paula. Existing services that cross the site from the north would be re-routed to accommodate the eventual development plan. Four existing wells located along the southern property boundary are operated by Farmers Irrigation Company (FICO). These wells and their service lines would be accommodated in the

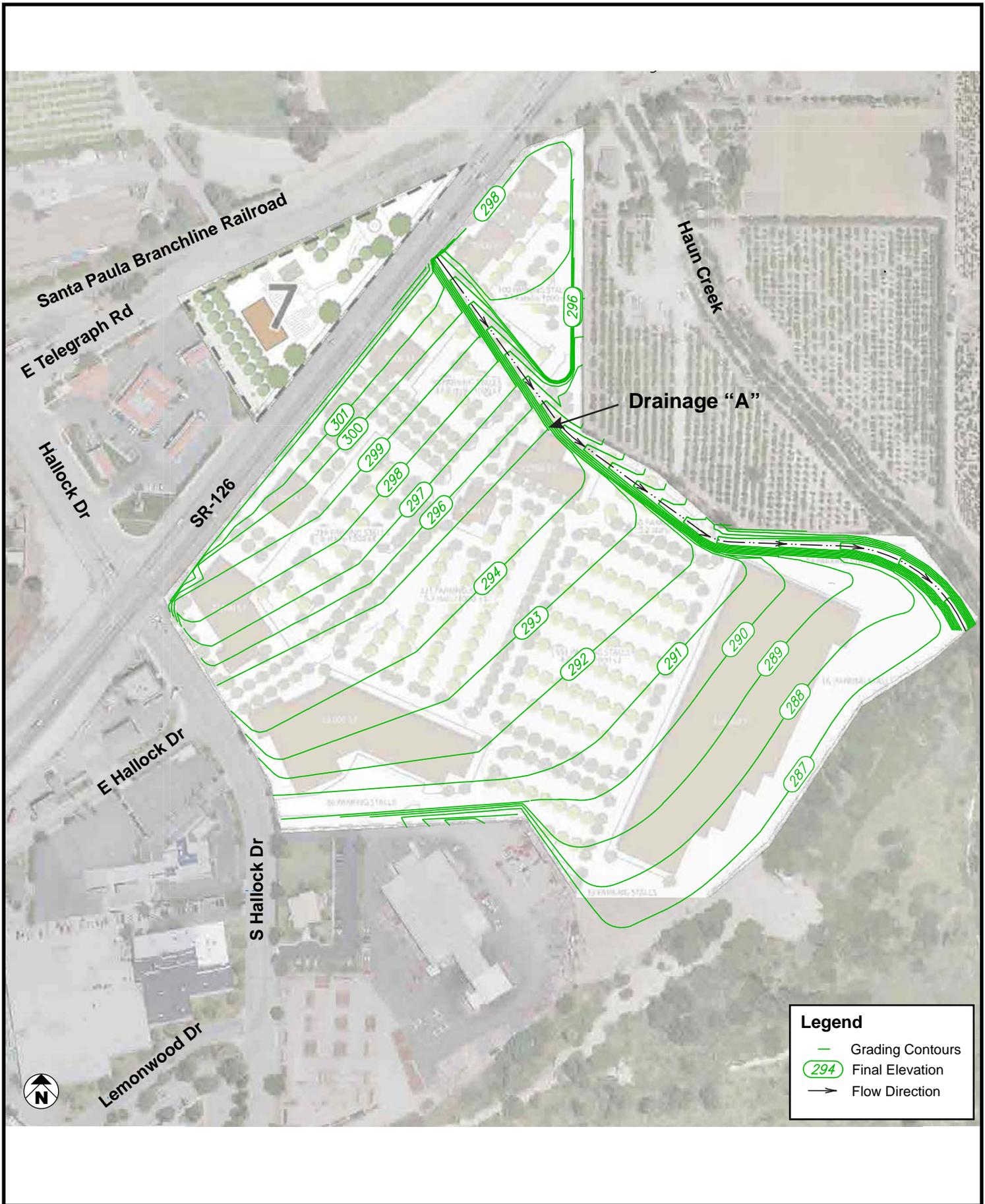
final development plan so they can remain active.

Onsite water lines are sized for the peak water demand. The average water demand for the proposed East Gateway Specific Plan is approximately 38.5 acre-feet per year (afy). A preliminary water layout for the East Gateway Specific Plan is presented in **Figure 2.0-18, Conceptual Water Plan**. Variations of this backbone stormwater system for alternative plan layouts are shown in **Figure 2.0-19, Conceptual Water Plan Variations**.

The East Gateway Specific Plan would be served from the existing City of Santa Paula water main in Hallock Drive to the west, which is part of the 200 Zone system, and the new system installed in East Area 1 to the north. The East Gateway Specific Plan area would be serviced by either the 200 or 300 pressure zone and would be determined at the time of the new water system construction. This looped water system provides adequate water pressure and fire flow for proposed structures. The East Area 1 Project is conditioned to provide a 3.0 million gallon storage tank; a 2.0 million gallon tank for City uses is also proposed, however the 3.0 million gallon tank has capacity for both East Area 1 Specific Plan and the East Gateway Specific Plan areas. This would ensure the fire protection capacity of the proposed system.

