

# City of Santa Paula General Plan Land Use Element

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# I. PURPOSE AND AUTHORITY

## A. Role and Purpose of the General Plan

The General Plan is the fundamental policy document of the City of Santa Paula. It defines the framework by which the City's physical and economic resources are to be managed and used in the future. This General Plan's planning horizon is the year 2020. The Santa Paula General Plan Update project has been named Vision 2020, to reflect this. This plan was developed with input from the General Plan Advisory Committee, who came together at six workshops from January to July 1997 to provide direction and input. A total of 31 meetings were held from 1993 to April 1998 regarding the General Plan Update. City decision-makers will use the plan as a blueprint for:

- *Choices about the use of land;*
- *Conservation and development of new housing;*
- *Provision of supporting infrastructure and public and human services;*
- *Protection of environmental resources;*
- *Protection of people and property from natural and man-made hazards;*
- *Allocation of fiscal resources;*
- *Population growth; and*
- *Expansion of City boundaries.*

The General Plan clarifies and articulates the City's intentions with respect to the rights and expectations of the community, including residents, property owners, and businesses. Through the Plan, the City informs these groups of its goals, policies, and standards, thereby communicating expectations of the public and private sectors for meeting community objectives.

## B. State Requirements

California State Law, Government Code Section 65302(a), requires that a Land Use Element be prepared as part of a city's General Plan, as follows:

*A land use element which designates the proposed general distribution and general location and extent of the uses of the land for housing, business, industry, open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty, education, public buildings and grounds, solid and liquid waste disposal facilities, and other categories of public and private uses of land. The land use element shall include a statement of the standard of population density and building intensity recommended for the various districts and other territory covered by the plan. The land use element shall identify areas covered by the plan which are subject to flooding and shall be reviewed annually with respect to those areas.*

In response to this mandate, the Santa Paula General Plan Land Use Element contains a written description of each allowed land use as well as a map indicating the location and extent of each type of land use. Population density and building intensity for each land use type is defined. Specific information on mineral resources and flooding that are of concern to Santa Paula is included. Finally, policy statements and implementation measures that carry out identified goals are also presented.

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## II. EXISTING CONDITIONS AND COMMUNITY ISSUES

### A. Community Character

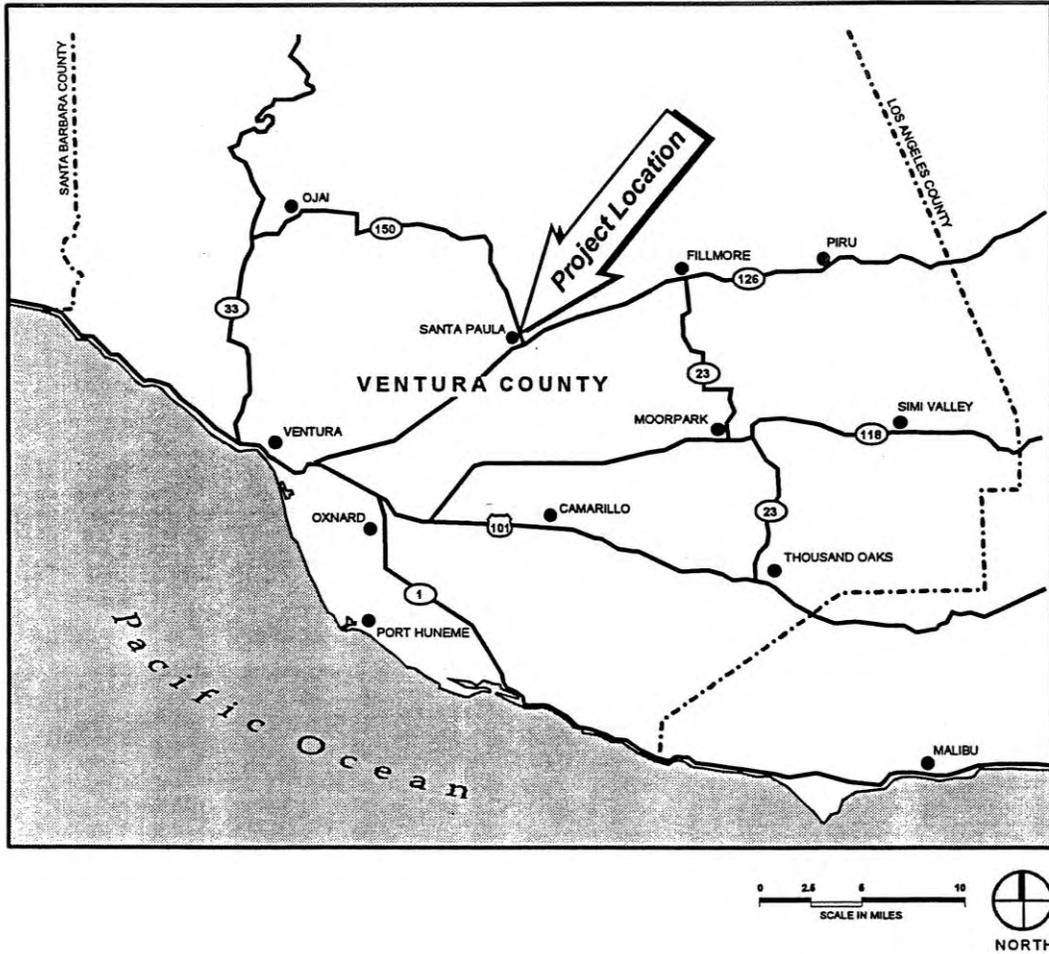
**Overview.** The City of Santa Paula is located 65 miles northwest of Los Angeles and 14 miles east of Ventura. It is the geographical center of Ventura County and is situated in the rich agricultural Santa Clara Valley. The City is surrounded by rolling hills and rugged mountain peaks, in addition to orange, lemon, and avocado groves. Santa Paula is referred to as the “Citrus Capital of the World.” It is a major distribution point for citrus fruits in the United States. The region is noted for major avocado producing and processing. Figure LU-1 shows the regional location of Santa Paula.

In 1997, the population of Santa Paula is approximately 26,500, inhabiting 4.5 square miles within the City limits. Santa Paula prides itself in being a bicultural community where citizens work together for the betterment of the City. Approximately 59% of the people have Hispanic origins. The community was part of a Spanish land grant to Rancho Santa Paula and Saticoy in 1840. In the 1860's, it was subdivided into small farms. Some of these farms were further subdivided as the town began to take shape. After important oil discoveries in the late 19<sup>th</sup> Century, the Union Oil Company was founded in Santa Paula in 1890. This industry, along with agriculture, became the economic mainstay of the community. The City was incorporated in 1902. Today, Santa Paula is still noted as a center for Ventura County's agricultural industry. Limoneira is the County's largest and oldest agricultural business, and is based in Santa Paula's planning area. Although the oil industry has diminished in size and importance, tourism and film production have grown. Santa Paula's picturesque streets and scenic setting in the Santa Clara River Valley have made it a favorite location for entertainment industry filming.

**Small Town Charm.** Santa Paula has developed physically in a traditional style, with a grid-pattern street system, prominent buildings of architectural interest, an identifiable downtown, and tightly-knit surrounding residential neighborhoods. The community maintains a small town image, ideal climate, and reasonably-priced housing, all of which make it a desirable place to live. It has a dense development pattern compared to more sprawling suburban cities. Most buildings are 1-2 stories tall with a small number of 3-story buildings. Many old oak trees in town have been preserved, especially in the northeastern part of the City. The City has an ordinance to protect native oaks, sycamores and other trees of historic or cultural significance. These characteristics define the “urban form,” which is the physical and aesthetic characteristic of the city.

Santa Paula is a relatively compact town. Policies to promote infill have been successful in minimizing sprawl, and are to be continued. Higher densities are allowed in certain areas and mixed-use should be encouraged (such as allowing new residences above shops). This land use pattern will help preserve the agricultural land surrounding the city. In higher density zones, smaller lots are allowed since this follows the historic development pattern and provides lower land costs for development, thereby encouraging affordable housing.

The Land Use Element supports Santa Paula in preserving the urban form of a small town. Santa Paula is beautiful, it functions well, and it can serve to attract both tourists and industry.



Regional Location

Figure LU-1

The community has expressed a desire that older architectural styles of buildings in the downtown be preserved as the city develops. New commercial areas should be designed with a small-town image. Specific goals and policies that address urban form are included in this Land Use Element.

**Natural Features.** Santa Paula is nestled between the foothills of the Santa Paula Mountains and the Santa Clara River. Citrus and avocado orchards and fields of row crops border the City. Creeks and barrancas slice through the urban lands. Views of these resources are available from many locations throughout the city and they should be maintained. It is a goal of this Plan to enhance these natural features for the enjoyment of future generations.

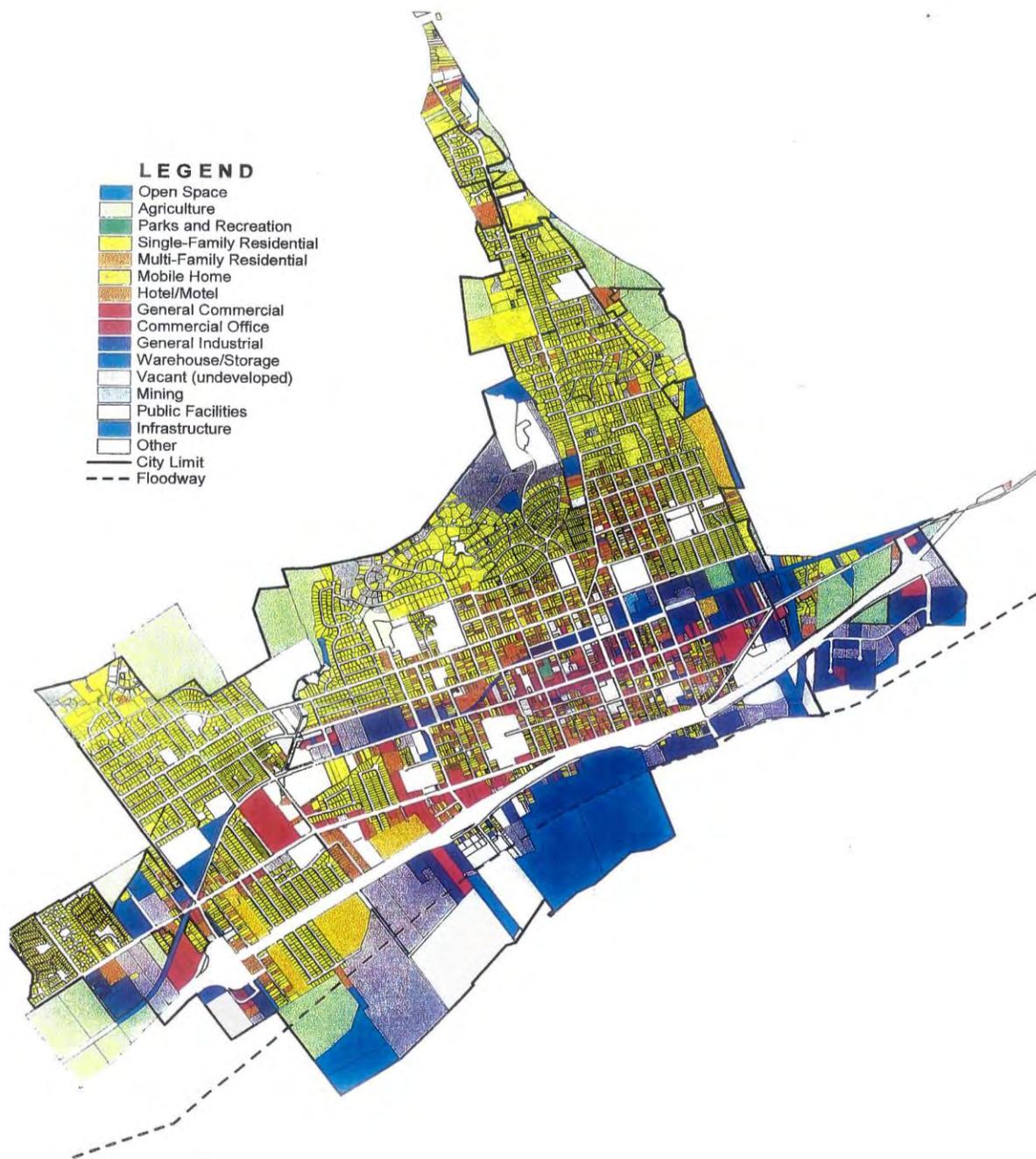
**Historic Preservation.** Santa Paula is one of the oldest cities in the county. A large percentage of the buildings in town are more than 50 years old. There are a large number of national, state and locally-designated historic structures in town, as well as a historic residential district centered on the 600-900 block of Santa Paula Street. Certain districts of town, as well as individual buildings, have been identified as having historic significance, and the community has expressed sentiment that these resources should be preserved. The Land Use Element incorporates policies and strategies to promote the preservation of Santa Paula's past.

**Land Use Incompatibilities.** There are some land use incompatibilities in Santa Paula. Residences and other structures are located in areas near the airport. The Ventura County Airport Land Use Plan specifies that these areas should be devoid of structures due to the risk of accidents. Other concerns involve land uses near the railroad right-of-way bisecting the City that may result in the exposure of people to noise and safety hazards. Finally, the City has received numerous complaints from residents of the Hillview Estates community about the noise generated by the Calavo plant to the east and by noise from trucks parked nearby. The Land Use Element addresses the issue of incompatible uses with new policies and implementing strategies.

## **B. Existing Land Uses, Population, and Development Potential**

**Existing Land Uses.** The existing distribution of land uses in the City reflects over 100 years of building, much of which was developed before the advent of zoning controls. This circumstance has led to the charm of the physical town as it appears today. On the other hand, it has also led to some incompatible land uses near each other. There are also areas where the actual land use and the General Plan land use designations are significantly different. This planning process and the follow-up zoning studies address these inconsistencies.

In Santa Paula, the basic land uses that are needed to maintain the community are all located within a compact, 4.5 square-mile area. This compact area, plus the grid-pattern street system and mixed residential and commercial development, encourage walking and bicycling and generally lend a human-scale to the community. Figure LU-2 illustrates the location and extent of existing land uses in Santa Paula. The outward expansion of the City of Santa Paula has been gradual but continuous since the community's founding. The growth has been slow and steady, and the City has not experienced the booms that have propelled the populations of the larger cities past that of Santa Paula. Santa Paula's growth has mostly been internally generated and supported by local agriculture and the oil industry. The direction of growth has been controlled by the geography of the area. Hills to the north, Santa Paula Creek to the east, and the Santa Clara River to the south have directed most of the growth to the west onto former agricultural lands.



Note: Land use designations are taken from the GIS database developed for the 1994 Baseline Conditions Assessment Report, which employs 1994 parcel data from the Ventura County Assessor.

Existing Land Use Pattern

Figure LU-2

Residential development is the single largest land use, encompassing over 37% of City lands (Fugro West, 1994). Of the residential development, 80% is single-family homes. Commercial development comprises less than 5% of the City’s area and industrial uses comprise about 6%. Table LU-1 identifies the land use distribution within the City limits.

**Table LU-1. Distribution of Land Use**

Land Use	Acreage	Number of Parcels	Percentage of Area
<b>Residential</b>			
Single-Family Residential	809	4,041 (5,632 du) <sup>a</sup>	27.8
Multi-Family Residential	165	700 (1,969 du)	5.7
Mobil Home	97	344(824 du)	3.3
Subtotal Residential:	1,071	5,085	36.8
<b>Commercial</b>			
General Commercial	110	220	3.7
Commercial Office	20	63	0.7
Hotels/Motels	5	6	0.2
Subtotal Commercial:	135	289	4.6
<b>Industrial</b>			
General Industrial	132	127	4.6
Warehouse/Storage	29	12	1.0
Subtotal Industrial:	161	139	5.6
<b>Vacant</b>	272	286	9.4
<b>Parks and Recreation</b> (public & private)	36	13	1.2
<b>Agriculture</b>	105	10	3.6
<b>Mining</b>	2	1	0.1
<b>Public Facilities</b>	273	138	9.4
<b>Open Space</b>	141	16	4.9
<b>Infrastructure (privately-owned)</b>	102	87	3.5
<b>Other</b>	609	77	20.9
Total:	<b>2,908</b>	<b>6,142</b>	<b>100.00</b>

Source: General Plan Update Baseline Conditions Assessment, November 1994.  
<sup>a</sup> Dwelling Units (du) obtained from Department of Finance, 1994.

As the table illustrates, little vacant land is left within the city limits, and what is available for development is constrained by various environmental factors. Along the north edge of the city, and into Santa Paula Canyon, a number of hillside parcels remain that are suitable only for higher-cost single-family housing. West of town, mostly south of Telegraph Road, are a number of parcels designated and zoned for industry, but the flood threat from Adams Barranca and the cost of providing engineered flood control inhibits further development. A number of vacant parcels exist between the freeway and the Santa Clara River. Again, development is difficult due to the cost of building infrastructure to safeguard against flood threats. Finally, there is some vacant land between the railroad tracks and the freeway, east of Santa Paula Creek. Flood threats hinder major development in this area. In town, a few sites are available in and near the Santa Paula Shopping Center -- one large parcel near the Santa Paula Shopping Center -- one large parcel near the Weyerhaeuser plant on Santa Barbara Street and a few other scattered properties. The City of Santa Paula has been repeatedly advised by prospective industries that the lack of contiguous vacant parcels is an impediment to locating businesses within the City. In general, few vacant sites are available for all land use categories.

Santa Paula has now built-out the majority of vacant land within the city limits except for the difficult or constrained lands. This is due primarily to long-standing policies to encourage infill development within the City before considering major outward expansion. Vacant land is different than “open space.” Vacant land refers to undeveloped areas slated for more intensive use under the General Plan. Open space refers to lands that are planned to remain undeveloped. The amount of existing vacant land within the City is estimated to be 285 acres; however, 81 of these acres are within the flood zone of the Santa Clara River (Rincon, 1997; County Assessor, 1994). Therefore, only 204 acres of existing vacant land within the City are potentially developable. Table LU-2 indicates the amount of vacant land in each land use category and the resulting build-out potential.

**Table LU-2. Existing Build-Out Potential on Vacant City Lands**

<b>Vacant Land (Acres)</b>	<b>Land Use/Density</b>	<b>Build-Out</b>
50	Single Family Residential - 5 DU/Acre	153 Dwelling Units
33	Multi-Family Residential -15 DU/Acre	54 Dwelling Units
15	Commercial - FAR 0.35	228,690 sq. ft.
106	Industrial - FAR 0.25	1,154,340 sq. ft.

*Build-out potential is taken from calculations in the Final Long-Range Land Use Absorption Study, 1994 to 2020, Hausrath Economic Group, January 1997 and from the City of Santa Paula Planning Department estimates.*

**Growth Management.** The City’s Growth Management Ordinance was adopted in 1985 and provides for build-out of 124 residential units each year. For the next 23 years, the planning period of the General Plan Update, the total number of units that would be allowed under the current growth management principles would be 2,852 units as of 1997. There is also currently an accumulation of 944 units (City of Santa Paula, Staff Report to the City Council, April 1997) that have not been used in the past years. This brings a grand total of 3,796 units that would be allowed (as of 1997) by the year 2020 in accordance with the Growth Management Ordinance.

**Population.** The issue of population growth and how to accommodate that growth is a key issue in planning for the future of the City. It affects all other issues in one way or another, especially social and economic concerns. Although there is no state mandate relating to population growth, the City is required to make adequate provision for the existing and projected housing needs for all economic segments of the community. This Land Use Element addresses the question of where growth should occur and how it should be regulated.

The current General Plan assumes a 1.5% population growth rate. Since the 1980 census, growth has averaged about 1.4% per year. The Growth Management Ordinance limits residential growth to approximately 124 dwelling units per year. Overcrowding is experienced within the City and indicates that although the City can attempt to control development, there is no effective way to control population.

The 1990 census showed a population figure of 25,062 for Santa Paula. This population was comprised of 12,773 (49%) males and 13,289 (51%) females. Santa Paula’s census figures show the following make-up of the City’s population:

White	59.3%	Immigration Population:	
Black	0.2%	Foreign Born	24.8%
American Indian	0.9%	Naturalized	4.1%

Asian/Pacific Islander	1.4%	Non-Citizen	<u>20.7%</u>
Other	<u>38.2%</u>		49.6%
	100.0%		
Hispanic*	58.7%		

\*Hispanic is not a race. People of Hispanic origin may also have been reported as white, black, American Indian, Asian or other race.

In 1997, the State of California estimates Santa Paula’s population to be 26,500. Over the next 23 years approximately 3,796 dwelling units could be built according to the Growth Management Ordinance. If population growth were to be controlled exclusively by growth management, the new residential development could result in a population increase of 11,388. Full buildout of the Plan would result in a similar population increase, with the addition of 3,807 dwelling units and 11,420 persons. Added to today’s population of 26,500 this could result in a population of approximately 37,920 by the year 2020. This is similar to an independent estimate of 38,300 projected by a 1997 study (Hausrath Economic Group, Final Long Range Land Use Absorption Study). In addition to the above numbers, there are a range of future population projections for Santa Paula. Population forecasts by several different sources are provided in Table LU-3 below.

**Table LU-3. Population and Future Population Estimates**

	1990	1997	2000	2010	2020
CENSUS	25,062		-	-	--
DOF		26,500	-	-	--
VCOG	--	--	29,700	34,200	--
Hausrath	--	--	27,026	30,976	38,323

*United States Department of the Census; California Department of Finance (DOF), 1997; Ventura Council of Government (VCOG), 1997; Hausrath Economics Group, Final Long-Range Land Use Absorption Study, 1997*

### C. Economic Development

The City’s economic health and well-being has been identified as a central goal of the General Plan. A major reason the City has undertaken this General Plan Update is to address issues affecting the City’s economic health and in order to provide land for development. A strong economy is essential to Santa Paula’s future. Diverse businesses are needed to provide goods and services to residents and other businesses so that retail spending does not “leak” from the City. Retail activity is one of the most important revenue sources for local governments because it generates sales tax. A robust retail sector provides more revenue for public services and facilities. Also, economic development creates jobs and incomes for residents. This is particularly important in Santa Paula, where many residents presently earn incomes significantly below the regional median.

Several issues currently face Santa Paula’s economy. The first is the income of the City’s residents. Many of Santa Paula’s residents are employed in agriculture and retail industries. These sectors tend to be lower paying than services and manufacturing. According to the 1990 U.S. Census, median family income is \$35,788, ranking last within the County, as shown in Table LU-4.

