

APPENDIX E
PROPOSED DEVELOPMENT CODE AMENDMENTS



RESPONSE TO COMMENTS

No response at this time

City to address

Will incorporate into document

I. Planning Commission Meeting - June 29, 2004

Public Comment:

Mike Miller -

There are some opportunities for the downtown. [Editorial](#)

The prior plan discussed the Railroad Corridor extensively and physical enhancements such as the façade improvement program. [Editorial](#)

Need to update the Development Code. [Planned in near future](#)

Need to be specific and have a regulating plan and development codes [To be evaluated as part of the Development Code update](#)

Put in the codes, provisions for high quality development [To be evaluated as part of the Development Code update](#)

The plan does highlight areas in town and how they can be developed [Editorial](#)

Wants control over what building types there are and where they are located [To be evaluated as part of the Development Code update](#)

He will attend the City Council meeting where the Plan is being deliberated [Editorial](#)

Planning Commission

Karl Berger

Provided an overview of how the visioning document proceeds from public input into regulation. This is the first step of a lengthy process. The visioning document constitutes the public's concepts for developing the downtown. The next step would be for the City Council to authorize development of actual regulation that would implement the concepts set forth in the visioning plan. Typically this is done through a specific plan which is, in essence, separate zoning regulations for one particular area within the City's jurisdiction. The specific plan would have environmental review and would establish the codes used to enforce architectural design, landscaping, and the "feel" of that particular area. Based upon the regulations established by the specific plan, guidelines would be drafted which set forth even more specific requirements to implement the specific plan. For example, if the theme for the downtown were Mediterranean, then the design guidelines might require red roofs using one of several different types of materials. In essence, the planning commission was now at the top of a funnel and the rest of the process would eventually narrow down into specific regulations for downtown development. If Santa Paula were a bigger City, this process might be done in-house with staff. However, under these circumstances it is more likely that the City Council (if it wished to move forward with implementation) would contract with a third-party consultant to draft the specific plan, conduct an environmental review, and draft design/landscaping or other guidelines.

All of these actual planning documents would go through planning commission review and, ultimately, require city council approval. Typically, the process would take 5-6 months to complete. [Staff analysis](#)

Jess Ornelas

Did not like the gateway. [Gateway design is conceptual - will note in final draft](#)

Would like to see more form-based coding [To be evaluated as part of the Development Code update](#)

Would like to see the center be denser and move outward with less density. [To be evaluated as part of the Development Code update](#)



Wants to see a means for creating more vibrancy in Downtown [Editorial](#)
Wants more dense housing [To be evaluated as part of the Development Code update](#)

Michael E. Sommer
Likes the Plan, thinks it shows good thinking and good planning [Editorial](#)
Would like to see his name spelled correctly in the document. [Will change to Michael E. Sommer](#)

John Turturro

Doesn't like the Gateway arch and proposes a different structure (says it is Disneyland-like) [Gateway design is conceptual - will note in final draft](#)
Area considered Downtown is too small he suggests the map which is attached to his comments and rendering of a new Gateway. Map includes Palm to 12th and Railroad Avenue to Harvard Blvd. Wants to see high density, mixed-use zone within that expanded area. [To be evaluated as part of the Development Code update](#)
Wants a larger mixed use zone [To be evaluated as part of the Development Code update](#)
Suggests that there could be several pocket parks in downtown ex. Next to Mill [Do as part of the Update of the Master Plan for Parks](#)
Would like the City to require professional assistance when owners or tenants are making improvements to their property even if it only includes painting or awnings [Include as part of the facade rebate program](#)
Recommends that the city have a stronger review body for projects, having people with architectural and design skills [City could establish a design review board](#)
Recommends looking at the City of Paso Robles for a good Main Street Program [Editorial](#)
Provided staff with written comments that were submitted for the record - See below

