



2040 General Plan



March 4, 2020



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1. Introduction

A. Overview

Incorporated in 1902, the City of Santa Paula is located at the geographical center of Ventura County in the rich agricultural Santa Clara River Valley. Santa Paula is referred to as the “Citrus Capital of the World” and is a major production and processing center for citrus and avocados.

This General Plan is a comprehensive vision statement about how the community desires to grow, reflecting community priorities and values for the future. The General Plan is also the legal foundation for all City land use decisions.

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). The General Plan expresses the City’s development goals and embodies public policy relative to the distribution of future land uses, both public and private.

Because the General Plan affects the welfare of current and future generations, State law requires that the plan take a long-term perspective. Many jurisdictions have selected

Terminology

City vs. city. As used in the General Plan the term “City of Santa Paula” or “City” with an upper case “C” refers to the City organization and legal institution governed by the City Council.

The terms “city of Santa Paula” or “city” using a lower case “c” or the word “Santa Paula” alone refers to the geographic area commonly known as Santa Paula.

Acronyms used in this section

AOI	Area of Interest
CEQA	California Environmental Quality Act
CURB	City Urban Restriction Boundary
DOF	California Department of Finance
EIR	Environmental Impact Report
PGP	General Plan Guidelines
HCD	California Department of Housing and Community Development
LAFCo	Local Agency Formation Commission
OPR	California Governor’s Office of Planning and Research
PEIR	Program Environmental Impact Report
RPT	Regional Transportation Plan
SCAG	Southern California Association of Governments
SCS	Sustainable Communities Strategy
SOAR	Save Open Space and Agricultural Resources
SOI	Sphere of Influence
VCTC	Ventura County Transportation Commission



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20 years as the time horizon for their general plans. The horizon year does not mark an end point but rather provides a general context in which to make shorter-term decisions.

The last comprehensive update to the Santa Paula General Plan occurred in 1998 and in the two decades since then several amendments to the General Plan have been adopted. The 1998 General Plan has helped to preserve the small-town character and charm of Santa Paula while controlling sprawl and promoting economic development through infill and planned expansion into defined future growth areas.

The 1998 General Plan was the result of an extensive effort to articulate the City's planning and land use priorities. In most cases, those priorities continue to be relevant and are reflected in the goals, policies and programs contained in this 2040 General Plan.

Although the major goals and policies of the 1998 General Plan are broadly supported in the community, some areas require updating to reflect changes in planning law, demographic trends, recent developments, planned land uses, and environmental conditions. The intent of this 2040 General Plan is to build upon prior efforts and incorporate recently approved specific plans, economic development studies, and General Plan amendments. The General Plan Program Environmental Impact Report (PEIR) is a companion document intended to assist the community and City decision-makers in understanding the likely environmental consequences of development consistent with the 2040 General Plan in conformance with the California Environmental Quality Act (CEQA).

The remainder of this Introduction addresses the following topics:

- The community's vision for the future of Santa Paula
- The planning context for the General Plan
- Demographic trends affecting Santa Paula
- General Plan legal requirements and organization
- Relationship between the General Plan and other plans and regulations
- Relationship between the General Plan and the PEIR
- Implementation of the General Plan



B. The Community's Vision for the Future of Santa Paula

Over the past 20 years the City has pursued several planning initiatives intended to chart a course for the future of Santa Paula, including the 2004 Vision Plan, the 2004 Downtown Improvement Plan, and the 2012 Cal Poly study. The Vision Plan, which was presented to the City Council on June 21, 2004, was intended to be used "... to help guide future decisions, set new City priorities and policies, and implement projects that are important to the community." The Vision Statement crafted by the community expressed the desired future for the 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.¹

A poster publicizing the 2004 Vision Plan is shown in **Figure 1-1**.

The Vision Plan recommended implementation strategies organized around the 13 themes identified as community priorities:

- Small Town Character
- Educational Excellence
- Meaningful Youth Activity and Participation
- Parks and Recreation Opportunities
- Vibrant and Strong Economy
- Diverse Housing Opportunities
- Protected Natural Environment
- Celebration of Local Art, Architecture, History, and Culture
- Engaged Community and Responsive Government
- Access to Affordable and High-Quality Health Care
- Beautification and Architectural Integrity of the City
- Enhanced Mobility and Quality Infrastructure
- Safe and Secure City

The themes identified in prior studies are reflected in this 2040 General Plan.

1 *Santa Paula Citywide Vision Plan, 2004*



Santa Paula 2040 General Plan



Santa Paula Citywide Vision Plan

Introduction

The Santa Paula Citywide Visioning process was initiated in September 2003 as an effort to bring the community together to create a vision of where it wants to be in the future and a plan to make that vision a reality. An intensive community-based process yielded thousands of ideas and thoughts about Santa Paula from both adults and youth in the City. As a result of these efforts, a vision statement and a series of goals and action steps that support the values, challenges, and visions expressed by the Santa Paula community are provided in the Vision Plan. The Plan (summarized here) was presented to the Santa Paula City Council on June 21st, 2004 and should be used to help guide future decisions, set new City priorities and policies, and implement projects that are important to the community.

Achieving the Citywide Vision for Santa Paula will take the combined effort and partnership of the entire community. It will require supporting and getting involved in the existing activities and missions of local organizations; it will require establishing and volunteering for new projects and programs; and, it will require strong leadership and commitment. There is a role for every Santa Paulan, young and old, to get involved in building a strong future for their City. You can make a difference.



Introducción

El proceso para crear una Visión para la Ciudad de Santa Paula se inició en Septiembre del 2003, como un esfuerzo para unir a la comunidad, con el objetivo de crear una visión sobre dónde se quiere estar en el futuro y para hacer un plan para llevar esa visión a ser una realidad. Un proceso comunitario muy intenso logró que miles de ideas y pensamientos se pusieran sobre la mesa, tanto de los adultos como de los jóvenes de la ciudad. Como resultado de dicho esfuerzo, se logró tener una visión y una serie de metas y pasos a seguir para dar apoyo a los valores, los retos y a la visión expresada por la comunidad de Santa Paula, los cuales se proporcionan en el Plan para lograr la Visión. Dicho Plan (resumido aquí) fue presentado al Concilio de la Ciudad de Santa Paula el 21 de Junio del 2004 y debería ser utilizado para guiar futuras decisiones, determinar las nuevas políticas y prioridades de la Ciudad y para instrumentalizar los proyectos que son importantes para la comunidad.



Santa Paula Citywide Vision Statement

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.

Visión General para la Ciudad de Santa Paula

Santa Paula es una comunidad bella, segura y económicamente en crecimiento que guarda su sabor de ciudad pequeña y conserva su agricultura como una parte importante de la economía y la comunidad. Santa Paula le hace honor a su herencia, a su cultura y a su diversidad; ofrece excelencia en educación, vivienda y servicios de salud a todos los miembros de la comunidad y es una Ciudad en donde las personas de todos antecedentes pueden vivir, trabajar, comprar y divertirse en armonía, porque están dispuestos al cambio en beneficio de su ciudad. Santa Paula cree que sus jóvenes representan el futuro, les apoya con actividades constructivas y les ofrece mentoría.

Citywide Vision Priorities

Throughout the process, several key priorities emerged as important elements of the Vision for Santa Paula. They include the following:

- ◆ Small Town Character
- ◆ Educational Excellence
- ◆ Meaningful Youth Activity and Participation
- ◆ Parks and Recreation Opportunities
- ◆ Vibrant and Strong Economy
- ◆ Diverse Housing Opportunities
- ◆ Protected Natural Environment
- ◆ Celebration of Local Art, Architecture, History, and Culture
- ◆ Engaged Community and Responsible Government
- ◆ Access to Affordable and High Quality Health Care
- ◆ Beautification and Architectural Integrity of the City
- ◆ Enhanced Mobility and Quality Infrastructure
- ◆ Safe and Secure City



Prioridades de la Visión General para la Ciudad

- ◆ Carta de Ciudad pequeña
- ◆ Excelencia Educativa
- ◆ Participación Significativa de la Juventud
- ◆ Oportunidades de Recreación y los Parques
- ◆ Una economía fuerte y vibrante
- ◆ Diversas oportunidades de vivienda
- ◆ Un medio ambiente protegido
- ◆ Celebración de las Artes, la Arquitectura, la Historia y la Cultura locales
- ◆ Una comunidad comprometida y un gobierno que responda
- ◆ Acceso a atención médica de alta calidad y a precios accesibles
- ◆ El embellecimiento y la integridad arquitectónica de la Ciudad
- ◆ Una mayor movilidad y una infraestructura de calidad
- ◆ Una Ciudad segura



A Community-Based Visioning Process

The Visioning process, led by a committed Visioning Committee, incorporated a variety of different ways to engage the community throughout the nine-month effort. Opportunities to provide ideas and thoughts and to engage in community dialogue included the following:

- ◆ Visioning Steering Committee
- ◆ Visioning Comment Cards
- ◆ Logo Contest
- ◆ Neighborhood Block Parties
- ◆ Youth Involvement
- ◆ Visioning Festival
- ◆ Committee/Volunteer Work Session
- ◆ Community Workshops
- ◆ City Council/Planning Commission Involvement
- ◆ Service Club Presentations
- ◆ Table Displays
- ◆ Visioning Information Center
- ◆ Visioning Website www.visionsantapaula.org
- ◆ Newsletters
- ◆ Newspaper Insert



Un proceso para la Visión basado en la Comunidad

El proceso para la Visión, encabezado por el Comité Organizador de la Visión, incorporó una gran variedad de formas para enganchar a la comunidad durante un esfuerzo que duró nueve meses. Las oportunidades para proporcionar ideas y sugerencias y para invitar a la comunidad a dialogar, incluyeron:

- ◆ Comité Organizador de la Visión
- ◆ Tarjetas de Comentarios sobre la Visión
- ◆ Concurso de Logotipos
- ◆ Fiestas en las Coloniales
- ◆ Participación de los Jóvenes
- ◆ Festival de la Visión
- ◆ Sesiones de Trabajo del Comité/Voluntarios
- ◆ Talleres Comunitarios
- ◆ Concilio de la Ciudad/Participación en la Comisión de Planeación
- ◆ Presentaciones a los Clubes de Servicio
- ◆ Mesas Informativas
- ◆ Centro de Información sobre la Visión
- ◆ Sitio de Internet de la Visión: www.visionsantapaula.org
- ◆ Boletines
- ◆ Folleto en el Periódico

Figure 1-1 – Santa Paula Citywide Vision Plan Poster, 2004

1-4 – Introduction

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Public Outreach Program for the 2040 General Plan

As one of the first tasks in the 2040 General Plan Update, a public outreach program was initiated to actively engage the entire community in the process. It is widely recognized that many residents and stakeholders do not regularly participate in local government meetings such as City Council and Planning Commission hearings. As a result, a variety of other methods were used to ensure that a full range of community viewpoints were represented in the 2040 General Plan.

In addition to City Council and Planning Commission meetings, three additional outreach strategies were employed to encourage broad-based community participation: 1) a public opinion survey; 2) community workshops; and 3) interviews with selected stakeholders and groups. Those efforts and the findings they yielded are summarized in [Appendix A](#). Most of the same themes from the 2004 Vision Plan were echoed in the General Plan outreach process. Perhaps the single most important theme that resulted from the 2040 General Plan outreach effort was the importance of Downtown to the long-term viability of Santa Paula. In recognition of that finding, the 2040 General Plan was expanded to include a new [Economic Development and Downtown Element](#).



C. Planning Context

1. State Planning Law

Beginning in 1937 all California cities were required by State law to adopt “master plans” (subsequently renamed “general plans”). Since the 1998 Santa Paula General Plan was prepared, significant changes in State law have occurred, particularly in areas such as climate change, transportation, environmental justice, affordable housing, and the elimination of local redevelopment agencies. In 2017 the Governor’s Office of Planning and Research (OPR) released a comprehensive update to the *General Plan Guidelines*, an advisory reference document intended to help local governments prepare and update their general plans.

Relevant laws and regulations are discussed in each of the General Plan elements and in the Regulatory Framework section of each topical chapter in the Program EIR.

2. Regional and Multi-Jurisdictional Planning

2016-2040 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS)

The RTP/SCS is a long-range transportation plan that provides a vision of transportation investments over a period of 20 years or more within the Southern California Association of Governments (SCAG) region. The RTP/SCS is updated every 4 years to reflect changes in economic trends, State and Federal requirements, progress achieved, and adjustments for growth in population and jobs.

The SCS was established as a new component of the RTP through the adoption of SB 375 of 2008 to demonstrate the integration of land use, transportation strategies and investments, and housing needs within the region. A major goal of the SCS is to ensure that the SCAG region can meet its regional greenhouse gas (GHG) reduction targets. The 2040 Santa Paula General Plan seeks to maintain consistency with the RTP/SCP as appropriately applied to Santa Paula (see additional discussion in the [Land Use Element](#), the [Circulation and Mobility Element](#), and the [Environmental and Cultural Resources Element](#)).

Ventura Local Agency Formation Commission (LAFCo)

The Cortese-Knox-Hertzberg (C-K-H) Local Government Reorganization Act (*California Government Code §56000, et seq.*) establishes procedures for changes to local agency organization, including new city incorporation, annexation of territory to a city or a special district, and consolidation of cities or special districts. Each county has an independent Local Agency Formation Commission (LAFCo) with authority to administer this law. While LAFCo



does not have direct land use authority, State law grants LAFCo a significant role in planning issues by requiring it to consider land use and growth factors when it reviews proposed boundary changes and new or extended public services such as water supply and wastewater infrastructure. LAFCo's boundary decisions affect access to public facilities and services needed to support development.

The following Ventura LAFCo policies affect land use planning and development in Santa Paula.

- **Areas of Interest.** Ventura LAFCo has established “areas of interest” that divide the southern portion of Ventura County (the non-U.S. Forest Service land) into 15 major geographic planning areas based primarily on topography and community identity (**Figure 1-2** and **Figure 1-3**). These areas of interest serve as planning referral lines between the County and cities for discretionary land use entitlements. Areas of interest have been reviewed and updated periodically in conjunction with the Guidelines for Orderly Development.
- **Sphere of Influence.** A sphere of influence (SOI) represents “the probable physical boundaries and service area of a local agency, as determined by the Commission.” (*California Government Code §56076*) LAFCo is responsible for establishing a SOI for each city and district whose boundaries it regulates. Typically, a SOI is the territory a city or a district is expected to annex. Ventura LAFCo has adopted a policy that prime agricultural or existing open space land will only be included within a SOI if the territory is likely to be developed within 5 years. Cities and districts cannot provide services outside their SOI except in very limited circumstances.

The current SOI for the City of Santa Paula was adopted by LAFCo on February 21, 2018 and is shown in **Figure 1-3**. The most notable change as part of LAFCo’s 2018 action was the removal of Adams Canyon and Fagan Canyon from the Santa Paula SOI.

Greenbelt Agreements

The City of Santa Paula has entered into two agreements with other cities and Ventura County for preserving greenbelt areas between Ventura and Santa Paula and between Santa Paula and Fillmore (see additional discussion in the [Land Use Element](#)).

Please refer to the various General Plan elements and the PEIR for more information regarding regional and countywide plans and programs related to transportation, air quality, flood control and other topics.



Santa Paula 2040 General Plan

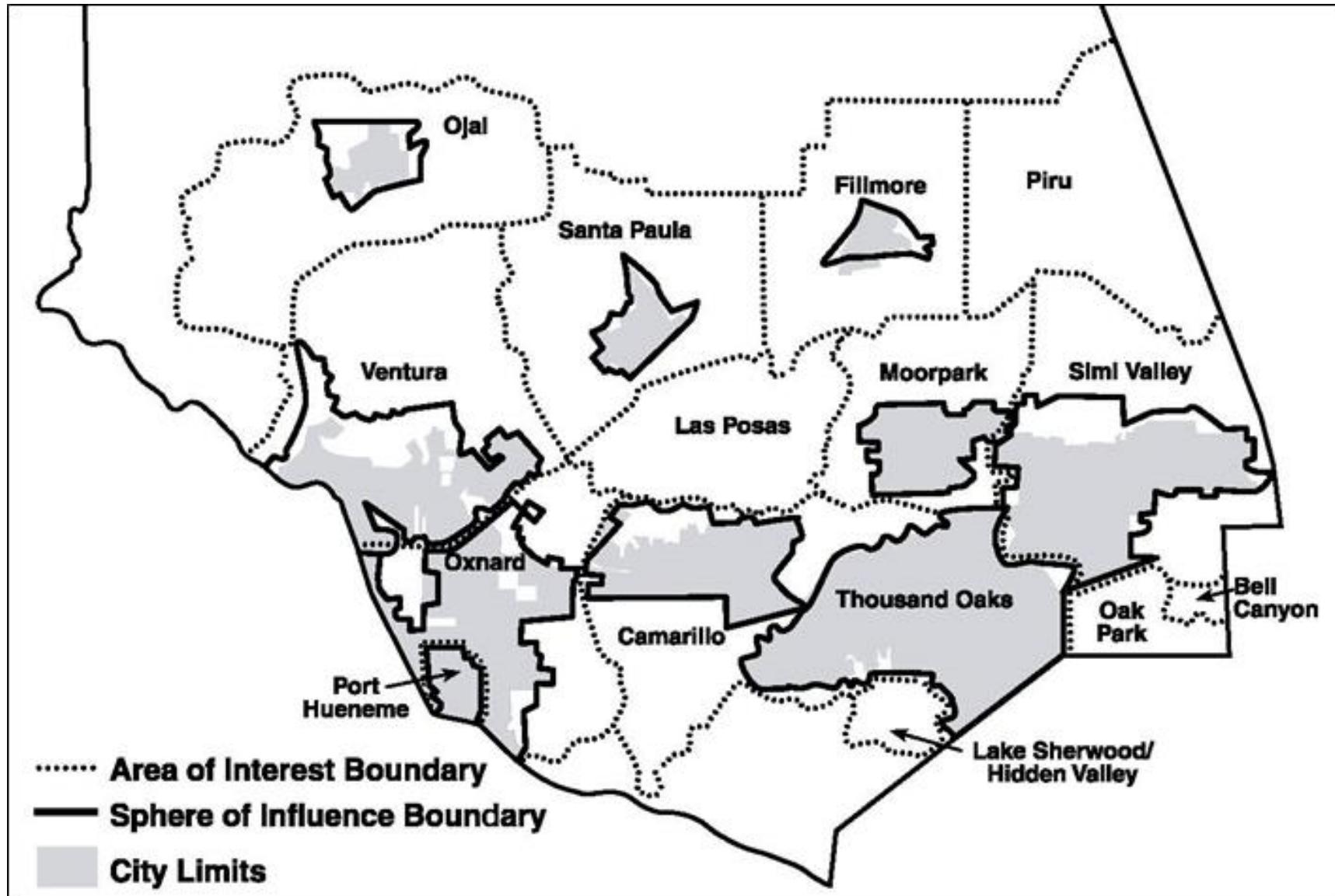


Figure 1-2 – Ventura LAFCo Areas of Interest

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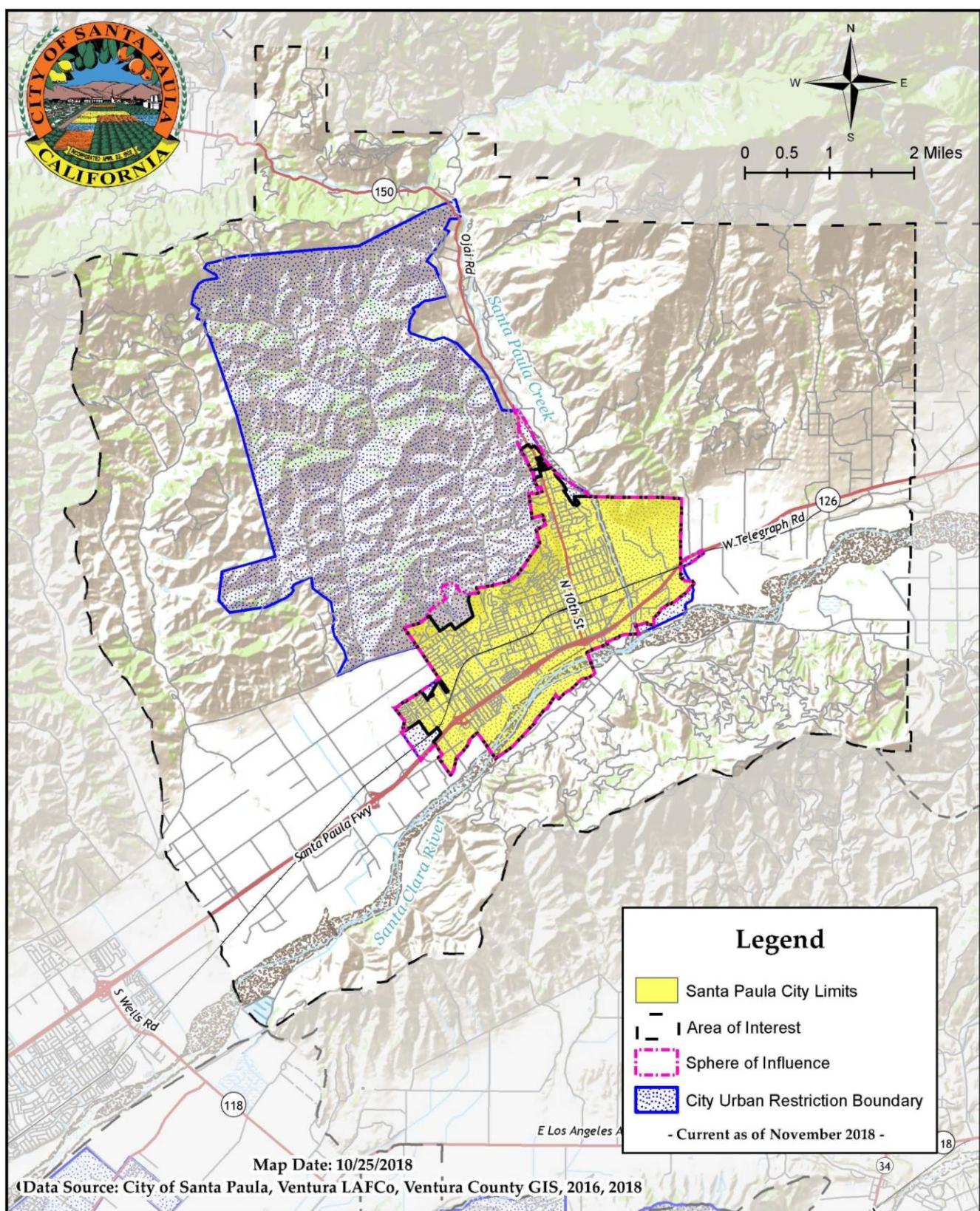


Figure 1-3– Santa Paula Planning Areas



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Ventura County General Plan

Land surrounding the City of Santa Paula is within the jurisdiction of the County of Ventura. County land uses on the east and west side of the city are designated Agricultural Reserve (40 acres minimum parcel size). These areas are also the subject of Greenbelt Agreements with the cities of Ventura and Fillmore. County land uses to the north of the Santa Paula corporate limits are designated a combination of Agricultural-Urban Reserve (40 acres minimum) and Open Space-Urban Reserve (10 acres minimum). These areas include the Adams Canyon and Fagan Canyon expansion areas. County land uses to the south are predominantly Open Space-Reserve (10 acres minimum) with some Agricultural Reserve (40 acres minimum).

