



Executive Summary

Background

The Santa Paula General Plan is a comprehensive statement of the community’s values and priorities for future development, and provides the legal foundation for all City land use decisions and capital improvement investments. State law requires each city and county to adopt a general plan “for the physical development of the county or city, and any land outside its boundaries which in the planning agency’s judgment bears relation to its planning” (*California Government Code §65300*).

Each planning agency shall prepare and the legislative body of each county and city shall adopt a comprehensive, long-term general plan for the physical development of the county or city, and of any land outside its boundaries which in the planning agency’s judgment bears relation to its planning.

-California Government Code §65300

The General Plan expresses the community’s long-term development goals and embodies public policy for the distribution of land uses, both public and private.

The General Plan must address a range of issues organized by “elements.” The Land Use Element is the primary document guiding the physical structure of the community. Other General Plan elements establish policies that shape development to achieve the City’s goals related to public safety, public facilities and services, economic opportunity, and protection of environmental and cultural resources.

Because the General Plan affects current and future generations, State law requires that the plan have a long-term perspective. Most jurisdictions have selected approximately 20 years as the timeframe (or “horizon”) for the General Plan. The Plan horizon provides context that helps guide near-term decisions.

The last comprehensive update to the Santa Paula General Plan occurred in 1998, and in the years since then several amendments to the Plan have been adopted. While the 1998 General Plan has helped to preserve the small-town character and charm of Santa Paula, the 2040 General Plan update provides the opportunity to review changed conditions and refocus City priorities for the next two decades. 2040 is also the horizon year for major regional plans such

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as the Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) adopted by the Southern California Association of Governments (SCAG) pursuant to State and Federal law.

Numerous State laws have changed over the last 20 years that require general plans to address issues such as environmental justice, disadvantaged communities, complete streets, active transportation, water resources, energy conservation, hazard mitigation, and climate change. The Santa Paula 2040 General Plan addresses all of these issues in a manner that reflects local circumstances and priorities.

The following sections summarize each element of the Draft 2040 General Plan.



Chapter 1 – Introduction

Chapter 1 summarizes the guiding vision, legal requirements, and planning context for the General Plan. This chapter is a new component of the General Plan.

Vision for Santa Paula. Section B in

Chapter 1 describes the guiding vision for the city and the process by which it was created. Opportunities for public participation in the preparation of the 2040 General Plan are summarized. A more detailed description of public comments submitted during the 2040 General Plan update process is provided in Appendix A - Public Outreach Summary.

Planning Context. Section C describes related planning efforts such as the Southern California Association of Governments (SCAG) Regional Transportation Plan/ Sustainable Communities Strategy (RTP/SCS), the Ventura County General Plan, the Local Agency Formation Commission (LAFCo), Greenbelt Agreements, and

planning programs adopted by the voters in the Save Open Space and Agricultural Resources (SOAR) initiative, which established the City Urban Restriction Boundary (CURB).

Demographic Trends. Section D presents a summary of population trends that are expected to impact Santa Paula over the next two decades.

General Plan Requirements and Organization. State General Plan requirements are summarized in Section E. The law requires general plans to address the following seven subjects (referred to as “elements”): land use, circulation/transportation, open space, conservation, noise, safety, and housing. Cities have flexibility to combine elements or adopt other option elements in their general plans. Section F shows how the Santa Paula 2040

Vision Statement for Santa Paula

Santa Paula is a beautiful, safe, and economically thriving community that maintains its small-town atmosphere and retains agriculture as an important part of its community and economy. Santa Paula honors its heritage, culture, and diversity; offers excellence in education, housing, and health care for all community members; and is a City where people from all backgrounds live, work, shop, and play in harmony, and are open to change for the greater good. Santa Paula believes that its youth represent the future and supports them through meaningful activity and mentorship.

-Santa Paula Vision Plan (2004)



General Plan elements correspond to the elements required under State law. City commitments in the new General Plan have been condensed from the Goals-Objectives-Policies-Implementation Measures format in the current Plan to Goals, Policies, and Programs in the new General Plan to minimize duplication. This section also clarifies *mandatory* vs. *advisory* provisions of the General Plan.

Relationship Between the General Plan and Other Planning Documents. Sections G and H describe how the General Plan is related to other planning documents and the General Plan Program EIR.

General Plan Implementation. Section I describes measures the City uses to ensure effective implementation of the General Plan, including financial tools, focused plans, regulations, and administrative procedures.



Chapter 2 – Land Use

Overview

The **Land Use Element** represents a generalized “blueprint” for the physical development of Santa Paula. It describes the preferred pattern for the use, development, and preservation of land based on community preferences, State requirements, and the anticipated level of growth to the 2040 horizon year. The issue of **environmental justice** is also addressed in the Land Use Element.

Section B in Chapter 2 describes the City’s overarching land use goals, while policies are grouped under six major themes: Community Character and Urban Form; Agricultural and Natural Resources; Economic Opportunity; Infill Development and Urban Expansion; Downtown Revitalization; and Sustainability, Resilience and Environmental Justice.

The **Land Use Plan** (Section C) comprises a Land Use Map (Figure 2-1), Land Use Categories (including specific plans and expansion areas), and Land Use Overlays.

Section D identifies three Special Study Areas – the Harvard Boulevard Corridor, the Railroad Corridor, and City Entrances/Gateways, and guiding principles are described for each area.