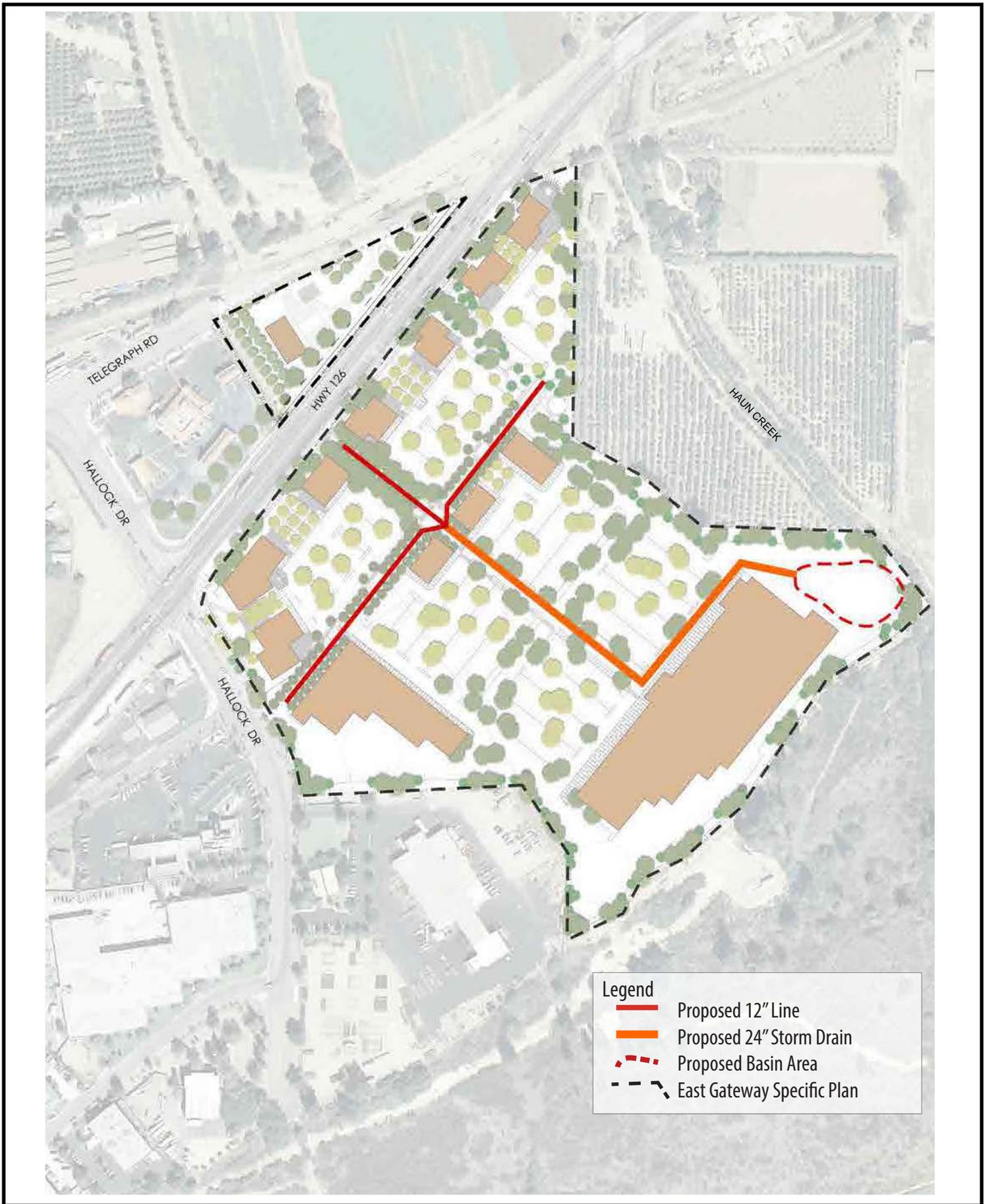
Conceptual Recycled Water Plan

Currently there are no recycled water systems in the East Gateway Project vicinity. The proposed East Gateway Specific Plan recycled water system would operate via a proposed 12-inch distribution main as called for by the City's Recycled Water Plan and per the East Area 1 Project. This main would be available after the City's water recycling plant is operational. The main would terminate at the intersection of Hallock Drive and Telegraph Road, which would become the point of connection for the East Gateway Specific Plan area. A preliminary recycled water site plan layout is presented in **Figure 2.0-20, Conceptual Recycled Water Plan**. **Figure 2.0-21, Recycled Water Plan Variations**, shows how the recycled water plan would vary for the alternatives. The East Gateway Specific Plan would be serviced with an 8-inch main for the purposes of irrigation for planters and open space.



SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-15



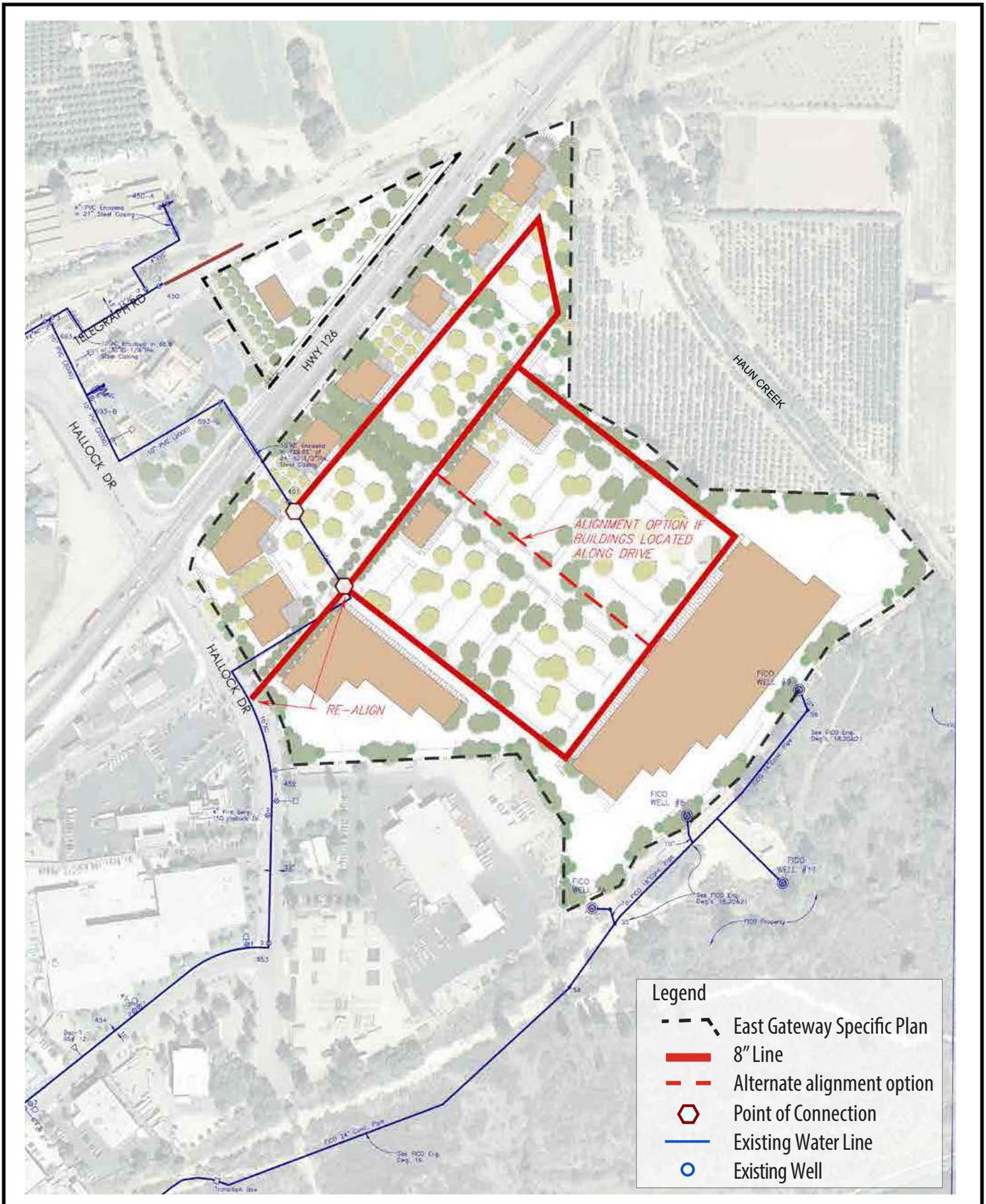
SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-16