At the time the 2040 Santa Paula General Plan was prepared the County of Ventura was in the process of updating its General Plan with a 2040 horizon year. It should be noted that the City's Area of Interest (AOI) extends well into adjacent unincorporated areas.

CURB and SOAR

A City Urban Restriction Boundary (CURB) was established by the voters of the City of Santa Paula in 2000 as one of several Save Open Space and Agricultural Resources (SOAR) initiatives in Ventura County. The CURB ordinance is embedded in the General Plan [Land Use Element](#). Amendments to the CURB were made in 2003, 2005, 2007, 2008, and most recently in November 2016.

A second growth management initiative, Measure L6, was approved by Santa Paula voters in 2006 and was extended in November 2016. The resulting ordinance, also embedded in the General Plan, requires a public vote on any project of 81 or more acres that would have the effect of increasing residential or commercial density or intensity of use beyond that currently described in the [Land Use Element](#), as amended. The CURB, SOAR and Measure L6 initiatives continue to be a part of the 2040 General Plan (see additional discussion in the [Land Use Element](#)).



D. Demographic Trends

To be most effective cities should consider long-range demographic trends such as age, ethnicity, household composition and anticipated population growth when preparing the General Plan. These trends have implications for a wide range of General Plan policies including land use, housing, transportation, economic development and public services. The Housing Element contains an extensive analysis of Santa Paula's demographic characteristics. The Housing Element, which must be updated every 8 years on a State-mandated schedule, was last updated in 2013 and was not amended as part of the 2040 General Plan update. The next Housing Element update is scheduled for 2021. The following discussion looks at long-term trends that affect General Plan policies for the 2040 time horizon.

1. 2040 Population Forecast

SCAG is the Federally-designated regional planning agency for Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura counties. Every 4 years SCAG prepares an RTP/SCS based upon a forecast of population, households and employment.

The 2016-2040 RTP/SCS forecast adopted by SCAG in April 2016 (**Figure 1-4**) anticipates that Santa Paula's population will grow to approximately 39,600 by 2040, an increase of about 33% as compared to 2012 (annual average of 1.2%). This growth rate is higher than the city has experienced since 2000, but less than the rate during the 1980-2000 period. Household growth is projected to be 35%, which reflects an expected decline in average household size, while employment is anticipated to grow by 50%. The 2040 General Plan growth assumptions are consistent with SCAG's adopted 2040 regional forecast.

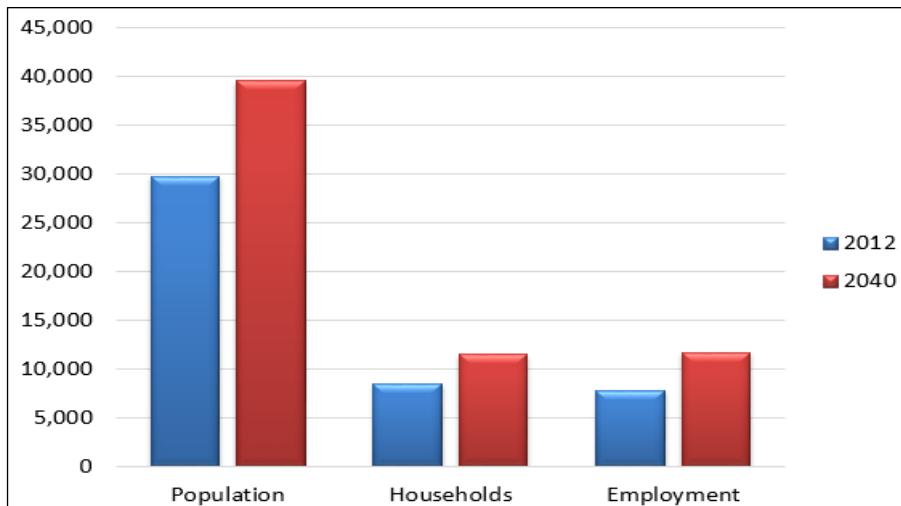


Figure 1-4 – SCAG 2016-2040 RTP/SCS Growth Forecast, Santa Paula



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The California Department of Finance (DOF) prepares long-range population forecasts by age group for each county and the State as a whole. During the 30-year period from 2010 to 2040, DOF estimates that Ventura County's total population will increase by about 141,000 persons, or 17% (**Table 1-1 and Figure 1-5**). Most noteworthy is that the number of children and young adults in Ventura County is expected to *decrease* during this period, while the senior population (age 65+) is expected to more than double. The 65+ cohort is projected to increase from 12% to 22% of the county's total population, and comprise 84% of total population growth during this period. Projections by age category are not available at the city level.

Table 1-1 Age Distribution 2010 versus 2040: Ventura County

Age Group	2010		2040		Change	
	Persons	%	Persons	%	Persons	%
0-4	55,220	7%	57,182	6%	1,962	4%
5-17	156,143	19%	153,106	16%	(3,037)	(2%)
18-24	81,988	10%	80,246	8%	(1,742)	(2%)
25-64	434,694	53%	459,572	48%	24,878	6%
65+	97,148	12%	215,978	22%	118,830	84%
Total	825,193	100%	966,084	100%	140,891	17%

Source: DOF, 2014

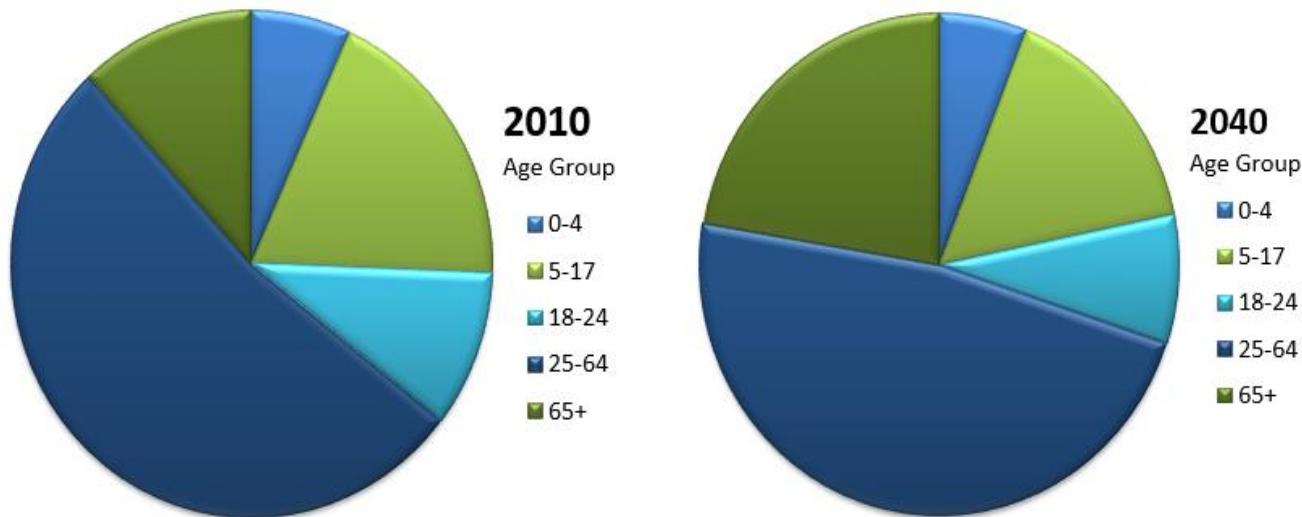


Figure 1-5– Age Distribution 2010 versus 2040: Ventura County

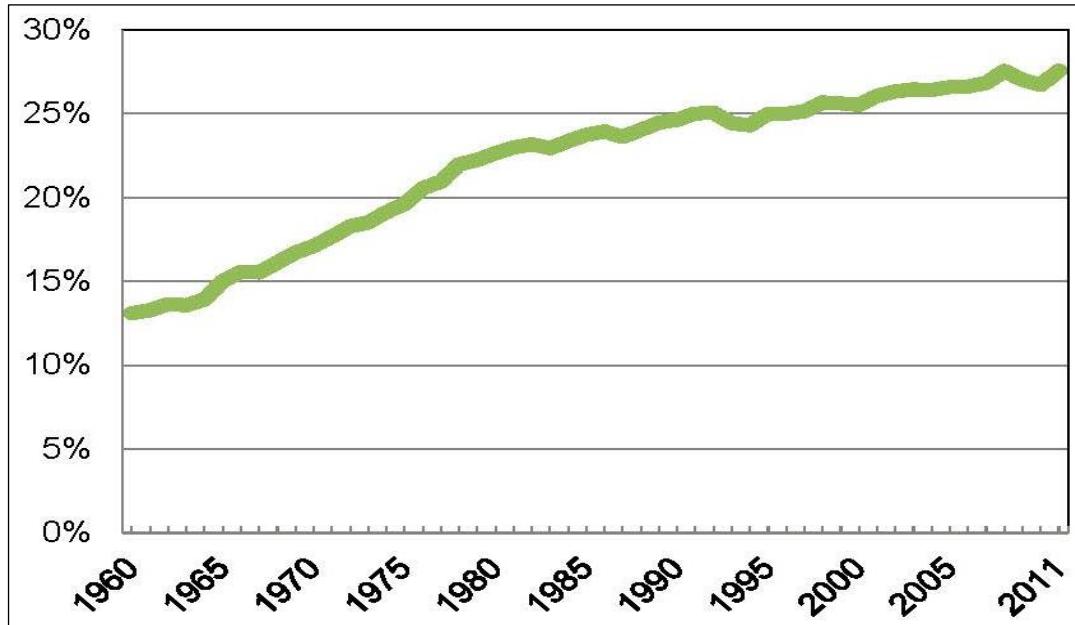


This forecast is echoed by SCAG's 2016-2040 RTP/SCS, which anticipates that from 2000 to 2040 the senior age group (65+) will increase from about 10% to 18% of the region's population, while children under age 16 will decrease from about 26% to 19 % of the total.²

2. Household Composition

In addition to age, household composition plays an important role in the nature of a community. The Census Bureau defines a "household" as all persons occupying a housing unit, which may include single persons living alone, families, or unrelated persons living together. Persons in group quarters such as college dormitories, military barracks, prisons or nursing homes are included in population totals but are not considered households.

In recent years it has been widely reported that the traditional married-couple family with children is a declining proportion of all households, while the share of households comprising persons living alone and non-traditional living arrangements has been growing. In particular, the number of persons living alone has increased significantly. Nationwide, Census Bureau statistics reported that persons living alone increased from less than 15% of all households in 1960 to well over 25% in 2011 (**Figure 1-6**).



Source: U.S. Census Bureau, Current Population Survey, 1960 to 2011 Annual Social and Economic Supplements

Figure 1-6– Percent of Households with One Person: 1960-2011

² SCAG 2016-2040 RTP/SCS, Demographics & Growth Forecast Appendix, Table 3



E. General Plan Requirements

1. State Policy

State law establishes the legal framework for general plans in California. The State Legislature has adopted overarching planning priorities as set forth in *California Government Code* §65041.1.

The state planning priorities, which are intended to promote equity, strengthen the economy, protect the environment, and promote public health and safety in the state, including in urban, suburban, and rural communities, shall be as follows:

- (a) *To promote infill development and equity by rehabilitating, maintaining, and improving existing infrastructure that supports infill development and appropriate reuse and redevelopment of previously developed, underutilized land that is presently served by transit, streets, water, sewer, and other essential services, particularly in underserved areas, and to preserve cultural and historic resources.*
- (b) *To protect environmental and agricultural resources by protecting, preserving, and enhancing the state's most valuable natural resources, including working landscapes such as farm, range, and forest lands, natural lands such as wetlands, watersheds, wildlife habitats, and other wildlands, recreation lands such as parks, trails, greenbelts, and other open space, and landscapes with locally unique features and areas identified by the state as deserving special protection.*
- (c) *To encourage efficient development patterns by ensuring that any infrastructure associated with development, other than infill development, supports new development that does all of the following:*
 - (1) *Uses land efficiently*
 - (2) *Is built adjacent to existing developed areas to the extent consistent with the priorities specified pursuant to subdivision (b)*
 - (3) *Is located in an area appropriately planned for growth*
 - (4) *Is served by adequate transportation and other essential utilities and services*
 - (5) *Minimizes ongoing costs to taxpayers*

While State law has required the preparation of local general plans since 1937, specific requirements have evolved over time as the result of amendments to State law, the adoption of Executive Orders, and judicial decisions. Since the City's last comprehensive General Plan update in 1998, the issues of climate change, sustainability, and environmental justice have become high priorities. In the field of transportation planning, State policy now emphasizes



enhanced connectivity and mobility for all forms of transportation and completion of the road network as opposed to expanding capacity for private automobiles.

2. General Plan Law

The general plan serves as a jurisdiction's "constitution" or "blueprint" for future decisions concerning a variety of issues including land use, health and safety, and resource conservation. Three over-arching requirements for General Plans are 1) comprehensiveness; 2) internal consistency; and 3) long-range perspective.

Comprehensive

A general plan must be comprehensive, both geographically and topically. The plan should address all geographic areas that bear a relation to the city's planning. [Figure 1-2](#) (page [1-8](#)) shows the various geographic areas referenced in the Santa Paula 2040 General Plan. The study area includes all areas within the City of Santa Paula corporate limits, the City's Sphere of Influence (SOI), and the Area of Interest (AOI) as determined by the Ventura County Local Agency Formation Commission (LAFCo).

The general plan must also address a full range of relevant issues affecting the city's physical development. Issues addressed in the general plan have different geographic applicability depending on their nature. For example, some issues (such as zoning regulations) apply only within the City limits while other issues (such as flood hazards and storm water drainage) relate to broader areas defined by watershed boundaries.

Internally Consistent

California Government Code §65300.5 states:

"... the Legislature intends that the general plan and elements and parts thereof comprise an integrated, internally consistent and compatible statement of policies for the adopting agency."

The various elements and their components (e.g., text, tables and figures) of the general plan must be in harmony. All elements of the general plan, whether required by State law or not, have equal legal weight. None may supersede another, and the general plan must balance and reconcile policies so there are no conflicts among the provisions of each element.

In addition to this internal consistency requirement, because the general plan is the foundation for local planning, subsequent planning and development decisions, such as



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zoning amendments, specific plans, subdivisions and public works projects must also be consistent with the general plan. Santa Paula's 2040 General Plan establishes the goals and policies that guide the City Council, the Planning Commission, and City staff in their land use decisions.

Long-Range

Because anticipated development will affect the people who live or work in the community for years to come, State law requires that general plans take a long-term perspective.

Typically, the time horizon for a general plan ranges from 15 to 25 years. The horizon year for this General Plan update is 2040 (approximately 20 years). Timeframes for effective planning may vary between elements, however. For example, State law requires Housing Elements to address projected housing needs for an 8-year period and be updated on an 8-year cycle to coincide every other RTP/SCS.

It is important to note that the "horizon year" is not synonymous with "buildout." As discussed in the Project Description chapter of the PEIR, full development ("buildout") of the land uses designated in the [Land Use Element](#) is unlikely to occur by the 2040 horizon year. Selection of the 2040 horizon year supports consistency between the long-range planning efforts of the City and other organizations including SCAG, Ventura County Transportation Commission (VCTC), school districts, and special districts responsible for infrastructure planning.

Consistency in the assumptions of different governmental and private entities helps to improve the effectiveness of planning efforts. Many Federal grant programs, including those under the Clean Air Act and the Moving Ahead for Progress in the 21st Century Act (MAP-21) require or promote consistency between federally-assisted capital projects and local, regional, and State plans by utilizing common growth assumptions. For example, the Clean Air Act requires that the population projections used in planning capital facilities conform to the assumptions contained in the regional air quality management plan when Federal funding or approval is sought, and Federal transportation planning law specifies a 20-year planning horizon for regional transportation plans (23 USC 134).

Under SB 375, transportation and housing plans must be based upon the same growth assumptions prepared by SCAG as part of the RTP/SCS.



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State General Plan Guidelines

In 2017, revised General Plan Guidelines (GPG) were published by the Governor's Office of Planning and Research³ – the first comprehensive update to the GPG since 2003. While the GPG is an advisory document, courts have referred to them for interpretation of State planning laws and it was an important reference source for the 2040 General Plan update.

3 <http://www.opr.ca.gov/planning/general-plan/guidelines.html>



F. General Plan Organization

1. General Plan Elements

The term *element* refers to the topics that California law requires to be covered in a general plan. Seven mandatory elements – Land Use, Housing, Circulation, Conservation, Open Space, Noise and Safety – must be included in general plans. Optional elements may be adopted to address particular concerns in the community. In addition to this Introduction and an Appendix, the 2040 General Plan includes seven elements, which correspond to the required and optional elements as shown in **Table 1-2**.

Table 1-2 General Plan Elements

Required Elements ¹	Santa Paula 2040 General Plan Elements
Land Use	Land Use
Circulation	Circulation and Mobility
Housing ²	Housing ²
Conservation	Environmental and Cultural Resources
Open Space	
Noise	Hazards and Public Safety
Safety	
Optional Elements	Public Services and Utilities
	Economic Development and Downtown

1 California Government Code §65300, et seq.

2 The Housing Element was last updated in 2013 and was not included in the 2040 General Plan update. The next update to the Housing Element is anticipated in 2021.

The Housing Element must be updated every 8 years and was last amended and certified by the California Department of Housing and Community Development (HCD) in 2013. Under current law Santa Paula's next Housing Element update must be prepared in 2021.

The contents of the 2040 General Plan elements are briefly summarized as follows:

- The **Land Use Element** describes the desired land use pattern for Santa Paula, along with standards for population density and building intensity.
- The **Circulation and Mobility Element** addresses the general location and extent of existing and proposed streets and other transportation facilities to serve the movement of people and goods throughout the community, including all users and modes of travel.



- The [**Environmental and Cultural Resources Element**](#) addresses the topics of air quality; greenhouse gases; open space and scenic resources; cultural and historic resources; water quality; and mineral resources.
- The [**Hazards and Public Safety Element**](#) addresses natural and man-made hazards related to geologic conditions, flooding, wildland fires, hazardous materials, aviation, and noise.
- The [**Public Services and Utilities Element**](#) addresses police and fire protection; emergency preparedness and response; education and library services; parks and recreation; water supply and wastewater treatment; solid waste disposal; and energy production and transmission.
- The [**Economic Development and Downtown Element**](#) addresses the local economy, fiscal sustainability, and strategies to strengthen the viability of the Downtown.
- The [**Housing Element**](#) addresses the production, maintenance, conservation, and improvement of housing and neighborhoods to provide a full range living options for residents of all ages, household types, income levels, and special needs.

Within each of the elements is an overview section summarizing the element's purpose, legal requirements and goals; a brief summary of information relevant to the topic; and a list of policies and programs that will guide the City in effectively addressing the issues discussed. Several of the elements also contain topical plans, maps, diagrams and standards to guide future decisions.

2. Goals, Policies and Programs

General plans are referred to as "policy documents" in contrast to regulations, such as the City's Development Code (Santa Paula Municipal Code, Title XVI). Policies often express the City's general intent for particular issues, while specific details are contained in regulations. Together, the goals, policies and programs comprise the "core" of the General Plan.

While the General Plan is intended to be a long-range document, differences in timeframe are reflected in the goals, policies, and programs. Goals are intended to express the community's long-term aspirations and desired direction. However, goals are meaningful only if translated into actions that are tangible and can be implemented. Policies provide more focused



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guidance for daily decision-making, while programs describe specific steps the City intends to take to implement the goals and policies.

Goals are listed in the introductory section of each element. For example, Goal LU 1 is the first goal of the [Land Use Element](#).

Policies and programs are more specific and are listed in each topical section of the elements, with policies using numerals and programs using numerals and letters. For example, Policy LU 1.1 is the first policy of the [Land Use Element](#), while Program LU 1.a is the first program of the Land Use Element.

The program statements in each element are one important component of the implementation of the General Plan. Other tools and techniques for implementing General Plan goals and policies are discussed in Section 1.I, Implementation of the General Plan, below.

3. Mandatory vs. Advisory

General Plan policies often involve tradeoffs between competing priorities. Policies and programs that use the words “shall,” “must,” or “require” signify an unequivocal mandatory directive. Other terms such as “may” or “should” are advisory and signify a less rigid direction to be followed in the absence of other compelling considerations. Unless clearly identified as a mandatory directive, policies and programs are intended to accommodate some flexibility in their application by decision-makers to allow a balancing of priorities.

Goals, policies and programs should be interpreted in a way that maintains consistency with other policy statements and with applicable law. Terms like “if feasible” and “as appropriate” indicate that the decision-maker or implementing authority has discretion to apply the policy in a manner deemed to be in the City’s best interest based on a balancing of competing priorities.