Section E describes the preferred growth scenario to the 2040 General Plan horizon year. This section includes a summary of applicable regulatory policies, constraints, and agreements (including voter-approved measures such as SOAR) and identifies the projected level of growth by 2040.

Proposed Changes to the Land Use Element

- A new goal and discussion have been added regarding the topics of Sustainability, Resilience, and Environmental Justice.
- A new program has been added regarding a buyer notification program (Program 1.j).
- A new program has been added to conduct a review of the General Plan every 4 years to coincide with updates to the RTP/SCS and make adjustments to the General Plan and infrastructure plans as necessary (Program 4.b).

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- New policies and programs related to private signs (Policy LU 5.7), a Downtown District Overlay (Program 5.c), parking (Program 5.d), development standards (Program 5.e), and design guidelines (Program 5.f) in the Downtown have been added.
- Proposed changes to existing land use categories and the rationale for those changes are summarized in Table EX-1 below.
- The Land Use Map (Figure 2-1) also reflects changes to the existing land use designations for several specific properties. The proposed changes are the result of Community Development Department analysis, property owner requests, and comments from the public and City decision-makers. These changes are intended to reconcile inconsistencies between existing General Plan land use designations, zoning designations and existing uses, and to better reflect market conditions in the foreseeable future. Proposed changes to the land use designations for specific properties are shown in Figure EX-1 below. A parcel-level listing of those proposed changes along with an explanation for each change is provided in Attachment 1.
- Four of the five Expansion Areas identified in the current Land Use Element (Adams Canyon, Fagan Canyon, West Area 2. and South Mountain) have been retained. while East Area 3 has been added to replace the East Area 2 Expansion Area (Figure 2-2). East Area 3 represents the portion of East Area 2 remaining after the annexation of the East Gateway Specific Plan area in 2013.
- The Sphere of Influence (Figure 2-1) has been updated to reflect LAFCo's 2018 removal of Adams Canyon and Fagan Canyon from Santa Paula's SOI.
- The Land Use Element has been updated to reflect the 2016 voter approval of the SOAR initiative and Measure L6, which made minor revisions to the CURB line and development restrictions, and extended the provisions to December 31, 2050. The full text of the approved measure is included as Appendix C.
- A comparison of the 2040 Regional Growth Forecast and potential development capacity is provided in Table 2-4.



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Table EX-1 Existing vs. Proposed General Plan Land Use Categories

Existing Land Use Category	Proposed Land Use Category	Proposed Changes
Open Space – Passive and Golf Course	Open Space – Passive	“Golf course” has been removed to reconcile this category with zoning regulations for the “O” district where golf course is not a permitted use. Surface mining added as a conditional use consistent with the Development Code.
Open Space – Parks and Recreation	Open Space – Parks and Recreation	Surface mining added as a conditional use consistent with the Development Code.
Agriculture	Agriculture	No change proposed
Hillside Estate Residential	This category deleted	This category is not currently applied to any land.
Hillside Residential	Residential - Hillside	No change proposed
Residential Canyon	This category deleted	This category is not currently applied to any land.
Single Family Residential	Residential – Single-Family	Allowable density changed from 4-7 du/acre to 8 du/acre maximum
Medium Density Residential	Residential - Medium Density	Allowable density changed from 8-15 du/acre to 15 du/acre maximum
Medium-High Density Residential	Residential - Medium-High Density	Allowable density changed from 16-21 du/acre to 21 du/acre maximum
High Density Residential	Residential - High Density	Allowable density changed from 22-29 du/acre to 29 du/acre maximum
Mobile Home Park	Mobile Home Park	No change proposed
Mixed Use: Office/Residential	Mixed Use: Office/Residential	Allowable residential density increased to R4 standards (29 du/acre)



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Existing Land Use Category	Proposed Land Use Category	Proposed Changes
Mixed Use: Commercial/Light Industrial	Mixed Use: Commercial/Light Industrial/Residential	Revised to allow mixed residential/commercial or stand-alone residential use at up to 21 du/acre.
Neighborhood Commercial	Commercial - Neighborhood.	Revise to allow live/work residential use. This change would better align with the allowable land uses in the Commercial-Neighborhood (C-N) zoning district, which allows live/work.
Commercial Office (portion)	Central Business (new)	The area proposed to be designated Central Business is currently designated Commercial Office. The Central Business land use category would coincide with the Central Business District zoning designation. Primary intended uses include retail shops and restaurants on the ground floor facing the street, with other business or residential uses permitted in the remaining ground floor areas and the upper floors. Proposed maximum non-residential FAR is 3.0 with no maximum residential density in order to incentivize infill housing. The current maximum FAR in the CBD zoning district is 2.0.
Commercial Office	Commercial - Office	Revised to allow mixed-use commercial/residential and stand-alone residential at R4 standards (29 du/acre) consistent with the Commercial-Office zoning district.
Commercial	Commercial - General	Revised to allow mixed-use commercial/residential and stand-alone residential at R4 standards (29 du/acre) consistent with the General Commercial zoning district.
Industrial Park	Industrial Park	No change proposed