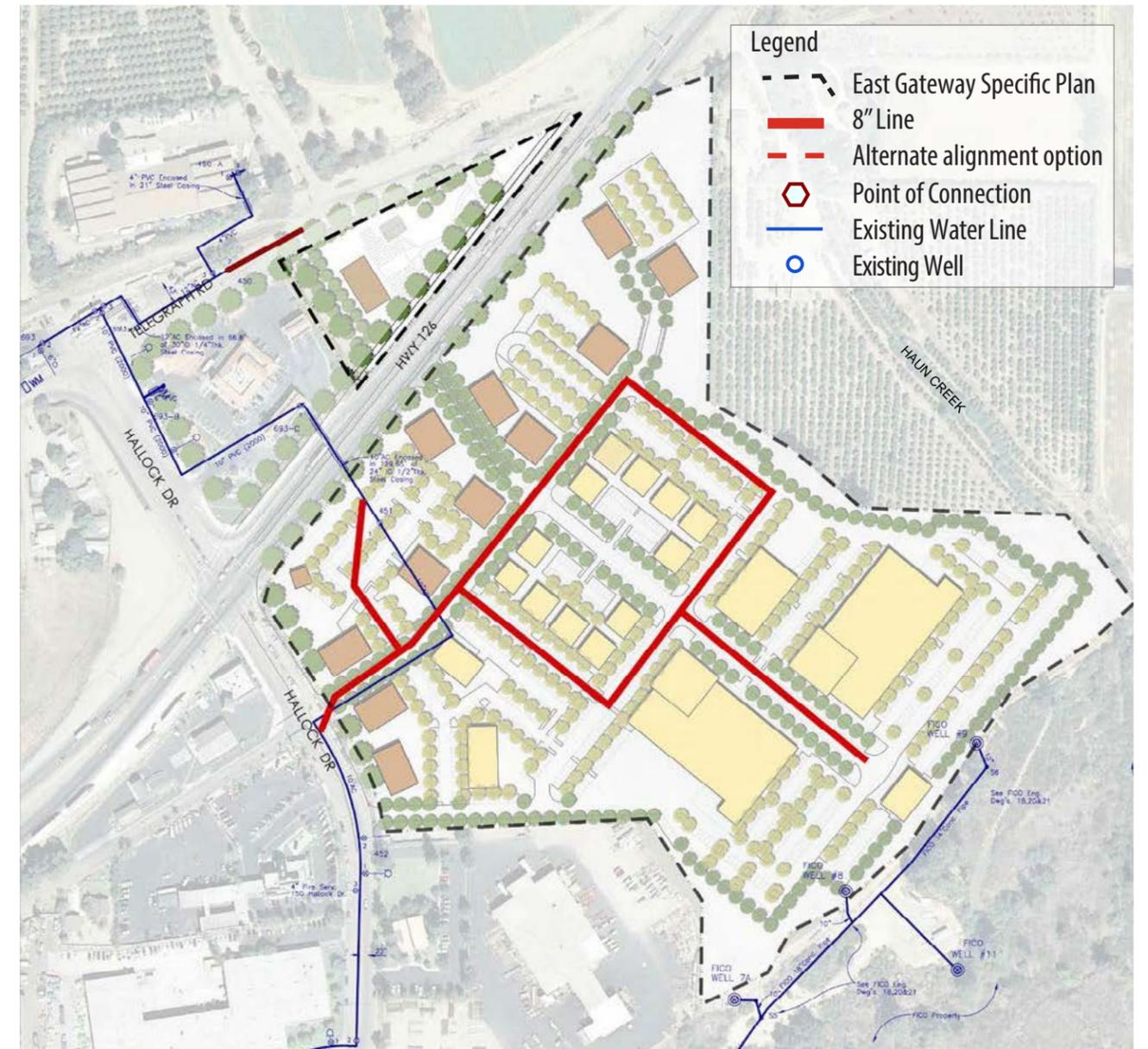
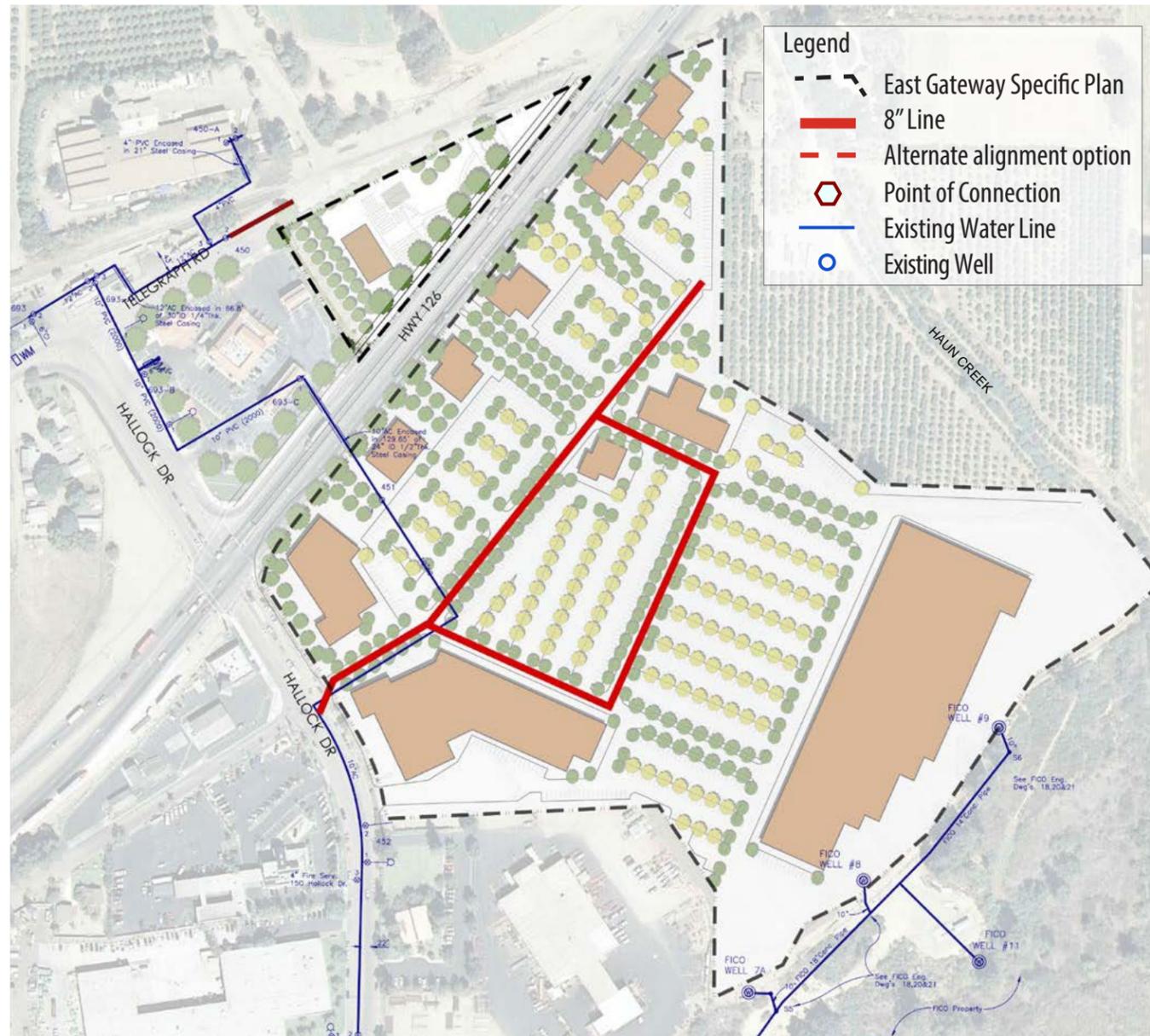
SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-17