Gary Nasalroad

Doesn't like the Gateway arch either [See note above](#)
Look at the library area for a pocket park [Do as part of the Update of the Master Plan for Parks](#)
Historic properties in or near downtown include: RR Depot, Oil Museum, Ebell Clubhouse, and Glen Tavern. [Will add Glen Tavern](#)
The City of Santa Paula has invested in the Railroad Dept and the Museum has been refurbished. Commissioner Nasalroad would like to see the city invest funds like CDBG into the Ebell Theater and save it. [Do as part of the Update of the Master Plan for Parks](#)

Jennifer Matos

She likes the document [Editorial](#)

Chair Rita Graham

It is a good document [Editorial](#)

II. Draft Design Guideline Recommendations from Steve Coyle [To be evaluated as part of the Development Code update](#)

The design guidelines might include a more formal and sequential transition from larger-scale urban design principles to mid-scale architectural details and the architectural specifications. The Downtown Design Guidelines should provide the General Plan adequate criteria in providing standards for development and specific urban design standards.

Recommendations: The specific architectural guidelines should provide a clear and thorough description of the criteria through diagrams, pictures, and specific language.

Suggested hierarchical organization of Design Guidelines:

Sequential transition from; urban design principles:



- a. Visual indication of arrival and departure should be provided at entries to the space.
- b. Views through public spaces should be terminated or deflected within the space in order to create a sense of destination and arrival, by making the space visually interesting and engaging.
- c. Public spaces, including street right-of-way and pedestrian areas, should visually enclose space.
- d. Street design should create an equitable balance of convenience, safety, access, and aesthetics for pedestrians, bicycles, automobiles, and emergency vehicles.
- e. Street walls and building frontages should visually support attractive, safe, and lively pedestrian-oriented streetscapes.
- f. All buildings within the project area should be designed with a harmonious architectural vocabulary, regardless of architectural style.

To street right-of-ways, site layout, setback criteria, street enclosure, and streetscape design principles;
To massing in relation to proximity of single-family, commercial, and mixed-use;
To parking location and consolidation;

Sample Design Standards Draft:

Site Development Standards are primarily concerned with the location and orientation of a building on a site, and its visual relationship to the street and adjacent buildings. Site Development Standards determine building setbacks from the property lines, building and entrance orientation, building height, lot coverage, and off-street parking location and screening.

The building's location on a site and the amount of building façade on the street, its height and entrance orientation are important factors for the building's relationship to the street. In town center areas buildings with large setbacks from the street and sidewalk generally diminish the human scale qualities of pedestrian friendly streetscapes, in particular when parking lots are placed between the street and the building front. Buildings in a well-designed and successful commercial or mixed-use district typically are located close to the sidewalk and with main entrances in the front. In special cases, deeper building setbacks may be appropriate to accentuate a prominent civic structure, and to allow for pedestrian amenities, such as plazas or parks.

Building Location / Setbacks

In order to create a coherent streetscape, a maximum setback for all commercial and mixed-use structures should be established. Civic structures, and, in special conditions, commercial and mixed-use structures, may be exempted if the deeper front setback provides a public amenity such as a park, plaza or other pedestrian amenity.

Building Height

The height of buildings on a street contributes to the spatial experience of a pedestrian on the street or sidewalk. A street visibly enclosed by buildings and street trees helps create a strong sense of place or identity the feeling of an 'outdoor room'. The ratio of building height to the distance between building fronts determines the degree of enclosure: the tighter the ratio, the stronger the sense of enclosure and place. The degree of desired enclosure differs depending on the context. In a major city center, taller buildings may be appropriate; in a small, rural community, the same street width may be lined with much lower structures. As a general rule, if the height-to-width ration is larger than 1:6, the human eye does not perceive any spatial enclosure. For example, single story buildings along an 80-foot roadway fail to create a sense of enclosure. A human-scaled main street typically has a height-to-width ratio of no more than 1:3.



Note

The document contains much helpful specific requirements, from signage through windows and entries, and much information on implementation strategies and tactics. I would add the 'big picture' design principles. The implementing ordinances will have to be drafted as well, to connect the existing text to the proposed.