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Existing Land Use Category	Proposed Land Use Category	Proposed Changes
Light Industrial	Industrial - Light	Proposed FAR increase from 0.30 to 0.35 consistent with the Light Industrial zoning district.
Industrial	Industrial - General	Name change only
Airport Operational	Airport	Name change to reflect the fact that with the deletion of the Airport Related category only one category of airport use is necessary.
Airport Related	This category deleted	This category is not currently applied to any land.
Institutional/Civic	Institutional/Civic	No change proposed
Overlays and Special Study Areas		
Downtown Improvement Overlay (not shown on the current Land Use Map)	Downtown District Overlay	The area proposed to be designated <i>Downtown District Overlay</i> coincides with the approximate boundaries for the downtown improvement area identified in broadly supported past visioning efforts. The intent of the overlay is to provide voluntary incentives for compatible infill development and adaptive re-use of existing buildings. The Downtown District Overlay land use category would be implemented by Development Code regulations with enhanced provisions for pedestrian-scaled uses (sidewalk-oriented residential and commercial, pedestrian connectivity, shared parking, etc.), Development intensity bonuses would be available for covenant-based affordable housing or other public benefits. Proposed maximum non-residential FAR is 3.0 with no maximum residential density.



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Existing Land Use Category	Proposed Land Use Category	Proposed Changes
Downtown Historical District Overlay (not shown on the current Land Use Map)	The Historic Overlay applies to the historic residential district centered on the 600-900 block of Santa Paula Street north of the Downtown area. The Historic Overlay is implemented by the City's Historic Landmark Overlay District (Municipal Code Chapter 16.33), which incorporates special development and design review standards as described in Municipal Sec. 17.55.170 and Appendix A of Ordinance 816. The boundaries of the Historic Overlay are shown on the Zoning Map, not the General Plan Land Use Map.	No change proposed.
Mining Resource Overlay (not shown on the current Land Use Map)	This overlay deleted	An overlay is unnecessary. Mineral resource areas are shown in Figure 4-6 of the Environmental and Cultural Resources Element.
Special Study Areas (not shown on the current Land Use Map) are identified: Downtown Design Development/Improvement Plan Area, Harvard Boulevard Corridor, Southeast Neighborhood, Railroad Corridor, City entrances, and Floodway areas.	Three Special Study Areas are designated: the Harvard Boulevard Corridor, the Railroad Corridor, and City Entrances/ Gateways. The Southeast Neighborhood and Floodway Special Study Areas are proposed to be deleted.	New policies for the Downtown have been added in the Land Use Element and the Economic Development and Downtown Element. No policies specific to the Southeast Neighborhood are identified in the current Land Use Element; therefore, this designation is unnecessary. Flood hazard areas are shown in the Hazards and Public Safety Element (Fig. 5-3) and policies are included to address those areas.



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Existing Land Use Category	Proposed Land Use Category	Proposed Changes
Specific Plans and Expansion Areas		
East Area 1 Specific Plan (SP-3)	East Area 1 Specific Plan (SP-3)	Description and statistics updated to reflect the current Specific Plan
East Gateway Specific Plan (SP-4)	East Gateway Specific Plan (SP-4)	No changes proposed
East Area 2 Planning Area	East Area 3 Expansion Area	Change in nomenclature only. The East Area 2 Planning Area has been deleted and replaced with the new East Area 3 Expansion Area, which refers to the remainder portion of the East Area 2 Planning Area after the annexation of the East Gateway Specific Plan area.
West Area 2 Expansion Area	West Area 2 Expansion Area and Santa Paula West Business Park Specific Plan (SP-6)	Description and statistics updated to reflect current circumstances, including the adoption of Santa Paula West Business Park Specific Plan (SP-6), a portion of the West Area 2 Expansion Area.
South Mountain Expansion Area	South Mountain Expansion Area	No changes proposed

Notes:

Population density standards are required by State law and have been added to each land use designation that allows residential use. Density standards have been determined based on the allowable residential density (units/acre) and the city's average household size based on the latest U.S. Census ACS estimate. These standards are for reference only and are not intended to regulate occupancy or household size.