**Table LU-4. Ventura County Median Household Income, 1990**

<b>Jurisdiction</b>	<b>Median Family Income</b>
Thousand Oaks	\$62,641
Moorpark	\$62,131
Simi Valley	\$56,756
Camarillo	\$53,295
<i>Ventura County</i>	<i>\$50,091</i>
Ventura	\$46,361
Ojai	\$41,545
<i>California</i>	<i>\$40,559</i>
Oxnard	\$38,700
Fillmore	\$36,204
Port Hueneme	\$36,112
<b>Santa Paula</b>	<b>\$35,788</b>
United States	\$35,225

*Source: U.S. Census, 1990*

Another economic issue is employment opportunities. Approximately 1/3 of the employed persons living in Santa Paula work in the City. Over 7,000 residents commute to another place to work. This pattern contributes to the sales tax leakage problem. Due to the lack of diversity of goods and non-competitive prices offered by Santa Paula retailers compared to others within the Ventura Market Area, many Santa Paula residents shop outside the community. This means a loss of sales tax revenue to the City and less funding for the public services.

Much of the City’s housing stock has a low property tax assessed value due to its condition or as a result of the Proposition 13 limitations on assessments. This limits the property tax revenues received by the City’s primary land use type.

The City of Santa Paula is relatively compact. There are very few undeveloped areas within the City. The City’s Sphere of Influence, which was adopted in 1978 and represents the probable ultimate boundaries of the City, accommodates very little additional land area and cannot accommodate the housing needs of the population projections. Therefore, the community has identified the need to expand the 1978 Sphere of Influence boundary to allow for the City’s expansion further into its Area of Interest.

The Land Use Element can assist the City’s economy by addressing the supply and type of developable land. The land use supply, combined with other strategies, can assist in addressing the lack of vacant/developable land, provision of land use designations of a size and location that can assist in attracting job-generating development and retail uses that could address sales tax leakage. New uses would also lead to reassessed property valuations, in providing increased property tax revenue. The following issues are addressed in this Element:

- *Reduce the amount of retail sales leakage by introducing competitive goods and services into the City that residents are now purchasing out of town.*
- *Encourage tourist attractions as a means of importing money to provide increased retail sales, employment opportunities and fiscal benefits.*
- *Increase household purchasing power by attracting more local jobs and higher paying jobs.*
- *Increase the City's inventory of land available to provide for development of additional commercial and industrial sites.*
- *Increase the City's inventory of land available for all economic segments of the population: including very low-, low-, moderate-, and high-income housing to help fund the services needed by the present citizens of Santa Paula and meet our projected housing needs.*
- *Provide land to accommodate housing opportunities as specified by the Regional Housing Needs Assessment.*

In 1997, the City commissioned a study by Hausrath and Associates to determine the City's potential to capture future development. The Hausrath Land Absorption Study states that:

*"Should the City seek higher levels of growth, the strength of projected job growth within the Ventura Market Area indicates the potential for the City to seek redistribution of some of those jobs to its jurisdiction with an aggressive and effective economic development strategy. The City may become more successful than projected in attracting new businesses to the Ventura Market Area that would not have otherwise located in the area."*

Based on this theory, the Land Use Element presents aggressive commercial and industrial development plans based on amending the Sphere of Influence and annexing new lands. The Land Use Element also contains policies for Santa Paula to work ambitiously to capture more of the area's demand for these land uses. If successful, the strategy could lead to development that would result in increased employment opportunities and the development and private or assisted redevelopment of vacant and underdeveloped lands, which would increase the land value and tax base. In the growth scenario projected in the Land Use Element, the City will need to capture 26% more of the Ventura Market Area demand for industrial uses than would be expected (five times more than is projected in the Hausrath study), and 3% more than the projected commercial space (nearly double that projected in the Hausrath study).

In the residential category, the 1997 Hausrath Land Absorption Study indicated that Santa Paula can plan for as much residential growth as it may desire to achieve its goals and policies. Therefore, the Land Use Element recommends large land additions through Sphere of Influence amendments. This is to provide a mix of new housing types, with an emphasis on higher-cost housing that would be an alternative to the existing housing stock and would provide a net positive fiscal contributor to the City. Santa Paula is a desirable place to live with its small town character, ideal climate, and reasonably priced housing. The Land Use Element capitalizes on these assets and provides for aggressive residential growth.

#### **D. Infrastructure/Public Service Issues**

**Water Supply.** In 1996, the City completed the purchase of the water company that serves most City residents. The City's water comes from the Santa Paula ground water basin, an adjudicated basin. Water is pumped from wells to treatment facilities and then to tanks on the hillside. Gravity flow feeds the City mains. Current water delivery capacity is considered

sufficient to meet the City's current needs. However, additional capacity will be needed in the form of additional wells, treatment facilities, and new tanks to support growth in the expansion and planning areas. Although no short-term supply shortages are anticipated, significant long-term issues may arise if the basin is over-drafted.

**Waste Water Treatment Capacity.** Santa Paula owns and operates over 50 miles of sewer lines and the City constructed a new Water Recycling Facility (WRF) for the treatment of sewage generated by the City. The new WRF began operations in May of 2010. The new facility has a normal operating capacity of 3.15 MGD with a final build-out capacity of 4.2 MGD, and a peak operating capacity of 7.0 MGD. This plant has the capacity to serve the population allowed by the General Plan. The new WRF is a Membrane Bio-Reactor (MBR) and reduces energy costs by more than 35%. The facility has a footprint of only 1.5 acres, and is completely enclosed for maximum odor and noise control. The sewer lines are generally in good condition. Sewer repair and rehabilitation is an ongoing process, as sewers will continue to deteriorate and fail over time. The City has been vigilant in their efforts to maintain the system. In continuing the effort, the 2011 Sanitary Sewer Management Program was adopted, which contains system procedures for daily maintenance activities. Review of videotapes has made it apparent that the central or older portion of the City has more problem areas than other areas within the collection system. The City's two lift stations were inspected and both lift stations are in the process of being upgraded.

**Solid Waste Facility.** The City provides refuse collection and disposal through direct service and through contracts with private haulers. About 10,000 tons of refuse are collected annually by the City and an additional 10,000 tons are collected by private haulers. The refuse is disposed of at the Chiquita Canyon Landfill, located along State Route 126 (SR 126) in Los Angeles County. The Toland Landfill, which lies between Santa Paula and Fillmore, has the capacity to handle City demand for between 20 and 30 years. As of May 1997, the City was not using the Toland facility. However, it is available for City use during the planning period.

**Areas Subject to Flooding.** Santa Paula has historically been susceptible to flood hazards because of the City is located at the confluence of two uncontrolled waterways, Santa Paula Creek and the Santa Clara River. Approximately half of the City is located in the 100-year floodplain of Santa Paula Creek. This floodplain will be reduced in size with the completion of improvements to Santa Paula Creek. Several floods have occurred along these waterways in the past.

The Santa Paula Creek Flood Control Project was constructed by the US Army Corps of Engineers (USACE), Los Angeles District, in Santa Paula Creek between the confluence with the Santa Clara River and Stewart's Crossing. Construction occurred in three phases between 1997 and 2002. This Project was designed by the USACE to provide flood protection from a 28,000 cubic feet per second (cfs) design year storm. After these improvements were constructed, subsequent hydrology studies completed by Ventura County Watershed Protection District and the USACE determined the 100-year storm would result in 39,400 cfs in Santa Paula Creek, which would result in flooding in the southern portion of the City as the Santa Paula Creek Flood Control Project provides flood control protection for East Area 1 and most of the City located north of Santa Paula Street. The City is coordinating with the Watershed Protection District and the USACE to identify additional improvements to provide protection from flooding from Santa Paula Creek.

Other areas are in the flood plains of Fagan Barranca, Adams Barranca, and the Santa Clara River. The areas subject to flooding are illustrated in the Safety Element (Figure S-4). The portions of town that are already developed or partially developed in the floodplain are not prohibited from further growth, because the City has an ordinance regulating building in the flood areas. It requires that various flood protection measures be taken. The most significant is the requirement to build structures at elevations above the flood level. In most cases, this is just a foot or two above ground elevation.

A flood-related topic is that of flooding from a dam failure. Santa Paula suffered one of the greatest manmade disasters in the nation's history when the Saint Francis Dam failed in 1928, sending a wall of water through town. Today, four dams are upstream of Santa Paula. Should one of the large dams fail suddenly, the City would have less than two hours warning, in which time 2/3 to 3/4 of the population would need to be evacuated. The high water mark would extend up Santa Paula Canyon into the Oaks area. It would then pass around the base of the hill above the intersection of Tenth Street and Virginia Terrace and extend westward, passing through the high school campus. However the likelihood of such a failure is extremely low. The Land Use Element addresses flooding as follows:

- *Requiring reasonable flood protection measures in all new land development projects.*
- *Outlining programs to reduce the flood threat from Santa Paula Creek, Fagan Barranca, and Adams Barranca.*
- *Restricting development adjacent to the Santa Clara River and Santa Paula Creek.*

**Police and Fire Protection.** The City provides police protection to the residents and businesses within the City. Currently the City maintains a force of approximately 29 sworn police officers, 20 reserve officers, nine full-time civilian employees, and eleven part-time civilian employees. While the crime rate in Santa Paula is relatively high compared to other cities in Ventura County, the rates are lower than other areas of the state. Crime rates have risen moderately in the City over the past five years, but remain well below the state-wide average.

Santa Paula currently has an allocated level of service of slightly over one officer per 1,000 residents. The City would like to increase this service level to 1.25 officers per 1,000 residents. Due to funding constraints, fewer officers are authorized and fewer services are provided. Additional General Fund income from sales and property taxes would assist in the providing funds for providing higher levels of police service.

The Santa Paula Fire Department provides fire protection and emergency medical response to the City from two stations, one located at 114 South 10<sup>th</sup> Street near City Hall and the other near the corner of Steckel Drive and Main Street. The Department has a full-time Fire Chief and Assistant Fire Chief/Fire Prevention Officer, and six full-time firefighters. There are 27 part-time/paid call firefighters. On the average, the Department responds to 1,450 calls per year; approximately 70% are medical calls 20% are fires and 10% are miscellaneous. Additional development in areas more distant from the City core may require new fire facilities and full-time personnel.

**Schools.** A majority of the Santa Paula planning area is served by five school districts: Santa Paula Elementary School District, Santa Clara School District, Briggs School District, Mupu School District, and Santa Paula Union High School District. Existing school service levels are as follows:

- *Current enrollment exceeds capacity at the Santa Paula Elementary School District so portable classrooms are used. The District maintains a standard of one classroom per 30 students. This standard has not been exceeded but there is some overcrowding.*
- *The Santa Clara School District's one room elementary school is at capacity but District officials indicate there is room for expansion.*
- *The two schools in the Briggs School District have not reached capacity and overcrowding is not an issue.*
- *The one elementary school in the Mupu District has sufficient space to handle 1997 enrollment. However, the District desires to keep enrollment below 120 students. There is no room for expansion on the school grounds.*
- *The Santa Paula Union High School has a capacity of 1,600 students. It is currently serving 1,386 students. There is little room for expansion on-site.*

The State mandated standard of 20 students per classroom has affected the school districts' abilities to provide adequate facilities to accommodate students. New development allowed under the Land Use Plan will need to address school service issues to ensure that schools have sufficient capacity and that they maintain acceptable student-to-teacher ratios.

## **E. Mineral Resources**

The Santa Paula area contains significant aggregate (sand and gravel) mineral resources. Most of the aggregate produced is extracted from Santa Paula Creek and the Santa Clara River. There are also important petroleum resources in the Santa Paula area, particularly in the hills and mountains surrounding the City. Local petroleum production has declined steadily in recent years as the remaining oil has a very high sulfur content and because there are no refining facilities operating locally. Mining of mineral resources is allowed in the Mineral Overlay Zone.

## **F. The Santa Paula Airport**

The Santa Paula Airport is a privately-held facility which serves primarily recreational aviation users. The airport was constructed in 1930. It is subject to special planning under State Law. The Ventura County Airports Comprehensive Land Use Plan is currently being updated under the direction of the Ventura County Transportation Commission. The City has received special State grants to assist in removing incompatible properties from the Airport's clear zone to enhance safety features. Because of physical constraints related to access and proximity to the Santa Clara River channel, expansion of the airport is somewhat constrained. Noise and safety continue to be an issue for land uses developing in close proximity to the airport. Nevertheless, it remains a source of jobs, tax revenues, and a source of community pride. A number of antique airplanes are displayed in hangars at the airport for public viewing.

## **G. Special Study Areas**

This section of the Land Use Element addresses several City areas that have distinct planning issues, constraints, and opportunities. These areas were identified through a series of public workshops on the General Plan Update. Focused planning studies have addressed some of these areas, as indicated in the text below. This General Plan incorporates these plans by reference and supports them through the General Plan framework.

**The Downtown Design Development Report/Improvement Plan Area.** The Downtown Design Development Report/Improvement Plan was approved in 1996. This plan provides vision and guidelines for revitalization of the central core of Santa Paula. The goals include preservation and enhancement of Santa Paula's historic buildings, uses, and setting. The railroad depot and its role as a receiving location for visitors from tourist rail connection to Fillmore is emphasized. Public streetscape improvements as well as improvements on several private development sites are currently being implemented. Land use changes are recommended for some areas to implement the Downtown Design Development Report/Improvement Plan.

**The Harvard Boulevard Improvement Area.** The Harvard Boulevard planning effort was initiated by the City in 1995. Though on hold as of July 1997, the City intends to reactivate the planning effort. This plan will provide physical planning recommendations for the revitalization of the Harvard Boulevard corridor. Public streetscape improvements will be addressed. Development standards are recommended in this element to promote the improvement of the Harvard Boulevard area.

**The Railroad Corridor.** The rail line that bisects Santa Paula originally traversed the length of the Santa Clara River Valley. The railroad was used for passenger service, shipment of produce and distribution of inbound freight. In 1978, storm damage severed the rail line and service was abandoned on the line east of Piru. Since that time, the Newhall Land and Farming Company has removed the tracks between that point and the mainline connection in the City of Santa Clarita.

In 1995, the Ventura County Transportation Commission (VCTC) purchased the Santa Paula Branch Line and associated holdings of Southern Pacific Transportation Company. Today, there is limited freight activity on the line from Montalvo to Santa Paula. In addition, a tourist train operating out of the City of Fillmore uses the segment between Santa Paula and Fillmore. VCTC has completed a Master Plan for the Santa Paula Branch Line that calls for the restoration of the rail connection to Santa Clarita and initiation of commuter rail service between Ventura and Santa Clarita. In the interim, VCTC is investigating the use of local commuter rail service from Piru to Ventura. Finally, VCTC has begun a recreational trail planning process that will allow agencies along the line, including Santa Paula, to develop multi-purpose trail facilities for the length of the corridor.

In general, the railroad corridor is 100 feet wide, with 50 feet on each side of the center line of the track. This area is smaller on the west side of Santa Paula and approximately 200 feet wide adjacent to Santa Paula Depot.

**The South East Neighborhood.** The residential area southeast of 10<sup>th</sup> Street and Main Street is primarily residential, but is interspersed with light industrial, retail, and institutional uses. The 1978 General Plan called for light industrial uses as the primary designation in this area in an effort to alter the character of the land use pattern to a district for business and commerce. However, this area remains predominately residential, with a mix of densities. In addition, the neighborhood is supported by numerous corner stores, home-based businesses, and other neighborhood-style mixed uses. This General Plan includes policies to enhance and improve the vital mix of uses in the southeast neighborhood.

**City Entrances/Gateways.** To promote visitor and general business access to Santa Paula, the City's entrances need to be defined and enhanced. The important local gateways are the eastern entrance at the Telegraph Road/Harvard Blvd intersection, the western entrance at the

Telegraph/Peck/West Main Street intersection, the northern entrance at the State Route 150 (SR 150)/Santa Paula Street intersection, and the southern entrance at 12th Street and the Santa Clara River. Gateways of regional significance include the highway on/off ramps at Peck, Palm, 10<sup>th</sup> Street and Hallock Drive. Special planning studies for land uses, design standards and monumentation are required for these areas.

## H. Regional Issues

**The Heritage Valley.** The "Heritage Valley" is a concept for a physical connection between Santa Paula, Fillmore, Piru, and Rancho Camulos, with a sub-regional economic development strategy. The Heritage Valley establishes a sequential journey from an urban environment to the rural ranch environment as one travels eastward. This transportation route may one day link the small towns of the Santa Clara River Valley to the coastal City of Ventura and the inland City of Santa Clarita. The Heritage Valley is also a marketing strategy for the towns along the railroad tracks to encourage tourism.

**Ventura County Transportation Commission/Branch Line Master Plan.** In 1995 the VCTC acquired all of Southern Pacific's Santa Paula Branch line properties and right-of-way. The VCTC executed agreements with the cities of Fillmore, Ventura, and Santa Paula as well as the County of Ventura regarding the future operations and management of the rail corridor. Pursuant to these agreements, a Master Plan has been completed. The purpose of the Master Plan is to establish a framework of policies, procedures, and standards that will guide the management and operation of the Santa Paula Branch Line rail corridor. This study examines issues associated with commuter rail, excursion rail, and freight rail. Design standards for rail line development and an associated recreational trail are addressed in this Land Use Element. Input from this Master Plan is addressed in the Land Use Plan, including a policy calling for the depot's preservation and its future use as an operating railroad depot.

**Business Clusters.** In 1995, the County of Ventura prepared the "Business Cluster Analysis" report. This report identified business clusters that are operating and emerging in the County. Business clusters are networks of firms and institutions that produce a set of related goods and services. Usually, these goods and services are exported outside the region or attract money into the region. This flow of revenues is one of the vital components of the regional economy. These business clusters have three key features: they are located in a relatively concentrated geographic area, the constituents of the cluster have mutual interests in technologies and the market they serve, and they involve private/public partnerships.

Emerging and growing clusters were identified in the following areas: agriculture, communications, machinery, biomedical sciences, plastics, environmental tourism, business services, health care, and education/training. A second group of emerging or possible clusters includes: electrical equipment, apparel, paper, sporting goods, cosmetics, and publishing. According to the report, Santa Paula has employment in all the emerging clusters, as well as the potential cluster businesses. The Land Use Plan supports the development and strengthening of clusters with specific policies.

**Area Planning Studies.** Several planning studies are currently being developed or implemented in the Santa Clara River Valley area. These parallel efforts represent an opportunity to exchange ideas, build on themes, development opportunities, and to fill in "gaps" that are identified. Pertinent planning studies include the following:

City of Fillmore Downtown Specific Plan. This plan is designed to retain and strengthen Fillmore's small town character. The railroad and citrus industry heritage, the traditional Central Park, its pedestrian oriented shopping areas, and historic 1920-1930's building styles are the core of the plan.

Lake Piru Recreation Master Plan. The United Water Conservation District, which owns and operates the Lake Piru, is currently updating the Recreation Master Plan for the lake. The ten year plan will address the expansion of overnight recreational vehicle and tent camping opportunities as well as increasing the day use and off-season use of lake facilities.

Piru Enhancement Plan. A plan for the renovation and revitalization of Piru has recently been completed and adopted by the County Board of Supervisors. This plan provides for reconstruction and rehabilitation of the town center as well as new land uses centered around a railroad related and small town theme.

Rancho Camulos Museum Master Plan. Rancho Camulos is located 1.5 miles east of Piru and has seven historical buildings, including an 1850's adobe home. Estimates have been developed that indicate a museum could draw between 20,000 - 60,000 visitors per year, depending on the development and marketing as well as the improvement of other attractions in the area.

### III. GROWTH SCENARIO FOR YEAR 2020

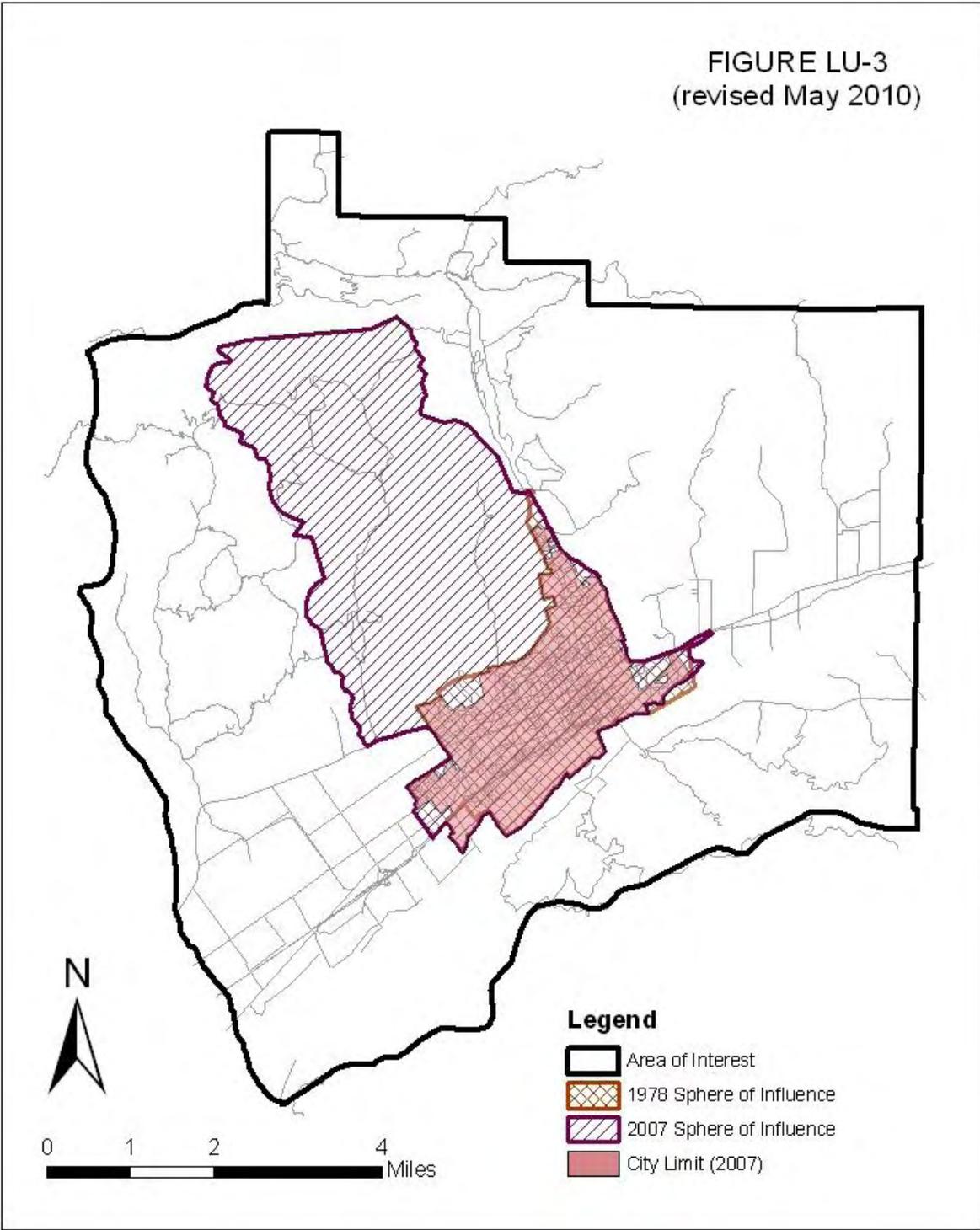
#### A. City Boundaries, Sphere of Influence, Area of Interest and City Urban Restriction Boundary

The City of Santa Paula embarked on an update of the General Plan to address growth and economic issues. Beginning in 1993, city staff and citizens began studying conditions, opportunities, and constraints. Several expansion areas were developed to test and determine the direction Santa Paula should plan to grow for the year 2020. In 1997, these expansion areas were modified and grouped into three land use scenarios. A preferred growth scenario was selected by the City Council, and that scenario forms the basis of this General Plan. That scenario has been modified as a result of a citizens' initiative known as the Save Open-Space and Agricultural Resources (SOAR) Santa Paula City Urban Restriction Boundary Initiative, as subsequently amended by the voters. The CURB, which modifies the preferred buildout scenario to require public involvement is set forth in Figure LU-4a. The Land Use Element of the General Plan in particular, carries out the preferred scenario by calling for expansion outside the existing City limits and recommending several land use and policy changes for the existing City lands.