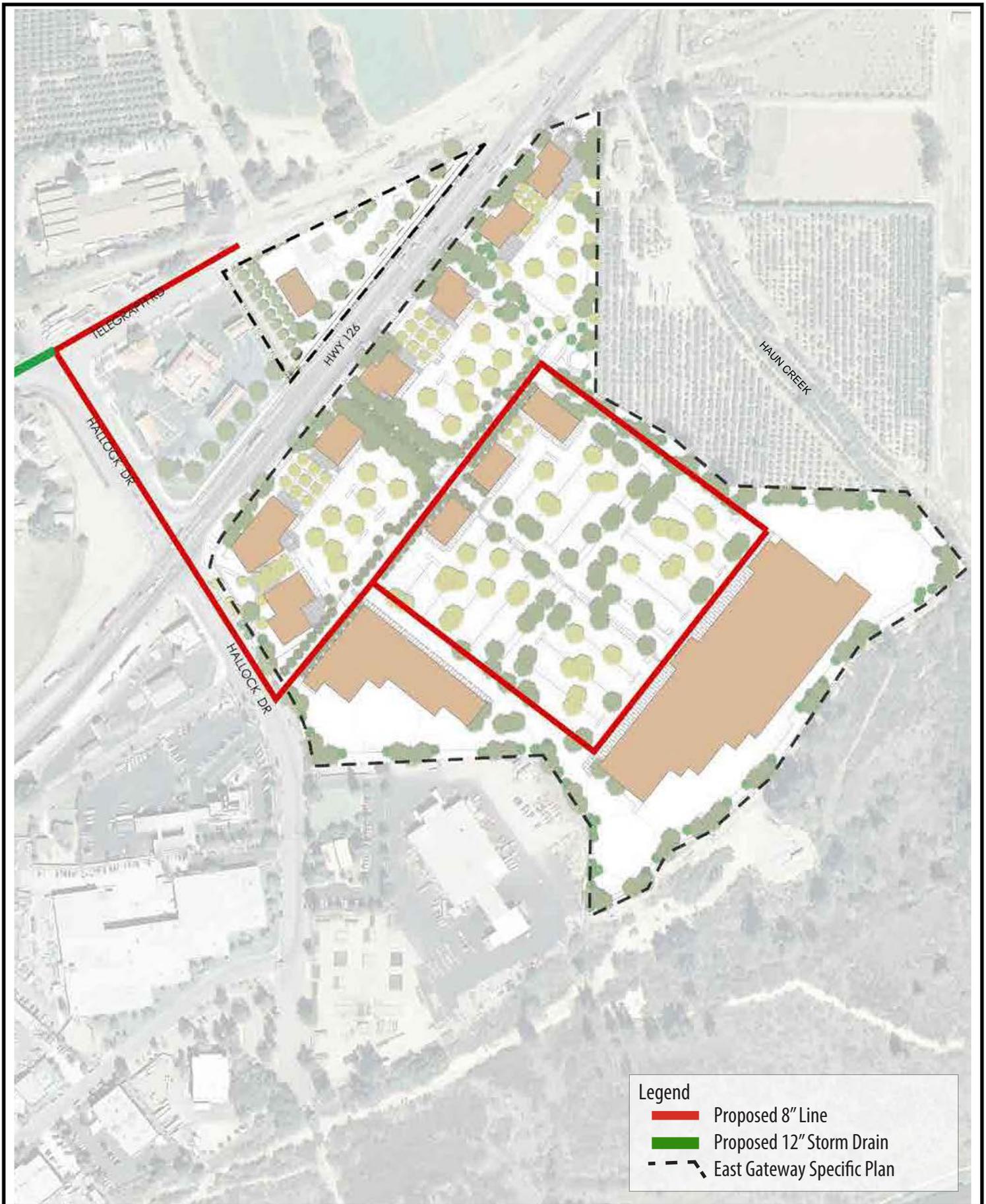
SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-18