G. Relationship of the General Plan to Other Plans and Regulations

The General Plan is the primary guiding document for the physical development of the city. State law requires that many other City documents, regulations and actions be consistent with the Plan, including:

- **Zoning.** The City's zoning regulations (set forth in the Development Code) must be consistent with the General Plan, and in the event that a General Plan amendment results in an inconsistency with zoning regulations, the regulations must be amended within a reasonable time so that they are consistent with the General Plan as amended. (*California Government Code §65860*)
- **Specific plans.** No specific plan may be adopted or amended unless the proposed plan or amendment is consistent with the General Plan. (*California Government Code §65454*) Upon adoption of an amendment to the General Plan, any specific plan or other City plan that is applicable to the same areas or matters affected by the General Plan shall be reviewed and amended as necessary to ensure consistency with the general plan. (*California Government Code §65359*) Further, no local public works project may be approved, no tentative map or parcel map for which a tentative map was not required may be approved, and no zoning ordinance may be adopted or amended within an area covered by a specific plan unless it is consistent with the adopted specific plan. (*California Government Code §65455*)
- **Subdivision maps.** No tentative subdivision map or parcel map shall be approved unless the legislative body finds that the proposed subdivision, together with the provisions for its design and improvement, is consistent with the General Plan. (*California Government Code §66473.5*)
- **Development agreements.** A development agreement shall not be approved unless the legislative body finds that the provisions of the agreement are consistent with the General Plan and any applicable specific plan. (*California Government Code §65867.5*)
- **Capital improvement programs.** The Capital Improvement Program must also be reviewed annually by the Planning Commission for consistency with the General Plan. (*California Government Code §65103(c)*)



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- **Property acquisition and disposal.** No real property shall be acquired by dedication or otherwise for street, square, park or other public purposes, and no real property shall be disposed of, no street shall be vacated or abandoned, and no public building or structure shall be constructed or authorized, if the adopted general plan or part thereof applies thereto, until the location, purpose and extent of such acquisition or disposition, such street vacation or abandonment, or such public building or structure have been submitted to and reported upon by the planning agency as to conformity with said adopted general plan or part thereof. (*California Government Code §65402*)
- **Open space.** Acquisition, disposal and regulation of the use of open-space land, approval of subdivision maps and issuance of building permits must be consistent with the local open-space plan. (*California Government Code §§65566-65567*)

The General Plan is implemented through the initial review of other City planning and regulatory documents to identify any provisions that need to be revised to ensure consistency with the General Plan, as well as through the ongoing review of proposed actions to evaluate their consistency with the General Plan. General Plan implementation is also achieved through interjurisdictional agreements, the establishment of City administrative procedures, and the adoption of City budgets.



H. Relationship between the General Plan and the Program EIR

The General Plan Program Environmental Impact Report (PEIR) provides an analysis of the environmental impacts of the General Plan and related projects as required by the California Environmental Quality Act (CEQA).

The PEIR is also intended to be used to simplify the environmental analysis for subsequent planning approvals that are consistent with the General Plan. CEQA Guidelines §15168(c) allows for limited environmental review when a subsequent project is within the scope of the PEIR, resulting in reduced time and cost.

CEQA Guidelines §15183 further provides:

CEQA mandates that projects which are consistent with the development density established by existing zoning, community plan, or general plan policies for which an EIR was certified shall not require additional environmental review, except as might be necessary to examine whether there are project-specific significant effects which are peculiar to the project or its site. This streamlines the review of such projects and reduces the need to prepare repetitive environmental studies.

For some topics, the PEIR may include more detailed background information than found in the General Plan itself, providing useful context for understanding and interpreting General Plan policies and programs.



I. Implementation of the General Plan

Implementation refers to how the goals and policies of this General Plan are put into effect. Successful implementation is dependent on both the public and private sectors. Each element of the General Plan includes programs that are intended to help carry out established goals and policies. Summarized below are some of the key tools that the City uses to implement the General Plan.

1. Financial Tools

The City Council establishes an **annual budget** for the operation of the City and its departments. The costs of carrying out the administrative activities described in Section I.4, Administrative Procedures below are reflected in the City budget.

The City and other public agencies play an important role in implementing the General Plan through the construction of infrastructure and other public works projects. The City's **Capital Improvement Program** (CIP) identifies public works projects that the City intends to construct in the coming years, and the CIP must be consistent with the General Plan.

The City also has the authority to comment on CIPs prepared by other public agencies such as school districts and utility providers.

The phasing of future City infrastructure projects will be guided by the policies in this General Plan, focused plans and available funding.

Under State law, 1% of the **sales tax** accrues to the jurisdiction where the sale occurred. Voters are also authorized to adopt additional sales taxes for specific purposes. In 2016 Santa Paula voters approved a 1% sales tax surcharge (Measure T) to raise additional funds for public safety, roads and other public services.

Property taxes provide a significant source of revenue to support the development, operation and maintenance of public facilities. Property taxes are limited by Proposition 13 to 1% of assessed value.

Gasoline taxes provide an important source of funding for road maintenance.

Exactions (such as dedications of land or public improvements) and **impact fees** can be imposed on new development to provide needed facilities such as streets, recreational facilities, sewer and water service that serve the development. The Mitigation Fee Act (*California Government Code §66000, et seq.*) establishes the authority for imposing



development impact fees and other exactions. In 2016 the City adopted an update to its development fees (City Council Resolution No. 6969).

Benefit assessments (also known as special assessments) are techniques for financing the construction and maintenance of public improvements such as streets, sidewalks, sewers, storm drains, and lighting. The laws governing assessments typically authorize the issuance of bonds that are amortized through assessments paid by the benefiting properties.

2. Focused Plans

Public facilities plans for water, wastewater, drainage, parks and recreation are often prepared to analyze specific needs and establish design parameters, scheduling, cost and funding mechanisms. In Santa Paula, examples of such plans include the following:

- Potable Water System Master Plan
- Wastewater System Master Plan
- Urban Water Management Plan
- Storm Drain Master Plan
- Parks and Recreation Master Plan

State law authorizes the adoption of **specific plans** for a particular geographic area of a city, such as a downtown or a new master-planned community. A specific plan can combine policies with development regulations, and often includes allowable land uses, development and design standards, infrastructure and public facilities, and development phasing. Specific plans must be consistent with the General Plan. The following specific plans have been adopted in Santa Paula:

- Airpark Specific Plan
- East Area 1 Specific Plan
- East Gateway Specific Plan
- Santa Paula West Business Park Specific Plan

3. Regulations

The **Santa Paula Municipal Code** (SPMC) establishes a wide range of regulations, standards and procedures related to the development and operation of the city.

The **Development Code** (SPMC Title XVI) sets forth specific land use regulations, development and design standards, and performance criteria for all property within the city.



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Issues regulated by the Development Code include allowable uses, building heights, setbacks, landscaping, parking, signage, and the procedures for review and approval of development applications. The Zoning Map (SPMC Section 16.07.020) divides the city into various districts and the Development Code describes the regulations and procedures that apply to each district. The Development Code provides more detail regarding allowable uses and development standards than the [**Land Use Element**](#) of this General Plan.

By law, zoning regulations must be consistent with the General Plan.

Subdivision Regulations (Chapter 16.80 of the Development Code) set forth standards and procedures for the legal division of land. This chapter also establishes fees associated with land divisions and requirements for dedication of land for public facilities. Subdivisions must be consistent with the General Plan.

Building Codes, adopted as SPMC Chapter 150, establish detailed regulations for the design and construction of buildings in order to provide for public health and safety. Building codes also include standards for energy conservation.

The City Public Works Department has adopted **Standard Plans** that include design and construction requirements for public infrastructure such as streets, sidewalks, water, wastewater, and drainage facilities. These standards are consistent with the General Plan and City regulations.

4. Administrative Procedures

All of the foregoing plans and regulations are administered by the officials and staff of the City, or by private firms or individuals contracted to assist the City in carrying out its responsibilities. The roles and responsibilities of City officials and staff are summarized below.

The **City Council** is the elected governing (or “legislative”) body of the City and is responsible for adoption of and amendments to the General Plan, specific plans, and the Municipal Code, including amendments associated with development projects, and approval of final subdivision maps. The Council approves the CIP and City budget and also hears appeals of Planning Commission decisions regarding some development projects.

The **Planning Commission** makes recommendations to the City Council on legislative acts related to land use and development (such as the General Plan and zoning) and is also responsible for subdivision and use permit approvals.



The **Community Development Department** (CDD) is responsible for the review of development and building activity to ensure compliance with zoning and building codes, the achievement of economic development goals, General Plan policies, the California Environmental Quality Act (CEQA), housing policies, and community health and safety. The CDD ensures the quality of new developments through the design and development review process. The Department staffs the Planning Commission, the Historic Preservation Commission, the Design Assistance Committee, and the Economic Development Advisory Board in addition to establishing and maintaining communications with citizens, developers, businesses, other governmental agencies, and City departments. The Department also provides technical and policy support to the City Manager, the City Council and other departments.

The CDD consists of the Planning Division and the Building Division. Planning Division responsibilities include implementing land use policies and regulations for Santa Paula, accomplished through the review of land uses and proposed developments. This authority is derived from the City's power to protect the health, safety, and welfare of the community. The Planning Division manages the development, implementation, and updating of the General Plan, provides professional planning analysis and recommendations on planning matters, related policies, ordinances, and future development plans. Planning staff reviews development proposals for compliance with State-mandated laws and coordinates development activity with other City departments and countywide agencies. The Building Division is responsible for plan check, building permit processing, and inspections to ensure compliance with building codes.

The **Public Works Department** is responsible for the street system (roads, parking lots, bicycle and pedestrian facilities, traffic control devices, street lights, street trees) as well as storm drains, flood control facilities, bridges, and Hillsborough Open Space District, Geological Hazard Abatement District, potable water system, wastewater (sewer) system and the Water Recycling Facility, and equipment maintenance. It is also responsible for administering the Capital Improvement Program (CIP), and for the review (plan check and inspection) of private land development projects. In addition, the Public Works Department represents the City as a technical advising member agency to the Ventura County Transportation Commission on matters of transportation and transit.

The **Police Department** is responsible for preventing crime and maintaining law and order, while fire protection is handled by the **Ventura County Fire Department**, a joint powers agency of which the City of Santa Paula is a member. VCFD is responsible for fighting urban



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and wildland fires, as well as emergency response and rescue. Both departments coordinate with the County and State on mutual aid. General Plan policies and implementing programs related to police and fire protection are described in Chapter 6, Public Services and Utilities.

The **Parks and Recreation Department** manages the City's parks facilities and recreation programs, as well as the Community Center.

Administration of the General Plan

To remain effective in guiding future decisions, the General Plan should be reviewed and updated on a regular basis. Section 65400 of the *California Government Code* requires cities to prepare annual General Plan progress reports. These reports provide an opportunity for City officials and the community to review the status of General Plan implementation and identify any revisions that may be appropriate. The Southern California Association of Governments (SCAG) prepares an update to the Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) every 4 years. While the primary focus of the RTP/SCS is transportation and mobility, it includes updated information on social, economic, and environmental trends in the Southern California region that are relevant to municipal planning in Santa Paula. In addition to annual General Plan progress reports, the City intends to conduct more thorough reviews of General Plan assumptions and policies concurrent with the adoption of each 4-year update to the RTP/SCS and make adjustments to land use and infrastructure plans and policies as appropriate.



2. Land Use

A. Overview

1. Purpose and Legal Requirements

The Land Use Element is an essential tool in pursuing the vision of the citizens of Santa Paula. It is primarily a policy document to be used in combination with the other General Plan elements to guide how the City plans, develops, and supports land uses to ensure a high quality of life for all Santa Paula residents. As such, land use decisions have great potential to add value by enhancing community character, promoting a strong economy, providing quality public facilities and services, achieving a balance of housing and jobs, and preserving adjacent agricultural lands and other environmental and cultural resources.

As required by *California Government Code* §65302(a), a Land Use Element must be prepared as part of a city's General Plan:

A land use element that 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 location and designation of the extent of the uses of the land for public and private use shall consider the identification of land and natural resources... The land use element shall include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the plan. The land

Acronyms used in this section

ACLUP	Airport Comprehensive Land Use Plan
AOI	Areas of Interest
CalEPA	California Environmental Protection Agency
CBD	Central Business District
CLUP	Comprehensive Land Use Plan
CURB	City Urban Restriction Boundary
FAR	floor area ratio
FHSZ	Fire Hazard Severity Zone
FEMA	Federal Emergency Management Agency
HD	Historic District
HQTA	High Quality Transit Area
LAFCO	Local Agency Formation Commission
RTP/SCS	Regional Transportation Plan/Sustainable Communities Strategy
SCAG	Southern California Association of Governments
SOAR	Save Open Space and Agricultural Resources
SOI	Sphere of Influence
SPMC	Santa Paula Municipal Code
SR	State Route
VCTC	Ventura County Transportation Commission
WRF	Water Recycling Facility



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use element shall identify and annually review those areas covered by the plan that are subject to flooding identified by flood plain mapping prepared by the Federal Management Agency (FEMA) or the Department of Water Resources...

2. Organization of the Land Use Element

In addition to this overview, the Land Use Element includes the following major sections:

- Goals, policies and programs that guide public and private land use decisions;
- A Land Use Plan, which describes Land Use Designations, including population density and development intensity standards, and a Land Use Map⁴ graphically depicting where different types of land uses are desired;
- Policies and programs related to Special Study Areas;
- The preferred 2040 Growth Scenario; and
- The relationship between this Land Use Element and zoning regulations established by the Development Code (Santa Paula Municipal Code Title XVI)

⁴ The Land Use Map is intended to satisfy the requirements of the land use “diagram” referenced in *California Government Code §65302, et seq.*



B. Goals, Policies and Programs

This section describes the City's goals, policies, and programs that are intended to guide decision-making. As discussed in **Chapter 1 – Introduction**, a goal describes a desired future condition related to the public health, safety, or general welfare. A goal is an expression of community values and is generally not quantified or time-dependent. Policies are more focused and indicate the City's commitments and preferred direction on particular issues, while programs describe specific steps the City intends to take to implement the General Plan's long-range vision.

1. Land Use Goals

The following goals provide over-arching guidance for the policies and programs of this Land Use Element.

- LU 1 Community Character and Urban Form.** Santa Paula's small-town character, cultural and historic resources, and traditional Downtown should be preserved and enhanced.
- LU 2 Agricultural and Natural Resources.** Development should be carefully planned to protect agricultural lands and other natural and scenic resources.
- LU 3 Balanced Land Use and Economic Opportunity.** New development should provide a full range of housing, services, amenities, and employment opportunities for all segments of the community.
- LU 4 Infill and Urban Expansion.** A balance of infill and urban expansion should be encouraged in appropriate locations and densities to accommodate new development commensurate with Santa Paula's desired growth in a manner that contributes to the City's long-term fiscal sustainability.
- LU 5 Downtown Revitalization.** Appropriate types of new development and investment to stimulate revitalization of the Downtown should be encouraged.
- LU 6 Sustainability, Resilience, and Environmental Justice.** Land use and development decisions should encourage active engagement by all stakeholders, enhance sustainability and resilience related to changes in climate and economic conditions, and foster environmental justice.



2. Land Use Policies and Programs

Community Character and Urban Form

Land use policy has a tremendous influence on the form and character of a community and preservation of the natural environment. Santa Paula residents are proud of the city's historic character, compact land use pattern, and beautiful natural setting. These are precious assets to be preserved and enhanced for the enjoyment of residents and visitors alike.

Small Town Charm

Santa Paula has developed in a traditional style, with a grid-pattern street system, prominent buildings of architectural interest, especially in the Downtown, and tightly knit surrounding residential neighborhoods. The community maintains a small-town image, a pleasant climate, and reasonably-priced housing, all of which make it a desirable place to live.

Santa Paula's neighborhoods and commercial areas have a more compact development pattern than many suburban cities. Most buildings are 1 or 2 stories tall with a few 3-story buildings. Policies to promote infill have been successful in minimizing sprawl and should be continued. Higher densities are allowed in certain areas, and a mix of uses is encouraged. This development pattern helps to preserve agricultural lands surrounding the city. In higher-density areas, small lots are allowed in keeping with historic development patterns, which reduces the cost of development as well as public facilities and services. Santa Paula's compact form also improves accessibility, enhances opportunities for walking and biking, and reduces the need for automobile trips. Many mature oak trees have been preserved, especially in the northeastern part of town, and native oaks, sycamores, and other trees of historic or cultural significance are protected by ordinance. These characteristics define the city's form, and the policies and programs described below are intended to preserve Santa Paula's small-town charm.

Architectural Character and Historic Preservation

Santa Paula is one of the oldest cities in Ventura County, with numerous buildings more than 70 years old. There are many recognized historic structures in town, as well as a historic residential district centered on the 600-900 blocks of Santa Paula Street. Several districts, as well as individual buildings, have been identified as having historic significance, and there is strong community sentiment that these resources should be preserved. New commercial areas should be designed to be compatible with Santa



Paula's compact form, and infill development should be respectful of the historic architectural character.

Land Use Compatibility

Existing land uses in Santa Paula reflect over 120 years of development, much of which occurred before the advent of zoning controls. Until the 1950s, land use conflicts tended to involve industrial uses located along the railroad corridor, which passes through nearby residential neighborhoods. By the time the SR 126 freeway was completed in 1965 the importance of the railroad for freight movement was declining, and newer industrial uses tended to locate in areas with good freeway access. This Land Use Element incorporates policies and programs to minimize land use conflicts between different uses. Key strategies for promoting land use compatibility focus on avoiding incompatible uses in close proximity and establishing "good neighbor" performance standards in zoning regulations.

Policies

- LU 1.1 **Residential neighborhoods and historic structures.** Preserve and enhance the character and integrity of residential neighborhoods and noteworthy historic structures in Downtown Santa Paula.
- LU 1.2 **Commercial and industrial neighborhoods.** Encourage the improvement of commercial and industrial neighborhoods that contribute to Santa Paula's local economy.
- LU 1.3 **Natural features.** Ensure that new development and infrastructure are designed in a manner that protects natural features such as barrancas, tree rows, wetlands, ridgelines, and wildlife movement corridors.
- LU 1.4 **Urban forest.** Protect and expand the city's urban forest.
- LU 1.5 **Protect existing neighborhoods.** Ensure that new development and infrastructure are designed in a manner that protects the character of existing neighborhoods.
- LU 1.6 **Grid development pattern.** Encourage continued use of the grid pattern in new development to enhance access and walkability.
- LU 1.7 **Neighborhood commercial businesses.** Encourage the inclusion of neighborhood commercial businesses (markets, dry cleaners, etc.) in new residential and industrial developments.



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LU 1.8

Quality development. Encourage quality development that:

- Contributes significant social, economic and aesthetic benefits to Santa Paula and its citizens;
- Provides compatible, appealing architectural design and site planning, which may include alternative development standards established through the Planned Development Overlay Zone process; and
- Incorporates streetscape and other public urban design amenities that enhance the community image.

LU 1.9

Hillside development. Ensure that development in hillside areas occurs in a manner that protects the natural character, environmental resources, aesthetic qualities, and public safety, and discourage grading and development on land with a slope greater than 30%.

LU 1.10

Non-conforming uses. Discourage expansion of existing structures and uses that are non-conforming with regard to the General Plan or zoning regulations, and encourage the amortization of housing located in areas that are no longer appropriate for residential use through relocation, redevelopment or conversion to a compatible use.

LU 1.11

Railroad corridor. Encourage land uses adjacent to the railroad corridor that are compatible with public recreational use of the corridor as well as adjacent established conforming land uses.

LU 1.12

Underground utilities. To the greatest extent feasible, all new and existing utility lines shall be placed underground at the time of development.

LU 1.13

Air pollution, noise, light and glare. Land uses should be located, designed and managed in a way that minimizes impacts from air pollution, noise, light and glare.

LU 1.14

Permit streamlining. Minimize the time and cost of the development review process to the greatest extent feasible.

Programs

LU 1.a

Development review. As part of the development review process, assist applicants in demonstrating conformance with applicable standards and design guidelines through the use of checklists, handouts, etc.

LU 1.b

Design standards. Adopt design standards to ensure compatibility of infill development with adjacent existing neighborhoods.



- LU 1.c **Sign regulations.** Enforce sign regulations that prohibit new billboards and encourage the removal of existing billboards along major viewsheds and non-conforming signs.
- LU 1.d **Street tree master plan.** Implement a street tree master plan to enhance the urban forest.
- LU 1.e **Hillside development standards.** Review and update hillside development standards as necessary to ensure that the visual character of hillside areas is protected.
- LU 1.f **Special study areas.** Prepare and implement improvement programs to enhance the Special Study Areas including the Downtown, Harvard Boulevard Corridor, Railroad Corridor and City Entrances/Gateways (see page [2-47](#)).
- LU 1.g **Lighting.** Adopt exterior lighting standards that provide for public safety consistent with the character of the development. Lighting should be directed away from sensitive uses and shielded to minimize unwanted glare on adjacent properties.
- LU 1.h **Property maintenance.** Continue to enforce property maintenance standards regarding debris and weed removal, storage of automobiles, storage of material, etc.
- LU 1.i **Land Use Regulations.** Review and update the Development Code (SPMC Title XVI) and other land use regulations as necessary to ensure consistency with General Plan policies and programs.
- LU 1.j **Buyer Notification Program.** Establish a Buyer Notification Program requiring residential builders to disclose the proximity of potentially objectionable existing and proposed land uses to homebuyers, such as airports, rail lines, freeways, landfills, jails, industrial and agricultural operations, as well as existing laws such as the County Right-to-Farm Ordinance, which protects agricultural operations from nuisance lawsuits.

Agricultural and Natural Resources

Santa Paula is nestled between the foothills of the Santa Paula Mountains and the Santa Clara River, with citrus and avocado orchards and fields of row crops bordering the city. Creeks and barrancas slice through the urban lands to the valley bottom. Views of these features are available from many locations throughout the city, and they should be maintained for the enjoyment of current and future generations. In addition to its aesthetic benefits, agriculture is a significant component of the economy in Santa Paula and Ventura County as a whole.



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Policies

- LU 2.1 **Natural resource preservation.** Land development should be designed to preserve significant agricultural and natural areas identified in the [Environmental and Cultural Resources Element](#), and development should be directed away from the most productive soils and sensitive natural areas. Where development is allowed near agriculture and natural areas, it should be designed to be compatible with and have minimal adverse impacts upon such areas, such as through the use of buffers.
- LU 2.2 **Expansion Areas.** Require that development in Expansion Areas involving canyons or greenbelts provides land for parks, recreation, and open space at a ratio of 5 acres per 1,000 people with a minimum of 10% of the total land area dedicated as permanent open space.