The Ventura County Guidelines for Orderly Development allow the City to consider expansion into its Area of Interest when developing long-range plans. The Area of Interest is the City's planning area. This area encompasses 74 square miles bounded on the south by the ridgeline of South Mountain and on the north by the ridge line of Sulphur Mountain between Santa Paula and the Upper Ojai area. These ridgelines dominate the viewsheds from the City to the south and north. On the west, the boundary is between Wheeler Canyon and Aliso Canyons. To the east, the boundary is Hall Road near the sycamore tree monument. Figure LU-3 illustrates the Area of Interest boundary. The Land Use Element addresses lands that are closest to the existing urban area of Santa Paula, where the delivery of community services can be carried out efficiently and effectively as envisioned by the guidelines.

The Sphere of Influence that is established by the Ventura Local Agency Formation Commission (LAFCO) designates the probable ultimate urban boundaries for the City for the foreseeable future. If the City intends to expand its corporate boundaries into this area, it must first process annexation applications through LAFCO. The City's 1978 Sphere of Influence is almost contiguous with the City limit line, as illustrated in Figure LU-3. The sphere currently contains about 460 acres.

FIGURE LU-3  
(revised May 2010)



**Santa Paula**  
**Area of Interest and Sphere of Influence**  
**(1978 and as amended 2007)**

**Figure LU-3**

The LAFCO is made up of seven commissioners (two county representatives, two city representatives, two special district representatives and one member from the general public). This commission will review and approve any amendments to the City of Santa Paula's 1978 Sphere of Influence and subsequent land annexations to expand the City's boundaries. Relevant Ventura LAFCO policies for annexations to the City include:

#### General Standards for Annexations to Cities and Districts

- (a) The proposal would eliminate islands, corridors, or other distortion of existing boundaries.
- (b) The affected territory is urban in character or urban development is imminent, requiring municipal or urban-type uses.
- (c) The affected territory can be provided all urban services by the city or district as show by the city's or district's service plans and the proposal would enhance the efficient provision of urban services.
- (d) The proposal is consistent with state law, adopted spheres of influences, applicable general and specific plans, and these policies.
- (e) The proposal is for the annexation of city or district owned property, used or to be used for public purposes.

#### General Boundary Criteria

- (a) Create logical boundaries that coincide with existing and planned service areas and, where possible, eliminate previously existing islands.
- (b) Follow natural and man-made features, such as ridge lines drainage areas, watercourses, and edges of right-of-way, provided they coincide with lines of assessment or ownership, or are described by metes and bounds legal descriptions which can easily be used for mapping lines of assessment or ownership.
- (c) Include adjacent urbanized areas which are receiving or which may require urban services such as public water and/or sewer services.

Refer to the Ventura LAFCO Commissioner's Handbook (adopted October 17, 2007 with updated through September 2012 for additional LAFCO policies.

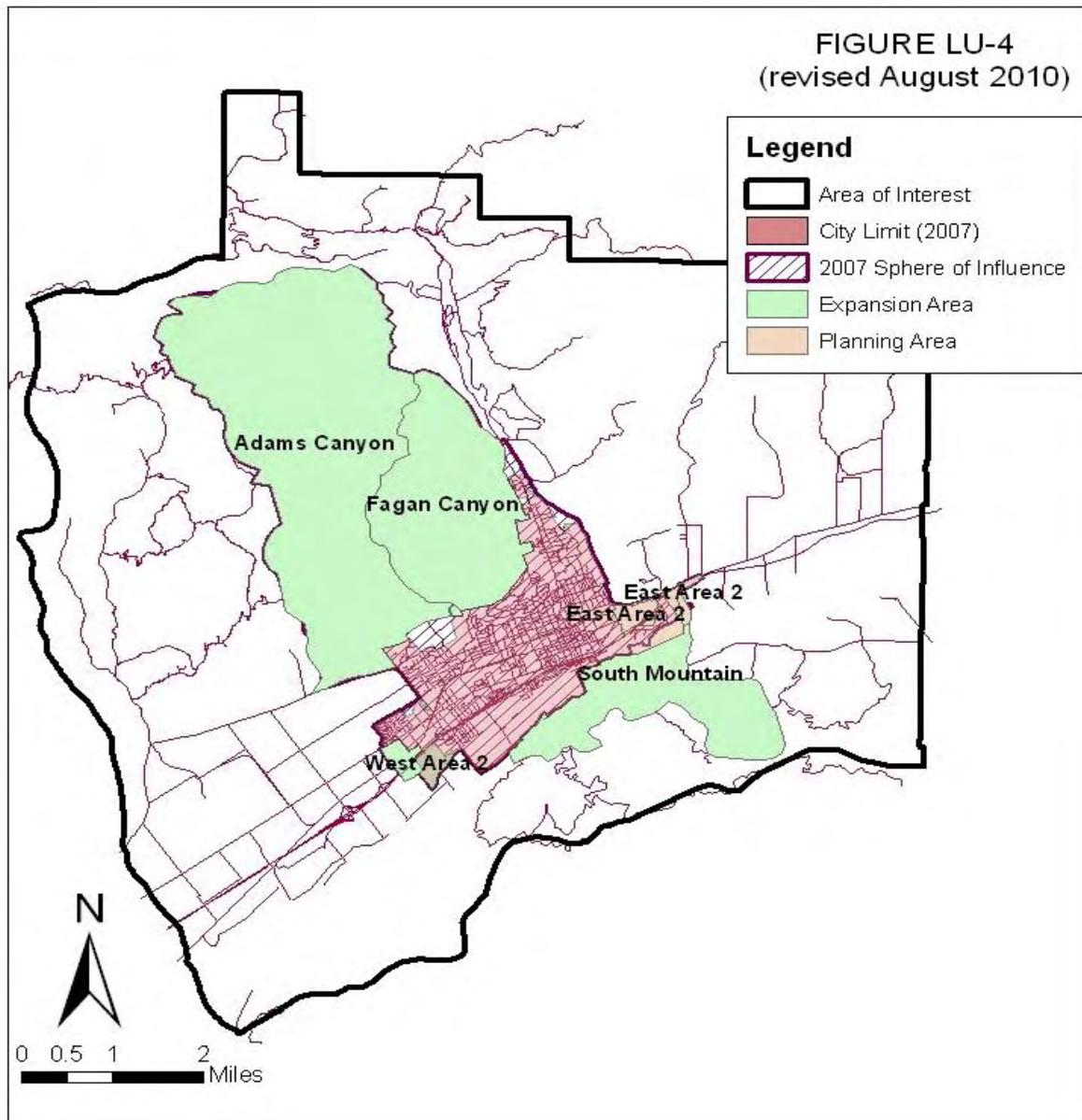
## **B. Expansion and Planning Areas: Sphere of Influence Amendments and Potential Land Uses**

This General Plan envisions an amendment to the City of Santa Paula's 1978 Sphere of Influence to include expansion and planning areas with a variety of land uses. These uses and buildout limits were developed by the City and consultant team with input from the General Plan Advisory Committee in a series of workshops in January, February, and March 1997. The ultimate buildout of residential units will be in accordance with the City's existing Growth Management Ordinance, and subject to the CURB, as amended. As of 1997, the ordinance limits the number of new dwelling units allowed to be built by the year 2020 to 3,796 (includes 2,852 units that would be allowed under current growth management principles and 944 accumulated units that have not been used as of April 1997).

Four expansion areas and one planning area, are illustrated in Figure LU-4. The areas are Adams Canyon, Fagan Canyon, East Area 2, West Area 2, and South Mountain. These are planned for urbanization and development. However, development in the South Mountain expansion area would be limited to open space and recreational uses. All urbanized uses planned outside of the

amended CURB are subject to the SOAR initiative, and may only be developed if the CURB is amended pursuant to Section III.G. of the Land Use Element. In that regard, a 32.5-acre parcel located on the northwest corner of Peck Road and Foothill Road (commonly known as the “32.5 Acre Peck/Foothill Road Parcel”) is included with the CURB pursuant to a vote of the people as provided in Section III G. of the Land Use Element (see Figure LU-4a).

For the expansion areas that will accommodate substantial new urban development, Specific Plans will be required to be developed in accordance with Government Code sections 65450 et. seq. The Specific Plan(s) will reflect the land use buildout and other development policies as described in this General Plan. Details of siting, design, infrastructure, provision of open space, and financing will be established through the Specific Plan(s). In addition, the City will require a market and fiscal analysis to determine the feasibility of the Specific Plan developments that are under consideration at the time of application. Although not required, unless otherwise requested for substantial new development proposals, Specific Plan(s) are encouraged to address comprehensive buildout of the planning areas.



Expansion Area	1998 Additional Area	Area included in 1978 SOI
Adams Canyon*	5,413 acres	0 acres
Fagan Canyon	2,173 acres	0 acres
West Area 2	125 acres	68 acres
South Mountain	1,292 acres	0 acres
Planning Area	1998 Additional Area	Area included in 1978 SOI
East Area 2	26 acres	110 acres

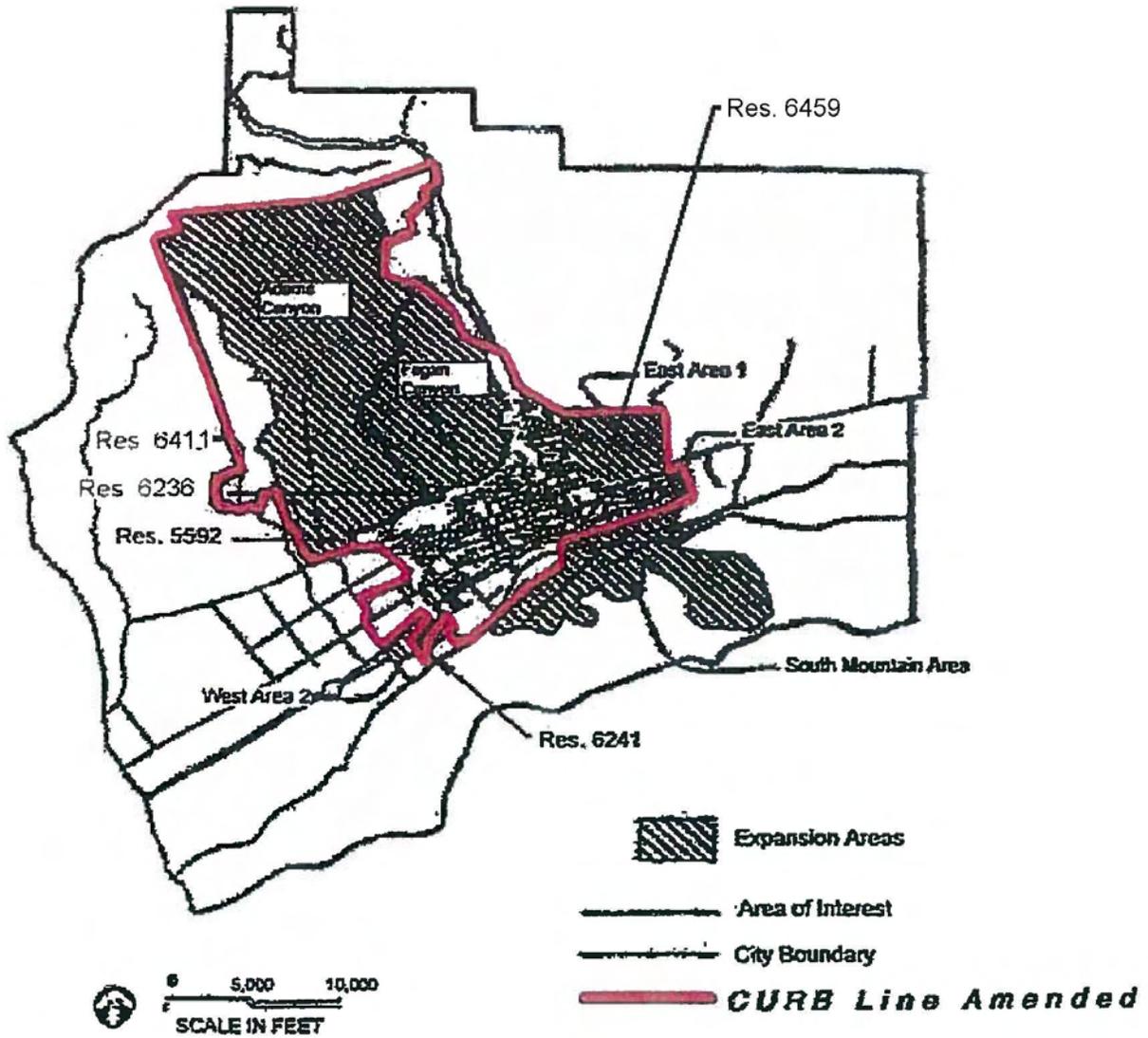
\* The voter approved CURB extends beyond the Adams Canyon expansion area.

**Expansion Areas, Planning Areas and  
Sphere of Influence (as amended 2010)**

**Figure LU-4**

Amended by Resolution No. 6459, adopted February 26, 2008  
 Amended by Resolution No. 6411, adopted May 8, 2007  
 Amended by Resolution No. 6236, adopted December 7, 2005  
 Amended by Resolution No. 6241, adopted October 3, 2005  
 Amended by Resolution No. 5592, adopted June 6, 2003  
 Amended by Resolution No. 5407, adopted December 4, 2000

# AMENDED CURB LINE



City Urban Restriction Boundary  
 (CURB) (as amended 2008)

Figure LU-4a

Annexation of expansion areas would occur on a case-by-case basis after the completion of a corresponding Specific Plan and the market and fiscal evaluation. Annexation of planning areas would occur on a case-by-case basis when sufficient evidence and interest supports the need for annexation, and appropriate planning documents completed as may be requested by the City. Relatively minor areas of annexation that may facilitate the orderly development and extension of the City boundary, such as small island annexations or individual properties or groups of properties that are substantially developed and contiguous to the established City limit, whether within an expansion area or planning area, may be exempt on a case-by-case basis as determined by the City, from the need for a Specific Plan or similar comprehensive planning process. Environmental review in accordance with the California Environmental Quality Act (CEQA) would be required for each annexation action.

The following is a description of the expansion and planning areas:

**Adams Canyon.** Approximately 5,413 acres of land are located northwest of Santa Paula within this canyon. Most of the land is north of a relatively narrow canyon mouth. Some additional hillside land to the east of the canyon mouth overlooks the west end of Santa Paula. Primary access would be taken from Foothill Road, with an orientation to Peck Road and on to SR 126. Segments of Peck Road would require widening. Upper Peck Road and Foothill Road may require widening, depending upon the scope of development. A secondary access road may be required out to SR 150/Ojai Road. Extension of sewer service and other utilities would be required. The impact on agriculture would be relatively low due to the predominantly low-value grazing use of the canyon. The impacts on wildlife could be significant due to the amount of habitat involved, depending upon the extent of the future development proposals. The site is not considered to be within an established greenbelt. Drainage would follow Adams Barranca to the Santa Clara River. Major flood retention facilities would be required within the canyon. With the retention facility, flood threats in the areas west of town adjacent to SR 126 would be reduced, and the water would be used for irrigation and fire protection.

**Fagan Canyon.** Approximately 2,173 acres of land are located directly north of Santa Paula, within this canyon. Primary access would be taken from Santa Paula Street via a widened Cemetery Road. Additional access would be from existing and future hillside roads on either side of the canyon mouth, along with a possible connection east over the hill to SR 150/Ojai Road. Low-density development would have minimal traffic impacts, but higher densities in the canyon could impact Santa Paula Street. Extension of sewer service into the canyon would be moderately difficult due to the lack of a trunk line in the immediate area. Other utilities would be relatively easy to provide. The impact on hillside orchard crop agriculture could be moderate, depending on the areas developed. The impacts on wildlife could be significant depending on the amount of habitat involved. The site is not within an established greenbelt. Drainage would be to the Santa Clara River via Fagan Barranca. Depending on the amount of development, a flood retention facility would be needed. With the installation of on-site improvements, there should be no flood impacts on the City.

**East Area 1.** See Section IV. (J) Land Use Plan Map and Land Use Categories for description of East Area 1 Specific Plan (SP-3). Upon adoption of the East Area 1 Specific Plan, East Area 1 was removed as an expansion area.

**East Area 2.** East Area 2 is a Planning Area, most of which falls within the City's existing Sphere of Influence. This area involves the addition of approximately 26 acres to be added to the City's 1978 Sphere of Influence in the southeast portion of the City. It is located south of the Ventura County Transportation Commission railroad right-of-way and east of the current City limits, surrounding the incorporated Hallock Drive area, but excluding the triangular area north of Hallock Drive. The southern boundary of this planning area is the public levy and bank protection line of the Santa Clara River. Primary access to East Area 2 would be taken from the SR 126. Extension of sewer service to this site would be difficult due to its distant location from the treatment plant and trunk lines. Other utilities, however, would be easier to provide. There could be some impacts on agriculture depending on the quality of land involved. The impact on wildlife would be low because of the already existing impacts or urban land uses in the area. Portions of this area are within the Santa Paula-Fillmore greenbelt. Drainage would be to the Santa Clara River without significant impact. The site is in the Santa Clara River flood plain.

**West Area 2.** Approximately 125 acres of land located between Adams Barranca and Peck Road are to be added to existing lands within the 1978 Sphere of Influence (68 acres). The southern boundary of this expansion area is the public levy and bank protection line of the Santa Clara River. Primary access would be Peck Road from SR 126 and Telegraph Road. Widening of Peck Road to four lanes would be required. Sewer service and other utilities would be relatively easy to provide. Though not in an established greenbelt, urban expansion into West Area 2 would result in the conversion of some agricultural land. The impacts on wildlife would be relatively low. Drainage would be to the Santa Clara River without significantly affecting the City. Existing flood problems north of the freeway would be required to be resolved prior to development of this area.

**South Mountain.** The majority of the 1,292-acre South Mountain area would retain its current land use pattern, which consists of a mixture of residential, agricultural, and open space uses. The purpose of including this area is to provide the City with the opportunity to develop limited recreational and open space uses. The City would develop six soccer fields, requiring about 15 acres. There is also the opportunity to enhance the entrance to Willard Canyon, a scenic area on the north side of South Mountain. About 100 acres near the mouth of the canyon would be set aside for passive open space uses, serving as a staging area for hiking trails into Willard Canyon.

Table LU-5 illustrates the land uses types, amounts, and build-out planned for the expansion scenario.

**Table LU-5. Land Uses and Build-Out  
for the Expansion and Planning Areas**

<b>Expansion or Planning Area</b>	<b>Acreage/Use</b>	<b>Buildout</b>	<b>Gross Density</b>
<b>Adams Canyon*</b> <b>6578.08 acres</b>	Residential	495 dwelling units	n/a
	40 acres/schools	one school site	n/a
	100 acres public recreation facilities	park and recreation	n/a
	Destination resort hotel	Hotel	n/a
	Golf course	Golf course	n/a
	200 acres/passive open space	open space	n/a
<b>Fagan Canyon</b> <b>2,173 acres</b>	1,953 acres/SFR	450 dwelling units	0.23 du per acre
	5 acres/ neighborhood comm.	76,230 SF	0.35 FAR
	7 acres/active parks	park/recreation	n/a
	208 acres/passive open space	open space	n/a
<b>East Area 2 Planning Area**</b> <b>26 acres (plus 110 acres in 1978 SOI)</b>	50 acres/Highway commercial	544,500 SF	0.25 FAR
	55 acres/Light Ind./R+D	718,740 SF	0.30 FAR
	31 acres/ Industrial	337,590 SF	0.25 FAR
<b>West Area 2**</b> <b>125 acres (plus 68 in 1978 SOI)</b>	125 acres/Light Ind./ R+D	1,905,750 SF	0.35 FAR
<b>South Mountain</b> <b>1,292 acres</b>	15 acres / active parks (6 soccer fields)	park/recreation	n/a
	Approx. 100 acres / regional park (staging area for canyon hiking trails)	park/recreation	n/a
	remainder retains current uses	current uses	n/a

Source: Santa Paula General Plan Advisory Committee, City of Santa Paula Planning Department, Rincon Consultants, as amended by the 2006 Initiative to Amend the General Plan of the City of Santa Paula, California, Including the City Urban Restriction Boundary to Preserve Open Space by Reducing Development in Adams Canyon.

Note that the Single Family Residential use category includes all land not designated for other uses. Therefore, gross densities are low because of incorporation of undevelopable hillside and open space areas.

\*Amended by Measure A-7. \*\* Buildout of East Area 2 and West Area 2 incorporate 1978 Sphere of Influence acreage that is vacant or developed in agricultural uses.

## C. Greenbelt Agreements

In Ventura County, greenbelts are agreements between public agencies with land use control. They represent a form of mutual regulatory control between two or more jurisdictions concerning urban form, the protection of farmland and open space land, the future extension of urban services/facilities, and annexations. These greenbelts are intended to operate as “community separators” or “buffers” and participating cities agree not to extend municipal services into the greenbelts or annex greenbelt lands. The following list includes features typical of greenbelt agreements.