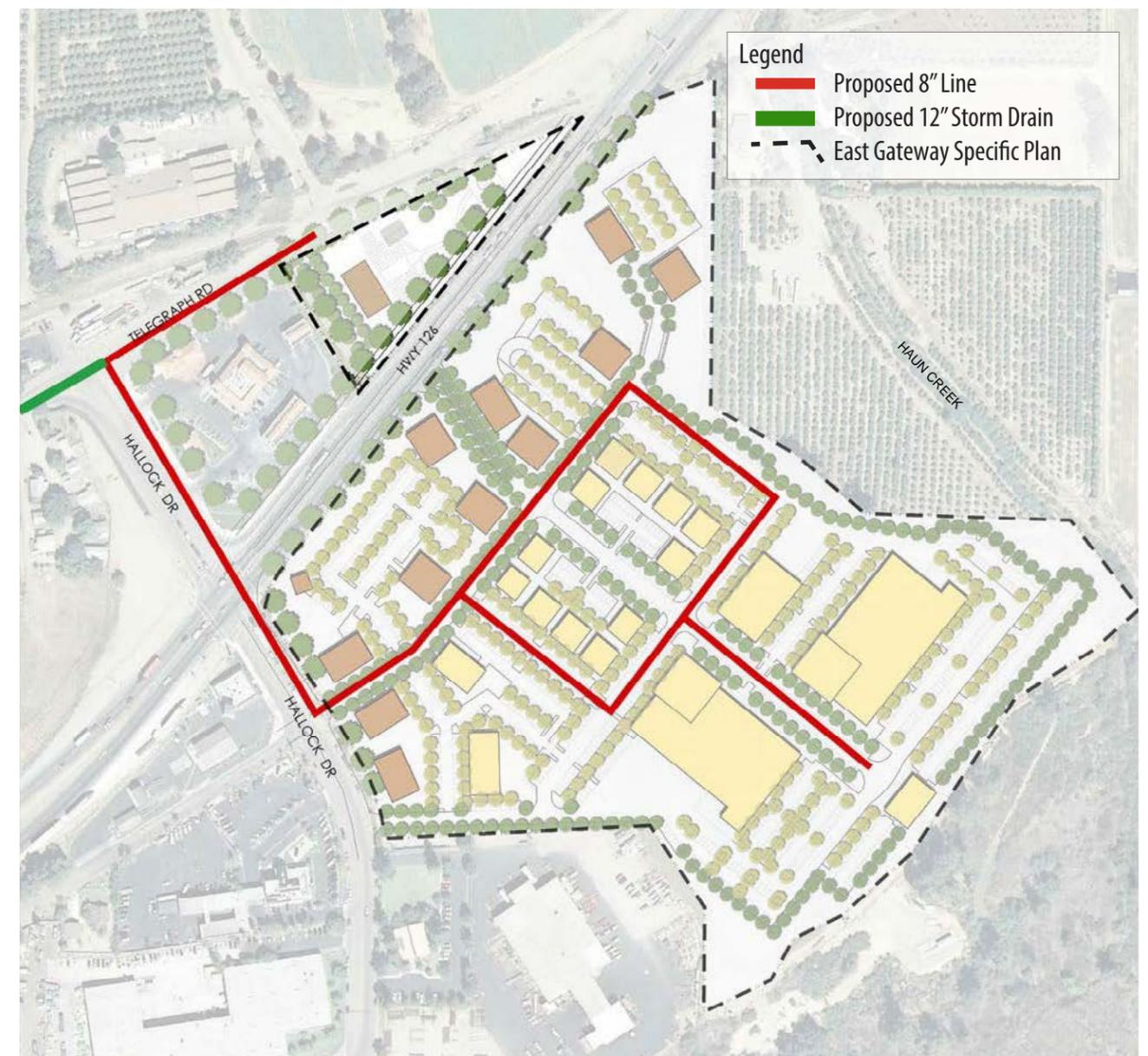
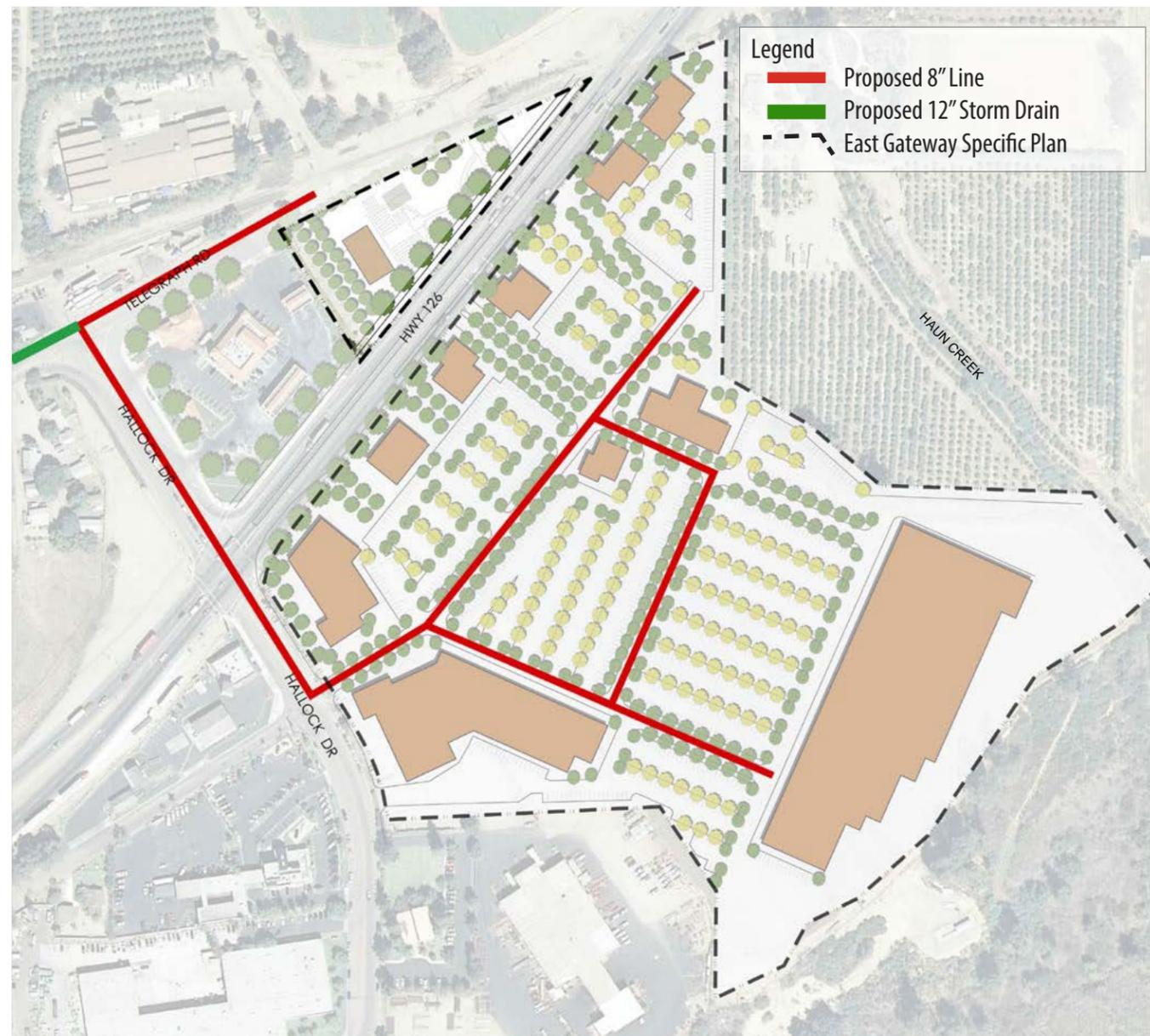
SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-19



SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-20



SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-21

Sewer

Conceptual Sewer Plan

The East Gateway Specific Plan area does not have existing sewer service, however the sewer services from north of SR 126 run through the property and head west into Hallock Drive. These existing services would be maintained, but would be re-routed to accommodate the site plan. A preliminary sewer site plan layout for the Santa Paula East Gateway Specific Plan is presented in **Figure 2.0-22, Conceptual Sewer Plan**. Variations of this backbone sewer system for alternative site plan configurations are shown in **Figure 2.0-23, Conceptual Sewer Plan Variations**.

The new system would connect to the existing sewer main in Hallock Drive at two separate locations. The first would be at the proposed East Gateway Specific Plan entry on Hallock Drive and the second would be approximately 250 feet downstream. The existing 8-inch main line from the point of connection south to the existing sewer manhole at the intersection of Hallock and Lemonwood Drive would be upgraded to a 12-inch main to lessen the slope in the street and maintain capacity. A new lift station would be constructed with the development of East Area 1 Project, downstream of the East Gateway Specific Plan's point of connection to the City System on Lemonwood Drive per the latest City of Santa Paula Wastewater Master Plan. This lift station would be sized to handle the additional flows generated by the Gateway Specific Plan. Sewer lines are sized in accordance with a sewer study for the property's intended use. The total wastewater generation for the East Gateway Specific Plan at buildout is estimated at approximately 0.11 million gallons per day (MGD) as shown on **Table 2.0-2, East Gateway Specific Plan Wastewater Generation**.

**Table 2.0-2
East Gateway Specific Plan Wastewater Generation**

| Area ¹ | Water Demand ² | Sewer Generation Rate | Average Daily Flow | | Peak Daily Flow | | |
|-------------------|---------------------------|------------------------------|--------------------|-----------------------|--------------------|-----------------------|-------------------------|
| | | | Gallon per minute | Cubic feet per second | Gallons per minute | Cubic feet per second | Million gallons per day |
| 32.2 | 2.0 | 0.93 gpm/acre ^{3,4} | 30.04 | 0.067 | 75.10 | 0.167 | 0.108 |

Notes:

- 1 Flows calculated based on gross acreage of Development Area per City of Santa Paula Master Plan.
- 2 Refer to City of Santa Paula Water Master Plan. Commercial demand = 15gal/SF/yr.
- 3 Commercial sewer generation rate is 75% of the water demand rate based on Section 3 of the City of Santa Paula Wastewater Master Plan.
- 4 Generation Rate conversion from 2 AF/ac/yr to gpm/AC = 0.93.