Programs

- LU 2.a **Development review.** As part of the development review process, assist applicants in demonstrating conformance with applicable standards and design guidelines regarding the preservation of significant natural resources.
- LU 2.b **Agricultural buffers.** Require development adjacent to agricultural areas to provide a buffer (setback, landscaping, recreational uses, street, etc.) to minimize potential conflicts.

Economic Opportunity

Balanced Land Use. The land use vision for Santa Paula is to provide adequate land for all community needs, including housing of all types, employment, commercial goods and services, recreation, entertainment, public services, education, health care, critical facilities, and other societal needs. A healthy balance of land uses supports quality of life and encourages economic development while minimizing incompatible land uses. In addition, the preservation of Santa Paula's compact form and small-town character depends on the wise and efficient use of available land.

A healthy commercial base provides choice and convenience for residents, income for business owners and employees, and sales and property tax revenues to support City services. A mix of uses, including residential, is appropriate for many commercially-designated areas, especially the Downtown, as it supports nearby retail businesses, reduces vehicle trips, and contributes to a lively street environment.



Tourism. Santa Paula is an attractive town that functions well and has the potential to attract visitors from throughout Southern California. A major challenge for the coming decades will be to capitalize on these assets and become a regional tourism destination, which can enhance the city's economic and fiscal viability while maintaining the quality of life for local residents. (This issue is addressed in greater detail in the [Economic Development and Downtown Element](#).)

Policies

General

- LU 3.1 **Balanced land use.** Designate adequate land for residential, commercial, industrial, institutional, cultural, recreational, open space and other needs of the community in the Land Use Plan.
- LU 3.2 **Public amenities.** Provide sufficient land for amenities to enrich the lives of citizens, such as parks, open space, community gardens and farmers markets, cultural facilities such as theaters and museums, and preservation of natural and historic places.

Residential Uses

- LU 3.3 **Diverse housing supply.** Provide for a full range of housing types, locations and densities to accommodate the city's share of regional housing needs for all income levels in a manner that:
- Retains the scale and character of existing neighborhoods;
 - Facilitates upgrading and infill of underutilized land in existing neighborhoods;
 - Allows expansion into vacant and underdeveloped lands consistent with infrastructure and environmental constraints;
 - Provides safe and sanitary housing for all residents; and
 - Encourages development of high-quality estate homes in designated Expansion Areas.
- LU 3.4 **Lot consolidation.** Encourage the consolidation of small lots within higher-density residential land use districts into sites of sufficient size to support multi-family residential development.
- LU 3.5 **Compact multi-family development.** Encourage multi-family residential development within walking distance of commercial services and public amenities.



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- LU 3.6 **Accessory dwelling units.** Encourage accessory dwelling units in residential neighborhoods.

Commercial, Industrial and Mixed Uses

- LU 3.7 **Commercial and industrial land.** Designate sufficient land for commercial and industrial uses with appropriate intensities in appropriate locations to accommodate the retail and service needs of the community, provide good jobs for Santa Paula residents, and generate adequate tax revenues to support the desired level of public services.
- LU 3.8 **Buffers between incompatible uses.** Ensure that commercial and industrial operations and resource production activities are buffered from sensitive uses to avoid significant aesthetic, noise, odor or dust impacts. Appropriate buffers to minimize impacts on adjacent residential property may include decorative walls, landscaped setbacks, restricted vehicular access, proper siting and screening of trash and service areas, and control of lighting.
- LU 3.9 **Mixed uses.** Promote a mix of compatible uses at appropriate intensities in the Downtown, Hallock Center, and along busier streets such as the Harvard Boulevard/Peck Road/Telegraph Road corridors.
- LU 3.10 **Large-scale retail.** Promote the continuing development of the Hallock Drive area as the principal center for new large-scale retail uses, such as car dealerships, serving both local residents and the larger region.

Institutional/Civic Uses

- LU 3.11 **Public facilities.** Designate sufficient land in appropriate locations for governmental facilities, schools, parks, libraries, health care, social services, critical public safety facilities, and other civic uses.
- LU 3.12 **Santa Paula Airport.** Preserve and enhance Santa Paula Airport and maintain land use designations that support the operation of the airport and enhancement of airport facilities and services in conformance with the Ventura County Airport Comprehensive Land Use Plan (CLUP).



Programs

LU 3.a **Development review.** As part of the development review process, assist applicants in demonstrating conformance with applicable development standards and design guidelines through application instructions and checklists.

Infill Development and Urban Expansion

To preserve Santa Paula's small-town character while accommodating population and economic growth, future development must be balanced between infill and planned urban expansion. State and regional planning priorities as expressed in the Sustainable Communities and Climate Protection Act of 2008 (SB 375) and the Southern California Association of Governments 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy (SCAG RTP/SCS) encourage compact growth near transit, where available, and discourage urban sprawl. The City of Santa Paula has long been committed to avoiding sprawl beginning with the Santa Paula/Ventura and Santa Paula/Fillmore Greenbelt agreements. Through these agreements, the City has maintained well-defined urban boundaries even prior to the passage of the Save Open Space and Agricultural Resources (SOAR) initiative in 2000. Following the passage of SOAR the City Urban Restriction Boundary (CURB) was incorporated into the General Plan. More detailed information regarding SOAR and CURB is provided in **Section 2.E.1** beginning on page [2-49](#).

Infill Development. Only a small amount of vacant land remains within the City limits, and most vacant sites are constrained by various environmental factors. However, improvement of underutilized properties, especially in and around the Downtown, can have many benefits including increased business activity, a livelier street environment, more people within walking distance to support local restaurants, shops and entertainment venues, improved public safety and higher tax revenues to support public services and infrastructure improvements. Infill development, much of it mixed-use, is consistent with SOAR, State and regional planning initiatives, and the City's commitment to compact development.

Among the most promising infill sites are underutilized properties such as parking lots, storage yards, and low-intensity commercial uses. Reuse of underutilized properties is expected to occur gradually in compliance with zoning regulations and design guidelines that protect and enhance community character. Development regulations that emphasize community character over density limitations and minimum parking requirements have the greatest potential to deliver the desired benefits. Specific plans could be developed for any



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commercial area specifically targeted for increased residential or mixed uses (see also **Section D, Special Study Areas**, page [2-45](#) below).

Urban Expansion. Projected growth during the timeframe of this General Plan is expected to include outward expansion beyond current City boundaries. Such expansion must be orderly and contiguous with existing development; integrated with the existing street network and other infrastructure; supportive of the City's housing goals and commercial needs; protect sensitive resources; enhance the quality of life for both existing and future residents; and contribute positively to the City's fiscal sustainability.

Two significant City expansions were accomplished in recent years – the annexation of East Area 1 Specific Plan and the East Gateway Specific Plan (a portion of the East Area 2 Planning Area). Expansion Areas where additional development outside the current City limits could occur during the 2040 General Plan timeframe are described beginning on page [2-33](#). Expansion areas require approval of a Specific Plan before annexation and development can occur.

Policies

- LU 4.1 **Balanced development.** Facilitate balanced development consistent with the 2040 RTP/SCS within the existing City limits and the expansion areas subject to the restrictions of the CURB with emphasis on infill development and reuse in accordance with adopted land use regulations and design guidelines. Proposals for annexation should be supported by a fiscal and market analysis demonstrating the feasibility of the proposed development. Where annexation is appropriate, contiguous lands should be developed first and preparation of a Specific Plan will be required. Development in the expansion areas shall be consistent with **Table 2-3**.
- LU 4.2 **Linkages.** Ensure that adequate linkages and transitions are provided between new developments in expansion and planning areas and existing areas of the city, and require the dedication and development of pedestrian/equestrian linkages to open space and trails at the time of annexation.
- LU 4.3 **Growth Management Ordinance.** Review the Growth Management Ordinance to determine whether it should be continued.
- LU 4.4 **Public services and infrastructure.** Require new developments to demonstrate that adequate public services and infrastructure will be available to serve the development in conformance with the **[Circulation and Mobility Element](#)** and the



[**Public Services and Utilities Element**](#), and require major land development projects to provide comprehensive planning and fiscal impact analysis for public services and infrastructure demonstrating that the development will not result in a cost burden or capacity deficiency for existing areas of the city. Utilize development agreements, assessment districts, owner associations and/or development impact fees where appropriate to mitigate potential impacts. Require publicly-owned underground conduits to accommodate future information and utility needs in new developments.

Programs

- LU 4.a **Development review.** As part of the development review process, assist applicants in demonstrating conformance with applicable standards and design guidelines through the use of checklists, handouts, etc. For proposed developments in the Sphere of Influence and expansion areas, work cooperatively with LAFCO and Ventura County to process annexations as development proposals are reviewed and approved by the City.
- LU 4.b **General Plan review.** Conduct a thorough review of General Plan growth assumptions and policies following the adoption of each 4-year update to the RTP/SCS and make adjustments to land use and infrastructure plans and policies as appropriate.

Downtown Revitalization

Downtown is the cultural and economic heart of Santa Paula and Downtown revitalization plays a key role in the economic development of the entire community. Since the 1990s the City has facilitated four focused planning efforts for the Downtown – the 1996 Downtown Improvement Plan, an update to that plan in 2004, a study conducted by City and Regional Planning students and faculty from Cal Poly San Luis Obispo in 2013, and a 2017 charrette to review Downtown revitalization strategies to help guide policies for the 2040 General Plan. The 2017 study affirmed the solid foundation provided by previous studies and recommendations. This Land Use Element and the [**Economic Development and Downtown Element**](#) incorporate recommendations from the 2017 Downtown study reflecting current conditions, successful experiences from other towns, and local priorities.

Land use policies for the Downtown focus primarily on enhancing physical appearance, minimizing regulatory obstacles, and improving accessibility, while the [**Economic**](#)



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Development and Downtown Element also addresses organizational and promotional strategies for Downtown business.

Historic Preservation. The Historic District (HD) Overlay is used in an area north of the Downtown but not in the Central Business District (CBD). Historic buildings are irreplaceable elements of Santa Paula's character and should be protected.

Development Regulations. While the General Plan establishes the policy framework for land use and development, detailed regulations regarding allowable uses, building standards and signage, and review procedures are set forth in the Development Code (Santa Paula Municipal Code Title XVI). After adoption of the General Plan, Development Code regulations will be reviewed and revised as appropriate to implement General Plan policies and programs. The focus of this review should be encouraging desired uses through clear development standards and guidelines, incentives, and a streamlined review process. Standards such as building heights and floor area ratios should be designed to reflect current development economics without compromising the historic pattern and scale of development.

Mixed Use. Small traditional downtowns typically have a mix of commercial and residential uses. Residential units bring more customers for local businesses while reducing vehicle miles traveled. Having more "eyes on the street" also increases safety in the Downtown, providing a win-win situation for merchants and the City. With more people living in and near the Downtown, restaurants and shops can extend their business hours, thereby increasing profitability as well as tax revenues that support public services.

Public Amenities. Public amenities offer patrons of the Downtown a pleasant and safe environment in which to walk, shop, and enjoy the atmosphere that is lacking in many suburban communities. Desirable pedestrian amenities include public art, outdoor seating for restaurants along Main Street, and public spaces where community events may be held. Policies that encourage such amenities are included in this Land Use Element.

Gateways, Wayfinding, and Pedestrian Connectivity. Signage is very important in conveying a sense of place. Once viewed as simply aids to navigation, public signs can help to market the area, enhance perceptions, evoke a sense of Downtown history, and improve the appearance of the streetscape.

Two locations for gateway signage have been identified: one arching over 10th Street at Ventura Avenue and the other over 10th Street on the north side of Railroad Avenue. Signage with a distinctive logo should also be developed to announce arrival into the Downtown from



SR 126. City Entrances and Gateways have also been designated as a Special Study Area (see **Section D, Special Study Areas**, page [2-45](#)).

Within the Downtown, a well-thought-out directional “wayfinding” signage can point out attractions, provide historical information, and direct visitors to public parking locations.

Pedestrian connectivity is important to facilitate movement and a pleasant walking experience in the Downtown. Improvements to alleyways would enhance pedestrian safety while also accommodating mixed auto and pedestrian use. Specific programs regarding pedestrian connectivity and safety are included in this Land Use Element as well as in the [**Circulation and Mobility Element**](#).

Enhanced Land Utilization. City-owned parking lots represent a valuable resource for future development, especially mixed-use, which has the potential to bring an expanded customer base to the Downtown. Expanding the boundaries of the Central Business District slightly, in a north-south direction, would include additional City-owned lots. The City could leverage ownership of these lots to facilitate development, which could generate a significant revenue stream.

Policies

- LU 5.1 **Downtown land use.** Ensure that land use policies and programs affecting the Downtown area are compatible with the policies of the [**Economic Development and Downtown Element**](#).
- LU 5.2 **Preserve historic buildings.** Preserve historic buildings in the Central Business District.
- LU 5.3 **Mixed uses.** Promote a mix of commercial and residential uses in the Downtown.
- LU 5.4 **Extended business hours.** Promote land uses that will generate more activity into the evening in commercial areas, especially Downtown.
- LU 5.5 **Design standards.** Encourage quality design for new development and façade improvements in the Downtown to enhance visual appeal and a “human scale” streetscape.
- LU 5.6 **Public signage.** Develop and maintain public signs, monuments, and other physical features that announce the entrance to the city and the Downtown. Provide a “wayfinding” system to help orient visitors to Downtown attractions, amenities and public parking locations.



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- LU 5.7 **Private signage.** Proactively implement private sign regulations to enhance the image of the Downtown.

Programs

- LU 5.a **Historic preservation.** Continue to implement programs to increase the number of historic buildings protected, such as the Historic Landmark Overlay District (SPMC Chapter 16.33), the Historical Property Agreements (Mills Act - SPMC Chapter 16.34) and the Historic Preservation Ordinance (Ordinance 816).
- LU 5.b **Historic Overlay District.** Consider applying the Historic District (HD) Overlay to the entire Downtown Central Business District.
- LU 5.c **Downtown District Overlay.** Establish a Downtown District Overlay in the Development Code to provide an incentive-based tool for compatible infill development that supports affordable housing, economic development and public improvements in the Downtown. Density/intensity bonuses up to a maximum of 3.0 FAR may be granted contingent upon the provision of affordable housing or other public benefits and amenities such as public spaces, enhanced streetscaping or public art.
- LU 5.d **Downtown parking.** Consider strategies to reduce parking demand and manage supply (shared parking, in-lieu fees, commercial parking, etc.) to improve pedestrian, bicycle and transit mode share, downtown livability, safety, business vitality, vehicle miles traveled (VMT) reduction, and air quality. Implement standards that reduce demand for new parking and private vehicle ownership, and that help maintain optimal parking occupancy and availability.
- LU 5.e **Downtown development standards.** Revise zoning regulations for the Downtown to: 1) increase the maximum floor area ratio from 2.0 to 3.0; 2) review mixed-use residential parking requirements; 3) streamline the review process for desired uses; and 4) prohibit inappropriate uses.
- LU 5.f **Design guidelines.** Consider adoption and implementation of design guidelines based upon the 2004 Downtown Improvement Plan to encourage development that enhances the historic quality and character of the Downtown area.

Sustainability, Resilience and Environmental Justice

Sustainability means living and growing in ways that preserve and manage scarce resources more effectively. A sustainable future is one in which Santa Paula's historic character and



scenic resources are preserved, renewable natural resources such as air and water are managed carefully, and desirable types economic growth are supported.

Land use plays a critical role in promoting sustainability, especially when coordinated with transportation planning. The importance of wise land use decisions is reflected in SB 375 and SCAG's 2016-2040 RTP/SCS, a long-range vision plan that balances future mobility and housing needs with goals for environmental protection, regional economic growth, social equity, environmental justice, and public health. Ultimately, the RTP/SCS is intended to help guide transportation and land use decisions and public investments.⁵

[**Appendix B**](#) demonstrates how the 2040 Santa Paula General Plan supports the land use policies contained in the 2016-2040 RTP/SCS. As noted in Program LU 4.b the City will conduct a review of General Plan growth assumptions and policies following the adoption of each 4-year update to the RTP/SCS and make adjustments to land use and infrastructure plans and policies as appropriate.

Resilience means effective strategies for coping with the effects of climate change, including more frequent and intense heat waves, droughts, wildfires, and flooding. Smart planning and land use decisions can increase Santa Paula's ability to deal with these and other challenges in the coming decades.

These issues are addressed most directly in the [**Environmental and Cultural Resources Element**](#), the [**Public Services and Utilities Element**](#), and the [**Hazards and Public Safety Element**](#), which include policies and programs regarding storm water management, groundwater recharge, water supply, wastewater recycling, and recycling of solid waste. As required by state law, areas subject to flooding are shown in [**Figure 5-3**](#) of the [**Hazards and Public Safety Element**](#), which is incorporated by reference into this Land Use Element.

The [**Economic Development and Downtown Element**](#) includes policies to address the issue of *economic resilience*, which means dealing successfully with economic changes at the regional, state, national, and global level, such as the dramatic rise of online shopping and its effects on State and local sales tax receipts.

Senate Bill 1000 of 2016 requires cities and counties with disadvantaged communities to incorporate *environmental justice* policies into their general plans, either in a separate Environmental Justice Element or by integrating related goals, policies, and objectives throughout the other elements. Although CalEPA has identified no disadvantaged

5 SCAG 2016-2040 RTP/SCS, p. 63



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communities in Santa Paula, **Table 2-1** summarizes how the principles of environmental justice are supported by the goals and policies of this General Plan.

Table 2-1 Summary of Environmental Justice Principles and Policies

Environmental Justice Principles*	Santa Paula General Plan Policies
Reduce pollution exposure, including the improvement of air quality.	LU 1.13 Air pollution, noise, light and glare. ECR 2.1 Regional air quality. ECR 2.3 Air toxics. HPS 4.1 Compliance with hazardous materials regulations HPS 4.2 Compliance with petroleum regulations
Ensure access to public services and community amenities such as libraries, public transit, parks, and other amenities.	LU 3.1 Balanced land use LU 3.2 Public amenities LU 3.5 Compact multi-family development LU 3.11 Public facilities CM 1 Multi-modal circulation network CM 2.1 Regional transit coordination CM 3.3 Pedestrian and bicycle facilities PSU 5.1 Library facilities PSU 6.1 Parks and recreational amenities
Promote access to healthy foods.	LU 3.2 Public amenities
Promote safe and sanitary homes.	LU 3.3 Diverse housing supply
Promote physical activity and active lifestyles.	LU 1.11 Railroad corridor LU 2.2 Expansion Areas LU 3.1 Balanced land use LU 3.5 Compact multi-family development LU 3.11 Public facilities CM 1 Multi-modal circulation network PSU 6.9 Bike routes and trails
Promote civil engagement in the public decision-making process.	Vision Statement Goal LU-6 Sustainability, Resilience, and Environmental Justice PSU 6.5 Public involvement
Prioritize improvements and programs that address the needs of disadvantaged communities.	LU 1.11 Railroad corridor LU 3.1 Balanced land use LU 3.11 Public facilities

*California Government Code §65302(h)



C. Land Use Plan

The Land Use Plan consists of two components: the Land Use Map and the Land Use Categories. The Land Use Plan establishes City policy regarding the general distribution, location, and extent of the various types of land uses in Santa Paula, its Sphere of Influence, and the expansion areas. The Land Use Plan is guided by the goals, policies and programs described above.

1. Land Use Map

The Land Use Map, shown in **Figure 2-1**, illustrates the general location of each land use category. Land designations within the Sphere of Influence and Expansion Areas show future intended uses; however, precise land use designations will be established by Specific Plans in conformance with the development standards and design criteria contained in **Section E, 2040 Growth Scenario** (beginning on page [2-49](#) of this Land Use Element). Where any uncertainty exists regarding the boundaries of any land use category, circulation alignment, or other symbol or line found on the Land Use 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 as 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.



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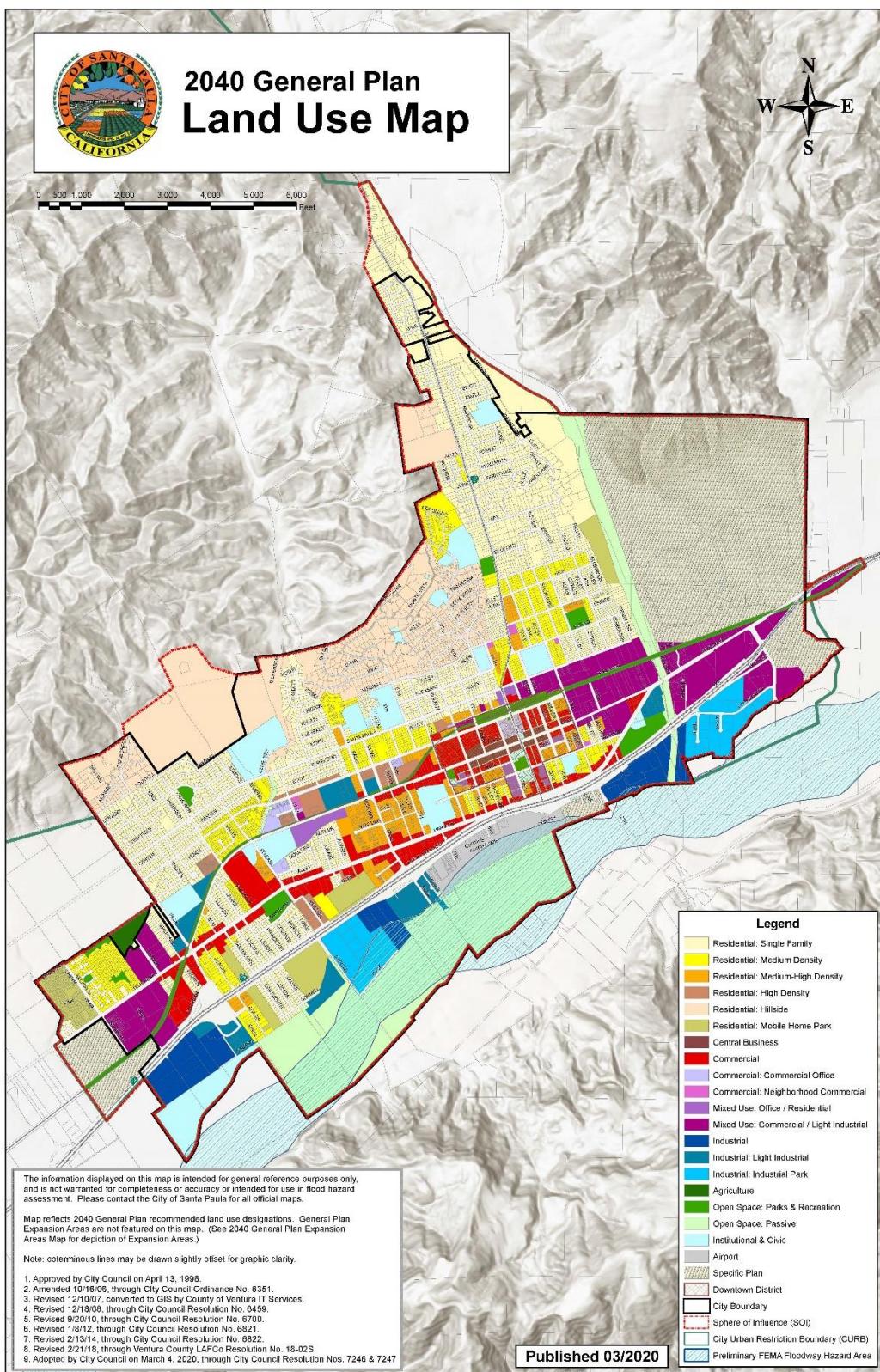


Figure 2-1 – Land Use Map



2. Land Use Categories

Land use categories are described below, while the Land Use Map (Figure 2-1) shows the general location of each category. Together, the land use categories and the Land Use Map form the Land Use Plan. **Table 2-2, Summary of General Plan Land Use Categories** summarizes each land use category, the principal uses, and the intended population density and/or development intensity within the category.