- *The duration of greenbelt agreements is usually for an indefinite time period.*
- *Generally, the lands within a greenbelt area are designated “Agricultural” or “Open Space.”*
- *Greenbelts have no binding legal authority to regulate land uses. That authority is found in the jurisdiction’s general plans and zoning regulations. Greenbelts, together with other planning and regulatory tools have functioned as a deterrent to the premature development of farmland and open space lands. Greenbelts, however, do not provide for permanent conservation or preservation.*
- *Any party to a greenbelt agreement may elect to terminate their participation in the policy agreement at any time.*
- *Establishing a greenbelt does not require the consent of the affected property owners.*
- *Greenbelt lands are not public open space, the lands are privately owned.*
- *Because the lands within a city’s sphere of influence are intended for eventual annexation to a city, greenbelt agreements usually involve lands outside a city’s sphere of influence.*

Santa Paula is a partner in two Greenbelt Agreements that affect lands contiguous to the City on the east and the west:

1. **The Santa Paula and City of San Buenaventura Greenbelt Agreement** was adopted in 1967. This agreement covers approximately 8,349 acres from the Adams Barranca eastward to the Franklin Barranca. There are no defined southern or northern boundaries. A map prepared by Ventura County Resource Management Agency shows the western greenbelt line extending from the Santa Clara River northward to the canyon lands above Foothill Road. Some interpretations indicate that the agreement was intended to cover the flat prime agricultural lands south of Foothill Road and not the northern canyon lands as they contain little or no prime agricultural lands.
2. **The Santa Paula and Fillmore Greenbelt Agreement** was first established in 1980. This agreement covers approximately 34,200 acres and is the largest greenbelt in Ventura County. The eastern boundary lies at Sespe Creek adjacent to Fillmore and the western boundary runs down along Santa Paula Creek, around the City’s eastern 1978 Sphere of Influence line to an extension of 12<sup>th</sup> Street. The southern boundary is the South Mountain ridgeline and Oak Ridge. The northern boundary lies at the Los Padres National Forest boundary. The Greenbelt Agreement was amended and adopted by ordinance in 2009.

## D. Land Use Changes within the Present City Limits

In addition to expansion areas around the edges of the city, issues affecting infill development must be considered. With recommendations from the Santa Paula Planning Department and input from the community through the General Plan Advisory Committee facilitated in a series of workshops, several land use issues have been identified. These issues are addressed in the policies and implementation measures in the Land Use Element. These changes are as follows:

1. Land use changes, development projects and public improvements identified in the Downtown Improvement Plan should be implemented.
2. Commercial uses on the 10<sup>th</sup> Street corridor between SR 126 and Santa Paula Street should be encouraged.
3. Heritage Valley/tourist uses should be encouraged along the railroad corridor.
4. A bicycle/hiking trail should be encouraged along the railroad corridor.
5. Landscaping and a linear park should be encouraged along the railroad right-of-way.
6. Airport area land uses must be compatible with airport operations.
7. There is a need to locate soccer/ball fields within the City.
8. A Civic, Park or Open Space designation, should be put on all public lands and facilities.
9. Designate the southerly half of New Street between Ojai and Oak Streets as Medium High Density Residential.
10. Reconcile the latest flood map with the designation of "River," "Open Space," and "Special Study Areas" as appropriate.
11. Designate all mobile home parks with a Mobile Home Park designation.
12. Provide for the annexation of all existing County "pockets" in and adjacent to the current City lands.
13. Remove the "Reserve" and "Phased Reserve" designations.
14. Adopt a Historic Overlay Zone for portions of the downtown and surrounding historic neighborhoods.
15. Develop a Mixed Use land use designation and apply it in certain areas.
16. Expand auto sales and other regional retail uses in the Hallock Drive area.
17. Re-designate certain industrial parcels on the westside of town to multi-family residential use and encourage the development of senior housing.
18. Re-designate certain portions east of 10<sup>th</sup> Street and south of Main Street from industrial to residential and neighborhood commercial to reflect the existing land use patterns.
19. Accommodate a transition from industrial to mixed industrial and commercial uses in the area east of 10<sup>th</sup> Street, south of Santa Paula Street, and north of Main Street.
20. Accommodate a grocery store to serve the east side of town.
21. Accommodate a teen center, skating rink, or other use in the City.

The Land Use Element addresses the issues listed above through policies and implementing measures. In response to a number of the objectives listed above, the Land Use Map that accompanies this General Plan Update has been revised. Many of the revisions simply reflect existing land use patterns and do not represent actual changes to land uses. These revisions also reflect the City's desire to allow a mix of land uses consistent with policies. Additionally, the Land Use Map has been updated to reflect changes in zoning and land use designations which have occurred in past years.

## E. Development/Build-Out Potential and Population Growth Under the Land Use Element

The Land Use Plan allows for build-out of existing City lands as well as phased annexations. Table LU-6 illustrates the theoretical new development potential of both existing City lands and the expansion and planning areas, and summarizes the potential development upon full buildout of the General Plan. The type and amount of development that actually occurs will depend on market forces and an aggressive marketing plan by the City. The City realizes that total industrial, commercial, and residential build-out may not occur within the 2020 horizon of the General Plan. However, making the land available will eliminate one obstacle and provide an incentive for growth to occur.

**Table LU-6. New Development Potential**

Land Use	Existing Development in City	Potential Development			Total Upon Buildout (Existing plus Potential)
		Potential Growth within City Limits	Potential Growth within Expansion and Planning Areas	Subtotal of Potential Development	
Residential	8,441 DU	207 DU	1,845 DU	2,052 DU	10,493 DU
Commercial	4,017,000 SF	228,690 SF	620,730 SF	849,420 SF	4,866,420 SF
Industrial	4,124,000 SF	1,154,340 SF	3,702,600 SF	4,856,940 SF	8,980,940 SF
Active Parks and Recreation	36 acres	3 acres	135.5 acres	138.5 acres	174.5 acres
Passive Open Space / Golf	141 acres	n/a	658 acres	658 acres	799 acres
Schools	12 schools	n/a	2 schools	2 schools	14 schools

*Existing Residential is from Department of Finance, January 1997. Existing Commercial and Industrial estimates are from Ventura County Assessor, 1994. Commercial and Industrial do not include storage or warehouse space. Existing Parks and Open Space are from Baseline Conditions Assessment. Existing schools include those outside the City that serve the City's population. Potential growth within City limits is from Santa Paula Community Development Department.*

## **F. Santa Paula CITY URBAN RESTRICTION BOUNDARY to Accommodate Reasonable Growth and Expansion**

### Introduction

The voters of the City of Santa Paula have, through the electoral process, established and adopted an urban growth boundary line denominated the Santa Paula City Urban Restriction Boundary (CURB), as amended. Its purpose, principles, and implementation procedures are set forth in this subsection of the Santa Paula Land Use Element. The methodologies for amendment are set forth in Section H.

#### 1. PURPOSE

The City of Santa Paula and surrounding area, often referred to as part of the Heritage Valley, with its unique combination of soils, micro-climate, and hydrology, has become one of the finest growing regions in the world. Agricultural production from the County of Ventura and in particular production from the solids and silt from the Santa Clara River provides beneficial food and fiber to local inhabitants and to the world at large and has achieved international acclaim, enhancing the City's economy and reputation.

The purpose of this CURB, as amended is to provide for the reasonable urban growth of the City of Santa Paula and ensure that the development policies, and underlying goals, objectives, principles and policies set forth in the Santa Paula General Plan relating to Land Use are inviolable against transitory short-term political decisions and that agricultural, watershed, and open space lands are not prematurely or unnecessarily converted to other non-agricultural or non-open space uses without public debate and vote of the people.

It is not the purpose of this initiative measure to constrain the prerogative of the City Council with respect to any property within the City inside the CURB, as amended or to constrain any other agency in fulfilling its statutory duties.

#### 2. PRINCIPLES

Large scale urban encroachment into agricultural and watershed areas will impair agriculture and threaten the public health, safety, and welfare by causing increased traffic congestion, associated air pollution, and potentially serious water problems, such as pollution, depletion, and sedimentation of available water resources. Such urban encroachment would eventually result in both the unnecessary, expensive extension of public services and facilities and inevitable conflicts between urban and open space/agricultural uses.

The unique character of the City of Santa Paula, its economy, and quality of life of City residents depend on the protection of a substantial amount of open space, natural resource, and agricultural lands. The protection of such lands not only ensures the continued viability of agriculture, but also contributes to flood control and the protection of wildlife, environmentally sensitive areas, and irreplaceable natural resources. As importantly, adopting a CURB, and its subsequent amendments, will promote the formation and continuation of a cohesive community by defining the boundaries and by

helping to prevent urban sprawl. Such a CURB, and its subsequent amendments, will promote efficient municipal services and facilities by confining urban development to defined development areas, and will involve the public in the decision making process when development is to be extended beyond those defined development areas.

### 3. IMPLEMENTATION

- a) The City of Santa Paula establishes and adopts a City Urban Restriction Boundary (CURB). The CURB established coterminous with and in the same location as the Sphere of Influence line contingently established by the Local Agency Formation Commission on February 2, 2000, which may be amended from time to time, except that the CURB shall include all legal parcels in the expansion area known as "Adams Canyon", including those presently split by the Sphere of Influence. In those areas where the Sphere line divides or bisects legal parcels, the CURB shall be extended to surround the entire parcel or parcels.
- b) Until December 31, 2020, the City of Santa Paula shall restrict urban services (except temporary mutual assistance with other jurisdictions) and urbanized uses of land to within the amended CURB, except as provided herein. Other than for the exceptions provided herein, upon the effective date of this General Plan amendment, the City and its departments, boards, commissions, officers, and employees shall not grant, or by inaction allow to be approved by operation of law, any general plan amendment, rezoning, specific plan, subdivision map, special use permit, building permit, or any other ministerial or discretionary entitlement which is inconsistent with the purposes of this General Plan amendment.
- c) "Urbanized uses of land" shall mean any development which would require the establishment of new city sewer systems or the significant expansion of existing city sewer infrastructure; or would create residential lots less than 10 acres in area per primary residence; or would result in the establishment of commercial or industrial uses which are neither exclusively related to the production of mineral resources. Urbanized uses of land shall also mean gold course or driving range construction. Urbanized uses of land shall *not* mean traditional municipal or regional parks with team sports or other recreational facilities.
- d) Until December 31, 2020, those land designated East Area 1;, West Area 2; and South Mountain, denominated "Expansion Areas" in the Santa Paula General Plan, adopted April 13, 1998, may continue to be denominated "Expansion Areas outside the CURB" subject to the requirement of said area(s) being brought within the CURB as set forth in Section III G, *infra*, prior to approval of contemplated urbanizing development.

**G. Restrictions on Developments of 81 or more acres (added by Measure L6 on November 7, 2006; the "Citizens Advocating Responsible Expansion Initiative").**  
[For purposes of reference and ease of use, the relevant verbatim text of Measure L6 is set forth below. Except for numeration, minor clerical editing is indicated with brackets.]

#### 1. Findings and Objectives

- A. Public participation in community altering developments has proven to be a useful approach to development, both from the perspective of ensuring the public's participation in its own future, but as well ensuring that the development interests embarking on large community altering developments take into consideration appropriate public amenities.
- B. In particular, the City of Santa Paula has before it, and is anticipated to have before it, large projects with the potential to alter the fabric of the community in ways that have yet to be publicly aired and which would likely be improved by the knowledge that the public was to be involved in the approval process through an election.
- C. Accordingly, it is the objective of this [Section III(G)] to ensure that large projects, defined herein as projects in excess of 81 acres, gross, in total size, including all roads and public amenities such as schools and parks, be submitted to the voters prior to final approval.

## 2. Implementation to Achieve Objective

- A. This [I]nitiative hereby Amends the General Plan Land Use Element adopted on or about April 13, 1998, and as amended thereafter, to require any future amendment to the general plan land use element involving a development, proposed development, or land use designation, which would have the effect of increasing the density as currently reflected in the land use element on a gross of 81 or more acres, to be approved by a majority of the voters at a general or special election.
- B. Until December 31, 2025, the City of Santa Paula shall not, absent approval of a majority of the voters voting at a duly scheduled election, increase the residential or commercial density or intensity of use beyond that presently described in the above-referenced Land Use Element, as amended. Amendments on any project comprising a gross of 81 acres or greater shall be subject to this measure:

To enforce the underlying intent of this initiative, and to preclude the "piecemealing" of projects, "81 acres, gross," shall be defined as including contiguous real property, any part of which has been redesignated in such a fashion to increase its density within the 5 calendar years predating the action under scrutiny. That is, by way of example, and without limitation, should the City Council sequentially redesignate 20 acres in each of 4 consecutive calendar years, said cumulative acreage being contiguous in any fashion, then in the 5th year any parcel of 1 acre or more, contiguous with the previous 80 acres of redesignated property would require a public vote. However, by way of contrast, 80 acres redesignated in year one would have no effect under this amendment on an application to redesignate an additional, contiguous, 80 acres in year 6.

## 3. Amendment Procedure

- A. Except as set forth in the following Paragraph "B," Amendments to the General Plan Land Use Element, as previously amended, which would have the effect of increasing the density as currently reflected in said land use element on a gross of 81 acres, or more, may only be accomplished by a vote of the duly registered electorate of the City of Santa Paula. Approval by a vote of the people is accomplished when a General Plan Amendment is placed on the ballot through any procedure provided for in the Election Code, and a majority of the voters then voting approve of the change. Whenever the City Council adopts an amendment requiring approval by a vote of the people pursuant to the provisions of this subsection, the City Council's action shall be preceded by an Environmental Impact Report meeting the standards imposed by the California Environmental Quality Act, and shall have no effect until after such a vote is held and a majority of the voters vote in favor of it. The City Council shall follow the provisions of the Elections Code in all matter pertaining to such an election.
  
- B. Amendment of the General Plan may be accomplished absent a public vote if, and by the City Council:
  - (i) The City Council makes a finding supported by substantial evidence that the application of the provisions of Section [III(G)(3)(A)] would constitute an unconstitutional taking of the landowners' property; or
  - (ii) The City Council makes a finding supported by substantial evidence that the application of the provisions of Section [III(G)(3)(A)] would conflict with the Department of Housing and [Community] Development's previous approval of the City's Housing Element; and
  
  - (iii) In permitting the redesignation, the City Council allows additional land uses only to the extent necessary to avoid said unconstitutional taking of the landowner's property, or the minimum necessary to avoid conflict with the Housing Element.

#### 4. Exemptions for Certain Projects

This initiative shall not apply to or affect any property owner whose property has acquired any of the following prior to its effective date:

- A. A vested right pursuant to state law;
  
- B. A validly approved and fully executed development agreement with City; or

- C. Approval of a vesting tentative map.
  - D. The provisions of this initiative do not address, and are not intended to in any way inhibit the exercise of school or other state or local prerogatives, other than as applied to the City of Santa Paula. By way of example, and without limitation, the provisions of this initiative may be disregarded as necessary to accommodate the exercise of legitimate State granted authority such as that set forth in Government Code [§] 53094.
5. Insertion Date
- A. Upon the effective date of this initiative, the initiative shall be deemed inserted in the Santa Paula 2020 General Plan as an amendment thereof; except, that if the four amendments of the mandatory elements of the general plan permitted by state law for any given calendar year have already been utilized in 2005, prior to the effective date of this initiative, this General Plan amendment shall be deemed inserted in the City's General Plan on January 1, 2006.
6. [Supersession over previous revisions]
- The provisions of this initiative shall prevail over any revisions to the City of Santa Paula's 2020 General Plan as amended through the insertion date or to the City of Santa Paula's 2020 Land Use Map as amended through January 1, 2005, which conflict with this initiative. Except as provided in Section [III(G)(3)] above, upon the insertion date all General Plan amendments, rezonings, specific plans, tentative or final subdivision maps, parcel maps, conditional use permits, building permits or other ministerial or discretionary entitlements for use not yet approved or issued shall not be approved or issued unless consistent with the policies and provisions of this initiative.
7. [Implementation Ordinance. In order to help implement this Section III(G), the City Council adopted Ordinance No. 1188 on February 19, 2008 which, among other things, adds Chapter 16.237 to the Santa Paula Municipal Code entitled "81 Acre Initiative Implementation."]"

## H. AMENDMENT PROCEDURES<sup>1</sup>

Until December 31, 2020, the forgoing Purpose, Principles, and Implementation provisions may be amended only by a vote of the people commenced pursuant to the initiative process, or pursuant to the procedures set forth below:

- 1. The City Council, following at least one public hearing for presentations by an applicant and the public, and after compliance with the California Environmental Quality Act, may further amend the CURB to comply with state law regarding the provision of housing for all economic segments of the community. For that purpose the City Council may further amend the Urban Restriction Boundary as described herein in order to include lands to be designated for residential uses, provided that no

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<sup>1</sup> Subsection H. is part of subsection F. regarding CURB (corrected 4/12/11)

more than 20 acres of land may be brought within the amended CURB for this purpose in any calendar year. Such amendment may be adopted only if the City Council makes each of the following findings:

- a) The land is immediately adjacent to existing compatibly developed areas and the applicant for the inclusion of land within the amended CURB has provided to the City evidence that the Fire Department, Police Department, Department of Public Works, the Community Services Department, applicable water and sewer districts, and the school districts with jurisdiction over such land have or will provide adequate capacity to accommodate the proposed development and provide it with adequate public services;
  - b) That the proposed development will address the highest priority need identified in the analysis by which the City has determined it is not in compliance with state law, such as low and very low income housing;
  - c) That there is no existing residentially designated land available within the amended CURB to accommodate the proposed development; and
  - d) That it is not reasonably feasible to accommodate the proposed development by redesignating land within the amended CURB.
- 2) The City Council, following at least one public hearing for presentations by an applicant and the public, and after compliance with the California Environmental Quality Act, may further amend the CURB, if the City Council makes each of the following findings:
- a) The land proposed for inclusion within the amended CURB is immediately adjacent to areas developed in a manner comparable to the proposed use;
  - b) Adequate public services and facilities are available and have the capacity and capability to accommodate the proposed use;
  - c) The proposed use will not have direct, indirect, or cumulative adverse significant impacts on the area's agricultural viability, habitat, scenic resources, or watershed;
  - d) The proposed use will not adversely affect the stability of land use patterns in the area (i.e., the land affected will not introduce or facilitate a use that is incompatible with adjoining or nearby uses);
  - e) The land proposed for inclusion within the amended CURB has not been used for agricultural purposes in the immediately preceding two years and is unusable for agriculture due to its topography, drainage, flooding, adverse soil conditions, inaccessibility to appropriate water, or other physical reason; and
  - f) The land proposed for inclusion within the amended CURB does not exceed 20 acres for any one landowner in any calendar year, and one landowner's property may not similarly be removed from the restrictions contemplated by this General

Plan amendment more often than every other year. Landowners with any unity of interest are considered one landowner for purposes of this limitation.

- g) Including the land within the amended CURB will not result in more than 40 acres being added to the amended CURB in any calendar year.
3. The City Council, following at least one public hearing for presentations by an applicant and the public, and after compliance with the California Environmental Quality Act, may further amend the CURB if the City Council makes each of the following findings:
    - a) Application of the provisions of subsections 1, 2, or 3 of these amendment procedures are unworkable as applied to a specified parcel and failure to further amend the CURB would constitute an unconstitutional taking of a landowner's property for which compensation would be required; and
    - b) The amendment and associated land use designations will allow new land uses only to the minimum extent necessary to avoid an unconstitutional taking of the landowner's property.
  4. The City Council, following at least one public hearing for presentations by an applicant and the public, and after compliance with the California Environmental Quality Act, may place any additional amendment to the CURB or the provisions of this initiative on the ballot in the manner provided by state law.
  5. The City Council may further amend the CURB to include land contemplated for construction of public water facilities, public schools, public parks, or other government facilities, or to include an development project that has obtained as of the effective date of the initiative a vested right pursuant to state or local law, all uses exempted from the provisions of this General Plan Amendment, but only to the minimum amount of land reasonably necessary to accommodate said uses.
  6. The City Council may reorganized, reorder, and renumber General Plan provisions, including the provisions of this General Plan Amendment.

## IV. LAND USE PLAN MAP AND LAND USE CATEGORIES

### A. Land Uses: Location, Development Intensities, and Population Densities

The purpose of the Land Use Plan Map and the Land Use Categories is to provide designations to guide the general distribution, location, and extent of the various types of land uses in the City. The categories also describe density and intensity criteria for physical development.

**Land Use Plan Map.** The Land Use Plan Map, shown in Figure LU-5, illustrates the location of each land use category. Land use designations for the expansion areas are not assigned precise locations, as these will be determined by Specific Plans. Land use designations for the planning areas, when provided, are representative of the intended uses unless a Specific Plan or similar master plan document is prepared to determine precise land uses. In any case where uncertainty exists regarding the location of boundaries of any land use category, circulation alignment, or other symbol or line found on the Land Use Plan Map, the following procedures will be used to resolve such uncertainty:

- *Boundaries shown as approximately following lot lines shall be construed as following such lot lines.*
- *Where a land use category applied to a parcel is not mapped to include an adjacent street or alley, the category shall be considered to extend to the centerline of the right-of-way.*
- *Boundaries shown or approximately following the limits of any municipal corporation shall be construed as following such limits.*
- *Boundaries shown as following or approximately following railroad lines shall be construed to lie midway between the main tracks of such railroad lines.*
- *Boundaries shown as following or approximately following the centerlines of creeks, rivers, or other continuously flowing water courses shall be construed as following the channel centerline of such water courses taken at mean low water and, in the event of a natural change in the location of such water courses, the zone boundary shall be construed as moving with the channel centerline.*
- *Boundaries shown as separated from, and parallel or approximately parallel to, any of the features listed above shall be construed to be parallel to such features and at such distances therefrom as are shown on the map.*

**Land Use Categories.** The following descriptions of the Land Use Categories are identified as illustrated on the Land Use Map; combined, these form the foundation of the Land Use Element. In cases where interpretation is necessary, the Planning Director will make an interpretation. This interpretation is subject to appeal to the Planning Commission and City Council. Table LU-7 summarizes each land use category, its location within the City, and the associated development density or intensity. A detailed description of each land use category follows.