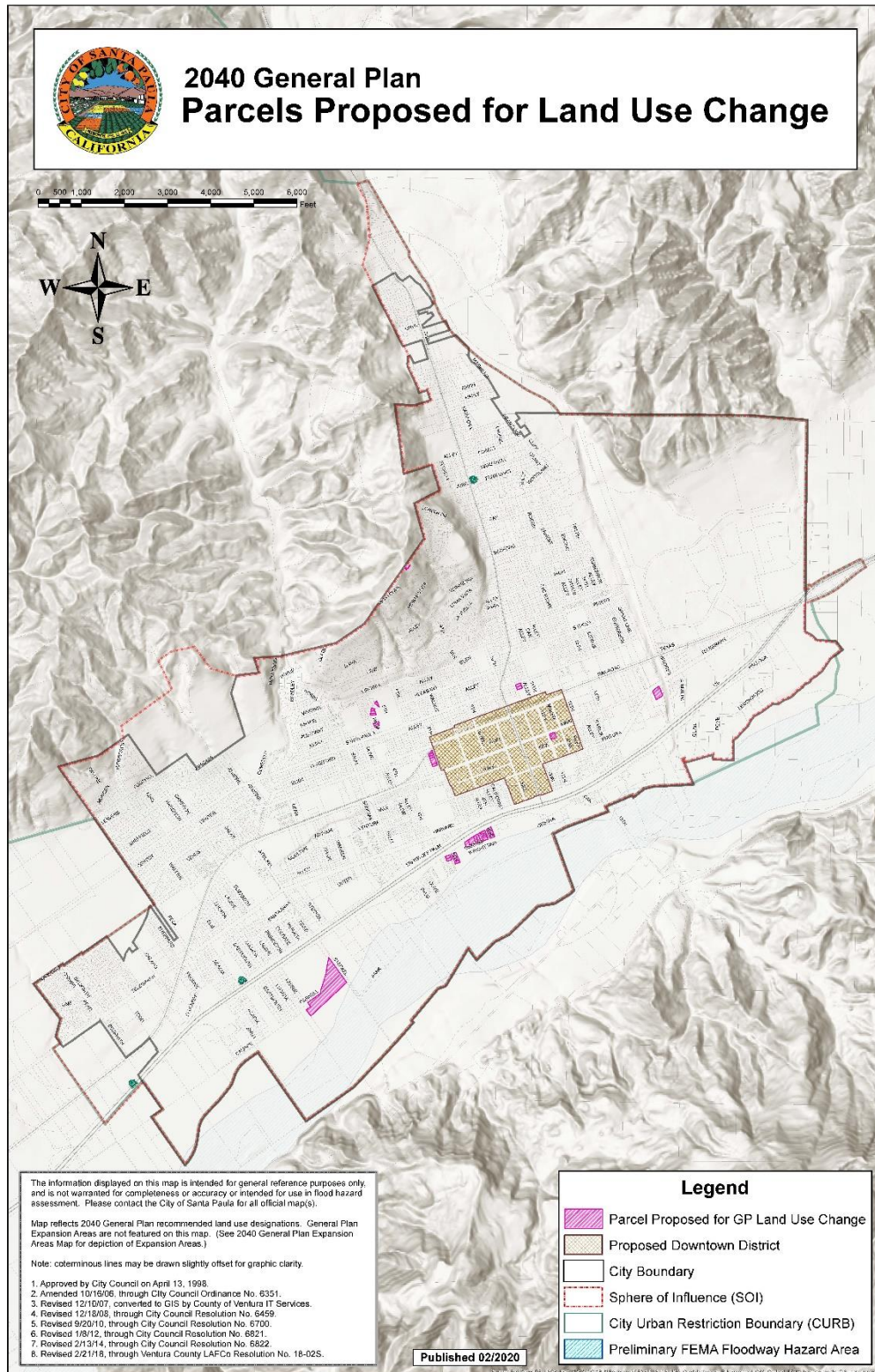


Figure EX-1 – Proposed Land Use Changes



Chapter 3 – Circulation and Mobility

Overview

The **Circulation and Mobility Element** addresses the community’s needs related to all modes of travel, including streets and highways, public transit, non-motorized transportation such as bicycle trails and pedestrian paths, and the movement of goods. Design of the circulation system must balance multiple objectives including efficiency, safety, accessibility for persons of all ability levels, and quality of life.

One of the most noteworthy changes in State and Federal transportation policy since the adoption of the 1998 General Plan has been increased emphasis on a balanced, multimodal transportation network with “**complete streets**” meeting the needs of all users including motorists, pedestrians, bicyclists, children, persons with disabilities, seniors, movers of commercial goods, and public transportation users. Increased emphasis on public transit and “**active transportation**” (e.g., walking and cycling) helps to reduce the need for roadway expansions and also reduce greenhouse gas emissions.

Another major change in State policy has been the shift away from automobile *level of service (LOS)* to *vehicle miles traveled (VMT)* in evaluating impacts under CEQA. LOS describes how well a road operates from a driver’s perspective in terms of speed, congestion, delay, freedom to maneuver, and safety, while VMT quantifies the total amount of motorized vehicle travel in a geographic region. At the regional level, SCAG’s Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) emphasizes the completion of gaps in the circulation network and enhancements to public transit and active transportation rather than improving LOS.

Streets and Highways

This section describes the City’s road standards, the road network, street cross sections, and City policies related to roads. The current Circulation Element establishes a standard of LOS “C” for streets and intersections. While this standard may reduce congestion for private vehicles, it also involves trade-offs – most notably higher costs for building and maintaining wider streets, and reduced convenience and safety for pedestrians and cyclists.



One of the most notable changes proposed is a reduction of the City’s LOS standard from “C” to “D”. This change would be consistent with standards adopted by many comparable cities in the region. Based on growth projections and proposed roadway improvements, all streets and intersections in Santa Paula would operate at LOS “D” or better in 2040. Table 3-3 describes the existing and proposed road network and improvements. Only one road segment – Palm Avenue between Harvard Boulevard and the SR 126 Freeway – would require widening under the proposed Plan.

Proposed Changes Related to Streets and Highways

- Change from LOS “C” to LOS “D” as the minimum standard
- Revised street classifications and designated improvements to better align with current practice, including a new *Boulevard* classification
- New policies and programs related to Intergovernmental Coordination, Complete Streets, Reducing VMT, Green Infrastructure, Dig Once, Driveway Consolidation, Public Safety, and Traffic Impact Analyses

Public Transportation

Public transportation plays an important role in the mobility network and is generally more energy- and space-efficient than personal vehicles. Transit also supports the development of more compact communities. This section describes public transit serving Santa Paula and includes policies and programs to support expanded transit use, including potential commuter rail service.

Proposed Changes Related to Public Transportation

- Updated information regarding current transit service
- Proposed policies and programs continue to encourage the expanded availability and use of public transit

Non-Motorized Mobility

Non-motorized travel, such as walking and cycling, helps to reduce vehicle traffic while also encouraging healthier lifestyles. Effective coordination between land use and transportation can increase opportunities for non-motorized travel by reducing travel distances between



homes, businesses, schools, and employment. Mixed uses are encouraged, particularly in the Downtown and along Harvard Boulevard.