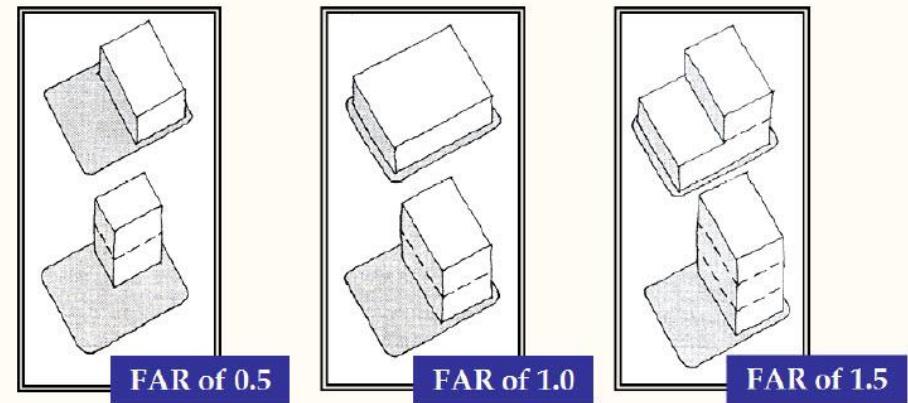
For residential uses, density standards are based on dwelling units per gross acre (du/ac) and the estimated population per acre based on average household size. Building intensity standards for non-residential development are based on floor area ratio (FAR), which is the ratio of gross building floor area to lot area. The diagram below illustrates FAR calculations for buildings of different heights and configurations on similar-sized lots. For mixed-use projects, FAR limits apply only to the non-residential portion of the development unless stated otherwise. In all land use categories, the listed maximum density or FAR standards may be exceeded through design review if specific findings are made that 1) the increased density or intensity is necessary to achieve specific policy objectives; and 2) the project incorporates specific design or operational features to mitigate potential impacts on the community and adjacent properties.

Gross Density vs. Net Density: "Gross density" is calculated based upon the total land area within the boundaries of the property (including easements, streets, and rights of way). "Net density" is calculated based upon the usable lot area (i.e., excluding dedications for public streets, public land, or other right of way).

FLOOR AREA RATIO (FAR): DEFINED

Floor Area Ratio (FAR) is a measure of development density. Higher FARs equate to more dense development of a parcel.

$$\text{Floor Area Ratio} = \frac{\text{Building Space Square Footage}}{\text{Land Square Footage}}$$





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Table 2-2 Summary of General Plan Land Use Categories

Category	Principal Uses	Density/Intensity*
Open Space / Passive	Natural land, creeks, barrancas, rivers. Incidental residential uses are also allowed on a conditional basis for large lots. Surface mining is conditionally permissible subject to the provisions of the Municipal Code.	Limited development allowed. Maximum 0.1 FAR
Open Space/ Parks and Recreation	Natural land, landscaped open areas, developed parks and recreational uses. Park and recreation/sport-related development allowed. Incidental residential uses are also allowed on a conditional basis for large lots. Surface mining is conditionally permissible subject to the provisions of the Municipal Code.	Maximum 0.1 FAR
Agriculture	Land for crops, limited livestock production, limited agriculture, incidental and supportive agricultural uses, structures and storage.	One single-family dwelling allowed per agricultural parcel. Minimum parcel size: 20 acres. 0.05 unit per acre maximum (0.2 persons/acre)
Residential - Hillside	Single-family residential and accessory uses.	3 units/ acre maximum (10 persons/acre) Planned development clustering is allowed.
Residential – Single-Family	Residential and accessory uses.	8 units/acre maximum (27 persons/acre). Planned development clustering is allowed.
Residential - Medium Density	Residential and accessory uses.	15 units/acre maximum (50 persons/acre)
Residential – Medium-High Density	Residential and accessory uses.	21 units/acre maximum (70 persons/acre)
Residential - High Density	Residential and accessory uses.	29 units/acre maximum (97 persons/acre)

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Category	Principal Uses	Density/Intensity*
Mobile Home Park	Mobile home parks	10 units/acre maximum (33 persons/acre). Minimum parcel size: 10 acres
Mixed Use: Office/Residential	Commercial and Residential uses.	Maximum non-residential FAR: 0.5 Maximum residential density: 29 units/acre (97 persons/acre)
Mixed Use: Commercial/Light Industrial/Residential	Uses are allowed to mix to reflect the heavy commercial character and infill housing opportunity of East Main Street.	Maximum non-residential FAR: 0.35 Maximum residential density: 21 units/acre (70 persons/acre)
Central Business	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.	Maximum non-residential FAR: 3.0 No maximum residential density
Commercial - Neighborhood	Convenience shopping and personal services. Residential is also permissible.	Maximum non-residential FAR: 0.25 Maximum residential density: 1 unit per business occupancy
Commercial - Office	Professional offices, banks, medical clinics. Mixed-use commercial/residential and stand-alone residential development is also permissible.	Maximum non-residential FAR: 0.50 Maximum residential density: 29 units/ acre (97 persons/acre).
Commercial - General	Retail and services for the entire city, auto sales, and other highway-oriented commercial uses. Mixed-use commercial/residential and stand-alone residential is also permissible.	Maximum non-residential FAR: 0.35 Maximum residential density: 29 units/acre (97 persons/acre).
Industrial Park	Administrative and production uses; research and development uses; and supporting commerce and production uses.	Maximum FAR: 0.25
Industrial - Light	Administrative headquarters, other commerce and manufacturing.	Maximum FAR: 0.35



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Category	Principal Uses	Density/Intensity*
Industrial - General	General industrial, custom manufacturing, assembling, compounding, neighborhood commercial uses.	Maximum FAR: 0.35
Institutional/Civic	Hospitals, community centers, government offices, cemeteries, public service facilities.	Maximum FAR for institutional and civic uses ranges from 0.35 to 1.0 depending on location as determined by the Development Code.
Airport	Airport operations.	Maximum building coverage is 50% for buildable sites. No maximum FAR.
Specific Plans	Determined by adopted Specific Plans.	Determined by adopted Specific Plans.
Expansion Areas	As specified in the Land Use Element.	As specified in the Land Use Element.
Land Use Overlays	Determined by the underlying use category, the General Plan text and figures, and the Development Code.	Determined by the underlying use category, the General Plan text and figures, and the Development Code.

*Population density assumes an average of 3.34 persons per household, as reported by the US Census Bureau for Santa Paula (2012-2016 ACS Table S1101). Population density figures for each residential land use category are estimates and are not intended to be used a regulatory cap. Residential densities are units per gross acre.

Note: This table provides a brief summary of each land use category. Please refer to the text for a more complete description.



Open Space

The purpose of this land use category is to preserve, manage, and protect natural resources, open space land, cultural and historic resources, geologic hazard areas, parks and recreational resources, and scenic resources that contribute to the overall character of the community. Two Open Space land use designations are established.

Open Space-Passive. The Passive Open Space category provides physical and visual relief to the urban environment. It is a sustainable resource for water recharge, drainage, and biological habitat. Passive Open Space also provides land for outdoor recreational activities such as hiking.

The intent of this land use category is to protect land that is to remain undeveloped, such as properties in the Santa Clara River bed, Santa Paula Creek, undevelopable and set-aside areas of Adams Barranca and Fagan Barranca, and undevelopable slopes and natural landmarks. Permitted uses are limited to flood control channels and other waterways, bridges, and hiking, biking and pedestrian trails. Surface mining is conditionally permissible subject to the provisions of the Municipal Code.

Open Space-Parks and Recreation. The Park and Recreation Open Space category includes neighborhood parks and undeveloped potential parkland including linear park corridors. The current Santa Paula Park System includes two neighborhood parks, eight mini parks, and two special interest parks. Incidental residential uses are also allowed in the open space land use categories on a conditional basis for large lots. The City's goal is to provide 5 acres of parkland per 1,000 residents. Golf courses and surface mining are conditionally permissible subject to the provisions of the Development Code.

Agriculture

The Agriculture land use category has been established to retain existing agricultural land uses and to ensure that continued agricultural uses are consistent with the goals and policies of the General Plan. These lands are intended for crops, limited livestock production, limited agriculture, incidental and supportive agricultural uses, structures, and storage on parcels of at least 20 acres. One single-family dwelling unit is permitted on each agricultural parcel.

Residential

Six residential land use categories are established to provide for a range in residential densities from 10 acres per dwelling unit to a maximum of 29 dwelling units per acre.



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Allowable densities may be exceeded pursuant to State Density Bonus law. Accessory dwelling units are not considered in density calculations as provided in State law.

Residential – Hillside. The purpose of this 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 is up to 3 dwellings per acre in conformance with the slope density provisions of Municipal Code §16.13.110 or as may be established by a Specific Plan.

This land use category is intended to preserve hillsides in their natural state to the extent feasible. Development is prohibited on ridgelines and extreme slopes – defined as those of 30% or more – and within existing arroyos and barrancas. Barrancas should provide buffer zones between residential areas and linear connectors of open spaces for hiking and other recreational uses. Traditional single-family housing and planned developments providing clustered single-family housing is allowed in accordance with the applicable slope-density formula to minimize grading, preserve open space, and blend new development with the topography.

Residential – Single-Family. The purpose of this designation is to provide residential neighborhoods where traditional single-family residences can be located. The allowable density range is from 4 to 7 dwellings per acre. This designation includes existing single-family subdivisions and undeveloped or underdeveloped land west of Santa Paula Creek.

This land use category ensures continued stability of single-family residential neighborhoods through prohibition of incompatible land uses or more intense residential uses. Through traffic is discouraged. Traditional single-family housing predominates; however, well-designed planned residential developments providing cluster housing that blends with the single-family character of the area is allowed if adequate compensating open space is provided and the density does not exceed that established by the zoning district in which the planned development is located.

Residential – Medium Density. The purpose of this designation is to provide residential neighborhoods where a range of residential uses from low-density single-family to medium-density multi-family housing are compatibly arranged in an appropriate neighborhood setting. The allowable density range in these areas is 8 to 15 dwellings per acre. The types of units developed in this category could range from single-family detached to smaller multi-unit structures.



Residential – Medium-High Density. The purpose of the medium-high-density residential category is to provide a wide range of housing from single-family townhomes to medium-high-density multi-family housing in a compatible manner. The allowable density range in these areas is 16 to 21 dwellings per acre.

Residential – High Density. The purpose of this category is to provide high-density housing in the Downtown and other appropriate areas. The allowable density range is 22 to 29 dwellings per acre. 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 to encourage use of public transportation.

Mobile Home Park. This designation applies to the six existing mobile home parks in Santa Paula and will be applied to all proposed mobile home parks. The density standard is up to 10 units per acre. New mobile home parks shall be established as a condominium development (individual ownership). General Planning Standards for Mobile Home Parks shall include:

- 10-acre minimum site
- 6-foot masonry walls to buffer noise
- Adequate on-site developed recreational areas
- Use of extensive landscaped open spaces and site design to mitigate environmental impacts and promote mobile homes as an alternative to traditional housing
- Adequate storage for residents

Mixed Use

The Land Use Plan provides two mixed-use land use designations: 1) Mixed-Use: Office/Residential, and 2) Mixed-Use: Commercial/Light Industrial. These designations are applied to areas where housing and commercial (or industrial) uses currently co-exist or new integrated mixed-use development is encouraged. Examples of mixed use include older retail developments along Main Street, where apartments are located above retail and office uses, and industrial areas where studio space may be integrated with live/work lofts. Mixed use is appropriate for such areas as it supports nearby retail activity, reduces vehicle trips, and contributes to an active street environment. The two mixed-use designations are as follows:

Mixed Use: Office/Residential. In this designation housing is allowed on upper floors with offices allowed on the ground floor. Stand-alone residential is also allowed. Residential



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densities may not exceed the High-Density category of 29 units per acre. The maximum FAR for non-residential uses is 0.5.

Mixed Use: Commercial/Light Industrial/Residential. This designation allows for heavy commercial and light industrial uses to stimulate economic development. Pedestrian-oriented residential development is encouraged including large-scale infill and mixed-use. The maximum FAR for non-residential uses is 0.35. Mixed uses with residential on the upper floors and stand-alone residential uses are also allowed. Maximum residential density is 21 units per acre.

Mixed-use development is also allowed in the Commercial and Commercial Office land use categories as described below.

Commercial

A healthy commercial base provides choice and convenience for consumers, income for business owners and employees, and sales and property tax revenues to support City services. The Land Use Plan provides four land use categories for commercial development: Central Business, Commercial - General, Commercial - Office, and Commercial - Neighborhood. In older commercial districts where residential and commercial uses are often interspersed, proposals for intensification or rebuilding of properties where different uses exist in close proximity should mitigate potential conflicts such as noise, light or odors through sensitive design.

Central Business. The Central Business land use category defines the historic heart of Santa Paula including E. Main Street and the blocks generally between Santa Paula Street, Harvard Boulevard, 7th Street and 12th Street. The purpose of this land use category is to provide a pedestrian-oriented environment with an emphasis on small businesses serving the local community and visitors, as well as preserving the historic identity through compatible architecture and streetscape. 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. Maximum non-residential FAR is 3.0 with no maximum residential density.

Commercial – General. The Commercial land use category designates areas that provide services for the entire community and accommodates specialized uses that serve the city at large, such as auto sales. This classification is applied along arterial streets and adjacent to the Downtown and is intended to provide a range of goods and services at a concentrated scale.



The maximum non-residential FAR is 0.35. Residential uses, either mixed residential/commercial or stand-alone residential, are also permissible with appropriate design to mitigate potential land use conflicts. Maximum residential density is 29 units per acre.

Commercial – Office. The purpose of the Commercial Office 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 as medical and dental professions, lawyers, engineers, architects, and other similar services. Medical clinics, banks, savings and loans, real estate, insurance, and utility offices and facilities for other administrative functions related to the operation of both private and public corporations are also included in this classification. Such developments must maintain a concentration of buildings, parking facilities, landscaping, pedestrian, and vehicular circulation. Commercial offices are encouraged in select locations in or abutting community shopping centers. The maximum non-residential FAR is 0.5. Mixed commercial/residential and stand-alone multi-family residential uses are also permissible with appropriate design to mitigate potential land use conflicts. Maximum residential density is 29 units per acre.

Commercial – Neighborhood. The purpose of the Neighborhood Commercial category is to provide an area of convenience shopping and personal services that is supportive of, and compatible with, the neighborhood where it is located. Neighborhood shopping centers range in size from existing small lots (neighborhood corner stores) to new village center sites in the expansion or planning areas up to approximately 10 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 neighborhood commercial developments are those that are important to daily family life, such as food markets, drug stores, barber shops, beauty parlors, dry cleaners, restaurants, laundromats, automobile service stations, and doctor/dentist offices. The maximum FAR is 0.25. Live/work studios are also permissible with appropriate design to mitigate potential land use conflicts.



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Industrial

Three industrial land use categories are intended to encourage the continued viability of existing industrial development while providing encouragement for new industry to locate in Santa Paula. The Land Use Plan provides areas 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 include Industrial Park, Industrial - Light, and Industrial - General.

Industrial Park. The purpose of the Industrial Park category is to provide locations where mixed production and administrative functions can be sited within a full-service campus setting. This land use category includes development standards for landscaping, screening, and site design, subject to a planned development review process. Small industrial and compatible commercial uses are encouraged. The category offers a location for major corporate campus and research/development uses. Though individual uses could be smaller than 10 acres, the industrial park designation will not be applied to land areas smaller than 10 acres in size. The maximum FAR is 0.25.

Industrial – Light. The purpose of the Light Industrial category is to provide for a wide range of light manufacturing activities having few, if any, nuisance characteristics such as fumes, odors, dust, smoke, gas, noise, or vibrations that may be detrimental to nearby properties. Examples of such uses include manufacturing, compounding, assembling, or treatment of articles or merchandise from previously prepared materials; manufacturing of food, clothing, cosmetics, electrical instruments, furniture, tools; and other similar types of activities.

Commercial uses of a supporting nature to manufacturing activities may also be permitted. These uses should serve the area's businesses and employees (e.g., food establishments, office supplies, tool sales, and storage).

The Light Industrial category also provides a location where mixed manufacturing and administrative office uses can be sited. Any light industrial activity that can successfully mitigate objectionable characteristics is acceptable within this category. Developments in this land use category must incorporate landscaping, screening and design characteristics (e.g., location of driveways, loading docks or other noise-generating activities) to mitigate potential impacts on adjacent uses. The maximum FAR is 0.35.

Industrial – General. The purpose of the General Industrial category is to provide for all types of industry, including custom industry, light manufacturing, and general and heavy



manufacturing activities. Industrial activities that have objectionable characteristics are allowed only in heavy industrial zoning districts. Heavy industrial uses are required to mitigate objectionable characteristics through the application of site design standards, environmental standards, and by review under a Conditional Use Permit process. The maximum FAR is 0.35.

Institutional and Civic

Institutional and civic uses include:

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

The maximum FAR for institutional and civic land uses varies from 0.35 to 1.0 depending on location as determined by the Development Code.

Airport

Santa Paula Airport is a privately-owned and operated general aviation facility that serves the needs of city residents and visitors. 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 presents potential land use conflicts that are addressed through provisions in the General Plan and Municipal Code in conformance with the Ventura County Airport Comprehensive Land Use Plan (ACLUP).

Allowable uses within the Airport designation 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. Chapter 16.27 of the Municipal Code and the Zoning Map establish specific regulations for airport safety zones to ensure conformance with the ACLUP. Please refer to the [Hazards and Public Safety Element](#) for additional policies and programs related to aviation safety.



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Specific Plans and Expansion Areas

Specific Plans

A *specific plan* is a regulatory tool that local governments use to guide development in a localized area and to systematically implement the General Plan. Specific *plans* contain detailed development standards, distribution of land uses, infrastructure requirements, and implementation measures for the development of a *specific* geographic area.

The City requires specific plans for all expansion areas prior to development, except for annexations of minor acreage within areas that are already substantially developed. Details regarding siting, design, infrastructure, provision of open space, and financing are established through the specific plans. Each specific plan must address locations for land uses identified by the Land Use Element, as well as mitigation of environmental impacts and design standards for new development.

As of 2019 the following specific plans have been adopted. The locations of these specific plans are shown in **Figure 2-1** (page [2-20](#)). Development regulations for these areas are established within each specific plan as summarized below.

SP-3 East Area 1 Specific Plan. East Area 1 encompasses approximately 501 acres located east of Santa Paula Creek, west of Haun/Orcutt Creeks, south of the Topatopa Mountains, and north of Telegraph Road. At buildout, the Specific Plan anticipates 1,500 residential units, 25,000 square feet of light industrial, 215,000 square feet of commercial, and 20.2 acres of institutional uses. Public facilities to be provided include a police substation, an elementary school, a high school, and a post-secondary institution/community college. A total of 225.3 acres of open space will also be provided, including agricultural preserve, open space preserve, parks/greenways and public athletic fields.⁶

SP-4 East Gateway Specific Plan. The East Gateway Specific Plan Area includes approximately 36.5 acres, bounded by SR 126 to the north, agricultural land and Haun Creek to the east, the existing Lemonwood Industrial Park and the Santa Clara River to the south, and Hallock Drive and a neighboring industrial parcel to the west. Primary access to the Specific Plan Area from the surrounding region is provided by SR 126 and Hallock Drive. This Specific Plan area was formerly included within the East Area 2 Expansion Area. The East Area 2 “Gateway” Specific Plan (SP-4) was approved by City Council on January 14, 2013 and has been annexed to the City. At buildout, the Specific Plan anticipates between 310,000 and

⁶ East Area 1 Specific Plan, Table 2-1 (January 2015)



360,000 square feet of commercial development depending on whether the regional retail or the mixed-use alternative is implemented.⁷

SP-6 Santa Paula West Business Park Specific Plan. The Santa Paula West Business Park Specific Plan area is part of the West Area 2 Expansion Area (see discussion in the following section). This specific plan was approved by City Council on February 20, 2019 and as of December 2019 has not yet been annexed into the City. The SP-6 area is bounded on the north by Telegraph Road, on the south by SR 126, on the east by existing industrial and commercial development within the City limits, and on the west by Adams Barranca and agricultural operations. The project site is bisected by a 100-foot-wide VCTC railroad right of way. This Specific Plan provides opportunities for approximately 42 acres of commercial/light industrial uses with a maximum FAR of 0.35.