Public Services and Utilities

Public Services

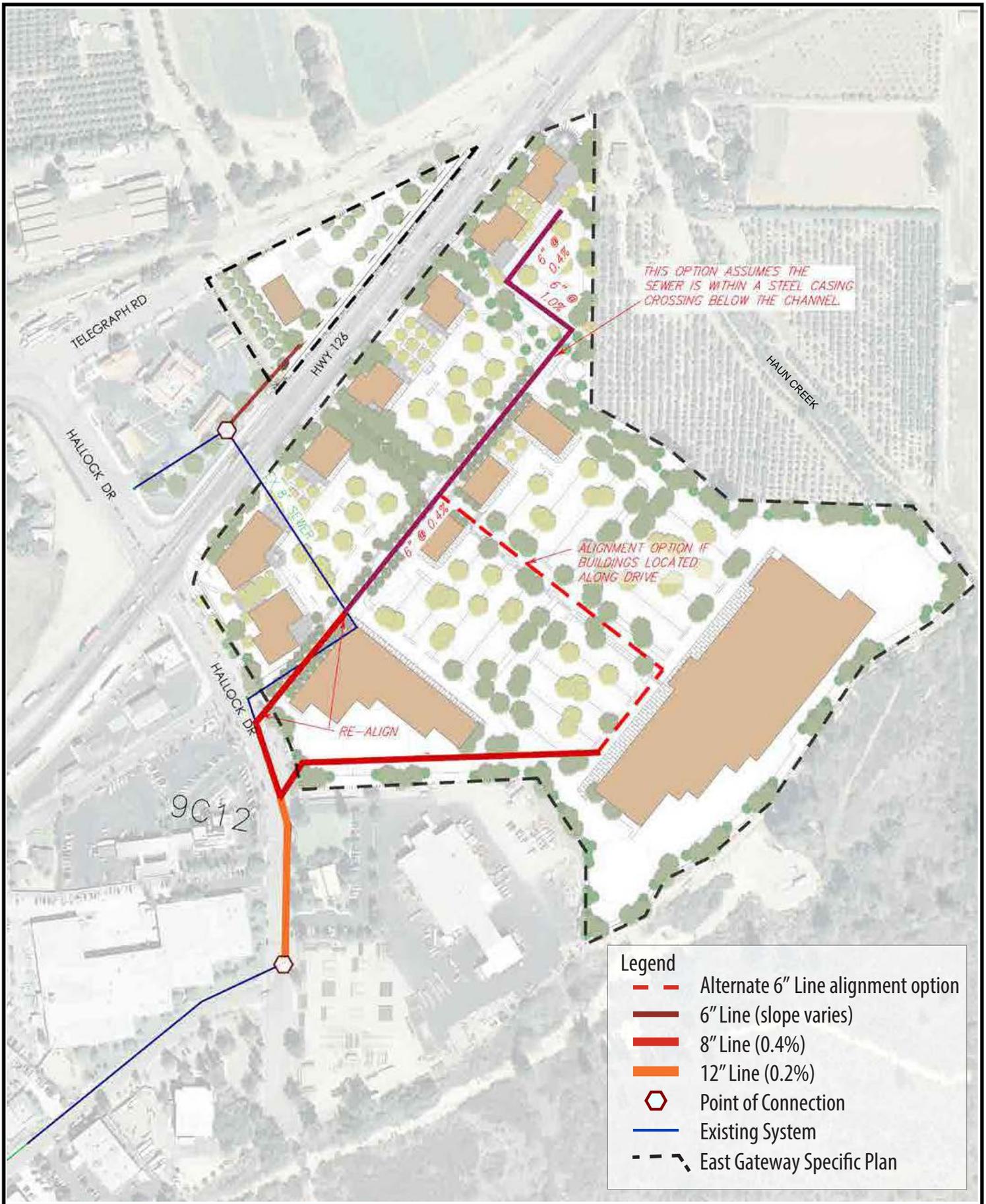
Schools

The East Gateway Specific Plan is intended for commercial and business uses, and therefore would not generate additional students, which are served by the Santa Paula Unified School District. The East Area 1 Project, however, includes school sites for primary, secondary, and postsecondary educational facilities.

Fire Protection

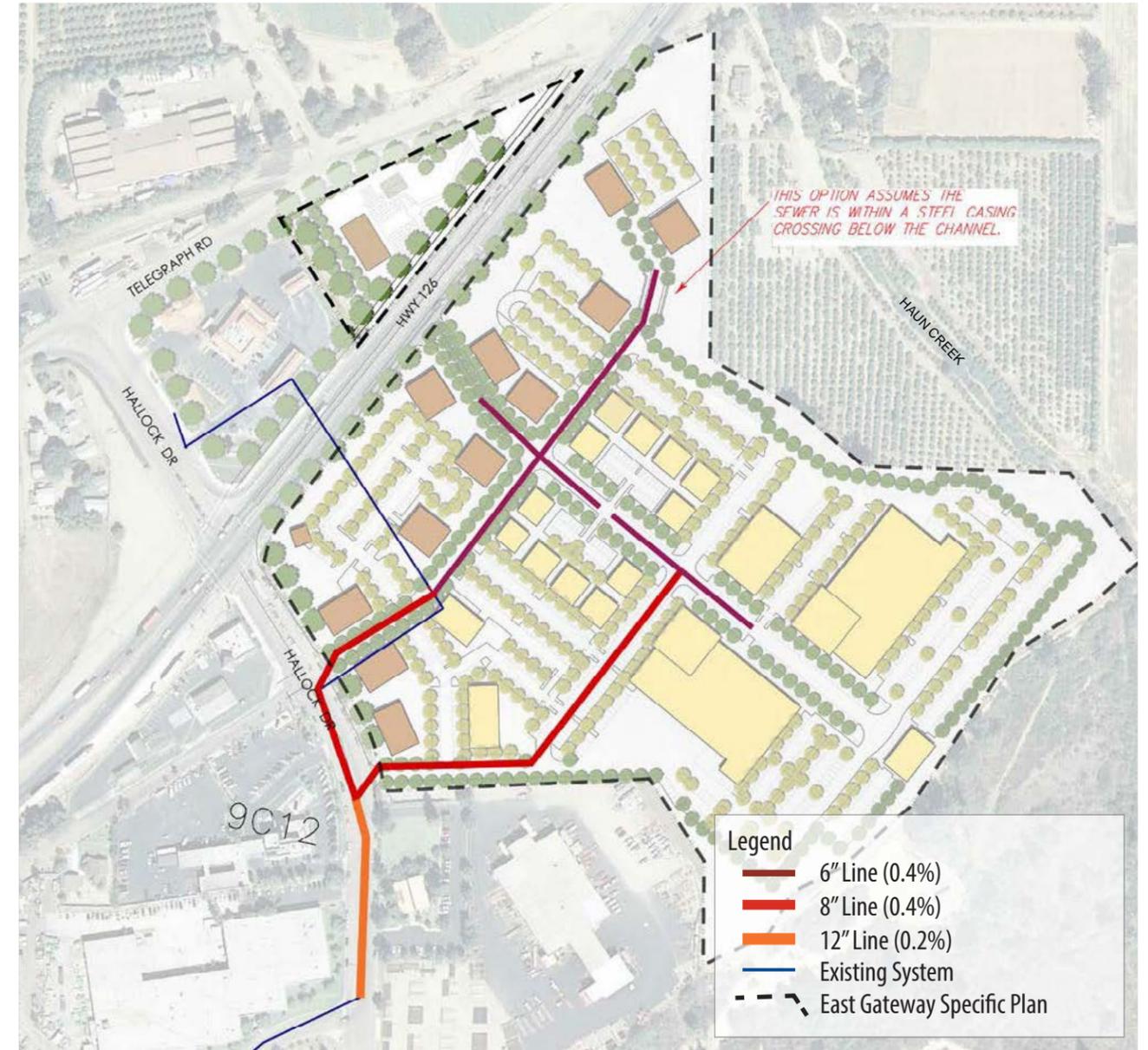
Fire protection services for the East Gateway Specific Plan area would be provided by the Santa Paula Fire Department (SPFD). The SPFD provides the City with fire prevention, rescue, basic emergency medical services, hazardous materials mitigation and disaster planning coordination. The SPFD also provides emergency response into districts outside the City limits, pursuant to its automatic and mutual aid agreements with the Ventura County Fire Department.