Proposed Changes Related to Non-Motorized Mobility

- Higher emphasis on planning for non-motorized travel
- Priority pedestrian focus areas are identified, such as Downtown, East Area 1 and along Harvard Boulevard (see Figure 3-8).
- Tables 3-4 and 3-5 provide a “toolbox” of pedestrian safety and traffic calming features.

Transportation Demand Management and Parking

Transportation Demand Management (TDM) and parking strategies are intended to reduce vehicular congestion by managing the number of automobiles on roadways, especially during peak travel times.

Proposed Changes Related to TDM and Parking

- New policies address “Safe Routes to School,” which encourages children to walk and bicycle to school, which also has health benefits.

Goods Movement

The efficient movement of goods is an essential component of a strong local economy.

Proposed Changes Related to Goods Movement

- New policies intended to minimize the impacts of truck traffic on other road users and sensitive land uses have been added.



Chapter 4 – Environmental and Cultural Resources

Overview

The **Environmental and Cultural Resources Element** (Chapter 4) includes policies and programs related to agriculture, air quality and greenhouse gas (GHG) emissions, biological resources, cultural and historic resources, mineral and petroleum resources, open space and scenic resources, and water quality. This element addresses the requirements for the Conservation and Open Space Elements under State planning law. This element includes the topics contained in the Conservation and Open Space Element of the current General Plan.

Proposed Changes in the 2040 Environmental and Cultural Resources Element

- **Agriculture.** This section summarizes the importance of agriculture to the Santa Paula area and the regulatory framework related to agricultural land, including the two greenbelts adjacent to the city. Figure 4-1 shows the locations of important farmlands, Land Conservation Act contracts, and greenbelts in the Santa Paula area. Policies that help to protect and conserve agricultural land are carried forward from the current General Plan, and a new policy is included to require that any proposed land development in an area covered by a Land Conservation Act (Williamson Act) contract comply with all regulations regarding contract cancellation prior to development.
- **Air Quality and Greenhouse Gas Emissions.** This section summarizes challenges and the regulatory framework related to air pollution and GHG emissions. Regions that do not meet one or more air quality standards are referred to as “nonattainment areas.” As of 2016, Ventura County was listed as a Serious Nonattainment Area for ozone. Greenhouse gases – such as water vapor, carbon dioxide, methane, and nitrous oxide – act as a thermal blanket for the earth, absorbing heat and warming the surface to life-supporting levels. Most climate scientists agree that the main cause of the current global warming trend is human expansion of the greenhouse gas effect – warming that results when the atmosphere traps heat radiating from the earth toward space. Policies



intended to help improve air quality are carried forward from the current General Plan, and new policies are included to support State and regional programs intended to reduce greenhouse gas emissions, reduce toxic air contaminants, and ensure that City land use plans and regulations are consistent with regional land use and air quality plans.

- **Biological Resources.** This section summarizes the biological habitat, sensitive plants and animals found within the Santa Paula area. Vegetation types are shown in Figure 4-2 while Figure 4-3 shows the general locations of sensitive plant and animal resources. Policies intended to protect sensitive resources are carried forward from the current General Plan, and new policies address habitat restoration after disasters such as fires and floods.
- **Cultural and Historic Resources.** “Cultural resources” includes both pre-historic (archaeological and paleontological) resources as well as historic resources. Santa Paula is particularly rich in cultural resources. This section summarizes these resources and shows the locations of historic landmarks (Figure 4-4) and existing and potential historic districts (Figure 4-5). Policies intended to protect cultural and historic resources are carried forward from the current General Plan.
- **Mineral Resources.** This section summarizes mineral resources, particularly aggregate (sand and gravel) and petroleum, that are located in the Santa Paula area (see Figure 4-6). Policies are carried forward from the current General Plan to ensure proper management of these resources in a manner that is compatible with surrounding land uses.
- **Open Space and Scenic Resources.** Open space and scenic resources include natural resources such as mountains, rivers, and canyons as well as man-made resources such as parks, farms, historic districts, and scenic highways. This section describes such resources in the Santa Paula area, and policies are carried forward from the current General Plan to help to protect these resources.
- **Water Quality.** This section addresses water quality issues, including surface water (rivers and streams) and groundwater. Related issues of flood hazards and domestic water supply are discussed in the Hazards and Public Safety Element and the Public Services and Utilities Element. The focus of this section is primarily on reducing pollutants in stormwater. Regulatory requirements are described, such as “Best

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Management Practices” (BMPs) required under the Federal Clean Water Act. Policies are carried forward from the current General Plan to help to reduce water pollution, and a new policy has been added to provide information to residents and local businesses about the importance of storm water pollution prevention.



Chapter 5 – Hazards and Public Safety

Overview

The **Hazards and Public Safety Element** (Chapter 5) deals with potential hazards related to geologic conditions, flooding, wildland fire, hazardous materials, aviation, and noise. The related topics of police protection, fire protection and emergency response are addressed in the Public Services and Utilities Element (Chapter 6). The Hazards and Public Safety Element addresses the requirements for the Safety Element and the Noise Element under State planning law and includes the topics contained in the Safety and Noise elements of the current General Plan.