(Place holder- map is being revised)

**Land Use Plan**

**Figure LU-5**

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<sup>1</sup> The historic Packing House

**East Area 1 Specific Plan Land Use Plan  
(adopted February 2008)**

**Figure LU-5a**



**East Gateway Specific Plan Land Use Plan  
(adopted January 2013)**

**Figure LU-5b**

**Table LU-7. General Plan Land Use Categories**

<b>Category</b>	<b>Locations</b>	<b>Principal Use Development Intensity/Density</b>
<b>Open Space / Passive and Golf Course</b>	Adams Canyon, Fagan Canyon, and South Mountain. South of Santa Clara River to South Mountain (Lemon) Road. Expansion areas to be addressed through Specific Plans.	Natural land, creeks, barrancas, rivers. Golf Courses. Limited development allowed. No minimum parcel size.
<b>Open Space/Parks and Recreation</b>	Existing City Parks, creeks, and barrancas. Expansion areas to be addressed through Specific Plans.	Natural land, landscaped open areas, developed parks and recreational uses. Park and recreation/sport-related development allowed. No minimum parcel size.
<b>Agriculture</b>	Unincorporated island within Sphere of Influence; west of Peck Road and north of Telegraph Road; west of 12 <sup>th</sup> Street, north of South Mountain Road (Lemon Road).	Land for crops, limited livestock production, limited agriculture, incidental and supportive agricultural uses, structures and storage. Minimum parcel size is 20 acres.
<b>Hillside Estate Residential</b>	Adams and Fagan Canyon. Expansion areas to be addressed through Specific Plans.	Single family residential and accessory uses. 0-1 units/gross acre. Clustering is encouraged to protect hillsides and habitats. Minimum parcel size is one acre.
<b>Hillside Residential</b>	Areas with a slope of 10% or more, including Adams Canyon, Fagan Canyon, and northern in-town neighborhoods. Expansion areas to be addressed through Specific Plans.	Single family residential and accessory uses. 0-3 units/gross acre. Minimum land area per unit is 14,500 square feet for all new development. Planned development clustering is allowed.
<b>Single Family Residential</b>	Adams Canyon, Fagan Canyon expansion areas, East Area 1 Specific Plan and various City locations. Expansion areas to be addressed through Specific Plans.	Single family residential and accessory uses. 4-7 units/gross acre. Minimum land area per unit is 6,000 square feet. Planned development clustering is allowed.
<b>Medium Density Residential</b>	Adams Canyon adjacent to village center areas, East Area 1 Specific Plan adjacent to village center area, and various City locations. Expansion areas to be addressed through Specific Plans.	Single family and multi-family residential with accessory uses. 8-15 units/gross acre. Minimum land area per unit is 3,000 square feet.
<b>Medium High Density Residential</b>	Adams Canyon village centers and various locations throughout the City. Expansion areas to be addressed through Specific Plans.	Single family and multifamily residential with accessory uses. 16-21 units/gross acre. Minimum land area per unit is 2,000 square feet.
<b>High Density Residential</b>	Adams Canyon village centers and various locations throughout the City. Expansion areas to be addressed through Specific Plans.	Single family and multifamily residential with accessory uses. 22-29 units/gross acre. Minimum land area per unit is 1,500 square feet.
<b>Mobile Home Park</b>	Various locations throughout the City; 6 existing locations.	0-10 units/gross acre. Minimum 10 acre parcel.

<b>Mixed Use: Office / Residential</b>	Select locations in downtown and on Mill Street; at 10 <sup>th</sup> Street and Santa Paula Street, and East Area 1 Specific Plan village center area. Expansion areas to be addressed through Specific Plans.	Multi-family residential and commercial uses. 0-12 units/acre.
<b>Mixed Use: Commercial / Light Industrial</b>	Select areas east of 10 <sup>th</sup> Street and south of Santa Paula Street. Select areas west of Peck Road.	Uses are allowed to mix to reflect the heavy commercial character of East Main Street.
<b>Neighborhood Commercial</b>	At travel nodes/primary intersections citywide and in existing neighborhoods.	Convenience shopping and personal services. 0.25 FAR.
<b>Commercial Office</b>	10 <sup>th</sup> Street corridor to Mill Street and North Alley; March and Dean; Steckel and Moultrie; Santa Barbara and 4 <sup>th</sup> Street;	Professional offices, banks, medical clinics. FAR is 0.50
<b>Commercial</b>	Citywide along arterial roadways, East Area 1 Specific Plan village area. Expansion areas to be addressed through Specific Plans.	Retail and services for the entire city, auto sales, and other highway-oriented commercial uses. FAR is 0.35 except in the Downtown Improvement Area where the FAR is 1.0.
<b>Industrial Park</b>	South part of East Area 2 and West Area 2.	Administrative and production uses; research and development uses, and supporting commerce and production uses. FAR is 0.25
<b>Light Industrial</b>	East Area 2, West Area 2, Santa Paula Street Corridor east of 10 <sup>th</sup> Street, and south of West Telegraph Road. Expansion areas to be addressed through Specific Plans.	Administrative headquarters, other commerce and manufacturing. FAR is 0.30.
<b>Industrial</b>	East Area 2, West Area 2, south City near airport, and north of Santa Clara River.	General industrial, custom manufacturing, assembling, compounding, neighborhood commercial uses. FAR is 0.35
<b>Airport Operational</b>	Santa Paula Airport.	Airport operations.
<b>Airport Related</b>	South of SR 126 and adjacent to Santa Paula Airport.	Airport-related commercial sales and service, airport-related industrial uses. FAR is 0.35
<b>Institutional/Civic</b>	All current school, park, and utility office sites. Hospital and City offices.	Hospitals, community centers, government offices, cemeteries, public service facilities.
<b>Overlays and Special Study Areas</b>		
<b>Downtown Improvement District Overlay</b>	City center area.	Enhancement of Downtown core through special design and public amenity development. An underlying land use designation exists.

<b>Downtown Historical District Overlay</b>	City center area.	Protection of Buildings/Neighborhood with Historic Merit. An underlying land use designation exists.
<b>Mining Resource Overlay</b>	Areas of Santa Paula Creek and Santa Clara River.	Protection of State-Designated Mineral Resource Areas.
<b>Special Study Areas</b>	Overlays for Harvard Boulevard Corridor, Southeast Neighborhood, Railroad Corridor, City entrances, and Floodway areas.	Areas where special policies and standards are indicated.
<b>East Area 1 Specific Plan (SP-3)</b>	East of Santa Paula Creek, west of Haun/Orcutt Creeks, south of the Topatopa Mountains, and north of Telegraph Road.	<p>Residential Master Planned Development which will include:</p> <p><b>NEIGHBORHOODS/DISTRICTS:</b>  (1) Santa Paula Creek Neighborhood-191 single-family attached (SFA) and 20 multi-family (MF); (2) Foothill Neighborhood – 323 SFD and 36 SFA and an elementary school (10.3 acres); (3) Santa Paula Creek Civic District – High school (8.3 acres), community college or other post-secondary educational institution (11.6 acres) community facilities and community play fields and 340,400 square feet of civic; (4) Haun Creek Neighborhood – 93 SFD, 115 SFA, and 537 MF, 225,000 square feet of commercial and 35,400 square feet of civic; and (5) East Santa Paula Railroad District – 70 work/live units, 150,000 square feet of light industrial and 60,000 square feet of commercial.</p> <p><b>OPEN SPACE/PARKLAND:</b> (1) Approximately 80 acres of natural lands; (2) 64.4 acres passive park space and greenways 1.4 acres active parkland; and (3) Recreational trails.</p> <p><b>AGRICULTURAL PRESERVE:</b>  Agricultural Preserve of 55 acres.</p> <p><b>PUBLIC INFRASTRUCTURE:</b> A public safety facility, water, wastewater, roadways, and parkways.</p>

<p><b>East Gateway Specific Plan (SP-4)</b></p>	<p>East of S. Hallock Drive, south of Telegraph Road and SR 126, west of Haun Creek and north of the Santa Clara River</p>	<p>Commercial and Business Park Master Planned Development which will include:</p> <p><b>REGIONAL RETAIL CENTER:</b> Up to 310,000 square feet of retail commercial uses are permitted.</p> <p><b>MIXED-USE EMPLOYMENT DISTRICT:</b> Up to 360,000 square feet of research and development space with supporting retail commercial and service uses is also permitted if this Specific Plan area is not developed as a Regional Retail Center.</p>
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## **B. Open Space: Parks and Recreation/Golf Courses/Passive Open Space**

Open space has several important functions within Santa Paula. It provides physical and visual relief to the urban environment. It is a resource for water recharge, water drainage, and biological habitat. Open space also provides accessible land for outdoor recreational pursuits.

This land use includes neighborhood parks, undeveloped parkland, creeks, and barrancas. The City has one Community Center, a Boys and Girls Club, and nine public parks that provide approximately 36.5 acres of developed parkland. In accordance with National Park and Recreation Association standards, the City should provide 5 acres of parkland per thousand people.

Open Space designations in the Land Use Element include: Santa Clara River, Santa Paula Creek, undevelopable and set-aside areas of Adams Barranca, Fagan Barranca and the City/regional parks. Open Space designations should be applied to linear parks and corridors as well, including multi-purpose trail corridors. For expansion areas that involve canyons or existing greenbelt area, a minimum of 10% of the land area will be dedicated to passive open space or golf courses. This will yield a total of about 1,200 acres of open space in addition to formal park and recreation uses.

## **C. Agricultural Uses**

An agricultural land use category has been developed to retain existing agricultural land uses and ensure that continued agricultural uses are consistent with the General Plan.

Agricultural land use designations in the Land Use Element include the areas west of Peck Road and north of Telegraph Road, and north of South Mountain Road (Lemon Road) within the South Mountain expansion area. These lands are intended for crops, limited livestock production, limited agriculture, incidental and supportive agricultural uses, structures, and storage on parcels of no less than 20 acres in size.

## **D. Residential Uses**

Several residential land use categories have been developed to provide for a continuous range in residential densities from 10 acres per dwelling unit to a maximum of 29 dwelling units per gross acre. Site area requirements extend from 10 acres to about 1,500 square feet of land area for each dwelling unit.

The *Hillside Estate Residential* category provides a rural residential land use for the Adams and Fagan Canyon expansion areas. The intent of this land use category is to provide for low density development in sensitive hillside and canyon bottom areas.

The *Hillside* and *Single-Family* categories provide stable single-family residential areas with a neighborhood orientation prohibiting incompatible land uses or densities, and providing an inward orientation by limiting through vehicular traffic by the use of discontinuous collectors and siting of residences with back up design on main thoroughfares when possible. In such cases, pedestrian and bicycle access should be provided to encourage these travel modes for local trips.

The *Medium-Density Residential* category provides a residential buffering land use between Single-Family Exclusive and Medium High or High Density Residential. This land use category will allow for attached housing, such as townhouse developments. The *Medium-High Residential* and *High Density Residential* categories provide for higher residential densities to be dispersed and/or located within neighborhoods in such a manner that there is easy access to arterial and collector streets, thereby maintaining or reducing the vehicular traffic load on local/interior neighborhood residential service streets. Incidental residential uses are also allowed in the open space and agriculture land use categories on a conditional basis for large lots.

Residential uses are encouraged in the commercial office neighborhoods that have been designated for "*Mixed Use*" and they are conditionally acceptable in other commercial zones. This is acceptable because of the mixed land use character of the City where large portions of commercially zoned land are presently utilized for residential purposes. New residential development in commercial land use categories should be vigorously controlled and developed so that it does not jeopardize future supportive commercial development within the City.

*Mobile homes* are no longer viewed as a transitional land use but as an alternative housing type. Single mobile homes are allowed in most residential land use districts. This Land Use Plan establishes a Mobile Home Park residential land use designation for mobile home parks.

**Hillside Estate Residential.** This category provides a rural residential land use for the Adams and Fagan Canyon expansion areas. The intent of this land use category is to provide for low density development in sensitive hillside and canyon bottom areas in order to preserve natural features and habitat areas. Development is not allowed on ridgelines. This land use category provides for a density of 0 to 1 dwellings per gross acre. Clustering of units is encouraged. A slope density formula may be developed as part of a Specific Plan to determine the appropriate density.

**Hillside Residential.** The purpose of this residential land use category is to protect those areas of the City's hillside with a slope of 10% or more from haphazard development in an environmentally fragile area. Because of the geologic and topographic constraints in the hillsides, the density range proposed in the hillsides would be from 0 to 3 dwellings per gross acre. Land area per dwelling would range from 1 dwelling per 10 acres to one dwelling per 14,500 square feet. A slope-density formula may be developed to guide development to less slope-impacted areas and to minimize grading and topographical modification.

This land use category would be developed to preserve the hillsides in their natural state to the extent feasible. Development would be prohibited on ridgelines and extreme slopes -- defined as those of 30% or more -- and within existing arroyos and barrancas. This will be analyzed and may be modified as part of a Specific Plan if approved by the City Council. These barrancas would provide buffer zones between residential areas and potential linear connectors of open spaces for hiking and other recreational uses. Traditional single-family housing would predominate. However, planned developments providing clustered single-family housing will be allowed in accordance with a slope-density program that would minimize grading, preserve open space, and blend new development with the topography.

**Single Family.** The purpose of this designation is to provide a residential area where traditional single-family residences can be located. The density range proposed in these areas would be from 4 to 7 dwellings per gross acre. Land area per dwelling would range between one dwelling per ten acres to one dwelling per 6,000 square feet. This designation includes existing single family subdivisions and undeveloped or underdeveloped land west of Santa Paula Creek.

This land use category insures continued stability of exclusively single-family residential neighborhoods through prohibition of incompatible land uses, or more intense residential uses. Through traffic would also be discouraged. Traditional single-family housing would predominate. However, well-designed planned residential developments providing cluster housing that blends with the single-family character of the area will be allowed if adequate compensating open space is provided and the proposed density does not exceed that established by the zoning district in which the planned development was requested. Second units are allowed if all zoning requirements are fulfilled.

**Medium Density Residential.** The purpose of this designation is to provide a residential area where a range of residential land uses from low-density single-family to medium-density multi-family housing is compatibly arranged in an appropriate neighborhood setting. The density range proposed in these areas would be from 8 to 15 dwellings per gross acre. Land area per dwelling would be a minimum of 3,000 square feet.

The type of units developed in this category could range from single-family detached units to smaller multi-unit structures. An appropriate combination or mix of the small lot single-family (detached and duplex) to the more luxurious garden apartment or townhouse would be desirable. These residential areas would still have a predominately single-family character.

**Medium-High Density Residential.** The purpose of the medium-high density residential land use category is to provide a wide range of residential housing from single-family to medium-high density multi-family housing in a compatible manner. The density range proposed in these areas would be from 16 to 21 dwellings per gross acre. Land area per dwelling would be a minimum of 2,000 square feet. This zone includes east and west Palm Avenue and various areas in the City.

The type of units developed in this category could include single-family detached, duplexes, townhouses and larger multifamily units within a broad economic range.

**High-Density Residential.** The purpose of this category is to provide high density residential housing in the downtown and other appropriate areas within the City. The density range proposed in these areas would be from 22 to 29 dwellings per gross acre. Land area per dwelling would be a minimum of 1,500 square feet. This zone includes properties in the central and west side of town, mostly north of the railroad corridor.

This land use category provides high density residential uses with convenient access to the downtown shopping area and other City services. Such developments should be located adjacent to arterial or collector streets for good access.

**Mobile Home Park.** Mobile homes have become increasingly popular as an alternative to conventional housing. The City has six mobile home parks. The majority of the residents are elderly. The Mobile Home Park category applies to all currently developed Mobile Home Parks and will be applied to all proposed Mobile Home Parks. The density standard is for 0 - 10 units per gross acre. Proposed mobile home parks shall be established as a condominium development (individual ownership.)

General Planning Standards for Mobile Home Parks include:

1. Ten-acre minimum site.
2. Six-foot masonry walls to buffer noise.
3. Adequate on-site developed recreational areas.
4. Use of extensive landscaped open spaces and site design to mitigate environmental impacts and promote mobile homes as an alternative to traditional housing.
5. Adequate storage for residents.

**Mixed Use: Residential/Office and Commercial/Light Industrial.** A mixed-use designation would apply to areas where housing and commercial or industrial uses currently co-exist or are encouraged to be developed in an integrated fashion. Examples of mixed use include older retail developments along Main Street, where apartments are housed above retail and office uses. Another example is in industrial areas where photographers, sculptors, or designers set up studio space along with their residence. Such uses are considered beneficial to urban neighborhoods, and the General Plan seeks to endorse those benefits. The General Plan intends to both acknowledge existing mixed-use areas such as in the southeast neighborhood and the downtown, and encourage new mixed use development in East Area 1.

The mixed residential/office use would be allowed in the Downtown area and as designated on the Land Use Plan Map. Housing would be allowed on upper floors, and offices would be allowed on the ground floor. Residential densities could not exceed the City's Medium High Density category of 21 units per gross acre.

The mixed use Commercial/Light Industrial land use would be allowed in the east part of downtown Santa Paula in areas north and south of Main Street and to the north and south of SR 126 in both the east and west sides of town. This use would allow for heavy commercial uses – such as farm implement sales – and associated storage, warehousing, and manufacturing. The use is designed to acknowledge and encourage a work/sale use and to support the agricultural industry. Also, artist live-work spaces are encouraged in this area.

## **E. Commercial Land Uses**

A healthy business community can provide choice and convenience for the consumer, along with profits for the developer and business person. The plan provides for three hierarchical categories of shopping centers: Central Business District, Community Shopping Center, and Neighborhood Shopping Centers. Three land use categories are also proposed: *Commercial*, *Commercial Office*, and *Neighborhood Commercial*. Only one new major commercial area is proposed in East 2, but neighborhood serving commercial is proposed in each of the residential expansion areas.

**Commercial.** The purpose of this land use category is to designate areas that will provide services for the entire community and will accommodate specialized uses which serve the City at large, such as auto sales. The classification is applied to the “downtown” area of the City as well as expansion in the East Area 2. The “downtown” area is the traditional commercial center of the City, and its well being is essential to the community’s identity and the sustenance of commercial activity in the City’s core. This land use provides a range of goods and services at a concentrated scale. This classification is also applied to all other commercial uses in the City including areas zoned C-1 and C-2, along Harvard Boulevard, but not neighborhood commercial areas or commercial office areas.

**Commercial Office.** The purpose of this land use category is to set aside certain areas within the City for the exclusive use of low profile professional and limited commercial office development. Such developments shall maintain high standards relating to: open space, the concentration of buildings, parking facilities, landscaping, pedestrian and vehicular circulation. Commercial offices are encouraged to concentrate in the Central Business District and in select locations in or abutting community shopping centers. Limited amounts of such professional offices should be permitted in community shopping centers or in low-density professional centers abutting shopping centers.

This land use category provides for the grouping of the medical and dental professions, lawyers, engineers, architects and other similar services. Medical clinics, banks, savings and loans, real estate, insurance, utility offices and facilities for other administrative functions related to the operation of both private and public corporations are also included in this classification.

**Neighborhood Commercial.** The purpose of the Neighborhood Commercial category is to provide an area of convenience shopping and personal services, which is supportive of, and compatible with the neighborhood where it is located. Neighborhood shopping centers would range in size from existing small lots (neighborhood corner stores) to new village center sites in the expansion or planning areas that would measure up to ten acres. Under normal conditions, all shopping facilities in the neighborhood should be combined in one location for the convenience of the shopper. Such centers, unlike scattered stores, can effectively provide buffer strips, adequate parking and protection from future uncontrolled spread of commerce. Site design and landscaping should be provided in a harmonious manner to protect nearby residential structures from noise, traffic hazards, and glare.

The types of goods sold in the neighborhood commercial developments are those that are important to daily family life. The following facilities may be included in the neighborhood shopping center: food market, drug store, barber shop, beauty parlor, dry cleaner, video rental, restaurant, laundromat, automobile service station, and doctor/dentist offices.

## **F. Industrial Land Uses**

Three industrial land use categories have been developed to encourage the continued viability of existing industrial development while providing encouragement for new industry to locate in the City. The Land Use Plan provides area for light, clean industry within the heart of the City, land for more intense industrial development needing rail or freeway access, and land for future industrial parks. Residential uses, except for studios and caretaker facilities, are discouraged in industrial areas due to compatibility concerns.

The industrial use categories proposed for the City include *Industrial Park*, *Light Industrial*, and *Industrial*.

**Industrial Park.** The purpose of the Industrial Park category is to provide locations within the planning area where mixed production and administrative functions can be sited within a full-service campus setting. This land use category would contain development standards for landscaping, screening, and site design, and would be subject to a planned development review process. Both small industrial and compatible commercial uses are encouraged. The category offers a location for major corporate campus and research and development uses. Though individual uses could be smaller than ten acres, the industrial park designation will not be applied to land areas smaller than ten acres in size.

**Light Industrial.** The purpose of the Industrial category is to provide for a wide range of industrial uses. Development and performance standards are required to mitigate objectionable characteristics. Light manufacturing activities include manufacturing typically having few if any nuisance characteristics, including manufacture, compounding, assembling or treatment of articles or merchandise from previously prepared materials, manufacturing of food, clothing, cosmetics, electrical instruments, furniture, tools, and other related types of activities.

General manufacturing includes any kind of manufacture, processing or treatment of products other than those that produce, cause or omit any fumes, odor, dust, smoke, gas, noise or vibrations that are or may be detrimental to properties in the neighborhood.

Commercial uses of a supporting nature to light and general manufacturing activities may be permitted. These uses should serve the area's businesses and employees (food establishments, office supplies, tool sales, and storage). Examples of typical light industrial uses include recreation vehicle storage, moderate scale enterprises where goods and commodities are both manufactured and sold on the same or separate premises.

The Light Industrial land use also provides a location where mixed manufacturing and administrative office uses can be sited. Any light industrial activity that could successfully mitigate objectionable characteristics would be acceptable within this category. This land use category contains above average site development standards for landscaping, screening, and site design, through a planned development review process.

Industrial parcels ranging from less than one acre to forty acres or more would be allowed. This would encourage both small industrial and compatible commercial uses along with areas for major industrial development.

**Industrial.** The purpose of the Industrial category is to provide for all types of industry, including custom industry, light manufacturing, general and heavy manufacturing activities. Industrial activities that have objectionable characteristics should be allowed only in heavy industrial zoning districts.

Heavy industrial uses shall be required to mitigate objectionable characteristics through the application of site design standards, environmental standards, and by review under a Conditional Use Permit process.