Expansion Areas

Expansion Areas are lands beyond the current City limits that are considered to have potential for future annexation and development. Expansion Area boundaries and development assumptions are based upon prior planning studies and preliminary assessments of development constraints. All Expansion Areas are currently within unincorporated Ventura County, which has jurisdiction over land uses. Only after annexation by the City would Ventura County relinquish land use authority over the Expansion Areas. The timing of annexation will be determined by City Council policy and market forces, and City approval of a Specific Plan will be required for each Expansion Area prior to annexation.

All of the Expansion Areas avoid any overlap with both the Ventura-Santa Paula and the Santa Paula-Fillmore Greenbelts. Of the six Expansion Areas, three have portions that extend beyond the current CURB line: West Area 2, South Mountain and Adams Canyon. East Area 3 and Fagan Canyon are entirely within the CURB.

Prior to development of each Expansion Area, a Specific Plan must be prepared and adopted in accordance with *California Government Code §§65450*, et seq. Each Specific Plan must describe the type and amount of allowable land uses and other development policies, and detailed siting, design, infrastructure, provision of open space, and public facility financing will be established. Each Expansion Area Specific Plan must demonstrate consistency with both the preliminary development standards and policies set forth herein as well as any other relevant policies contained in this General Plan. In addition, a market and fiscal analysis will

⁷ East Gateway Specific Plan, Table 2-1 (September 2012)



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be required to determine the feasibility of the Specific Plan development at the time of application. Any future Specific Plan for an Expansion Area may propose different boundaries than the Expansion Areas depicted on **Figure 2-2 – Expansion Areas**.

The Specific Plan process for any future Expansion Area development would also include an assessment of the proposed project per the *Guidelines for Orderly Development*, which have been adopted by the County Board of Supervisors, all City Councils within Ventura County and LAFCo. Originally adopted in 1969 and revised in 1996, the Guidelines establish a consistent policy that urban development should be located within incorporated cities whenever or wherever practical and clarify the relationship between the Cities and the County with respect to land use planning. The Guidelines are a unique effort to encourage urban development to occur within cities, enhance the regional responsibility of County government, and facilitate the orderly planning and development of Ventura County by:

- Providing a framework for cooperative intergovernmental relations.
- Allowing for urbanization in a manner that will accommodate the development goals of the individual communities while conserving the resources of Ventura County.
- Promoting efficient and effective delivery of community services for existing and future residents.
- Identifying in a manner understandable to the general public the planning and service responsibilities of local governments providing urban services within Ventura County.

In brief, the Guidelines for Orderly Development emphasize that future urban development and services should occur, whenever and wherever practical, within incorporated cities which exist to provide a full range of municipal services and are responsible for urban land use planning. Proposed urban development locations remote and discontinuous from city services would face strict scrutiny for compliance with the Guidelines for Orderly Development.

Described below are the Expansion Areas designated in the 2040 Growth Scenario. The Expansion Areas are summarized in **Table 2-3, Expansion Area Statistical Summary** and depicted on **Figure 2-2 – Expansion Areas**.

West Area 2 Expansion Area. The West Area 2 Expansion Area comprises approximately 169 acres to the southwest of the City boundary in a roughly “L” shape. The boundaries of West Area 2 are Telegraph Road to the north, Adams Barranca to the west, the Santa Clara River to the south, and an irregular boundary to the east. The southern boundary of this Expansion Area is near the FEMA preliminary floodway line of the Santa Clara River (as of March 2019).



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Table 2-3 Expansion Area Statistical Summary

Expansion Area	Development Potential
Adams Canyon (5,412.9 acres)	495 dwelling units 40 acres/1 school site 100 acres public recreation facilities 1 destination resort hotel 1 golf course 200 acres/passive open space
Fagan Canyon (2,173.5 acres)	450 SF dwelling units (1,953 acres) 76,230 SF Neighborhood Commercial (5 acres @ 0.35 FAR) 7 acres/active parks 208 acres/passive open space
East Area 3 (25.6 acres)	14.6 acres Commercial (0.35 FAR) 11.0 acres Industrial Park (0.25 FAR)
West Area 2 (173.5 ac total)	
Santa Paula West Business Park Specific Plan (46.9 acres)	42.0 acres Commercial/Light Industrial (0.35 FAR) 4.9 acres passive open space
Remainder of West Area 2 (126.6 acres)	122 acres Light Industrial/R&D (0.35 FAR). This total includes land within flood hazard areas and the development area will be determined by a future specific plan. 4.6 acres railroad overlay
South Mountain (2,191.0 acres)	15 acres / active parks (6 soccer fields) Approx. 100 acres regional park (staging area for canyon hiking trails) Remainder to retain current uses



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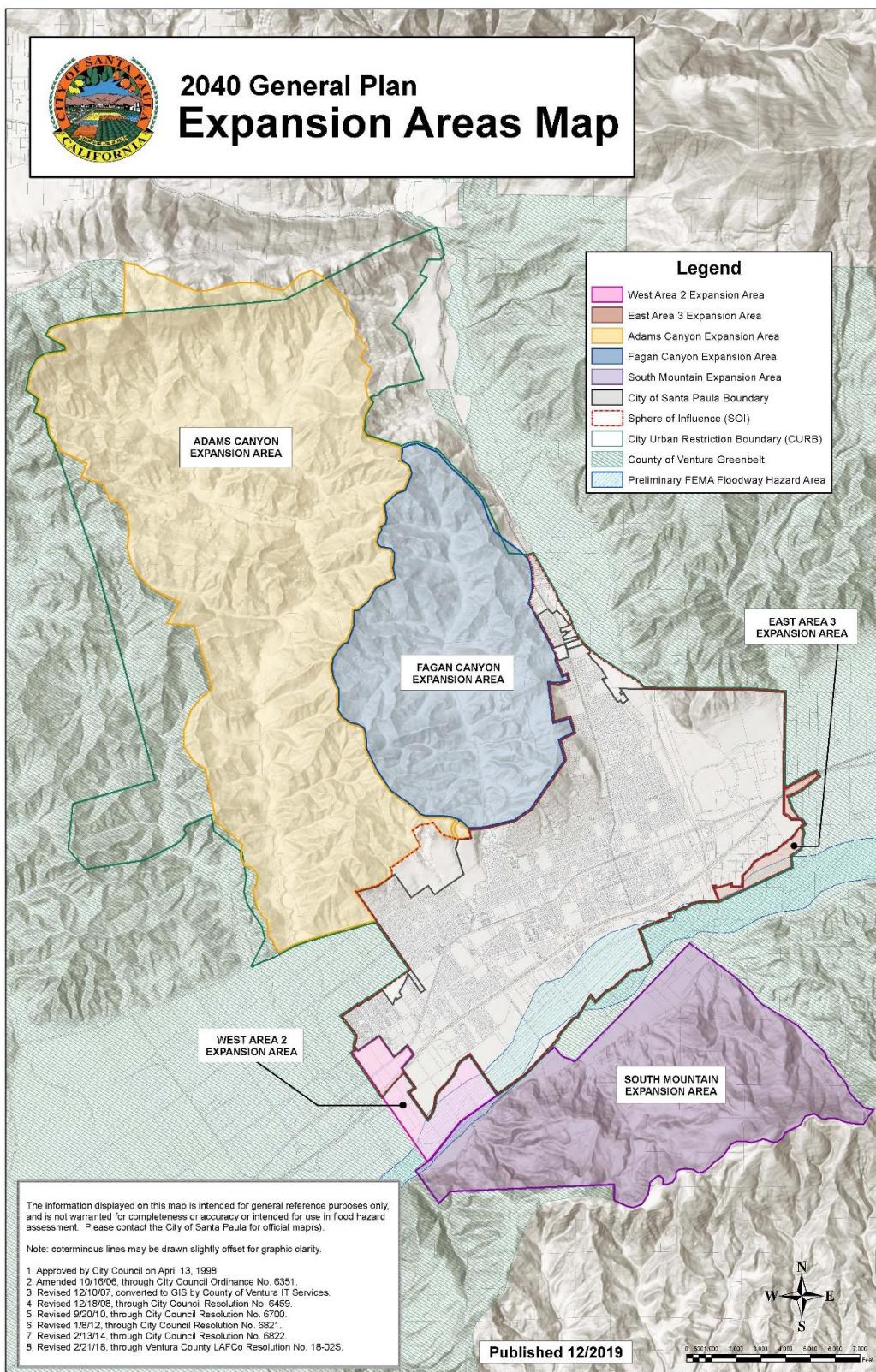


Figure 2-2 – Expansion Areas



The West Area 2 Expansion Area includes the approved Specific Plan for the 47-acre Santa Paula West Business Park (SP-6), described above. (*Note: at the time this document was prepared, the Santa Paula West Business Park Specific Plan area was in the process of annexation to the City. Upon completion of the annexation process, this area will be removed from the West Area 2 Expansion Area and Table 2-3, Expansion Area Statistical Summary will be updated to reflect this change.*)

As shown in **Table 2-3, Expansion Area Statistical Summary**, the remaining portion of the West Area 2 Expansion Area (excluding the Santa Paula West Business Park Specific Plan) encompasses approximately 126.6 acres intended for mixed commercial/light industrial uses and agriculture. A portion of this area is constrained by flood hazard zones in and adjacent to the Santa Clara River. Prior to annexation and development, the Specific Plan will identify developable areas and specific land uses.

The following preliminary development policies and standards apply to the West Area 2 Expansion Area, and must be refined as part of a future specific plan:

- Establish a design theme for the area. This theme should consider Santa Paula's existing outstanding architecture and an agricultural theme.
- Hide parking between and behind buildings. Use smaller, scattered parking lots.
- 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.
- 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.

East Area 3 Expansion Area. The moniker East Area 3 refers to the remaining portion of East Area 2 after the 2013 annexation of the East Gateway Specific Plan (SP-4) area. East Area 3 comprises approximately 25.6 acres located south of the railroad right of way and east of the City limits, and includes a small crescent of land east of the East Gateway Specific Plan and west of the barranca as well as a finger of land along SR 126 and the VCTC railroad. The East Area 3 lands are entirely within the City SOI and CURB. Primary access to the East Area 3 Expansion Area is from SR 126 and Hallock Drive. Future development in the East Area 3 Expansion Area is anticipated to include commercial and industrial uses in accordance with **Table 2-3 – Expansion Area Statistical Summary**.



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The following preliminary development policies and standards apply to the East Area 3 Expansion Area, and must be refined as part of a future specific plan:

- 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.
- Hide parking between and behind buildings. Use smaller, scattered parking lots.
- 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.
- 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.

South Mountain Expansion Area. The South Mountain Expansion Area comprises approximately 2,191 acres located south of the city, almost entirely south of the Santa Clara River edge, as defined by the FEMA preliminary floodway line (as of March 2019), the southern boundary of the West Area 2 Expansion Area, bounded on the east and west by the Greenbelts, and having a southern boundary along the South Mountain ridgeline. The South Mountain Expansion Area is entirely beyond the SOI and the CURB and comprises a mosaic of developed lands (existing rural residential developments, agricultural orchards, row crops, agricultural business shops and maintenance yards) and undeveloped flat land, natural hillsides, existing roads, oil pump jacks and the Santa Clara River bottom. Planned uses in the South Mountain Expansion Area include open space passive and golf course, residential, hillside residential, commercial development and agriculture in accordance with **Table 2-3 – Expansion Area Statistical Summary**.

The following preliminary development policies and standards apply to the South Mountain Expansion Area, and must be refined as part of a future specific plan:

- Coordinate with outside agencies for all bridges across the Santa Clara River.
- Ensure existing and new residential development conforms to City development standards, when applicable.
- On residential lots having sufficient size, provide for small-scale agriculture and animal husbandry options.



- Encourage the development of light industrial and agricultural support business on appropriately designated lots.
- Provide setbacks for potential future bridge and road widening.
- Provide landscaping screening for buildings and parking lots.
- Development shall incorporate architectural details on buildings fronting public roads.
- Development shall be pedestrian friendly. A mix of uses should be located within walking distance of each other.
- 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.

Adams Canyon Expansion Area (SP-1). The Adams Canyon Expansion Area encompasses approximately 5,413 acres (8.46 square miles) of land northwest of the current City boundary. Most of this area 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. As of May 2019, the Adams Canyon Expansion Area has neither any formal development proposal nor a Specific Plan proposal. The proposed level of development for this area shown in **Table 2-3 – Expansion Area Statistical Summary** is preliminary and must be refined as part of a future specific plan.

Primary access into the Adams Canyon Expansion Area 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 modest due to the limited amount of existing avocado and citrus orchards along the canyon bottom, with the remainder of the slope lands being used predominantly for ranching and grazing operations. The impacts on wildlife could be substantial due to the amount of undisturbed natural 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 management facilities would be required within the canyon. Large portions of Adams Canyon are located within Moderate and Very High Fire Hazard Severity Zones (FHSZs) as determined by CAL FIRE. Development within these areas will require effective mitigation to minimize risks.



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In 2007 General Plan Land Use Element was amended by the voters (Measure A7) to extend the CURB line to include Adams Canyon and designate this area for future expansion. The 2016 SOAR measure re-adopted and extended these provisions for Adams Canyon to 2050. In 2018 Ventura LAFCo amended the Santa Paula Sphere of Influence to remove Adams Canyon from the City's SOI. LAFCo's action had no effect on the CURB line; however, prior to urban development in Adams Canyon an amendment to the SOI must be approved in addition to annexation to the City.

The following preliminary development policies and standards apply to the Adams Canyon Expansion Area, and must be refined as part of a future specific plan:

- 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.
- 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 provide a variety of housing types and 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/fireproof 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.

Fagan Canyon Expansion Area (SP-2). The Fagan Canyon Expansion Area encompasses approximately 2,173 acres (3.40 square miles) of land directly north and abutting of Santa Paula. Most of this area is north of a relatively narrow canyon mouth. Some additional hillside land to the east of the canyon mouth overlooks the south and west end of Santa Paula. As of May 2019, the Fagan Canyon Expansion Area has neither any formal development proposal nor a Specific Plan proposal. The proposed level of development for this area shown in **Table 2-3 – Expansion Area Statistical Summary** is preliminary and must be refined as part of a future specific plan. Fagan Canyon is within the CURB line established in the 2016 SOAR initiative measure.

In 2018 Ventura LAFCo amended the Santa Paula Sphere of Influence to remove Fagan Canyon from the City's SOI. LAFCo's action had no effect on the CURB line; however, prior to urban development in Fagan Canyon an amendment to the SOI must be approved in addition to annexation to the City.

Primary access is proposed to be taken from Santa Paula Street via a widened Cemetery Road. Additional access is proposed from existing and future hillside roads on either side of the canyon mouth, along with a possible connection east over a steep hill to SR 150/Ojai Road. Low-density development would have lower traffic impacts, but higher densities in the canyon could impact Santa Paula Street. Extension of sewer service into the canyon is expected to be difficult due to the lack of a trunk line in the immediate area. Other utilities would present similar challenges. The impact on hillside orchard crop agriculture could be moderate, depending on the areas developed. Due to the amount of natural habitat, future



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development must be sensitively designed to mitigate impacts on wildlife. 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 may be needed. Portions of Fagan Canyon are located within Moderate and Very High Fire Hazard Severity Zones (FHSZs) as determined by CAL FIRE. Development within these areas will require effective mitigation to minimize risks.

The following preliminary development policies and standards apply to the Fagan Canyon Expansion Area, and must be refined as part of a future specific plan:

- 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/fireproof 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 spillover.

Land Use Overlays

A land use overlay is a land use category defined by geographic or performance-based criteria that establish specific requirements in addition to those of the underlying land use designation. The following overlay areas have been established where specific goals, policies, and implementation measures are applied.

- **Downtown District Overlay.** The intent of the Downtown District Overlay is to provide an incentive-based tool for compatible infill development that encourages affordable housing, economic development and public improvements in the Downtown. This overlay will be implemented by Development Code regulations and standards including parking, landscaping, height limits and step-downs adjacent to existing residential uses, pedestrian connectivity, public spaces and design character. Density/intensity bonuses up to a maximum of 3.0 FAR may be granted as an incentive for projects that provide affordable housing or other public benefits (see also Program LU 5.c on page [2-16](#)).
- **Historic Overlay.** 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 current boundaries of the Historic Overlay are shown on the Zoning Map. Other potential historic districts as identified in future studies may be added to these areas.
- **Airport Safety Overlays.** Special policies and regulations related to the airport safety overlay areas adjacent to Santa Paula Airport are described in the text and **Figure 5-8** of the [Hazards and Public Safety Element](#), in Chapter 16.27 of the Development Code (SPMC Title XVI), and on the Zoning Map.



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- **Flood Hazard Overlays.** Special policies and regulations related to flood hazard overlay areas are described in the text and **Figure 5-3** of the [**Hazards and Public Safety Element**](#) as well as in Chapter 151 (Flood Damage Prevention) of SPMC Title XV.



D. Special Study Areas

The following Special Study Areas are intended to be the focus of special policy considerations and standards. These areas include the Harvard Boulevard Corridor, the Railroad Corridor, and City Entrances/Gateways. It is intended that further study and recommendations will be developed for these Special Study Areas within the 2040 General Plan time horizon, as provided in Program LU 1.a.

1. Harvard Boulevard Corridor

As an implementation program, the Harvard Boulevard Corridor should be the subject of a focused study to develop specific policies and design guidelines for the area. Guiding principles for the Harvard Boulevard Corridor study should include the following:

- Enhance the Harvard Boulevard Corridor as a diverse and vibrant business corridor by improving its appearance and function, optimizing the use of existing right of way, and encouraging private investment.
- Adopt a Harvard Boulevard Improvement Plan to guide public improvements and private development along this corridor.
- Implement public improvements and encourage private development in accordance with the Harvard Boulevard Improvement Plan.

2. Railroad Corridor

The Railroad Corridor represents a tremendous asset for Santa Paula. The rail line that bisects the city originally traversed the length of the Santa Clara River Valley. In 1995, the Ventura County Transportation Commission (VCTC) purchased the Santa Paula Branch Line and associated holdings from the Southern Pacific Transportation Company. Today, a tourist excursion train operated by the Fillmore and Western Railway uses the segment between Santa Paula and Fillmore. The railway is also used in movies, television, and commercials. The Santa Paula Train Depot has been restored and an existing building in the extra-wide right of way near the station has been converted into an agricultural museum. Other right of way improvements include a viewing area adjacent to the agricultural museum and a parkway along Railroad Avenue east of 10th Street. In 2012, the Santa Paula Bike Trail, a popular Class I bikeway and pedestrian path, was completed along the railroad right of way between the train depot and Peck Road.



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VCTC has considered the possibility of using the railroad corridor to expand Metrolink service to Santa Paula and Fillmore and eventual re-connection of the line to the Saugus Station in Santa Clarita. The railroad corridor has also been studied by VCTC for the potential to create a recreational trail though the Heritage Valley between the cities of Ventura and Fillmore. In 2000, VCTC adopted the Santa Paula Branch Line Recreation Trail Master Plan and in 2015 prepared the Santa Paula Branch Line Recreational Trail Compatibility Survey. With the commencement of development in the East Area 1 Specific Plan, the Railroad Corridor will gain added importance as a link between the new neighborhoods and Downtown. Guiding principles for the Railroad Corridor study should include the following:

- Enhance opportunities for railroad use for public transportation, visitor serving uses, and the transport or goods and services.
- Maintain compatible land use designations and encourage development of railroad-related uses and railroad-dependent uses in the Railroad Corridor.
- Improve the visual appearance of the Railroad Corridor as viewed from trains and adjacent city streets.
- Require the dedication and development of pedestrian/bicycle trail linkages to and along the Railroad Corridor, consistent with VCTC plans.
- Require new development to be compatible with and sensitive to the railroad.
- Preserve the railroad depot structure and promote its use as an operating train depot.
- Maximize the use of any excess right of way land to enhance the corridor.
- Review development and remodels along the Railroad Corridor for architectural consistency with the Plan's design standards and guidelines.
- 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 20th 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.
- Continue to promote the Heritage Valley concept and promote tourist uses along the railroad, consistent with the 2004 Downtown Design Development/Improvement Plan.
- Continue to work with the Ventura County Transportation Commission to extend the bike/hike trail along the railroad right of way.
- Continue to implement a landscaping and linear park program for the railroad right of way.

3. City Entrances/Gateways

To promote visitor and general business access to Santa Paula, the city's entrances should be defined and enhanced. Important local gateways occur at: 1) the eastern entrance at the Telegraph Road/Harvard Boulevard intersection, 2) the western entrance at the Telegraph/Peck/West Main Street intersection, 3) the northern entrance at the SR 150/Santa Paula Street intersection, and 4) the southern entrance at 12th Street and the Santa Clara River. Gateways of regional significance include the highway ramps at Peck, Palm, 10th Street and Hallock Drive.

Enhancement of the Telegraph Road/Harvard Boulevard gateway as well as the eastern regional gateway via SR 126 is addressed in the East Gateway Specific Plan, which calls for a unique welcome sign to be located in the triangular parcel between SR 126 and Telegraph Road. The gateway experience will be enhanced by landscaping and architecture that convey a traditional roadway transition from rural into the town. With the commencement of



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development in the East Area 1 Specific Plan, the Telegraph Road/Harvard Boulevard gateway area will gain added importance as a transition between the new neighborhoods and Downtown.

The topic of city entrances and gateways is also addressed in the [**Economic Development and Downtown Element**](#). The following principles should guide future actions related to the city's entrances and gateways.

- Promote aesthetics and visibility for the City's freeway and arterial gateways.
- 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.
- Until more specific implementation plans are prepared, the 2004 Downtown Improvement Plan shall be utilized to guide new development, signage and public improvements at the major entrances to the city.
- When freeway interchanges are improved to provide more capacity, incorporate public art, agricultural theme elements, public space, and/or natural elements to improve aesthetics.



E. 2040 Growth Scenario

This section summarizes the City's desired growth pattern to the 2040 horizon year. The 2040 Growth Scenario is guided by the goals, policies and programs of this Land Use Element and the regional policies, regulatory constraints, and land use agreements described below.