Proposed Changes in the 2040 Hazards and Public Safety Element

- **Geologic Conditions.** Updated maps (Figures 5-1 and 5-2) showing faults and other geologic hazards are included in this section. Policies that help to mitigate these risks are carried forward from the current General Plan.
- **Flooding.** Figure 5-3 shows updated flood hazard zones as published by the Federal Emergency Management Agency (FEMA), while Figure 5-4 shows proposed stormwater drainage improvements in the city. This section also identifies potential inundation areas that could result from a failure of any of the four dams northeast of Santa Paula that are within the Santa Clara River watershed (Figure 5-5). Policies to mitigate these risks are carried forward from the current General Plan, and a new policy has been added regarding participation in the National Flood Insurance Program and the Community Rating System Program.
- **Wildland Fire.** Large portions of Ventura County are affected by potential for wildland fire. In December 2017 and January 2018, the Thomas Fire, which began near St. Thomas Aquinas College north of Santa Paula, became the largest wildfire in California’s recorded history. The California Department of Forestry and Fire Prevention (CAL FIRE) publishes maps showing wildland fire hazard severity zones (FHSZs). Figure 5-6 shows current FHSZs in the Santa Paula area. Portions of Santa Paula’s Expansion Areas designated in the Land Use Element (primarily Adams



Canyon and Fagan Canyon) are located within Moderate and Very High Fire Hazard State Responsibility Areas, and some areas within the City limits along the northern City boundary are designated Very High Fire Hazard Local Responsibility Areas or Moderate Fire Hazard State Responsibility Areas. Policies to mitigate wildland fire hazard risks are carried forward from the current General Plan, and new policies and information have been added in consultation with CAL FIRE regarding the upgrading of non-conforming development and facilities to contemporary fire safe standards, and promoting public outreach regarding defensible space and evacuation routes in high fire hazard areas.

- **Hazardous Materials.** This section describes risks from hazardous materials and the regulatory framework for reducing these risks. Policies are carried forward from the current General Plan to ensure compliance with applicable regulations and mitigate risks from hazardous materials.
- **Aviation.** Santa Paula Airport, a general aviation facility privately owned and operated by the Santa Paula Airport Association, is located within the south-central portion of the city. Risks associated with Santa Paula Airport include those to people and property located near the airport and persons aboard an aircraft. Risk is reduced through land use policies that limit the number of people within crash hazard zones and by protecting airspace from land uses that could create flight hazards. Figure 5-7 shows current safety zones surrounding the airport, while Table 5-1 shows applicable land use compatibility standards for those safety zones. Policies are carried forward from the current General Plan regarding compliance with applicable air safety regulations, and a new policy has been added to address non-conforming uses near the airport.
- **Noise.** Noise is considered to be unwanted sound. The 2040 Hazards and Public Safety Element summarizes sources of noise in the community including roads, commercial, industrial and agricultural operations, railroads, aircraft overflight, construction and nuisance noise. Noise standards are described, and updated noise contour maps (Figures 5-9 and 5-10) are provided showing existing and projected future traffic noise levels along roadways. Policies and standards are carried forward from the current Noise Element regarding compliance with applicable noise regulations.



Chapter 6 – Public Services and Utilities

Overview

The **Public Services and Utilities Element** (Chapter 6) is a new element that addresses the topics of police and fire protection, emergency response, education, library services, parks and recreation, water supply, wastewater treatment, solid waste disposal, and energy production and transmission. These topics are currently addressed in the Land Use, Conservation-Open Space, and Safety Elements of the General Plan.

Proposed Changes in the 2040 Public Services and Utilities Element

- **Police Protection.** This section summarizes the Santa Paula Police Department responsibilities and the desired standard to provide 1 police officer per 800 residents. Policies related to police protection are carried forward from the current General Plan.
- **Fire Protection.** In 2018 the City of Santa Paula was annexed into the Ventura County Fire Protection District (VCFPD) and a Memorandum of Agreement between the City and VCFPD was executed describing services and funding. This section of the Element summarizes the services provided by VCFPD, and policies related to fire protection are carried forward from the current General Plan. New policies address funding for additional fire protection facilities needed to serve new development.
- **Emergency Preparedness and Response.** This section summarizes how the City prepares for and responds to large-scale emergencies due to natural, technological, or other events. Policies are carried forward from the current Safety Element.
- **Education.** This section summarizes educational facilities serving Santa Paula. The city is currently served by four public school districts: Santa Paula Unified School District, Mupu Elementary School District, Briggs Elementary School District, and Santa Clara Elementary School District (see Figure 6-2) as well as several post-secondary institutions. Under California law, public school districts are independent of city governments; however, cooperation between school districts and cities is required in many situations such as planning, design and construction of new schools, school facilities and major additions to existing school facilities, and recreation and park



facilities in the community. Policies to foster effective coordination between the City and the school districts are carried forward from the current General Plan.