## G. Airport Land Uses

Santa Paula Airport is a privately-owned and operated aviation facility that serves the needs of City citizens and fliers throughout the world. The airport property itself is owned by the Santa Paula Airport Association, while various adjacent parcels are under separate ownership. The proximity of the airport to populated areas of the City presents certain land use problems that are being addressed by the City in an ongoing manner. The General Plan and the Zoning Ordinance provide the means of assuring compatibility between the various land uses in the vicinity of the airport.

The General Plan proposes two categories of airport land use: Airport Operational, which permits actual runway, hanger, terminal buildings and like uses; Airport-Related, which permits airplane sales and other limited commercial facilities and aircraft manufacturing and services as well as normal light manufacturing uses. Residential uses are not allowed. The Ventura County Airports Comprehensive Land Use Plan, a document that governs all aviation facilities in the County, has established inner and outer safety zones applicable to Santa Paula Airport. These zones guide certain land use standards, including use and height of structures. The inner safety zone prohibits storage of chemicals or petroleum products, permanent residents, and allows only limited occupancy. The Safety Element of this General Plan provides more information on this point.

**Airport Operational.** The purpose of the Airport Operational land use is to provide an area to facilitate the actual operations of the airport. The uses permitted include: runways and like facilities, communication facilities, terminal buildings, sale of aviation fuel and products, airplane rentals, charters, delivery services, flying schools, aircraft storage, hangers and tie-downs.

The Airport Operational land use is limited to large parcels and should not be established on parcels to allow the expansion of the runway and hanger facilities. The length of runway and the height of the buildings within the approach and take-off zones should continue to be regulated.

**Airport-Related Use.** The purpose of the Airport-Related land use category is to supply commercial and industrial uses that complement and enhance the airport, but not necessarily the community as a whole. Uses in the Airport Related area should be limited to airplane and related equipment sales, service stations, business offices, car rental agencies, restaurants, taxi stands, air photography, survey and mapping services. Uses could include airplane repair and painting, parts manufacturing, and outdoor storage. Portions of this area may also be affected by the airport safety zones that limit structures and land uses.

## H. Institutional and Civic Uses

Institutional and civic uses would include:

- *Park and recreational facilities such as parks, public and private golf courses, arenas, trails and linear parks, and open space; flood control facilities;*
- *Public facilities such as treatment plants and utility staging areas;*
- *Schools;*
- *Utility and service facilities such as transformer stations and staging facilities; and*
- *Civic buildings such as city hall, community centers, and fire stations.*

## I. Overlays and Special Study Areas

The following overlays/special study areas have not been outlined on the Land Use Map Plan; however, this General Plan includes specific goals, policies, and implementation measures related to these areas. Each will require specific studies which will determine the location of these areas.

**Downtown Improvement Overlay.** The Downtown Improvement Overlay applies to the downtown area established in the Downtown Design Development/Improvement Plan. This plan was adopted in 1996, and its policies and programs are supported in this General Plan. The overlay will have the effect of requiring special development and design review for projects proposed within an the overlay district to support and revitalize the downtown area.

**Historical Overlay.** The Historic Overlay will initially be applied to areas identified as the downtown historic district in the Downtown Improvement Plan. The overlay will have the effect of requiring special development and design review for projects proposed within an identified historic district. Other potential historic districts may be identified in future studies and this overlay should be added to these areas.

**Mining Resource Overlay.** The Mining Resource Overlay is applied to those areas defined by the California Department of Conservation, Division of Mines and Geology as mineral resources having statewide importance. In Santa Paula, this overlay applies to aggregate resources associated with Santa Paula Creek and the Santa Clara River. The overlay will be further defined in the Santa Clara River Enhancement and Management Plan.

**Special Study Areas.** Special Study Areas are those areas within the City General Plan area that require special policy consideration and standards. This Land Use Element presents some specific policies for these Special Study Areas. Further study and recommendations in these areas may be developed within the 2020 planning horizon. The areas include the Downtown Design Development/Improvement Plan Area, the Harvard Boulevard Corridor, the Railroad Corridor, the South East Neighborhood, and City Entrances/Gateways.

## J. Specific Plan Areas

The Land Use Element requires Specific Plans for all expansion areas, except for annexations of minor acreage within expansion areas that are already substantially developed . These plans must be completed before the City considers annexation proposals. Each Specific Plan must address locations for land uses identified by this Land Use Element. Mitigation of environmental impacts and design standards for new development must also be addressed.

The following Specific Plan Areas are approved by the City of Santa Paula:

**East Area 1 Specific Plan (SP-3).** Approximately 501 acres located east of Santa Paula Creek, west of Haun/Orcutt Creeks, south of the Topatopa Mountains and north of Telegraph Road. Hallock and Santa Paula Creek Drives will provide the primary north-south vehicular access, while Teague-McKevett Boulevard and Santa Paula Street will provide primary east-west access. In addition, a bridge across Santa Paula Creek (via Santa Paula Street) connect to the east end of the City. The infrastructure plan includes both on- and off-site improvements including, domestic water conveyance and storage systems, five new water wells, recycled water facilities, sewer conveyance including force main and sewer lift station and storm water conveyance and detention. Water would be supplied via existing groundwater resources and are adequate to supply the proposed land uses. Water supplies would be transferred to the City, per Section 52.021 of the Santa Paula Municipal Code. Utility and service systems would also be provided (including standard utilities) and include a police substation, fire station, elementary school, high school and post-secondary institution/community college.

**East Gateway Specific Plan (SP-4).** Approximately 36.5 acres located east of S. Hallock Drive, south of Telegraph Road and SR 126, west of Haun Creek and north of the Santa Clara River. Primary access vehicular access will be provided from S. Hallock Drive, with secondary access, restricted to right turns in and out only, provided from SR 126. Basic utilities, including, water, sewer, and other utilities exist in locations adjacent to the Specific Plan area and the City of Santa Paula Wastewater and Water Master Plans, updated in June 2012, provide for service to this area. The City's 2010 Urban Water Management Plan anticipated development of this area and determined the City's available water supplies are adequate to serve this area. Drainage will be provided by a new storm drain system within the Specific Plan area that meets City and County standards and discharges at the southeast corner of the Specific Plan area into an existing drainage that runs parallel to, and outlets into, Haun Creek.

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## V. LAND USE PLAN- GOALS, OBJECTIVES, AND POLICIES

According to the State General Plan Guidelines, the General Plan is a “collection of development policies.” These policies guide growth within the City limits and the City’s Sphere of Influence. The development that is allowed by the Land Use Element is to be directed by the goals, objectives, and policies in this section of the Element, and implemented through the related implementation measures contained in the following section.

In this element, GOALS are statements that provide direction and state the desired end condition. The OBJECTIVES state a specific step toward goal achievement. POLICIES are specific statements that guide decision-making. They indicate a clear commitment by the City and generally serve as mandatory criteria. The IMPLEMENTATION MEASURES outlined in the following section of this element support the goals, objectives, and policies by providing specific programs and standards to carry out the Land Use Element.

The goals, objectives, and policies that follow are organized according to topics. These topics were selected with input from the Santa Paula City Council and the General Plan Advisory Committee as the basis for the Land Use Element. The goals and objectives were endorsed by the City Council for use in the General Plan Update process. The policies and implementation measures have been written to support the Council’s goal statements. Each policy statement is followed by a number or set of numbers that indicate the implementation measure(s) that relate directly to that policy.

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### POPULATION

#### Goals

- 1.1 Population growth should respect and enhance the natural and manmade environment.
- 1.2 Population growth should be in concert with the City's ability to plan and provide necessary public services, facilities, and jobs.
- 1.3 Public services, facilities, and jobs should be provided to meet the needs of population growth.

#### Objectives

- 1(a) The extent of population growth should be based on the ability of the City to provide public services, and approved development shall include measures to mitigate the impact on these public services and facilities.
- 1(b) Population growth within the City should be based on regional and national growth rates, taking into account natural growth as well as immigration, with an effort toward maintaining the quality of life in the community.
- 1(c) Population growth rates should be correlated with the Land Use Plan and supported by the facts found in the Opportunities and Constraints in the General Plan.

- 1(d) The City should encourage development that will enhance the City's ability to provide the necessary public services for existing and future populations.
- 1(e) The City should include General Plan policies to provide incentives for developing projects that enhance the City's ability to provide services to current and future populations.
- 1(f) Population growth should conform to the existing Growth Management Ordinance.

### **Policies**

- 1.a.a Establish and update population growth parameters for the City according to the Growth Management Ordinance. (IM 1, 2, 3)
- 1.b.b. Allow population growth in the City and expansion and planning areas based on the numbers of new dwelling units allowed to be built under the Growth Management Ordinance. (IM 2)
- 1.c.c. Plan for a total population growth of approximately 11,420 persons by the year 2020 from approximately 3,807 new residential units within the City and expansion and planning areas (this figure includes surplus units accumulated through 1997). (IM 2)

## **PUBLIC INVOLVEMENT**

### **Goals**

- 2.1 The community should celebrate and capitalize on its multi-cultural diversity.
- 2.2 The community should meet the needs of all of its ethnic, economic and age groups and the needs of the disabled.
- 2.3 The community should promote volunteerism and citizen involvement.

### **Objectives**

- 2(a) The City should strengthen ties to the business, education and health care sectors.
- 2(b) The City should strengthen its ties to the residents and families of Santa Paula.
- 2(c) Promote outreach to Spanish-speaking citizens.

### **Policies**

- 2.a.a. Involve the entire community in City administration and budget decisions, as well as land use planning and land use decision-making. (IM 5, 6, 7, 8, 9, 10, 11, 12)
- 2.b.b. Involve Santa Paula residents, business owners and employees of Santa Paula in maintaining the character and quality of the City's land use environment. (IM 4, 10, 11, 12)

## LAND USE DISTRIBUTION

### Goals

- 3.1 A healthy balance of land uses and adequate land for all community needs should be provided.
- 3.2 The amenities needed to enrich the quality of life, including parks, open spaces, cultural facilities and natural and historic places, should be provided.
- 3.3 Population densities and land use intensities should be consistent with the needs and desires of the community.
- 3.4 The historic, cultural and archaeological resources of the community should be preserved.
- 3.5 All housing should be safe and sanitary.
- 3.6 The housing supply should be balanced to meet the needs of all economic, social and ethnic groups, all family sizes, and the disabled.
- 3.7 Individual home ownership should be promoted.
- 3.8 New and existing housing affordability should be promoted and preserved.
- 3.9 The City should promote upper income housing as a means to improve community resources.

### Objectives

- 3(a) Adequate land should be provided for all needs and a healthy balance of land uses.
- 3(b) The City should establish commercial and industrial jobs-to-housing that are appropriate to meet all General Plan goals.
- 3(c) Compatible mixed uses should be allowed when appropriate.
- 3(d) Space should be provided for amenities to enrich the lives of citizens, such as parks and open space, cultural facilities such as theaters and museums, and preservation of natural and historic places.
- 3(e) Active parkland should be provided consistent with national standards based on population at a rate of 5 acres per 1,000 people.
- 3(f) Appropriate density standards should be established for each residential designation, including mixed-use zones.
- 3(g) Standards for building intensity, such as allowable floor area ratio, should be developed for each non-residential land use designation.

- 3(h) Designating other historic districts such as the downtown should be encouraged.
- 3(i) Historic, cultural, and archaeological resources should be evaluated in the CEQA process and full mitigation should be provided.
- 3(j) Housing rehabilitation programs in Santa Paula should be improved and expanded.
- 3(k) The City should consider a re-sale housing inspection program.
- 3(l) The City should consider a rental housing inspection program.
- 3(m) Unsafe or substandard housing should be replaced.
- 3(n) The City should develop a housing mix policy for new development to provide adequate choices for all segments of the community.
- 3(o) Priority should be given to develop homes for individual ownership.
- 3(p) The City should encourage mobile home parks to convert to owner occupied or cooperative housing.
- 3(q) Incentives should be identified for the development of affordable rental housing.
- 3(r) Sufficient housing sites should be provided to meet the City's needs.
- 3(s) A portion of new housing sites should be designated for upper income housing.

## **Policies**

### Housing

- 3.a.a. Include a full range of housing types, locations and densities in the City's land use including: Hillside Estate Residential (0 to 1 dwelling units per gross acre), Hillside (0-3 dwelling units per gross acre), Single Family Residential (4-7 dwelling units per gross acre), Medium Density Residential (8-15 dwelling units per gross acre), Medium High Density Residential (16-21 dwelling units per gross acre), High Density Residential (22-29 dwelling units per gross acre), Mobile Home Park (0-10 dwelling units per gross acre), and Mixed Use (0-12 dwelling units per gross acre). (IM 13-19)
- 3.b.b. Provide land area to accommodate housing units that meet the diverse economic and social needs of the residents, locating development to:
  - *Retain the scale and character of existing residential neighborhoods.*
  - *Facilitate the upgrade and intensification of declining and mixed density residential neighborhoods.*
  - *Allow expansion into vacant and underdeveloped lands within infrastructure and environmental constraints.* (IM 13, 18, 19, 20, 21, 23, 24, 25, 26, 27, 28, 29, 30)

- 3.c.c. Provide for the construction of new housing units to meet the City's regional fair share, pursuant to the Housing Element, including in areas newly designated for Mixed-Use. (IM 18, 19)
- 3.d.d Continue to implement a Growth Management Ordinance that allows growth to continue as it has historically to allow Santa Paula to maintain its quality of life and provision of services. (IM 13, 30)
- 3.e.e. Encourage the consolidation of small residential lots into larger lots of sufficient size to economically support multi-family residential development. (IM 13)
- 3.f.f. Encourage the development of high quality estate subdivisions, incorporating consistent fencing and signage, equestrian and pedestrian trails, interconnecting greenbelts, and community amenities such as clubhouses, swimming pools, tennis courts and health clubs. (IM 13, 23)
- 3.g.g. Allow for secondary units/granny flats in single family land use designations. (IM 13)
- 3.h.h. Assure that development in the city's hillside areas occurs in a manner that protects the hillside's natural and topographic character and identity, environmental sensitivities, aesthetic qualities and the public health, safety and welfare. (IM 22)
- 3.i.i. Ensure that hillside development does not lead to soil erosion, mass grading, severe cutting or scarring and/or large removals of vegetation. (IM 55)
- 3.j.j. Protect those portions of parcels, where possible, with slope areas of greater than 30% from grading and development. (IM 22)

### Commercial Land Uses

- 3.k.k. Include areas designated for Neighborhood Commercial, General Commercial, and Commercial Office uses in the city's land use plan. Floor-to-area ratios (FAR) set the density and intensity of these land uses. The maximum FAR for the commercial land uses shall be 0.35, except in the Downtown Design Development Report/Improvement Plan Area where an FAR of up to 1.0 is allowed and Commercial Office Uses where an FAR of 0.50 is allowed. These FARs shall also apply to mixed uses. (IM 20, 24, 29)
- 3.l.l. Require that neighborhood commercial development be designed to reflect and be compatible with the surrounding neighborhood character. (IM 13, 21, 29)
- 3m.m. Promote commercial development along arterial roads in areas that provide adequate access and parking. (IM 13, 20, 29)
- 3.n.n Require that all commercial development provide buffers with adjacent residential uses or residentially zoned property, including: decorative walls, landscaped setbacks, restricted vehicular access, proper siting and screening of trash and service areas and control of lighting. (IM 13, 20, 24, 29)

- 3.o.o. Promote mixed use for the downtown commercial area and for the expansion lands of East Area 1. (IM 13, 19)
- 3.p.p. Promote mixed use for the Harvard Boulevard/Peck Road/Telegraph Road commercial area. (IM 13, 19)
- 3.q.q. Promote artist live-work studios as a viable mixed use in commercial areas. (IM 13, 19)
- 3.r.r. Provide for the continuing development of the Hallock Drive area as the principal center of new car dealerships, serving local residents and the region. (IM 13, 24)

#### Industrial Land Uses

- 3.s.s. Include areas designated for Industrial Park, Light Manufacturing and Heavy Manufacturing in the City's land use plan. Floor-to-area ratios (FAR) set the density and intensity of these land uses. The FAR for the industrial land uses shall be 0.35, with industrial park designations allowing a FAR of 0.25 and light industrial designation allowing a FAR of 0.30. These FARs shall also apply to mixed uses. (IM 13, 20, 25, 29)
- 3.t.t. Accommodate sand and gravel mining along the Santa Clara River and Santa Paula Creek with a designation of "Mineral Overlay." (IM 13, 28)
- 3.u.u. Require the submittal and approval of a Mineral Reclamation Plan in accordance with the California Surface Mining and Reclamation Act for any mining operation. (IM 13, 28)
- 3.v.v. Ensure that mineral resource production activities are compatible with adjacent uses and do not create aesthetic, noise, odor or dust impacts. (IM 13, 28)

#### Agriculture/Open Space

- 3w.w. Preserve viable agriculture and prime agricultural lands as a greenbelt and buffer around the City. Remove the agricultural land use designation on the parcel south of SR 126 within the City and replace it with a commercial/industrial designation consistent with the West Area 2 Sphere Amendment. (IM 13)
- 3.x.x. Include areas for natural area-related open space and park-related open space in the City's land use plan. (IM 13, 14, 15, 16, 17, 20, 26)
- 3.y.y. Provide for parks and recreation and open space at the ratios of 5 acres per 1,000 people, and a minimum of 10% of the land area of those expansion and planning areas involving canyons or greenbelts. (IM 14, 15)
- 3.z.z. Accommodate unmet recreational demand for uses such as soccer fields, skating rinks, teen centers, performing arts, basketball, tennis, and trail systems. Also, special uses such as the rodeo, horse performance arena, carnival and circus spaces should be explored. (IM 14, 15, 26)

#### Institutional/Civic Uses

- 3aaa. Include areas for institutional and civic uses in the City's land use plan. Floor-to-Area ratios set the density and intensity of these land uses. The FAR for institutional and civic land uses shall be 0.35, except in the Downtown Design Development Report/Improvement Plan Area where an FAR of up to 1.0 is allowed. (IM 13, 14)
- 3bbb. Provide for the continuation and enhancement of schools, school-related uses and school grounds within the city. (IM 3, 45, 110a)
- 3ccc. Provide for the development of new school facilities to serve new development in the expansion and planning areas. It is recommended that a facility be provided in Fagan Canyon in addition to the planned school uses in the other expansion areas. (IM 3, 107, 110a)
- 3ddd. Provide for the development of congregate care and senior facilities within proximity to public transportation, neighborhood commercial and health and social services. (IM 13, 14)
- 3eee. Permit the continuation and expansion of existing public facilities: police, fire, City Hall and the Community Center. Also, address a facility for public social services and workforce development. (IM 13, 14, 107)
- 3fff. Permit the continuance and enhancement of the hospital and associated facilities. (IM 13, 15)
- 3ggg. Permit the continuance and enhancement of library sites and services. (IM 13, 14, 107)

#### Airport Land Uses

- 3hhh. Include airport and airport related land uses in the City's land use plan. (IM 13, 30)
- 3iii. Provide for the enhancement of on-site airport facilities and services. (IM 13)

#### General

- 3jjj. Retain and enhance established residential neighborhoods, commercial and industrial districts, regional serving uses, tourist/visitor uses, recreation and open space amenities. (IM 13)
- 3kkk. Allow for infill of vacant lots and recycling of underdeveloped property at the neighborhood's prevailing scale and character. (IM 13)
- 3lll. Provide incentives for development that will:
  - *Contribute significant social and economic benefits to the City and citizens.*
  - *Provide distinctive architectural design and site planning.*
  - *Incorporate streetscape and other public urban design amenities that contribute to a high quality image and benefit the community.* (IM 13)

## **URBAN EXPANSION**

## **Goals**

- 4.1 Development and expansion should be self-supporting of the costs of its public service and infrastructure needs.
- 4.2 Development should help support the costs of public services needed by the existing community.
- 4.3 Development should be designed so that it can be efficiently and economically served by City services.
- 4.4 Urban expansion should not be dependent upon a single area, project, or individual.
- 4.5 Urban expansion should be directed away from the most productive agricultural areas.
- 4.6 Development should preserve and enhance the quality of life within the community.
- 4.7 Development should sustain and enhance the economic health of the community.
- 4.8 Development should meet the diverse needs of all economic groups within the community.
- 4.9 Development should be compatible with and have minimal adverse impacts upon the environment, agriculture and natural resources and should not be wasteful of scarce land.
- 4.10 Development should provide for orderly urban expansion.

## **Objectives**

- 4(a) The City should continue to plan for urban land development within the existing City limits and the Sphere of Influence, as mended from time to time, subject to the restrictions of the CURB.
- 4(b) Land use intensities and population densities that are not wasteful of scarce land in expansion and planning areas should be established, considering the nature and topography of the land development sites and the character and qualities of the surrounding community.