1. Regional Policies, Regulatory Constraints and Land Use Agreements

Areas of Interest (AOI)

Ventura LAFCo has established "Areas of Interest" that divide the south half of Ventura County (the non-Forest Service land) into 15 major geographic planning areas based primarily on topography and community identity (see **Figure 2-3**). These areas of interest serve as planning referral lines between the County and cities for discretionary land use entitlements. Areas of interest have been reviewed and updated periodically in conjunction with the Guidelines for Orderly Development⁸ (see also the discussion of Expansion Areas beginning on page [2-33](#)).

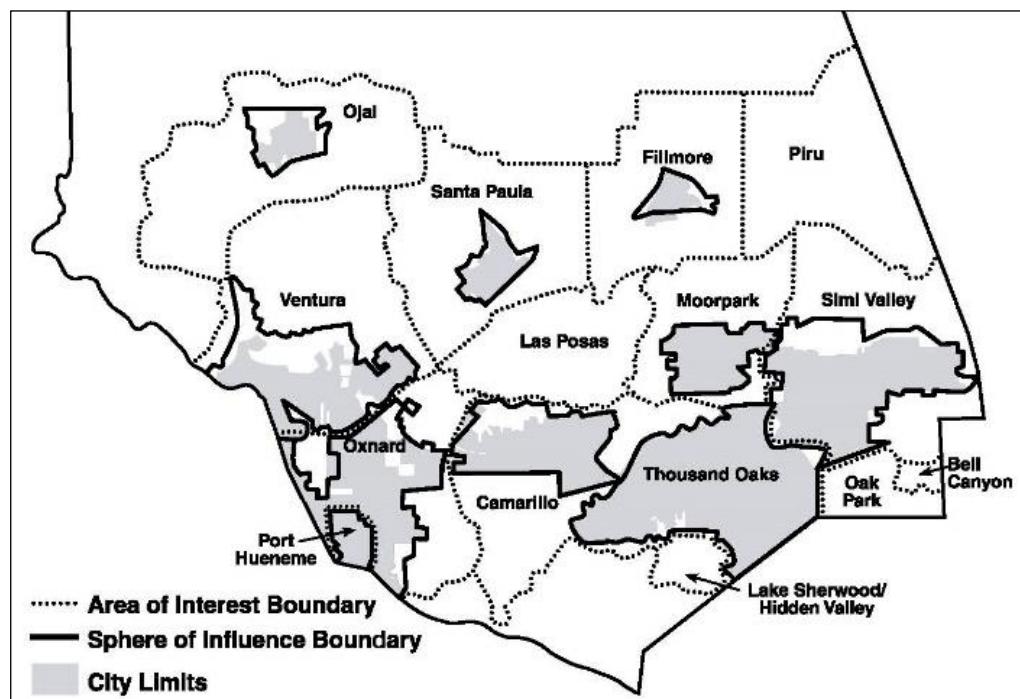


Figure 2-3 – Areas of Influence/Spheres of Influence

⁸ <http://www.ventura.lafco.ca.gov/wp-content/blogs.dir/3/files/2012/01/2005-GuidelineOD-1.pdf>.

Note that the Sphere of Influence boundaries do not reflect the most recent revisions adopted by LAFCo in February 2018.



Sphere of Influence (SOI)

The SOI represents “the probable physical boundaries and service area of a local agency.” LAFCo is responsible for establishing a SOI for each city and district within its jurisdiction. Typically, a SOI is the territory a city or district is expected to annex. Thus, SOIs are often larger in area than the current boundaries of a city or district. LAFCo is required to update SOIs every 5 years, typically in conjunction with a municipal service review. State law also specifies the required process and determinations for LAFCo in amending a SOI. The most recent update for the Santa Paula SOI was adopted by LAFCo on February 21, 2018. The Santa Paula SOI is shown in the Land Use Map ([Figure 2-1](#) on page [2-20](#)). Cities and districts cannot provide services outside their SOI except in very limited circumstances. The most noteworthy change reflected in LAFCo’s 2018 SOI update was the removal of the Adams Canyon and Fagan Canyon Expansion Areas from the Santa Paula SOI.

Greenbelt Agreements

Greenbelts are established through voluntary agreements between the County and one or more cities to limit urban development in agricultural or open space areas within the unincorporated county. Greenbelts protect open space and agricultural lands and prevent premature conversion to uses incompatible with agricultural uses. Through greenbelt agreements, cities commit to not annex any property within a greenbelt while the County agrees to restrict development to uses consistent with existing zoning.

LAFCo will not approve any proposal from a city or the County that conflicts with a greenbelt agreement unless exceptional circumstances are shown to exist.⁹ Two greenbelt agreements have been approved between the City of Santa Paula and Ventura County as summarized below.

- **Ventura-Santa Paula Greenbelt Agreement.** The cities of Ventura and Santa Paula and Ventura County adopted the Ventura-Santa Paula Greenbelt in 1967. This greenbelt covers approximately 27,884 acres and is bounded on the north by the Ojai Area of Interest, on the east by the City’s Adams Canyon Expansion Area, on the south by the Las Posas Area of Interest (generally), and on the west by the Ventura Area of Interest. ([Figure 2-4](#)).

⁹ Ventura LAFCo Commissioners Handbook, Sec. 3.2.4.4 (April 20, 2016)



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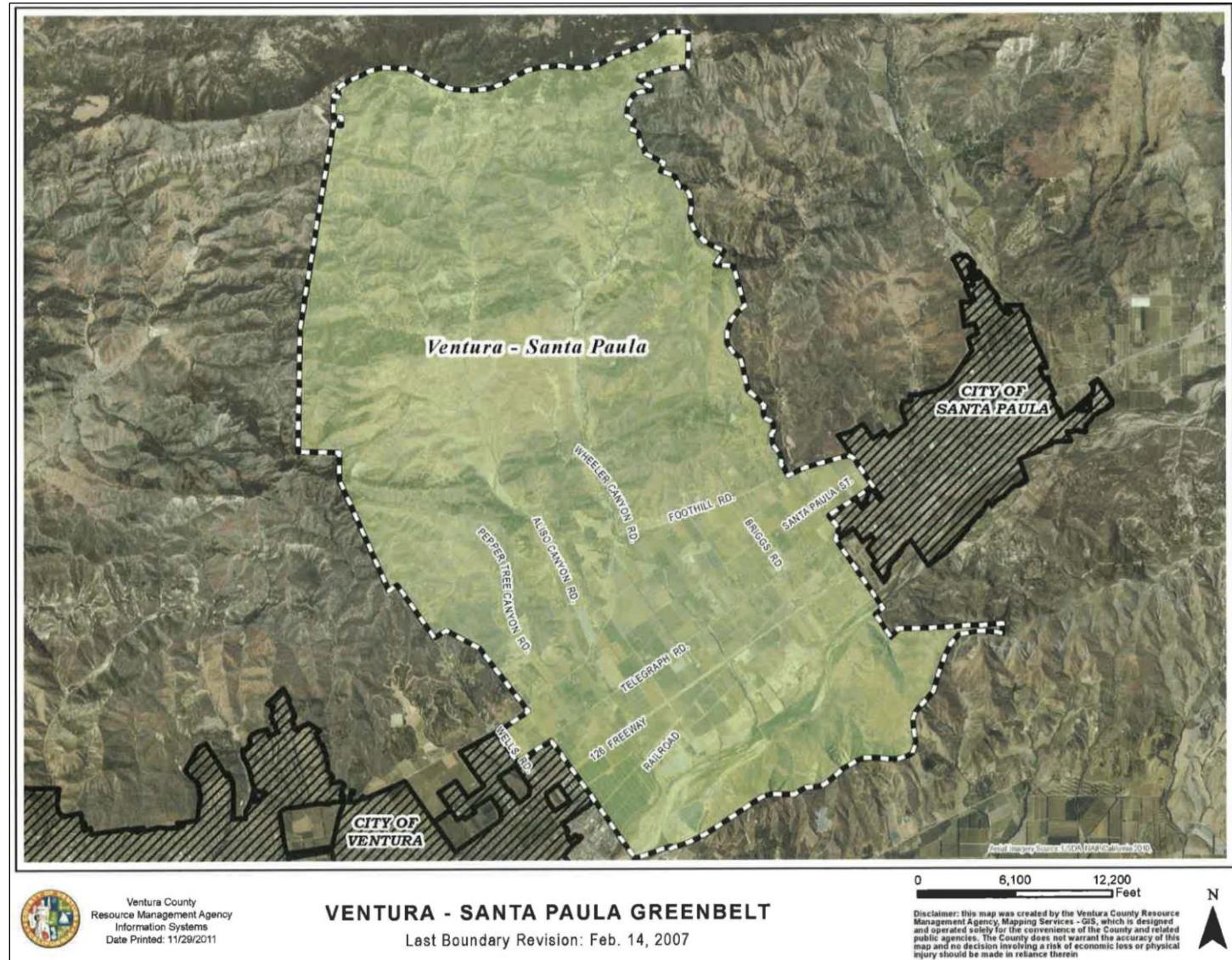


Figure 2-4 – Ventura-Santa Paula Greenbelt



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- **Santa Paula-Fillmore Greenbelt.** The Santa Paula and Fillmore Greenbelt Agreement was first established in 1980. This agreement covers over 32,000 acres between Santa Paula and Fillmore and is the largest greenbelt in Ventura County (**Figure 2-5**). The southern boundary is the South Mountain ridgeline and Oak Ridge. The northern boundary lies at the Los Padres National Forest boundary. In 2010 an amended Greenbelt Agreement was adopted by Ventura County and the cities of Santa Paula and Fillmore to reflect the annexation of East Area 1, and in 2018 the Agreement was again amended (Santa Paula Ordinance 1275) to reflect the passage of the SOAR extension approved by voters in 2016 and the removal of 9 parcels totaling approximately 129 acres owned by Thomas Aquinas College from the Greenbelt.

Save Open-Space and Agricultural Resources (SOAR) and the City Urban Restriction Boundary (CURB)

In 1998 Santa Paula voters adopted the Save Open-space and Agricultural Resources (SOAR) initiative amendment to the Santa Paula General Plan establishing a City Urban Restriction Boundary (CURB). The SOAR measure restricted urbanized uses of land and the provision of urban services outside of the CURB line. “Urbanized uses of land” is defined as “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 golf course or driving range construction.”



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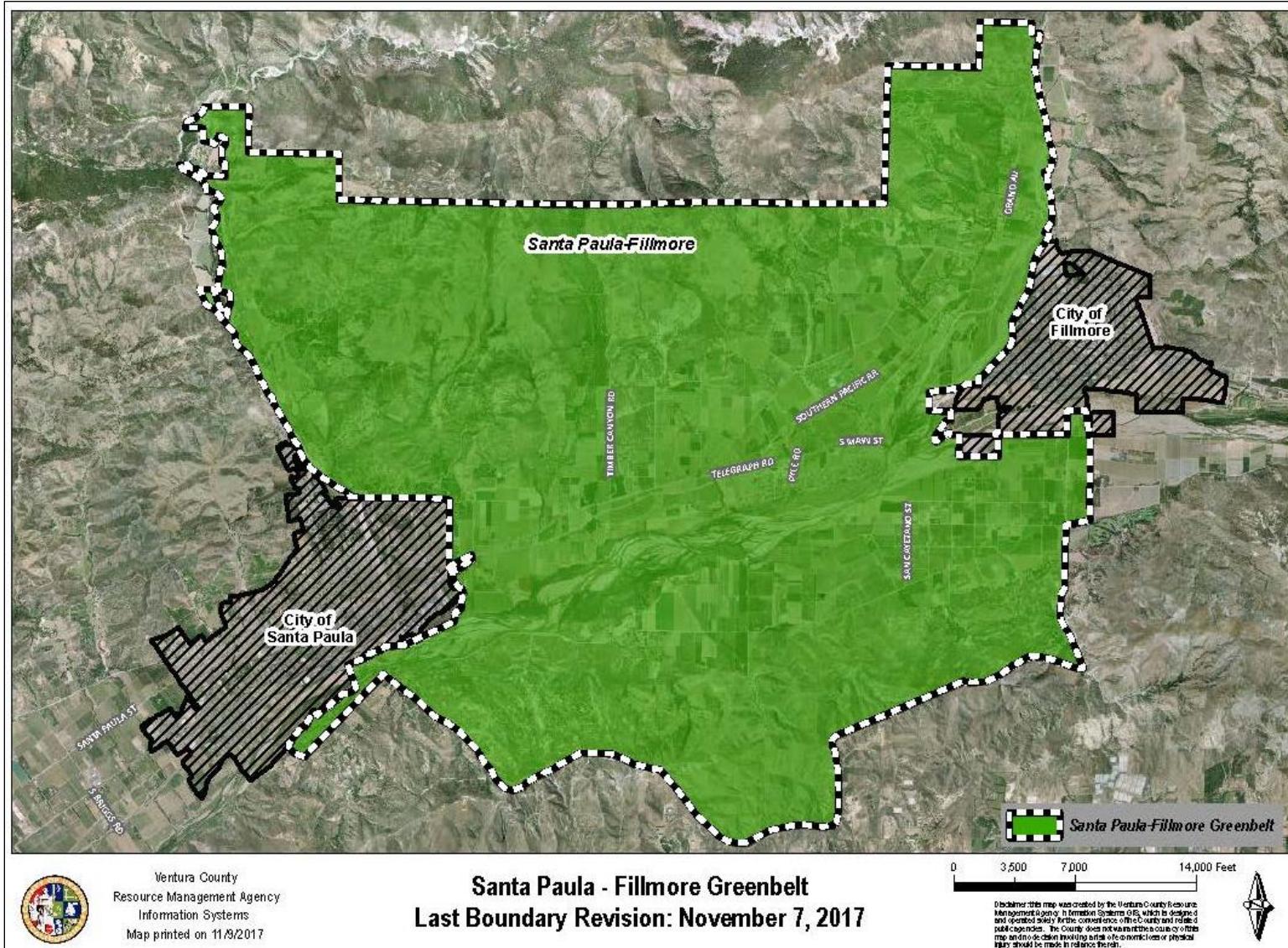


Figure 2-5 – Santa Paula-Fillmore Greenbelt



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Since its initial adoption, Santa Paula voters have approved several amendments to the SOAR and CURB. In November 2016, Santa Paula's CURB provisions were extended to December 31, 2050. The 2016 measure also made the following minor textual changes:

1. The ordinance expanded the CURB boundary to include 53.75 acres in the southwest portion of the city. The ordinance otherwise re-established the CURB boundary in its current location.
2. Previous CURB provisions allowed the City Council to amend the CURB without voter approval provided that no more than 10 acres of land per calendar year were added and the land proposed for inclusion within the amended CURB had not been used for agricultural purposes in the immediately preceding 2 years. The 2016 ordinance increased the time that the area has not been used for agricultural purposes from 2 to 4 years.
3. The 2016 measure deleted uses for which the City Council can amend the CURB without seeking voter approval land contemplated for construction of "public schools" and "other government facilities."

The current CURB Line is shown on the Land Use Map ([Figure 2-1, page 2-20](#)). A complete copy of the current SOAR measure is provided in [Appendix C](#).

Measure L6 (81-Acre Initiative)

Originally adopted in 2006, the Citizens Advocating Responsible Expansion Initiative (also known as the "81-Acre Initiative") generally requires voter approval for developments proposed on 81 or more acres of property. In 2008, the City Council adopted Ordinance No. 1188, which added Chapter 16.237 to the Santa Paula Municipal Code (SPMC) to implement the 81-Acre Initiative. Pursuant to this chapter, developments that amend the Land Use Element of the General Plan to increase the density or land intensity on property located within the City's planning areas, which includes its Sphere of Influence, generally require voter approval. Measure L6 was originally effective until 2025; however, the SOAR measure approved by voters in November 2016 also included an extension of Measure L6 to December 31, 2050. Other than extension of its expiration date, the 2016 SOAR measure made no substantive changes to the provisions of this measure. The full text of Measure L6 is part of the SOAR measure included in [Appendix C](#).



2. Development Potential to the 2040 Horizon Year

Future development will be affected by a variety of factors including land use plans and regulations, market conditions and the desires of property owners. While it is impossible to predict with certainty the specific type, quantity and timing of development, the potential for development can be roughly estimated based on the amount of developable property that is designated for various uses such as residential, commercial, and industrial. In addition to vacant land, development is expected to occur on properties that are currently “underutilized” (i.e., developed at a lower intensity than is permitted by the General Plan and zoning regulations, or where the existing structures or uses are not well suited to current market conditions). Estimates of potential development capacity can then be compared to adopted growth forecasts to assess whether current land use plans provide sufficient capacity to accommodate adopted City and regional growth policies.

Table 2-4 compares Santa Paula’s estimated development capacity to the regional growth forecast adopted by the Southern California Association of Governments as part of the 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS). As noted in Policy 4.1 and in the *Sustainability* section (page [2-16](#) above), City policy is to facilitate development consistent with the RTP/SCS. As seen in **Table 2-4**, the 2040 Santa Paula General Plan designates land uses with sufficient capacity to accommodate the level of growth in housing and employment anticipated in the 2040 RTP/SCS.

Table 2-4 Potential Development Capacity vs. 2040 Growth Forecast

	Estimated Development Capacity ¹			2016-2040 Forecast ²
	City	SOI and Expansion Areas	Total	
Housing	3,096	1,213	4,309	2,892
Employment ³	4,894	6,506	11,400	3,860

Sources:

1. City of Santa Paula
2. SCAG 2016-2040 RTP/SCS based upon 2015 City boundaries
3. Development capacity assumes 500 square feet of building floor area per employee

Note: Estimated capacity is *housing units* while the SCAG forecast is *households*. Because the forecast of households excludes vacant units, these metrics are slightly different but are still useful for long-range planning purposes.



F. General Plan and Zoning Consistency

The Municipal Code is one of the primary implementation mechanisms for the General Plan. The Development Code (Santa Paula Municipal Code Title XVI) regulates land use and development, including allowable uses, development standards, and review procedures. Section 16.07.020 of the Code establishes the Official Zoning Map, which designates zoning districts for all geographic areas of the city. Under State planning law, zoning districts must be consistent with the land use designations established in the General Plan. In reviewing land use and development proposals, consistency with both the General Plan and Development Code are evaluated.



3. Circulation and Mobility

A. Overview

1. Purpose and Legal Requirements

California Government Code §65302(b) requires the General Plan to include “A circulation element consisting of the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, any military airports and ports, and other local public utilities and facilities, all correlated with the land use element of the plan.” State law also requires that the circulation element “...plan for a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways for safe and convenient travel in a manner that is suitable to the rural, suburban, or urban context of the general plan.”

In addition to State general plan law, other legislative acts related to transportation place greater emphasis on the integration of land use and transportation planning to allow more trips to be made by modes other than the private automobile and reduce greenhouse gas emissions.

2. Context for Mobility Planning in Santa Paula

This Circulation and Mobility Element establishes the framework for providing a balanced multi-modal transportation system in Santa Paula that supports walking, bicycling, public transit, automobile use, and other modes of travel. The purpose of this Element is to build upon Santa Paula’s existing transportation network and provide a comprehensive mobility system that reduces reliance on automobiles and improves the viability of other transportation options. It sets forth goals, policies and programs to ensure that the transportation network will enhance connectivity and support planned land uses as described in the [Land Use Element](#).

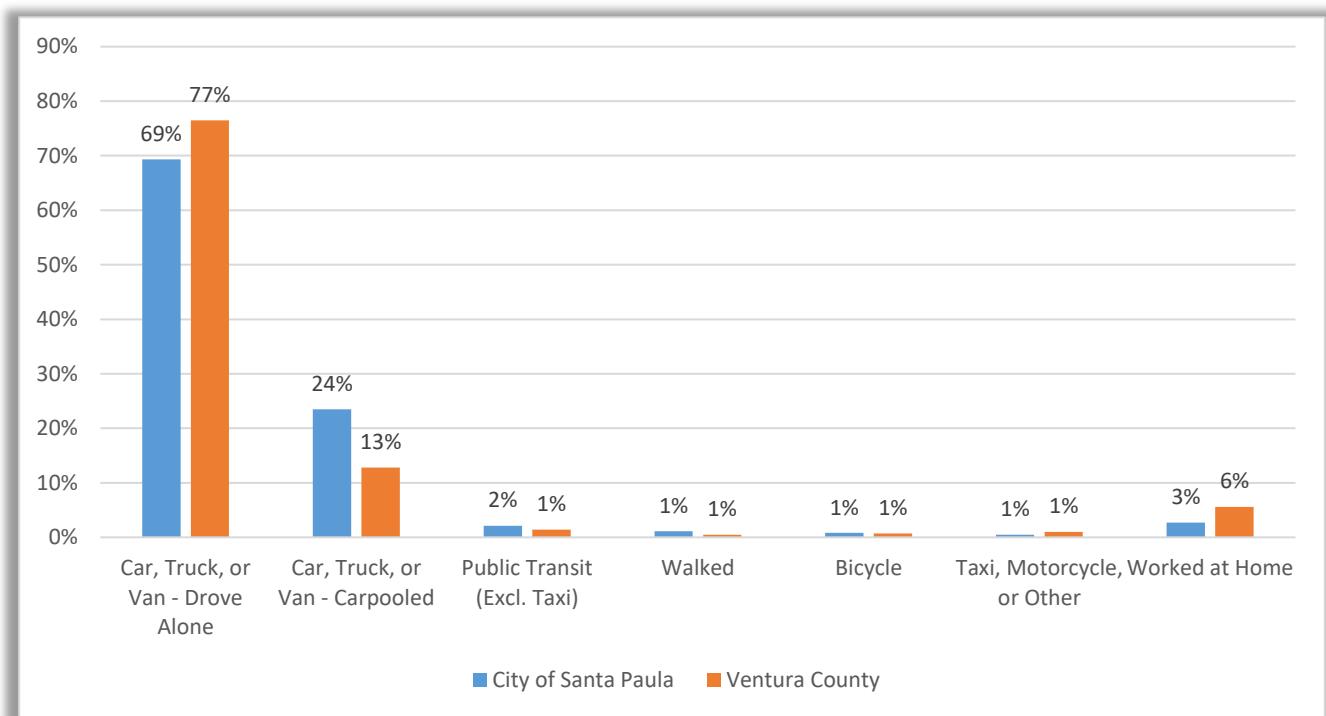
Acronyms used in this section

ADT	average daily traffic
CIP	capital improvement program
CTP	Comprehensive Transportation Plan
LOS	level of service
RTP/SCS	2016-2040 Regional Transportation Plan/Sustainable Communities Strategy
SCAG	Southern California Association of Governments
STP	Surface Transportation Program
TDA	Transportation Development Act
TDM	Transportation Demand Management
TIF	traffic improvement fee
VCTC	Ventura County Transportation Commission
VMT	vehicle miles traveled



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As seen in **Figure 3-1**, recent data showed that a majority of Santa Paula residents commuted by driving alone; however, carpooling and transit use was higher than for Ventura County as a whole. The city's relatively compact size and level terrain creates favorable conditions for alternative travel modes such as walking, cycling and transit.