III. Mike Millers Comments

Generally, the draft plan looks ok. However, I don't see more specific language in support of the redevelopment of areas East of 10th street, or elsewhere-- areas that are presently underutilized. **Not Part of study area though the area to the east would benefit from redevelopment. It should extend to Highway 126.**

Clearly, the creation and adoption of a specific redevelopment plan for areas surrounding the downtown, with the adoption of zone changes and incentives for more compact development, would do much to facilitate investment-- and benefit the long-term economic health of the community. **To be evaluated as part of the Development Code update**

I am concern that we are missing an opportunity for the adoption of policies that encourages more efficient land-use of areas presently underutilized within the broader town center. **To be evaluated as part of the Development Code update**

With this in mind, I suggest that more specific support for compact residences, commercial, and mixed-uses be supported within the City's land-use policies. **To be evaluated as part of the Development Code update**

3 (to 4) Story Buildings

Take a look at Downtoen Play, under "City Center" sub-area, A.4.(pg. 19). I got the "3-4 story" from that sub-area. **To be evaluated as part of the Development Code update**

What many City's are doing these days is requiring the 4th story to be setback from the street frontage. This reduces concern that the building would be imposing for the pedestrian on the street. And the pulled back 4th floor provides a patio for the upper residences! So the frontage at the street would be 3 stories. **To be evaluated as part of the Development Code update**

The max height (in ft) would be provided in the development code. **To be evaluated as part of the Development Code update**

Recommended Language Addition - draft

Recommend adding the follow language to the sub-areas listed below:

Encourage the redevelopment of the specific sub- areas to allow urban 3 story building types (4th story with set-back from frontage) residential uses including mixed-use (where appropriate), Live/Work, and stand alone residential.

(Projects subject to Architectural Review, and in conformity with Development Code and Regulating Plan.)

Language to be added to sub-areas:

- A. City Gateway
- C. Rail Road Corridor, (Mill District)
- G. Service District (Town Center East),
- H. Office District (Town Center West)
- I. Residential Areas **To be evaluated as part of the Development Code update**



IV. Written Comments 7/26/04 from Planning Commissioner - John Turturro

COMMENTS

Excellent work. This report is well done. [Editorial](#)

SUGGESTIONS

- Page 14, the 10th Street Gateway. The proposed metal arched truss design seems inappropriate. This element has shown up in shopping mall and Disney-like developments and in my opinion is not representative of Santa Paula. As an alternative, I would suggest a stronger architectural element as the gateway piece. (Please see sketch - Exhibit A). [Gateway design is conceptual - will note in final draft](#)
- There are several opportunities to provide pocket parks within the downtown planning area. These small parks serve both residents, children and visitors. One suggest location would be one quarter of the parking lot behind the mill at 8th 4 railroad. [Do as part of the Update of the Master Plan for Parks](#)
- Several passages in this document encourage building owners and occupants within the downtown to rehabilitate their storefront and then go on to list some limited decision guidelines. What is missing should be included at each of these passages is seeking of professional help. My suggestion is to add the following to each of these passages. (Page 29-middle, page D-9 top, page D-18 center page, D-27 bottom)

Add this Language

Building owners and businesses are encourage to seek qualified professional design consultation from designers and/or architects in the selection of colors, surface materials, lighting, awnings, retail merchandising signage, space planning, architectural details, new construction, and remodel both interior and exterior. [Will add](#)

Page D-7, middle paragraph

Totally new building construction...compatible...to surrounding properties. Add: New or renovation construction of modern, innovative or period style may be permitted through petition and approval by the design assistance committee. [Will add](#)

- The area 4 zone of the downtown as identified in this document are somewhat small and compartmentalized. Strict separation of zones (permitted usages) is fast becoming antiquated practice in urban planning. I strongly suggest that the downtown planning area be expanded to include the areas from Palm in the west, to 12th Street in the east, Harvard in the south to Santa Barbara and Railroad in the north (see maps, Exhibit B) within the downtown planning area mixed-use and live work should be allowed. [To be evaluated as part of the Development Code update](#)