## Policies

- 4.a.a. Establish a plan for land development within the existing City limits, the amended Sphere of Influence, and the amended CURB, as recommended in this element. (IM 32, 33, 34, 35, 36, 39, 40, 41, 42, 43)
- 4.b.b. Emphasize infill prior to annexations. (IM 31, 38, 44, 45)
- 4.c.c. Limit annexations to the City's Sphere of Influence and CURB, as each may be amended from time to time. (IM 32, 33, 34, 35, 36)
- 4.d.d. Annex and develop the contiguous lands first. (IM 32, 33, 34, 35, 36)
- 4e.e. Allow annexations of County "islands" that are surrounded by City lands, when supported by the residents of the area. (IM 38)
- 4.f.f. Limit annual build-out of annexed land to the annual number of units available under the Growth Management Ordinance, including a portion of any carry-over allocation that may be available. (IM 32, 33, 34, 35, 36)
- 4.g.g. Minimize public expenditures for services and infrastructure needed by new land development projects through the use of owners associations, private facilities, and project designs that minimize costs. (IM 44, 45, 46)
- 4.h.h.. Give priority to land development that provides municipal revenues that meet or exceed municipal costs, except as needed to meet housing goals. (IM 44, 45, 46, 47)
- 4.i.i.. Require comprehensive planning and cost analysis for public services, utilities, and infrastructure needed to serve major land development projects. (IM 44)
- 4j.j.. Require reports that address City-wide fiscal and market issues prior to considering annexations. (IM 44, 45)
- 4.k.k.. Unless otherwise provided, require the preparation of Specific Plan(s) for any proposed annexations. (IM 39, 40, 41, 43)
- 4l.l. Limit land development south of the Santa Clara River to low intensity development requiring few public services or infrastructure, such as open space, agriculture, and public/private recreational uses. (IM 35a)
- 4.m.m..Do not allow urban land development in the area easterly of Adams Barranca between Foothill Road and the Sphere of Influence (West Area 1).
- 4.n.n. *This policy deleted per Resolution No. 6618*
- 4.o.o. Establish a plan for land development in the canyon lands north of the City, including Adams Canyon, Fagan Canyon, and the small canyons immediately north of the City. The land use designations and densities established for lands shall be as provided in Table LU-5 of the Land Use Element. (IM 32-35a)

- 4.p.p. Establish a plan for land development in the Santa Clara River Valley between Santa Paula Creek and Haun Creek (East Area 1 and East Area 2). The land use designations and densities established for these lands shall be as provided in Table LU-5 of the Land Use Element. (IM 33, 34, 40, 41)
- 4.q.q. Establish a plan for land development in the Santa Clara River Valley south of SR 126 West Area 2 and South Mountain). The land use designations and densities established for these lands shall be as provided in Table LU-5 of the Land Use Element. (IM 35, 35a, 43)
- 4.r.r. Encourage a mix of service and retail commercial uses in the East 2 and West 2 planning and expansion areas to provide services for employees in the area. (IM 41, 43)
- 4.s.s. Provide adequate linkages and transitions from expansion and planning areas to the existing City. (IM 37)
- 4t.t. Require new development to bear the operating cost of providing prompt and adequate fire protection and emergency medical service to the new areas. (IM 44, 45, 46, 47)
- 4u.u. Require new development adding a significant amount of area to the city to provide any needed land, buildings, fire engines, and equipment needed to serve the area. (IM 44, 45, 46, 47)
- 4v.v. The Santa Paula Canyon area (west of Santa Paula Creek), West Area 1 and the South Mountain area are designated "target" areas for agricultural land preservation through land acquisitions and easements. (IM 31)
- 4.w.w. The southern boundary of the city's Sphere of Influence shall be the south toe of the South Mountain expansion area and the southern boundary of Willard Canyon, as illustrated on Figure LU-4. (IM 35a)

## **URBAN FORM and DESIGN**

### **Goals**

- 5.1 The small town atmosphere of Santa Paula and the quality of life in the community should be preserved and enhanced.
- 5.2 The compact, traditional style and the historic appearance and character of the City's older commercial and residential neighborhoods should be maintained.
- 5.3 Scenic views and vistas, tree-lined streets, open spaces, natural areas, ridgelines, viewsheds, and landforms should be preserved.

## **Objectives**

- 5(a) Continued use of the grid pattern in lieu of cul-de-sacs should be encouraged, where feasible, in all new development.
- 5(b) Neighborhood commercial businesses (markets, dry cleaners, etc.) should be encouraged in all new residential and industrial development of substantial size.
- 5(c) Neighborhood parks should be developed to serve all new residential development of significant size.
- 5(e) The City should encourage neighborhood designs whose appearance is not dominated by the automobile, where people know one another and where there is a strong sense of community.
- 5(f) Sufficient land should be provided for all uses, including parks, low-density residential, industrial and neighborhood commercial, to accommodate projected population growth to the year 2020.
- 5(h) The City should develop signs, monuments or other physical features that announce the entrance to the City and/or the downtown.
- 5(i) The implementation of Downtown Design Development Report and Harvard Boulevard Improvement Plans should be encouraged.
- 5(j) The City should encourage Historic Preservation as a valuable tool to retain the City's heritage.
- 5(m) The City should protect and expand the urban forest.
- 5(n) Development that is designed in a manner sensitive to the natural features of the site and to the character of surrounding development should be encouraged.
- 5(o) The City should promote land uses that will generate more activity into the evening in commercial areas, especially downtown.

## **Policies**

- 5.a.a. Establish Santa Paula as a unique and distinctive place in the Southern California area. (IM 48, 56)
- 5.b.b. Preserve important natural features, such as barrancas, tree rows, wetlands, ridgelines, and wildlife movement corridors. (IM 52, 55)
- 5.c.c. Provide for distinctive and compatible residential neighborhoods and commercial and industrial districts. (IM 48, 49, 50, 51, 52, 53, 54, 55, 56)

- 5.d.d. Provide a diversity of areas characterized by different functional activity scales and intensity of uses through the land use plan and Specific Plans. (IM 48, 49, 50, 51, 52, 53, 54, 55, 56)
- 5.e.e. Promote the development of new high-quality multi-family townhouses that convey a distinctive residential neighborhood character and are integrated with their setting. (IM 56)
- 5.f.f. Require that techniques be used to avoid “box-like” commercial structures, including: differentiation of facades and elevations, articulation of building details (roof, columns, beams, balconies, arcades, trellises, recessed windows, etc.). (IM 54, 56)
- 5.g.g. Require that street-facing building facades have usable occupiable space and entries. (IM 54, 56)
- 5.h.h. Require that non-residential development be designed to orient outward to pedestrian sidewalks, parking lots and public streets. (IM 54, 56)
- 5.i.i. Require that non-residential development be designed to a “human scale” at the street/sidewalk/parking elevations. (IM 54, 56)
- 5.j.j. Require that non-residential development outside of the Downtown Design Development Report/Improvement Plan Area convey a rural “village-like” environment. (IM 54, 56)
- 5.k.k. Prohibit the development of new billboards in the City. (IM 51)
- 5.l.l. Preserve the character and integrity of existing residential neighborhoods. (IM 53, 54, 55, 56)
- 5m.m. Encourage the upgrading and enhancement of existing commercial and industrial neighborhoods. (IM 48, 49, 50, 51, 52, 53, 54, 55, 56)

## **LAND USE COMPATIBILITY**

### **Goals**

- 6.1 The creation of incompatible land uses or land uses that are incompatible with sensitive environmental areas should be avoided.
- 6.2 Existing incompatible land uses should be reduced or eliminated when possible.
- 6.3 Mixed land uses that are compatible should be allowed.
- 6.4 Appropriate/compatible uses and development should be maintained and allowed at the airport.
- 6.5 Development should mitigate undue generation of noise and light.

- 6.6 Development should mitigate undue exposure of citizens to existing noise and light sources.
- 6.7 Existing exposure of citizens to excessive noise and light sources should be reduced.

### **Objectives**

- 6(a) The City should encourage low intensity land uses and/or barriers near agricultural lands.
- 6(b) Industrial areas should be buffered from surrounding land uses.
- 6(c) Wetlands, natural flowing streams, and barrancas should be preserved to the maximum extent possible.
- 6(d) The relocation of residences should be encouraged from areas no longer appropriate for residential use.
- 6(e) The City should discourage expansion of existing structures and uses that are non-conforming with regards to the Zoning Ordinance or General Plan.
- 6(f) The City should designate enough land in all appropriate land use categories to accommodate both future development and the relocation of existing non-conforming land uses.
- 6(g) Land use compatibility should be improved in the railroad corridor.
- 6(h) Building vacancies should be reduced in commercial and industrial areas.
- 6(i) Development of properties adjoining or near the airport should be compatible with airport operations and the airport land use plan.
- 6(j) Aviation related business and industry should be encouraged in the area of the airport.

### **Policies**

- 6.a.a. Encourage the development of multiple-family residential land uses relatively close to non-residential uses (commercial centers, public parks). (IM 66, 67)
- 6.b.b. Control the location and number of alcohol sales, adult bookstores and businesses, game arcades and other community-sensitive uses based on proximity to other similar businesses, residences, schools, religious facilities and parks, in accordance with legislative and legal requirements. (IM 66, 67)
- 6.c.c. Encourage land uses on vacant and underdeveloped land adjacent to the railroad corridor that is compatible with the railroad as well as adjacent established conforming land uses. (IM 57, 66)

- 6.d.d. Encourage land uses on vacant and underdeveloped land adjacent to the airport that is compatible with the Ventura County Airports Comprehensive Land Use Plan as well as adjacent established conforming land uses. (IM 58, 59, 60)
- 6.e.e. Santa Paula Airport should be preserved and enhanced as a valuable asset of the community. (IM 59, 60)
- 6.f.f. Airport activity and its continuing operations should be encouraged. (IM 59, 60)
- 6.g.g. All new development and uses shall be compatible with the Ventura County Airports Comprehensive Land Use Plan. (IM 59)
- 6.h.h. Consider streamlining the development review process. (IM 63, 64, 65)

## **ECONOMIC DEVELOPMENT**

### **Goals**

- 7.1 The creation of jobs should be promoted within the community.
- 7.2 Existing and new businesses should be supported and promoted through a positive business environment and community image and by a viable work force and affordable housing market.
- 7.3 Diversity and self-sufficiency should be promoted in the local economy.
- 7.4 Business and economic development should be supported through marketing and financing programs and through efficient, cost-effective governmental services, and technical assistance.

### **Objectives**

- 7(a) The City of Santa Paula should develop and implement an Economic Development Plan to improve economic conditions within the community.
- 7(b) The City should encourage the attraction and expansion of businesses and residential uses that will diversify and sustain the community economically.
- 7(c) Local incentives should be provided as an inducement to attract desired business to the City of Santa Paula, while maintaining City financial integrity.
- 7(d) The City should develop and implement a marketing strategy that will improve the economy of the City.
- 7(e) The City should develop and provide, in coordination with local organizations, educational programs on available financing to assist business location and expansion.
- 7(f) Technical assistance should be provided to businesses trying to acquire favorable financing.

- 7(g) An environment should be created that promotes economic growth and profitability to expanding or new businesses through the development and availability of financing programs.
- 7(h) The attraction and retention of commercial and industrial businesses should be aggressively pursued
- 7(i) The City should seek to gain more jobs from commercial and industrial development by an aggressive and effective economic development strategy.
- 7(j) Eliminate blighted and underutilized sites to enhance the development of the downtown.
- 7(k) Provide new attractions and commercial draws for tourists and residents.
- 7(l) Enhance Santa Paula's reputation as a film making location.

### **Policies**

- 7.a.a. Encourage the following types of businesses to locate or expand in the City: eco-tourism, educational institutions, software developer/manufacturers, agricultural industry support, agricultural research, and visitor-serving uses associated with the Heritage Valley. (IM 70 - 97)
- 7.b.b. Emphasize the attraction, retention, and promotion of small businesses and local businesses. (IM 70, 71, 72, 73, 74, 75, 76, 77, 79, 82, 84, 85, 86, 89, 96)
- 7.c.c. Become an incubator for new small businesses. (IM 72)
- 7.d.d. Support agricultural businesses surrounding the City and spin-off uses such as farm tours, farmers markets, and flower growers outlets. (IM 85, 87, 88)
- 7.e.e. Support home based businesses/offices. (IM 70, 71, 76)
- 7.f.f. Promote the location of educational facilities, such as junior college and private secondary schools, within the city. (IM 70, 71, 80, 83)
- 7.g.g. Promote the development of a fairgrounds, equestrian center, large event arena, and equestrian trails within and/or immediately adjacent to the City. (IM 78, 87)
- 7.h.h. Promote festivals on a year-round basis to attract visitors to the City. (IM 78, 87)
- 7.i.i. Promote the County of Ventura's "Business Cluster" Concept, which involves support of the following emerging clusters: agriculture, communications, high tech, machinery, biomedical, plastics, environmental, tourism, business services, healthcare, education, and training. (IM 93, 95)
- 7.j.j. Support the following types of businesses in forming "Business Cluster Networks": electrical equipment, apparel, paper, sporting goods and publishing. (IM 77, 93, 95)

7.k.k. Support retirement housing and retirement communities in Santa Paula. (IM 70, 71, 75, 76, 80, 85)

7.l.l. Provide additional opportunities for industrial, commercial and residential development to support the City's economic health on lands within the expanded Sphere of Influence. (IM 81, 94)

## INFRASTRUCTURE

### Goals

8.1 New infrastructure should be sized to support the projected population growth of the community

8.2 The orderly continuation, upgrading and expansion of utility services should meet community needs and accommodate new technologies. (Utilities: electricity, telephone, cable TV, gas, water, sewer, petroleum, solid waste, and street lights.)

8.3 The railroad right-of-way should be used as a multi-purpose, publicly owned corridor for utilities, business, transportation, and recreation.

### Objectives

8(a) A system of impact fees and/or development agreements should be adopted to assess land development projects for the costs of public facilities, utilities, and infrastructure needed to serve such projects, including but not limited to the following: fire, police, roads, sewers, flood control, recreation, and water.

8(b) The City should establish maintenance assessment districts or other similar measures to recover the cost of services required by new land development projects.

8(c) Public expenditures for services and infrastructure needed by new land development projects should be minimized through the use of owners associations, private facilities, and project designs that minimize costs.

8(d) The City should enter into land development agreements for major new projects to assure significant contributions towards meeting existing and future community needs.

8(e) The City should require a system of publicly-owned underground ducts to accommodate future information and utility needs in new land development areas.

8(f) The City should work with other agencies to improve the recently purchased Southern Pacific Railroad right-of-way through the City.

8(g) Utility systems should continue to be constructed, maintained, and operated in accordance with all state and federal safety and environmental standards

8(h) Where feasible, new and existing utility systems should be undergrounded.

- 8(i) The City should require installation of all utility systems as part of land development projects.
- 8(j) Ensure all storm water quality measures are conducted and updated as directed by regulatory authorities to protect public health and the natural environment.

### **Policies**

- 8.a.a. Size new infrastructure to support the projected population growth of the community. (IM 99, 107, 110)
- 8.b.b. Have development pay the costs of needed utility services. (IM 107, 108, 109, 110)
- 8.c.c. Encourage the continued improvement of flood control areas and projects. (IM 107)
- 8.d.d. Review all new development and annexation proposals to ensure that the City can provide sufficient water production, treatment, and storage capacity to meet acceptable standards. (IM 98, 99, 100, 107)
- 8.e.e. Review all new development and annexation proposals to ensure that the City can provide sufficient wastewater treatment capacity to meet acceptable standards. (IM 101, 102, 107, 109, 110)
- 8.f.f. Expand the circulation system in coordination with development to avoid deficiencies. (IM 107, 109, 110)
- 8.g.g. Flood control projects should be carried out in a manner that leaves streams and barrancas as natural as possible. (IM 107)
- 8.h.h. Support recycling. (IM 103, 104, 105)
- 8.i.i. Action 5.17: Pursue or develop a financing mechanism for improvements to the storm water quality and drainage system.
- 8.j.j. Increase frequency of City street sweeping, and post schedules on street signs at key points within each neighborhood or through other outreach avenues.
- 8.k.k. Investigate illicit discharges to the storm drain system and if necessary, respond with enforcement action to eliminate any future illegal discharge.
- 8.l.l. Respond to reported spills to the storm drain system within two hours and develop a Spill Response Plan to establish procedures for responding and investigating spill complaints.
- 8.m.m. Conduct an Integrated Pest Management Program for City operations that reduces the discharge of toxins into the storm drain system.
- 8.n.n. Install trash containers, and trash excluders in storm drain inlets, in areas subject to a high amount of litter in the public right-of-way to reduce trash in waterways and the ocean.

- 8.o.o. Meet NPDES permit required cleaning frequencies for storm drain inlet catch basins.
- 8.p.p. Implement Best Management Practices established by the Regional Water Quality Control board to reduce storm water contamination during City maintenance operations and capital construction projects.
- 8.q.q. Implement a program to prohibit discharges of wash waters from vehicle and equipment washing conducted in the City street public right-of-way.
- 8.r.r. Allow a slow discharge to the storm drain system of swimming pool water only if the water is previously dechlorinated, PH neutral, and salt free.
- 8.s.s. Manage trash at large public events held in the City street public right-of-way to prevent litter from entering the storm drain system.
- 8.t.t. Require new developments to incorporate storm water treatment practices that allow percolation to the underlying aquifer and minimize offsite surface runoff utilizing methods such as compact design, parking reduction strategies, and permeable surfaces where applicable for parking and other paved areas to facilitate rainwater percolation and retention/detention basins that limit runoff to pre-development levels.
- 8.u.u. Require low impact and green design storm water treatment measures within new development to treat storm water and reduce the amount of urban pollutant runoff in the Santa Paula Creek, Santa Clara River, and other watercourses.
- 8.v.v. Require landscaping to reduce water demand, retain runoff, decrease flooding, and recharge groundwater through selection of plants, soil preparation, and the installation of appropriate irrigation systems.
- 8.w.w. Require new development to maximize and preserve permeable land surfaces, to the extent feasible, for water quality protection, groundwater recharge, flood prevention, and watershed health.
- 8.x.x. Make use of existing barrancas for drainage and utilize other naturalistic features such as bioswales and ponds to capture and treat runoff, decrease flooding, and recharge groundwater. Comply, at a minimum, with the current municipal National Pollutant Discharge Elimination System requirements for peak flow, storm water quality, runoff volume and hydromodification.
- 8.y.y. Create multi-functional parks and open space that benefit people and the environment by protecting and enhancing water supplies, and providing flood and storm water management services.
- 8.z.z. Identify opportunities to use and connect public lands such as playing fields, parks, and street rights-of-way for "green solutions" to water quality and supply problems, while creating a more human urban environment.

## SPECIAL STUDY AREAS

### Goal

- 9.1 The City should encourage future study for enhancement of the identified “Special Study Areas” in order to address issues specific to the areas.

### Objective

- 9(a) The City should develop programs and standards to promote the “Special Study Areas,” which are: the Downtown Plan Area, the Railroad Corridor, the South East Neighborhood, City Entrances/Gateways, Harvard Boulevard, and Floodways.

### Policies

#### Downtown Improvement Plan Area

- 9.a.a. Establish the primary focus of tourist-related land uses in the downtown area centered on Main Street, 10<sup>th</sup> Street and the railroad corridor. (IM 111, 112, 113, 114)
- 9.b.b. Allow greater land use densities and intensities on commercially zoned properties than allowed in other areas of the City. (IM 111, 112, 113, 114)
- 9.c.c. Use the Downtown Design Development Report to guide public and private improvements in the Downtown Area. (IM 111, 112, 113, 114)

#### Railroad Corridor

- 9.d.d. Enhance the opportunities for railroad use for public transportation, visitor serving uses, and the transport of goods and services. (IM 115, 120, 121)
- 9.e.e. Permit the development of railroad-related uses and railroad-dependent uses in the railroad corridor. (IM 115, 118)
- 9.f.f. Improve the visual appearance of lands and development in the railroad corridor as viewed from trains on the railroad tracks and as viewed from adjacent city streets. (IM 118, 120, 121)
- 9.g.g. Require the dedication and development of pedestrian/bicycle trail linkages to and along the railroad corridor, consistent with any VCTC plans. (IM 116)
- 9.h.h. Require that new development be compatible with and sensitive to the railroad. (IM 118, 120, 121)
- 9.i.i. Provide a land use designation for all uses in the railroad right-of-way. (IM 118)
- 9.j.j. Preserve the railroad depot structure and promote its use as an operating train depot. (IM 115)

9.k.k. Maximize the use of any excess right-of-way land to enhance the corridor. (IM 116, 117)

#### Southeast Neighborhood

9.l.l. Recognize the southeastern portion of the city as a viable residential neighborhood. (IM 125, 126)

9.m.m. Preserve and enhance the southeastern portion of the city as a diverse residential community, with use mix that supports the neighborhood. (IM 125, 126)

#### Harvard Boulevard

9.n.n. Retain and enhance the Harvard Boulevard corridor as a diverse and vibrant business community. (IM 127, 128)

9.o.o. Use the Harvard Boulevard Improvement Plan to guide public and private improvements along Harvard Boulevard (IM 127, 128)

9.p.p.. Improve the visual appearance of lands and development along Harvard Boulevard (IM 127, 128)

9.q.q.. Maximize the use of any excess right-of-way land to enhance the Harvard Boulevard corridor. (IM 127, 128)

#### City Entrances/Gateways

9.r.r. Promote aesthetics and visibility for the City's freeway and arterial gateways. (IM 122, 123, 124)

## **VI. LAND USE PLAN- IMPLEMENTATION MEASURES**

This section of the Land Use Element indicates the actions and programs that shall be carried out by the City of Santa Paula to implement the land use goals, objectives, and policies. These implementation measures, together with the policies, establish and guide the City's annual budget process and day-to-day decision-making so there is continuing process toward attainment of the goals. Some policies and implementing measures may need to be re-examined and revised during the plan's time frame (2020). However, the Land Use Element, including the implementation measures, should be updated every five years to ensure that the plan remains responsive to the community's vision of its future and changing market conditions. The implementation measures presented below are categorized by the same topics as the goals, objectives, and policies in the preceding section. Implementation measures with a letter following the measure number (i.e., 35a) have been added during revision, update, or amendment processes. This number/letter system is intended so that the numbering system is not affected by any subsequent additions or revisions to implementation measures.

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### **POPULATION**

The City of Santa Paula shall take the following actions to implement the Population-related land use goals:

1. Continue to implement the Growth Management Ordinance.
2. Restrict the number of new dwelling units allowed under the Growth Management Ordinance to 124 units per year, and allow development to utilize the surplus/accumulated units (944 surplus units accumulated as of 1997).
3. Analyze all new residential development for impacts from population growth on public services, infrastructure and schools.

### **PUBLIC INVOLVEMENT**

The City of Santa Paula shall take the following actions to implement the Public Involvement goals of the Land Use Element:

4. Create an area that emphasizes the Hispanic culture in downtown.
5. Develop local public access cable television programs that meet the needs of all ethnic and age groups in the community.
6. Assist constituent school districts to develop cable television production program to be sponsored by the City in conjunction with the schools to produce and broadcast programs for students created by students.
7. Actively publicize the City's ADA program and the ability to accommodate disabilities.

8. Prepare a City video or slide show for use at schools, on City Hall tours, and as a promotional item.
9. Prepare an educational program for schools and city tours to promote a better understanding of City government.
10. Develop and promote a program to more effectively utilize volunteers.
11. Publish a newsletter to keep citizens informed of issues and events.
12. Establish an on-going business forum between city officials and city businesses to receive input on plans, policies, and budget items.

### **LAND USE DISTRIBUTION**

The City of Santa Paula shall take the following actions to implement the Land Use Distribution Goals of the Land Use Element:

13. Complete a comprehensive revision of the Zoning Ordinance to reflect the land use policies and to be consistent with the land use map.
14. Provide an "Institutional/Civic" or "Open Space" designation, as appropriate, for all public buildings and lands.
15. Locate land, re-designate it to Open Space and develop soccer and ball fields.
16. Provide a land use overlay for all lands outside the mapped floodways that are currently labeled "SSA- Special Study Area," consistent with the adjacent and surrounding land uses.
17. Provide an "Open Space" designation for lands shown to be in the floodway on the established flood map.
18. Designate all mobile home parks with a "Mobile Home Park" land use designation and specify the allowed density (e.g., Mobile Home Park-10, ten units to the acre).
19. Apply the "Mixed Use" land use designation in the areas as called out in the Land Use Element policies.
20. Eliminate the Reserve and Phased Reserve designations as the lands are annexed to the City and provide new appropriate land use designations consistent with the descriptions in the Urban Expansion Policies and/or adjacent and surrounding land uses.
21. Implement an Historic Overlay Zone for portions of the downtown and surrounding historic neighborhoods.
22. Revise the City's Hillside Grading Ordinance to prohibit grading on slopes of 30% or greater, except as necessary.