- **Library Services.** Santa Paula is served by one public library, the Blanchard Community Library, located at 119 North 8th Street (Figure 6-2). The library is an independent California Special District and is funded primarily from property taxes including a property tax special assessment. Policies related to libraries are carried forward from the current General Plan.
- **Parks and Recreation.** This section summarizes existing and proposed park and recreation facilities serving Santa Paula (see Figure 6-3). Policies related to parks and recreation are carried forward from the current General Plan and establish a standard of 5 acres of active parkland per 1,000 persons consistent with national standards.
- **Water Supply and Wastewater Treatment.** This section summarizes sources of domestic water supply, the water distribution system, water quality, and existing and projected water demand based on the City's 2016 Urban Water Management Plan (UWMP). The UWMP projects that sufficient water supplies will be available to serve anticipated development to the year 2040. This section also describes water recycling and wastewater treatment facilities and programs in Santa Paula. Wastewater treatment capacity is expected to be adequate to serve projected development to year 2040. Policies related to water supply, conservation, and wastewater treatment are carried forward from the current General Plan.
- **Solid Waste.** This section addresses the management of non-hazardous solid waste, including recycling programs. Hazardous wastes are addressed in the Hazards and Public Safety Element. Solid waste collection, disposal facilities, and recycling efforts are described. It is anticipated that sufficient landfill capacity will be available to serve Santa Paula through the 2040 timeframe. Policies related to solid waste recycling and disposal are carried forward from the current General Plan.
- **Energy Production and Transmission.** This section summarizes the production and transmission of electrical energy and petroleum products in Santa Paula. There are no electrical generating facilities in Santa Paula, although several high-voltage transmission lines pass through the Santa Paula area, and a substation is located south of the railroad tracks near 12th Street. No oil refineries are located in Santa Paula or Ventura County. However, major oil pipelines within the county carry crude oil and

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natural gas, generally along highways and rail lines. Policies related to energy production and transmission are carried forward from the current General Plan, and a new policy has been added regarding coordination with electrical utilities and the owners of petroleum pipelines when new or expanded transmission facilities are proposed to avoid conflicts with adjacent land uses and support “dig once” policies.



Chapter 7 – Economic Development and Downtown

Overview

The **Economic Development and Downtown Element** (Chapter 7) is a new, optional element organized into two major themes: *Economic Prosperity and Fiscal Sustainability*; and *Downtown Revitalization*. Although it is a new element, many of the policies are carried forward from the Land Use Element of the current General Plan and prior Downtown planning efforts. The new element begins with an overview of the City’s fiscal responsibilities and revenue constraints, and describes how all elements of the General Plan work together to promote Santa Paula’s economic health.

Economic Prosperity and Fiscal Sustainability. This section focuses on strategies to diversify the city’s economic base, expand economic opportunities, and enhance fiscal sustainability. Specific policies are included to promote tourism and the film industry, attract and support local businesses, enhance local workforce skills, and continue to actively monitor fiscal conditions.

Downtown Revitalization. Santa Paula is fortunate in having a historic Downtown core – a place where residents feel a strong sense of community, and visitors can experience the authentic small-town charm that is often missing from their daily experience. The vision for Santa Paula’s Downtown includes more people enjoying meals in restaurants, visiting shops, and strolling along the streets throughout the day and into the evening. A successful downtown is a place that is full of what international architect Jan Gehl calls “staying activities” that invite people to stop and spend time. The number and frequency of “staying activities” is a measure of the vibrancy of a street or a district.

The Downtown Revitalization section builds upon the findings and recommendations from several prior studies, including a focused Downtown public workshop the City conducted in 2017. In this sense, the new element “stands on the shoulders” of past efforts. Recommended policies also draw upon work done at the state and national level by organizations such as the



California Main Street Alliance and *Main Street America*. The new element echoes four themes that are often found in downtown revitalization strategies:

1. Capitalizing on Physical Assets
2. Building Organizational Effectiveness
3. Projecting a Compelling Image
4. Enhancing Economic Competitiveness

Commencement of development at *Harvest at Limoneira* (East Area 1) creates new opportunities to improve connections with the Downtown, and policies in both the Land Use Element and the Economic Development and Downtown Element are intended to support these connections. Policies promoting residential and mixed-use development in the Downtown are also included to bring more activity and customers to local businesses.

Proposed Changes Related to Economic Development and Downtown

The following new policies and programs are proposed:

- Work jointly with the County of Ventura, the City of Fillmore, and the City of Ojai to prepare a scenic corridor protection program and obtain scenic highway designations for SR 126 (between SR 150 and the eastern Ventura County line) and SR 150 (Program EDD 1.d)
- Regularly monitor and assess the City's fiscal conditions to guide major land use, infrastructure, and public service decisions (Policy EDD 3.1)
- Prepare and periodically update a citywide fiscal impact study to help guide major land use, infrastructure, and public service decisions. (Program EDD 3.a)
- Support the establishment of a Main Street organization to coordinate Downtown revitalization and promotion efforts and provide ongoing City support to the organization. (Policy EDD 4.2)
- Designate a Downtown Coordinator within City government to serve as the primary liaison between City departments and Downtown property and business owners. (Program EDD 4.a)



- Establish a Downtown business improvement district (BID or PBID), based upon the California Main Street Alliance Model, to coordinate Downtown business development and marketing efforts (Program EDD 4.b)
- Allow development of City-owned parking lots in the Downtown area with high-quality mixed-use projects that provide affordable and market rate dwelling units and adequate parking for the new mixed uses and public parking. (Program EDD 4.c)
- Establish an Art in Public Places program to incorporate public art into a variety of spaces including roadways, public plazas, building facades, and other locations in proximity to the Downtown area. Increase funding for public art in the Downtown through grant programs or award competitions. (Program EDD 4.c)
- Improve and maintain lighting and safety measures (electronic surveillance) in the alleys and parking lots adjacent to Main Street. (Program EDD 4.c)