The City's goal is to keep the Fire Department's response time to five minutes or less. The closest fire station to the Specific Plan area is Fire Station No. 81, with an average fire suppression response time of approximately 4-5 minutes. A fire station site is required within the East Area 1 Project, adjacent to the north side of SR 126. In addition, the Developer is subject to the City's Fire Suppression Facilities Fee.



SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-22



SOURCE: Sargent Town Planning, East Gateway Specific Plan, July 2011

FIGURE 2.0-23

Police Services

The East Gateway Specific Plan area would be served by the Santa Paula Police Department (SPPD), which currently operates out of a 4,728 square foot (SF) facility on 10th Street and the 650 SF Las Piedras Park Community Policing Building. A two-acre parcel for Police and Fire Department usage would be reserved within the East Area 1 Project.

Solid Waste

Solid waste pickup, recycling and disposal services would be provided by the City of Santa Paula via a franchise with Crown Disposal. The City also participates in a curbside recycling program, which includes the recycling of glass (food and beverage containers), metal (e.g. aluminum cans) and plastic. The City provides curbside pickup of paper, cardboard, and yard trimmings, as well as community drop-off events for residents to dispose of large items, household hazardous waste, and motor oil and filters.

The East Gateway Specific Plan includes policies that support recycling to reduce the amount of solid waste sent to the landfill. Waste carts for household trash, recycling, and green waste would be provided.

Public Utilities

Electricity

Electricity in Santa Paula is supplied by Southern California Edison Company (SCE). High voltage (66 kilovolt [kV]) transmission lines exist crossing Ojai Road (SR 150), along a portion of 12th Street south of Orchard Street, and along the south side of the railroad tracks, east of 12th Street. A SCE substation (the "Wakefield Substation") is located south of the railroad tracks at the intersection of 12th Street and the railroad tracks. SCE would service and maintain the East Gateway Specific Plan area's electrical facilities. New local serving electrical lines would be placed underground, with conduits in full encasement. The East Gateway Specific Plan includes energy conservation-related design standards to reduce electric energy consumption.

Gas

The Southern California Gas Company (SoCal Gas) provides natural gas in Santa Paula. SoCal Gas serves much of Southern California with a network of transmission and distribution lines. An existing 12-inch high-pressure supply line runs east-west in Telegraph Avenue (SR 126), and there is existing gas service on South Hallock Drive and Lemonwood Ave. These in turn branch into a network of smaller gas mains in all of the streets. Service connections would be provided and maintained throughout the Specific Plan area as needed.

Telephone

Verizon provides telephone service and maintenance to the area and would serve the East Gateway Specific Plan area. Telephone facilities would be located underground within the streets' rights-of-way. No overhead telephone facilities would be permitted.

Cable

Cable television is provided in the area by Time Warner; it would serve the East Gateway Specific Plan area. Cable television facilities would be located underground within public rights-of-way.

2.5 REQUIRED PERMITS AND APPROVALS

2.5.1 Lead Agency Approvals

The City of Santa Paula, as Lead Agency, will require the following approvals, permits, and actions to implement the proposed East Gateway Project:

- Amend the Santa Paula General Plan Land Use Element to apply the land use designations shown in **Figure 2.0-9** to the annexation area; revise the boundary of the East Area 2 Planning Area to follow existing property boundary of APN 107-0-043-065, the parcel in the unincorporated area included in the Santa Paula East Gateway Specific Plan area; and correct the location of the City Urban Restriction Boundary (CURB) on the Land Use Map to follow the voter approved alignment on Haun Creek;
- Pre-zone the East Gateway Project area to apply the zoning designations shown in **Figure 2.0-10**;
- Adopt the proposed East Gateway Specific Plan (SP 4) area by ordinance;
- Adopt a development agreement to implement the East Gateway Specific Plan; and
- Apply to the Ventura County LAFCO for jurisdictional reorganization.

2.5.2 Other Required Permits and Approvals

LAFCo, acting as a Responsible Agency, will consider the following action:

- Reorganization (annexation) of East Area 2 into the City of Santa Paula and detachment of the East Gateway Project area from the Ventura County Fire District, the Ventura County Resource Conservation District and County Service Area 32.

In addition to the City, local, regional, state and federal public agencies that may have the responsibility to carry out or approve aspects of the East Gateway Project are considered Responsible and Trustee agencies under CEQA.⁵ These include:

Federal Agencies

- U.S. Army Corps of Engineers – potential improvements to Santa Paula Creek (if needed).

State Agencies

- California Department of Fish and Game – approval of stream alteration agreements (if needed).
- Caltrans District 7 – improvements to SR 126.

Regional and Local Agencies

- Ventura County Air Pollution Control District – approval of air control emission plans.
- Ventura County Watershed Protection District – approval of stormwater drainage and flood control improvements, and water quality control permits.

⁵ CEQA §§ 21069 and 21070.