23. Amend the City's Sphere of Influence to provide additional lands for high quality estate subdivision and housing for all segments of the population.
24. Amend the City's Sphere of Influence to provide additional lands for commercial development.
25. Amend the City's Sphere of Influence to provide additional lands for industrial development.
26. Amend the City's Sphere of Influence to provide additional lands for open space and recreational uses.
27. Use the planned development permit process to encourage owner-occupied dwellings, to allow smaller lot sizes in the medium, medium-high and high density zones.
28. Provide a "Mineral Overlay" land use designation on lands that are indicated to be of statewide interest by the Department of Conservation Division of Mines and Geology.
29. Designate existing land uses on railroad right-of-way with a land use designation that is compatible with the existing use, adjacent uses and/or the Downtown Design Development Report/Improvement Plan.
30. Review and update the Land Use Element every 5 years to evaluate land use trends and ensure that a balance is maintained between employment and housing opportunities, and to ensure the availability of sufficient municipal revenues to maintain adequate levels of public services.

### **URBAN EXPANSION:**

The City of Santa Paula shall take the following actions to implement the Urban Expansion goals of the Land Use Element:

31. *This implementation measure deleted per Resolution No. 6618*
32. *This implementation measure deleted per Resolution No. 6618*
33. Amend the Sphere of Influence to include approximately 541 acres of land in the Santa Clara River Valley north of the VCTC rail right-of-way between Santa Paula Creek and Haun Creek (East Area 1).
34. *This implementation measure deleted per Resolution No. 6618*
35. Amend the Sphere of Influence to include approximately 125 acres of land in the Santa Clara River Valley on the west side of the City, easterly of Adams Barranca (West Area 2).
- 35a. Amend the Sphere of Influence to include approximately 1,292 acres of land in the Santa Clara River Valley on the south side of the City (South Mountain).

36. Annex lands within the Amended Sphere of Influence as development proposals are reviewed and approved by the City.
37. Require the dedication and development of pedestrian/equestrian linkages to and along the Santa Clara River at the time of annexation.
38. Work with residents in the County “islands” to ensure their support and participation in annexation proceedings.
39. The following Development Standards for the **Adams Canyon and Fagan Canyon** expansion areas shall be implemented through a Specific Plan(s) and subsequent development approvals:

- *Encourage a broad range of housing types to meet the housing needs of the City.*
- *Allow a density bonus for housing meeting the standards for the “low” and “very low” income level housing.*
- *Development shall be designed and sited to maintain the character of significant open spaces, to maintain views and vistas and to protect natural habitat.*
- *Integrate a north/south road connection to serve the canyon areas.*
- *Require the use of architectural design themes that complement and do not dominate the setting.*
- *Use building materials, colors, and forms that blend into the environment and contribute to a neighborhood character.*
- *Clustering of development is required to protect open space, agriculture, and habitat.*
- *Use extensive landscaping, xeriscaping, etc. Forty percent (40%) of lots/development shall be landscaped or natural open space.*
- *Oil seeps shall be contained and buffered.*
- *A combination of golf courses, equestrian centers, tennis facilities, or similar public recreational facilities should be provided.*
- *Require a geologic study for all development sites and roadways to address slope stability, faults and landslides.*
- *Locate building pads and develop the sites and roadways with minimized grading and reduced amounts of cut and fill slopes.*
- *Require the inclusion of drainage and flood control improvements designed to be natural in appearance.*
- *Require the use of fire retardant landscaping, adequate clearings, and fire retardant/fire proof building materials.*
- *Require circulation system to tie in with the existing circulation system.*
- *Require pedestrian accessibility to all new commercial developments for nearby residential developments.*
- *Avoid ridgeline development on prominent ridgelines.*
- *Require new lighting that is part of any proposed development to be oriented away from sensitive uses, and shielded to the extent possible to minimize glare and spill over.*

39a. The following Development Standards for the Adams Canyon expansion area shall be implemented through a Specific Plan(s) and subsequent development approvals:

- Development designed and sited to maintain the character of significant open spaces, to maintain view and vistas and to protect natural habitat.

- Allow for clustering of residential units to provide a variety of housing types and maximize open space.
- Require dedication of 100 acres for public recreation facilities and 200 acres of passive public open space with all improvements to be paid for by developer.
- Require dedication of 40 acres for a school site.
- Require dedication of a roadway right-of-way to connect with Fagan Canyon.
- Allow for the development of a destination resort hotel.
- Allow for the development of a golf course.

40. The following Development Standards for the **East Area 1** (Teague/McKevett property) expansion area shall be implemented through a Specific Plan(s) and subsequent development approvals:

- *Buffer the creek area and the east hillsides as viewed from the city.*
- *Require a park strip or open space area along the creek and the eastern property boundary with a hiking trail.*
- *The Golf course should be placed along Haun Creek.*
- *Pedestrian and vehicular access into the existing city should be provided at Santa Paula Street and another location to the north.*
- *Clustering is required to protect open space, agriculture, and habitat.*
- *Neighborhood commercial uses should be located within close proximity to, and should be accessible from, residential areas.*
- *The railroad corridor shall be kept scenic and rural.*
- *A combination of golf courses, equestrian centers, tennis facilities, or similar public recreational facilities should be provided.*
- *Require the use of architectural design themes that complement and do not dominate the setting.*
- *Use building materials, colors, and forms that blend into the environment and contribute to a neighborhood character.*
- *Use extensive landscaping, xeriscaping, etc. Forty percent (40%) of all lots/development shall be landscaped or natural open space.*
- *Require the inclusion of drainage and flood control improvements designed to be natural in appearance.*
- *Keep development below the ridgeline.*
- *Avoid the use of sound walls or other architectural features that could block views from the freeway or other view corridors. Instead, make use of setbacks and earthen berms, for example.*
- *Require new lighting that is part of any proposed development to be oriented away from sensitive uses, and shielded to the extent possible to minimize glare and spill over.*

41. The following Development Standards for the **East Area 2** planning area may, as determined by the Planning Director, be implemented through a Specific Plan or Master Plan and subsequent development approvals:

- *The car sales lots should not dominate the scene. Create the "virtual" car sales area.*
- *Establish a design theme for the area. This theme should consider Santa Paula's existing outstanding architecture and capitalize on an agricultural theme and small town character.*
- *Reduce large parking lots. Hide parking between and behind buildings. Use smaller, scattered parking lots.*

- *Maintain non-urban space and proportions.*
  - *Provide setbacks with tree-lined streets.*
  - *Development shall incorporate architectural details on buildings fronting SR 126.*
  - *Provide landscape screening for buildings and parking lots.*
  - *Development shall be pedestrian friendly. A mix of uses should be located within walking distance of each other.*
  - *Development shall be designed to fit in the context of what defines Santa Paula: small scale, historical detailing.*
  - *Require new lighting that is part of any proposed development to be oriented away from sensitive uses, and shielded to the extent possible to minimize glare and spill over.*
42. Development shall emphasize the small village concept with small buildings.
43. The following Development Standards for the **West Area 2** expansion area shall be implemented through a Specific Plan and subsequent development approvals:
- *Establish a design theme for the area. This theme should consider Santa Paula's existing outstanding architecture and an agricultural theme.*
  - *Reduce large parking lots. Hide parking between and behind buildings. Use smaller, scattered parking lots.*
  - *Maintain non-urban space and proportions.*
  - *Provide setbacks with tree-lined streets.*
  - *Provide landscaping screening for buildings and parking lots.*
  - *Development shall incorporate architectural details on buildings fronting SR 126.*
  - *Development shall be pedestrian friendly. A mix of uses should be located within walking distance of each other.*
  - *Development shall emphasize the small village concept with small buildings.*
  - *Require new lighting that is part of any proposed development to be oriented away from sensitive uses, and shielded to the extent possible to minimize glare and spill over.*
44. Require a fiscal impact analysis for all annexations contemplated.
45. Adopt a system of impact fees and/or development agreements to assess land development projects for the costs of public facilities, utilities, and infrastructure needed to serve such projects, including but not limited to the following: fire, police, roads, sewers, flood control, recreation, schools, and water.
46. Establish maintenance assessment districts or other similar measures to recover the cost of services required by new land development projects.
47. Enter into land development agreements for major new projects to assure significant contributions toward meeting existing and future community needs.

## **URBAN FORM/DESIGN**

The City of Santa Paula shall take the following actions to implement the Urban Form and Design Goals of the Land Use Element:

48. When the freeway interchanges are improved to provide more capacity, incorporate public art, agricultural theme elements, public space, and or natural elements to promote aesthetics. An art in public places program may be developed to assist in these efforts.
49. Develop a plan to promote and enhance the Veterans Memorial Park as a gathering place.
50. Develop an urban plaza and amphitheater in the downtown to serve as a community gathering and performing place.
51. Amend the sign ordinance, as necessary to carry out the urban form goals, objectives and policies and the signage program, including:
  - *Pursue the acquisition and removal of billboards along major viewsheds as funding is available;*
  - *Adopt an abatement program for illegal signs and to phase out non-conforming signs over an acceptable amortization period.*
52. Develop a street tree program to provide a master plan for street tree placement and replacement to promote an urban forestry program.
53. Establish a program to increase the number of residences protected as historic structures.
54. Establish design standards for various areas (downtown, railroad corridor, city entrances/gateways, Harvard Blvd.) and provide for design review and approval for new development and remodeling of existing buildings in these areas in accordance with the *Special Study Areas* implementation measures included below.
55. Develop design standards for hillside housing that include the following:
  - *Set buildings into the hillside as: (a) part of a contour grading design plan; or (b) developed on piles to minimize grading.*
  - *Keep development below the ridgeline to avoid interruption of natural ridgelines.*
  - *Conduct most of the grading under the buildings.*
  - *Use building materials, colors, and forms that blend into the environment and contribute to a neighborhood character.*
  - *Minimize exposed foundations and undersides of structures.*
  - *Avoid excessive downhill cantilevers.*
  - *Avoid tall support columns for overhanging areas.*
  - *Retaining walls should not exceed 50 feet in length and 6 feet in height.*
  - *Stepped grading should be used to allow for minimal retaining wall height and length.*
  - *Long continuous retaining walls or screen walls should be undulated or broken by buttresses, pilasters, or planters.*
  - *Retaining walls should be colored to blend with the background.*
56. Use the following design standards for review of proposed infill commercial and residential development:
  - *Architectural style should be compatible with the existing neighborhood style.*

- *The size, scale, and bulk of new development should be comparable to existing neighboring buildings.*
  - *Avoid crowding or out-scaling neighboring buildings through appropriate review of massing of proposed structures*
  - *Avoid large expanses of building walls.*
- 56a. Ensure that flood control projects are designed utilizing colors, materials, and other design features that allow the projects to blend into the surrounding environment.

## LAND USE COMPATIBILITY

The City of Santa Paula shall take the following actions to implement the Land Use Compatibility Goals of the Land Use Element:

57. Provide zoning on properties adjacent to the railroad corridor that will promote small business incubators, retirement housing, high density housing, visitor serving uses, and railroad-related uses.
58. Airport runway overruns should be extended when land becomes available.
59. Review discretionary projects for consistency with the Airports Comprehensive Land Use Plan.
60. Purchase properties adjacent to the airport that are mapped as clear zones as soon as individual parcels and funds become available.
61. *This implementation measure deleted*
62. Establish and enforce standards for property maintenance (debris and weed removal, storage of automobiles, storage of material).
63. Adopt attainable and enforceable land use, noise, and light standards that protect persons within the community from the effects of noise, light, and glare.
64. Consider the noise and light environment as a part of land use planning.
65. New and existing development should be adequately lit to provide for public safety and consistent with the character of the development. However, this lighting should be oriented away from sensitive uses, and shielded to the extent possible to minimize potential spill over and glare.
66. Promote compatibility of infill residential or commercial development with the existing neighborhood through design standards.
67. Use the Conditional Use Permit process to analyze and approve special uses in various zone districts.
68. Review all development proposals adjacent to agriculture for impacts on agricultural land and crops.

69. Require all proposed development adjacent to agricultural uses to provide a buffer (setback, landscaping, recreational uses, street, etc.).

## **ECONOMIC DEVELOPMENT**

The City of Santa Paula shall take the following actions to implement the Economic Development Goals of the Land Use Element:

70. Permit processes that fall under the jurisdiction of the City of Santa Paula should be streamlined, while ensuring quality development.
71. City departments should coordinate their efforts to assist business and development.
72. Provide Redevelopment assistance to create buildings for incubator businesses. Recycle older industrial buildings as incubators for new businesses.
73. The City should assist community organizations to identify, train, and place unemployed and under-employed residents within the City of Santa Paula.
74. Coordinate with County and other State and Federal job training organizations to meet the employment needs of new and existing businesses in Santa Paula.
75. Determine what needs in the community such as housing, health care, water and wastewater facilities, public recreation are key factors in improving the economic base of the community.
76. Continue to improve the flexibility of the permitting process to help meet the diverse needs of the community.
77. Develop a business retention and attraction program to reduce vacancies in commercial and industrial areas.
78. Locate or develop an appropriate space for festivals that provides a large vacant land area and sufficient area for parking and barriers to sound.
79. Fund an economic marketing strategy.
80. Develop an industrial/commercial development loan and/or grant program.
81. Amend the City's Redevelopment Plan to include the expansion or planning areas south of SR 126, as appropriate.
82. Implement downtown street improvement plans.
83. Use Redevelopment Agency revenues as matching funds to leverage infrastructure funding sources.

84. Promote Santa Paula as a film making location by providing coordination between film studios, local businesses, and residents.
85. Promote Santa Paula's railroad, airport, museum, and agricultural attractions through intensive marketing.
86. Carry out the Santa Paula Marketing Action Plan contained in the Downtown Plan as well as the programs and incentives outlined in the 1995 City of Santa Paula Economic Development Plan.
87. Through public and private partnerships, develop attractions, including: a venue for farmers markets, arts and crafts fairs, artist showings, a citrus museum, farm tour, an antique airplane and car museum and a tourist trolley.
88. Work with the Hansen Trust, County of Ventura, and economic and tourist develop interests in the Santa Clara River Valley to establish a farm tour program modeled after the Sonoma County Farm Tour.
89. Encourage the formation of a partnership with the Santa Paula Chamber of Commerce and the Mexican/ American Chamber of Commerce for marketing purposes.
90. Promote High School student apprentice programs with local businesses.
91. City staff should meet regularly with senior representatives of current employers in town, particularly the larger employers. These meetings will provide a dialogue for how the businesses perceive the City and what the City can do to promote these existing businesses.
92. Develop a ranked list of retail stores needed in Santa Paula based on current gaps in the retail market and input from the Community survey. Conduct a concerted effort to attract one or two stores on that list by contacting similar stores in adjacent communities that may wish to expand. Consider both franchises and independents.
93. Seek out Ventura based firms that are seeking to expand. Have the Mayor and senior city staff visit these businesses.
94. Use redevelopment powers to assemble and attract larger commercial and industrial developments.
95. Develop a plan to advertise in the Santa Clarita area, focusing on attracting the construction supplier industry.
96. Encourage the promotion of train activities by tour agencies throughout the Ventura, Lancaster, Santa Clarita, and Los Angeles area.
97. Encourage job training providers to develop a job clearinghouse program to link up workers with businesses.

## **INFRASTRUCTURE**

The City of Santa Paula shall take the following actions to implement the Infrastructure Goals of the Land Use Element:

98. Implement a phased program to replace all substandard water mains, fire hydrants, and facilities.
99. Acquire additional water rights sufficient for future needs.
100. Upgrade water collection, storage, treatment, and conveyance systems in conjunction with development in the expansion and planning areas.
101. Implement a phased program to replace all substandard sewer mains and manholes.
102. Implement a program for the beneficial use of treated waste water, including but not limited to created wetland, industrial use, irrigation, and ground water recharge.
103. Implement a phased program to replace all worn out refuse collection equipment.
104. Establish an automated curbside recycling program.
105. Establish an automated greenwaste recycling program.
- 105a. Establish and implement a long-term plan for recycling, with specific collection goals for each recyclable material category and a method to track quantities of materials. The goal should be a 50% waste stream diversion.
106. As a condition of approval, all new development shall place new and existing utility lines underground.
107. Adopt a system of impact fees and/or development agreements to assess land development projects for the costs of public facilities, utilities, and infrastructure needed to serve such projects, including but not limited to the following: fire, police, roads, sewers, flood control, recreation, schools, and water.
108. Establish maintenance assessment districts or other similar measures to recover the cost of services required by new land development projects.
109. Minimize public expenditures for services and infrastructure needed by new land development projects through the use of owners associations, private facilities, and project designs that minimize costs.
110. Enter into land development agreements for major new projects to assure significant contributions toward meeting existing and future community needs.
- 110a. Support the establishment of a Unified School District to provide for working relationships between individual districts.

## **SPECIAL STUDY AREAS/OVERLAYS**

The City of Santa Paula shall take the following actions to implement the Special Study Area Goals of the Land Use Element:

Downtown Design Development/Improvement Plan Area

111. Continue to implement the recommendations in the Downtown Design Development/Improvement Plan.
112. Continue to review land use designations within the Downtown Area to be responsive to the goals of the Downtown Design Development/Improvement Plan.
113. Allow for the development of outdoor dining, including on sidewalks and in other right-of-way areas.
114. Review all new development for consistency with the design standards in the Downtown Design Development/Improvement Plan.

Railroad Corridor

115. Continue to promote the Heritage Valley concept and promote tourist uses along the railroad, consistent with the Downtown Design Development/Improvement Plan.
116. Continue to work with the Ventura County Transportation Commission to develop a bike/hike trail along the railroad right-of-way.
117. Continue to implement a landscaping and linear park program for the railroad right-of-way.
118. Provide an Overlay to govern design standard for uses adjacent in the railroad-right-of way.
119. Re-designate certain industrial parcels on the west side of town to multi-family residential use and encourage the development of senior housing.
120. Review development and remodels on Railroad Corridor lands that are within the Downtown Design Development/Improvement Plan area for architectural consistency with the Plan's design guidelines/standards.
121. New development and remodels on Railroad Corridor lands that are outside the Downtown Design Development/Improvement Plan area shall be reviewed for consistency with the following design principles:
  - *Buildings should provide a backdrop of railroad-related architecture reflecting an early 20<sup>th</sup> Century civic industrial style.*
  - *Buildings should reflect the simple forms of citrus industry packing houses and railroad support buildings.*
  - *Buildings should incorporate larger one and two-story masses with pitched roofs, overhangs, and heavy rustic detailing.*

- *Building design should highlight rather than hide structural elements such as rafter ends, trusses and attic vents.*
- *Design elements can be massive and exaggerated in scale to highlight their obvious functions.*
- *Utility areas, storage yards, and equipment must be screened from view of the street and the railroad right-of-way by walls, fences or landscaping.*
- *Building masses should be simple, broken by occasional changes in wall plane.*
- *Buildings need not front on the public street or the railroad right-of-way.*
- *Highly prominent architectural features are encouraged to provide landmarks along the railroad line.*
- *Residential buildings should reflect traditional craftsman style and scale.*
- *Each individual dwelling should be expressed as a single identifiable unit through pronounced roof forms, changes in building mass, pronounced entryways or front porches.*
- *Garages and auto access shall be used to separate residential units from the railroad tracks to minimize noise impacts.*

### City Entrances/Gateways

122. Design standards shall be developed for new development, signage and public improvements to be located at the entrances to the City. At a minimum, the standards shall apply to the following locations: the Santa Paula Freeway ramps, Main Street, Telegraph Road, Harvard Boulevard, and Ojai Road)
123. The following design principles shall be used for the City gateway areas:
- *The east and west gateways shall acknowledge and provide a differentiation between the rural and urban environment.*
  - *The freeway gateways shall have a unifying visual identity program that acknowledges arrival and directs visitors. Features of natural stone, wood, and brick are appropriate for this civic sign/identity programs.*
124. When freeway interchanges are improved to provide more capacity, incorporate public art, agricultural theme elements, public space, and or natural elements to promote the aesthetics.

### South East Neighborhood

125. Designate the south half of New Street between Ojai and Oak Streets as Medium High Density Residential.
126. Re-designate certain portions of the southeast downtown area from industrial to residential and neighborhood commercial to reflect existing land use patterns.

### Harvard Boulevard

127. Implement public improvements and streetscape improvements for Harvard Boulevard in accordance with a plan to be adopted by the City Council.
128. New development and remodels in the Harvard Boulevard Corridor shall be reviewed for consistency with the following design principles:

- *Building size and scale shall be compatible with the existing boulevard buildings.*
- *Where possible, buildings should front on the street, with parking to the side or rear of the building.*
- *Architecture should be reminiscent of early 20<sup>th</sup> Century highway-related architecture, using brick, tile, smooth ornamented stucco, chrome, stainless steel and glass.*
- *Development shall incorporate architectural details on buildings fronting Harvard Boulevard.*
- *Open generous store front display areas should be provided.*
- *Avoid strip development by providing buildings with no more than 50 feet of frontage.*
- *Buildings in excess of 50 feet in length should be designed to appear as several small buildings. Free-standing buildings are encouraged.*
- *Adaptive reuse of existing buildings is encouraged.*

## VII. RELATIONSHIP TO OTHER ELEMENTS

As a comprehensive strategy for the management of Santa Paula's diverse physical, economic, and social resources, there is a high level of interrelationship among the topics and elements of the General Plan. The **Land Use Element** provides for the types, density/intensity, design, and distribution of development. The **Housing Element** provides for the manner in which existing housing will be conserved and new housing will be produced, in the context of the locations permitted for residential development by the Land Use Element. The **Circulation Element** identifies the types of systems that will efficiently facilitate the movement of people and goods through Santa Paula to and from the existing and planned land uses. The **Conservation and Open Space Element** defines policies for resource protection and enhancement of designated sensitive areas, and policies for energy and sustainability efforts for existing and planned land uses. The **Safety Element** provides for the protection of people and structures from the adverse effects of natural and man-caused hazards. The **Noise Element** provides for protection from and mitigation of noise as it relates to sensitive land uses included in this Land Use Element.

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