Executive Summary

Santa Paula 2040 General Plan

Attachment 1

Proposed Land Use Changes

	Address	APN	Existing General Plan Designation	Proposed General Plan Designation	Rationale
1	1102 E. Main Street	101022315	Open Space: Parks & Recreation	Commercial	Inconsistency between the General Plan and Zoning. This 0.38-acre parcel has a GP land use designation "Open Space" but has a Commercial General zoning. Since 1988 the site has been a used car lot. Staff did not identify any prior plans for this site to become a midtown pocket park downtown and suspects that this GP designation is in error. Staff recommends changing the General Plan land use designation to "Commercial" from "Open Space Parks & Recreation".
2	17902 E. Telegraph Road	107003001	Mixed Use: Commercial/Light Industrial	Industrial	Create a more suitable match between the General Plan and Zoning. This property was part of the larger 2013 annexation for the East Area 1 and 2 projects. This 0.93-acre site received a zone change to "Light Industrial" in July 2017 per CC Ord. 1269. Changing the GP land use designation to "Industrial" would align with the adjacent properties.
3	31, 34, 35, 36, 41, and 42 Palm Court (SPHS)	100015406 100015416	Residential: Single Family	Institutional/Civic	These two properties are owned by the SPUSD. These two lots were previously occupied by single-family residences, but have been demolished to create additional parking for Santa Paula High School. The proposed General Plan land use designation changes are in accord with the School District's Facilities Long- Range Master Plan.
4	255 N. Ojai Street & Vacant Lot	1010163055 1010163065	Mixed Use: Office/Residential	Mixed Use: Commercial/Light Industrial	These are two properties, one with a legal, nonconforming single-family residence and the other a vacant lot, with a General Plan land use designation of "Mixed Use: Office / Residential". The remainder of the block is single 2.12-acre parcel hosting a former Packing House warehouse with a General Plan land use designation of "Mixed Use: Commercial / Light Industrial". The two 0.17-acre properties should have both the General Plan land use and Zoning changed in order to unite the entire block with a common General Plan land use designation of "Mixed Use: Commercial / Light Industrial", and, a "Commercial / Light Industrial (C/LI)" Zoning to facilitate development expansion and modernization of former Packing House site.



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Santa Paula 2040 General Plan

	Address	APN	Existing General Plan Designation	Proposed General Plan Designation	Rationale
5	M-1 Airport Parcels		Industrial	Airport	<p>These are two clusters of single-family homes along cul de sacs: 6 properties at the S. 5th Street, and 9 properties at S. 8th Street. These homes were built around the 1940-50s, have an Industrial GP land use designation, and are Zoned M-1. All of these 15 properties are considered legal, nonconforming as residential uses are prohibited in M-1 Zones. Staff suggests changing the Industrial GP land use designation to Airport, to align with the surrounding area. M-1 is proposed to be eliminated citywide as a Zoning designation, and as such, staff suggests assigning K-O (Airport Operational) zoning to the former M-1 parcels, to align with the surrounding K-O zoning designations.</p>
	740 E Santa Maria St	104008065			
	331 S Eighth St	104009106			
	335 S Eighth St	104009107			
	339 S Eighth St	104009120			
	343 S Eighth St	104009121			
	334 S Eighth St	104008010			
	760 E Santa Maria St	104008064			
	326 S Eighth St	104008056			
	340 S Eighth St	104008011			
	330 S Eighth St	104008009			
	325 S Eighth St	104009118			
	720 Santa Maria St	104008063			
	704 E Santa Maria St	104008059			
	650 E Santa Maria St	104008049			
	411 S Fifth St	104008035			
	405 S Fifth St	104008034			
	401 S Fifth St	104008033			
	413 S Fifth St	104008036			
	406 S Fifth St	104023033			
	400 S Fifth St	104023034			
6	134 N 7 th St	103008212	Mixed-Use Office Residential	Residential Medium-High Density	<p>Property owner requests to resolve nonconformity and maintain single-family context – all of these properties (except APN 103008240) are developed with legally non-conforming single-family residences within a pocket of “Commercial Office” zoning with no existing commercial development.</p>
	130 N 7 th St	103008213			
	126 N 7 th St	103008214			
	No address 7 th St	103008240			
	114 N 7 th St	103008217			



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	Address	APN	Existing General Plan Designation	Proposed General Plan Designation	Rationale
7	Vista del Rio (unaddressed)	104017033	Open Space / Parks & Recreation	Industrial	Inconsistency in the General Plan land use designation --- Zoning district. Currently, the GP land use does not correlate with the Zoning. This 62-acre parcel begins at the edge of the mobile park and extends southward, with the vast majority of the parcel within the Santa Clara river bottom and floodplain. The entire parcel has a General Plan land use designation of "Open Space Parks & Recreation". However, the parcel has split-Zoning. The northern portion is irregularly shaped, partially within the Airport Outer Safety Zone, about 9.3-acres, and is Zoned "Light Industrial" (LI), while the remaining 52.7-acres is Zoned "Open Space -Passive" (O). Split-Zoning is a common feature shared by many parcels abutting the Santa Clara River. The problem is the northern portion's LI zoning does not correlate with the overall parcel's General Plan land use designation of "Open Space Parks & Recreation". The proposed solution is to change the northern portion's GP land use designation to Industrial to correlate with the current LI zoning.
8	Mesa Water Tank		Hillside Residential	Institutional	Rectify clerical error related to mapping omission of remainder parcel.