Source: American Community Survey 2014 Estimates; Chen Ryan Associates, 2017

Figure 3-1 – Santa Paula Commute Share by Mode (2014)

A balanced, multi-modal transportation system improves quality of life by increasing available travel options. Roadways that are designed to accommodate active forms of transportation, such as walking and bicycling, provide more opportunities for people to integrate physical activity into their daily routine and lower transportation costs. Similarly, in addition to promoting healthy and active lifestyles, providing alternatives to driving, including viable public transit, can reduce the number of vehicles on the roadway. This can result in additional benefits such as a decrease in traffic congestion, reduced greenhouse gas emissions, and air quality improvements.

Like many cities, Santa Paula's current roadway design favors vehicular travel. However, there is a growing desire for enhanced pedestrian and bicycle facilities, preferably separated as much as possible from vehicular traffic.



Several such projects are supported by local and regional agencies such as SCAG and VCTC, including the Santa Paula Branch Trail, a multi-modal rail trail between Ventura and Fillmore that uses existing right of way adjacent to the former rail line and could offer an alternative to driving along SR 126.

Many of Santa Paula's existing roadways can also accommodate pedestrians and bicyclists without the need to acquire additional right of way. For example, in some locations on-street parking could be reduced to allow room for bicycle facilities. Other shared facilities may be placed in naturally calmed environments that would be ideal for bicycling with the need for only minor additions to enhance visibility or provide wayfinding assistance.

Providing additional opportunities for students traveling to school is another important objective. Better sidewalks and bicycle infrastructure in combination with reduced vehicle speeds along school routes encourages students to walk or bike to school, particularly along highly-traveled roadways such as Harvard Boulevard. In addition to the health benefits associated with this physical activity, traffic congestion during drop-off and pick-up times can be reduced.

Public transit is another option for reducing school-related traffic. The Valley Express offers bus routes serving Santa Paula High School, Glen City Elementary School, Blanchard Elementary School, Isbell Middle School, Grace Thille Elementary School, and demand-based service to Barbara Webster Elementary School. These services are offered in addition to inter-city bus service along SR 126 between Ventura and the unincorporated community of Piru, by way of Santa Paula. The continuation of these public transit routes is supported by local and regional agencies such as the City of Santa Paula, VCTC, and SCAG. The [**Land Use Element**](#) supports expanded public transit options in the future, particularly in East Area 1.

An expansion of the multi-modal hub located Downtown at the intersection of Ventura and Mill Streets has long been planned to include a variety of public transit options including bus, taxi, and shuttle service. Mobility hubs can serve as regional connection points that make transit transfers and connections easier. To facilitate first/last mile connectivity, and thus bolster transit use, mobility hubs often contain features such as:



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- “Kiss-and-Ride”/rideshare drop-off and pick-up
- Long-term and short-term bicycle parking
- Electric vehicle charging
- Pedestrian amenities such as shelters, benches, and trash cans to make waiting more comfortable
- Human-scale lighting

Additionally, the historic railroad depot on Santa Barbara Street could serve as a rail terminal should the decision be made to reintroduce passenger rail service. These public transit opportunities are bolstered by their central location adjacent to a mix of land uses including commercial, office, and residential. The planned mobility network includes improvements to pedestrian and bicycle facilities in this area that connect to the larger system and provide access to important destinations within Santa Paula such as Downtown, schools, parks, and other activity areas.

The planned mobility network supports State and regional transportation planning efforts to promote a more balanced, multi-modal transportation system that reduces reliance on automobiles and addresses the issue of climate change.

3. Mobility Goals

The following goals are intended to guide the establishment of policies, regulations, capital improvement programs and other actions to enhance mobility in Santa Paula.

CM 1 A safe, efficient and well-funded circulation network correlated with existing and future land uses to support the mobility needs of pedestrians, bicyclists, public transportation, motorists, children, seniors, persons with disabilities, movers of commercial goods, and emergency vehicles.

CM 2 Reduced per capita vehicle miles traveled, air pollutants and greenhouse gas emissions through effective land use planning and the provision of alternatives to single-occupancy motor vehicles including public transit and other alternative modes that are safe, convenient, efficient, and accessible to everyone.



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The remainder of this element is organized into the following sections:

- Streets and Highways
- Public Transportation
- Non-Motorized Mobility
- Transportation Demand Management and Parking
- Goods Movement



B. Streets and Highways

1. Overview

The roadway network in Santa Paula generally follows a traditional grid pattern, although the orientation of the grid follows the curvature of the Santa Clara River Valley. Other deviations to the grid are found in the northern portion of the city where topography necessitates a curvilinear street pattern. This grid network provides exceptional connectivity for all transportation modes.

The planned mobility system builds upon existing transportation infrastructure with additional emphasis on active transportation modes, such as walking and bicycling, as well as public transit. Alternatives to private vehicles provide benefits including increased overall capacity of the transportation network, less need for costly roadway expansions, improved air quality, a reduction in greenhouse gases, and healthier lifestyles.

Roadway Performance Standards

For decades the traditional measure of roadway performance has been vehicular *level of service* (LOS). Vehicular LOS describes how well a roadway operates from a driver's perspective and generally reflects speed, travel time, freedom to maneuver, comfort, convenience, and safety. LOS A represents free-flowing traffic conditions, while LOS F reflects a high degree of congestion. **Table 3-1** describes vehicular LOS as published by the Transportation Research Board of the National Academy of Sciences.

Table 3-1 Auto Level of Service Definitions

LOS	Characteristics
A	Primarily free-flow operation. Vehicles are completely unimpeded in their ability to maneuver within the traffic stream. Controlled delay at the boundary intersections is minimal. The travel speed exceeds 85% of the base free-flow speed.
B	Reasonably unimpeded operation. The ability to maneuver within the traffic stream is only slightly restricted and control delay at the boundary intersections is not significant. The travel speed is between 67% and 85% of the base free-flow speed.
C	Stable operation. The ability to maneuver and change lanes at mid-segment locations may be more restricted than at LOS B. Longer queues at the boundary intersections may contribute to lower travel speeds. The travel speed is between 50% and 67% of the base free-flow speed.



LOS	Characteristics
D	Less stable condition in which small increases in flow may cause substantial increases in delay and decreases in travel speed. This operation may be due to adverse signal progression, high volume, or inappropriate signal timing at the boundary intersections. The travel speed is between 40% and 50% of the base free-flow speed.
E	Unstable operation and significant delay. Such operations may be due to some combination of adverse signal progression, high volume, and inappropriate signal timing at the boundary intersections. The travel speed is between 30% and 40% of the base free-flow speed.
F	Flow at extremely low speed. Congestion is likely occurring at the boundary intersections, as indicated by high delay and extensive queuing. The travel speed is 30% or less of the base free-flow speed. Also, LOS F is assigned to the subject direction of travel if the through movement at one or more boundary intersections have a volume-to-capacity ratio greater than 1.0.

Source: Transportation Research Board of the National Academy of Sciences, Highway Capacity Manual, 2010

LOS thresholds are based on the functional classification of each roadway, maximum capacity, roadway geometrics (physical characteristics such as number and width of lanes, presence of median), and average daily traffic (ADT) volumes. **Table 3-2** describes the capacity and LOS thresholds for each type of roadway.

Table 3-2 Roadway Type, Capacity and Level of Service Thresholds

Facility Type	Lane Configuration	LOS A	LOS B	LOS C	LOS D	LOS E	LOS F
Arterial	2 lanes	12,000	14,000	16,000	18,000	20,000	> 20,000
Arterial	4 lanes	23,900	27,900	31,900	35,900	39,900	> 39,900
Boulevard	2 lanes	9,600	11,200	12,800	14,400	16,000	> 16,000
Boulevard	4 lanes	19,200	22,300	25,500	28,700	31,900	> 31,900
Collector	2 lanes	7,100	8,200	9,400	10,600	11,800	> 11,800

Source: City of Santa Paula; Chen Ryan Associates, 2019



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While LOS criteria for vehicular delay are commonly used to determine the appropriate configuration for roadways, the State Legislature has also recognized that adherence to LOS standards can result in roadway improvements that benefit vehicular travel at the expense of other travel modes. In adopting SB 743 of 2013 the Legislature stated:

New methodologies under the California Environmental Quality Act are needed for evaluating transportation impacts that are better able to promote the state's goals of reducing greenhouse gas emissions and traffic-related air pollution, promoting the development of a multimodal transportation system, and ... More appropriately balance the needs of congestion management with statewide goals related to infill development, promotion of public health through active transportation, and reduction of greenhouse gas emissions.

However, SB 743 also allows local governments to continue to apply “...general plan policies, zoning codes, conditions of approval, thresholds, or any other planning requirements pursuant to the police power or any other authority.”

The policies and programs related to streets and highways set forth below (beginning on page [3-22](#)) reflect the appropriate use of LOS as well as other metrics for roadway performance in support of Santa Paula’s mobility goals.

Planned Vehicular Network

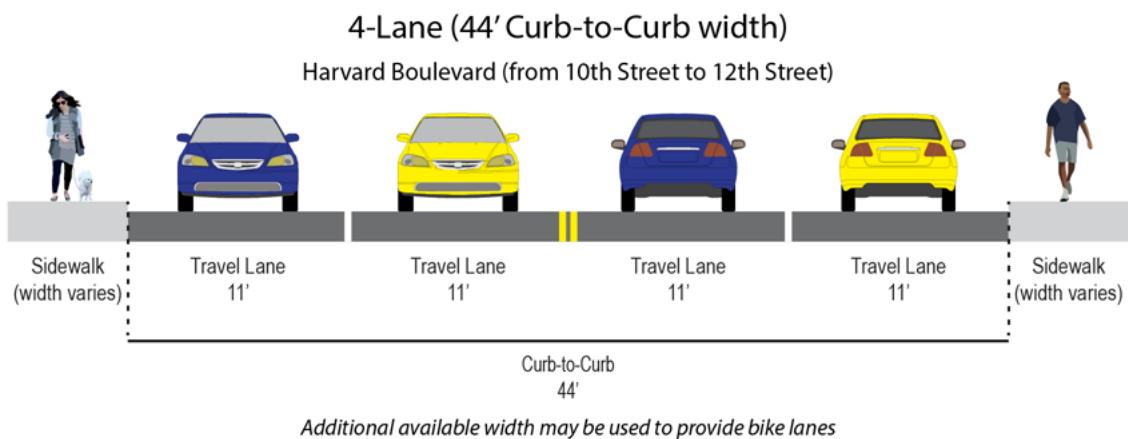
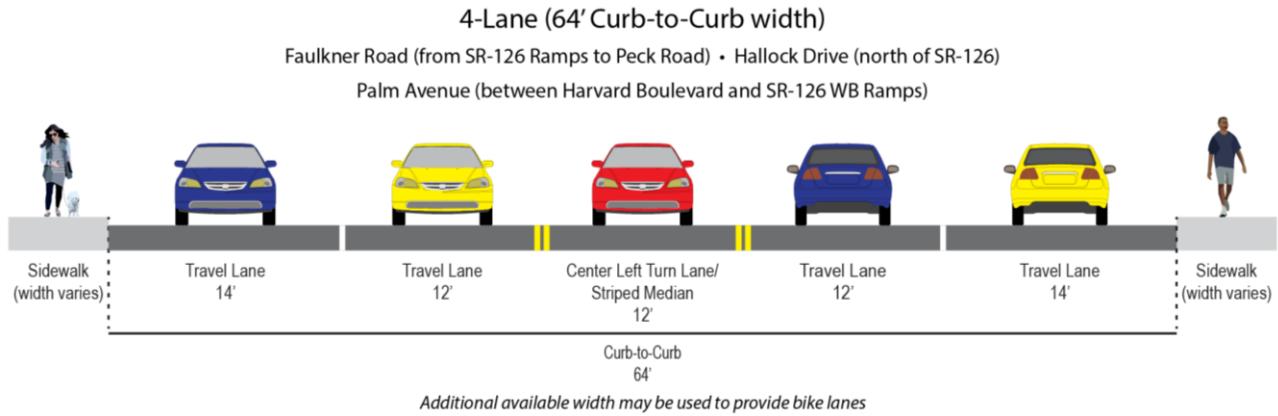
The planned vehicular network provides enhanced connectivity, safety, and comfort for all transportation modes, and the roadway classifications described below are intended to balance the needs of all roadway users. **Figure 3-2** through **Figure 3-6** show typical cross-sections for each classification.

Arterials

Arterials in Santa Paula are 2- or 4-lane roadways that are designed to carry moderate to heavy vehicular traffic while providing direct access to regional transportation corridors such as SR 126. Arterial roadways provide the greatest number of vehicular network connections relative to other roadway types. They also provide major cross-town connections, traversing many of the city’s signalized intersections. Generally, arterial roadways provide for vehicular priority without compromising the safety of other modes.



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Notes:

- Minimum lane widths are displayed for each curb-to-curb width. Additional available width should be used to increase buffer width, bikeway width, and/or center left-turn lane/median width.

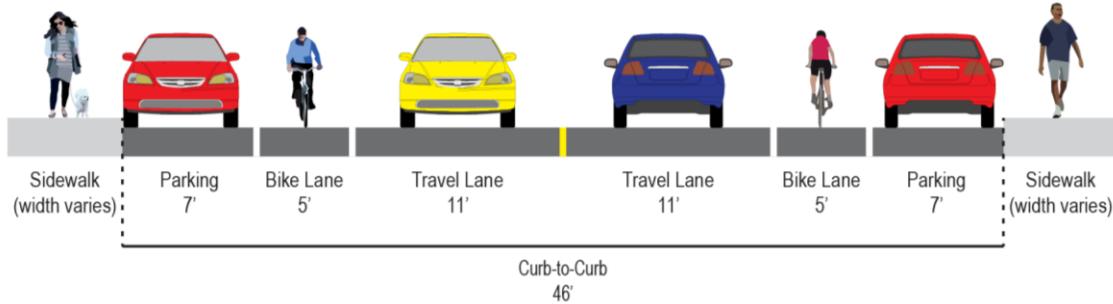
Figure 3-2 – 4-Lane Arterial Cross-Sections



Santa Paula 2040 General Plan

2-Lane with Bike Lanes & On-Street Parking ($\geq 46'$ Curb-to-Curb width)

Palm Avenue (north of Harvard Boulevard and south of SR-126 WB Ramps)

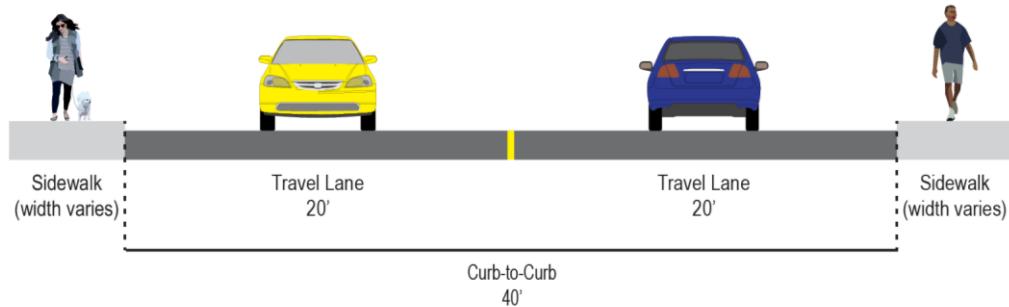


Additional available width may be used to increase the width of bike lanes or travel lanes

2-Lane ($\geq 40'$ Curb-to-Curb width)

Faulkner Road (west of SR-126 Ramps) • Hallock Drive (south of SR-126)

Peck Road (south of Main Street)



Additional available width may be used to provide on-street parking or shoulder

Notes:

- Minimum lane widths are displayed for each curb-to-curb width. Additional available width should be used to increase buffer width, bikeway width, and/or center left-turn lane/median width.

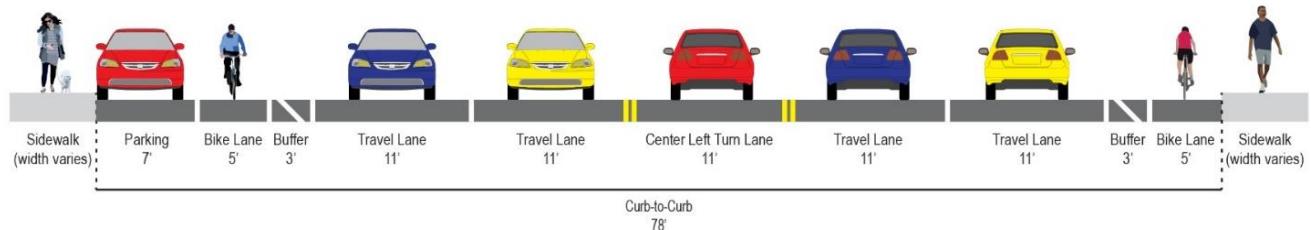
Figure 3-3 – 2-Lane Arterial Cross-Sections



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With Bike Lane & On-Street Parking ($\geq 78'$ Curb-to-Curb width)

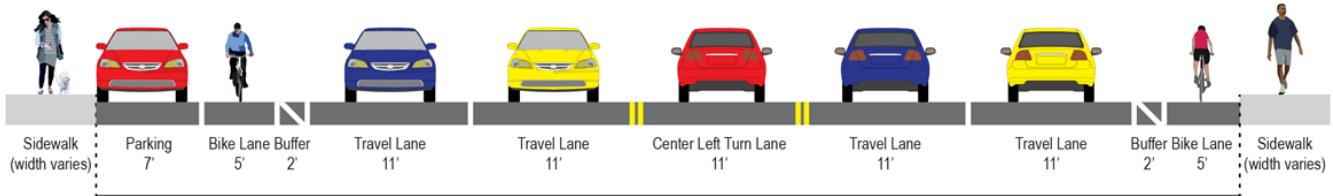
Harvard Boulevard (west of 8th Street)



Additional available width may be used to increase the width of buffers, bike lanes or travel lanes

With Bike Lane & On-Street Parking ($\geq 76'$ Curb-to-Curb width)

Harvard Boulevard (from 12th Street to Telegraph Road/Main Street)

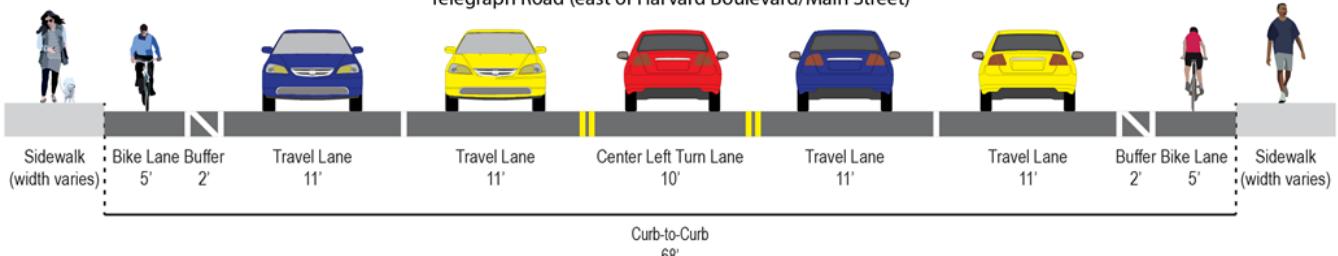


*Additional available width may be used to increase the width of buffers, bike lanes or travel lanes
Parking to be provided where feasible*

With Bike Lane & Without On-Street Parking ($\geq 68'$ Curb-to-Curb width)

Harvard Boulevard (from 8th Street to 10th Street)*

Telegraph Road (east of Harvard Boulevard/Main Street)



Additional available width may be used to increase the width of buffers, bike lanes or travel lanes

Notes:

- * Option for 3-Lane Boulevard with center left-turn lane
- Minimum lane widths are displayed for each curb-to-curb width. Additional available width should be used to increase buffer width, bikeway width, and/or center left-turn lane/median width.
- Class II Bike Lanes would have a painted buffer, Class IV Cycle Tracks would have a physical buffer

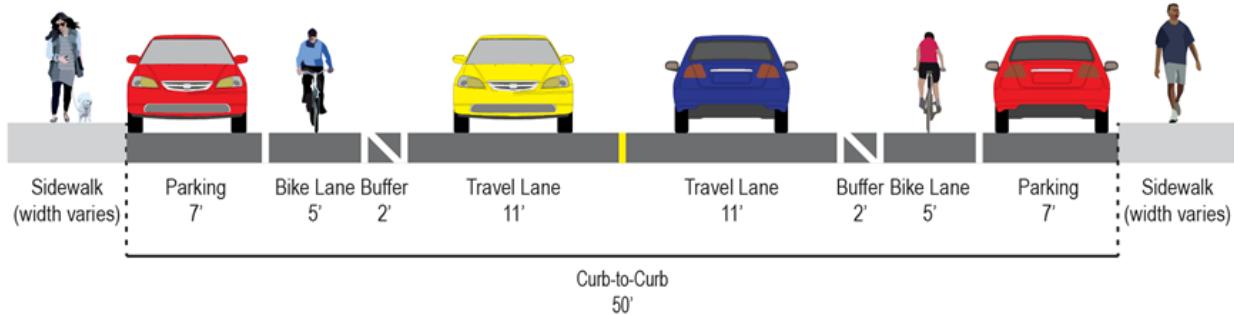
Figure 3-4 – 4-Lane Boulevard Cross-Sections



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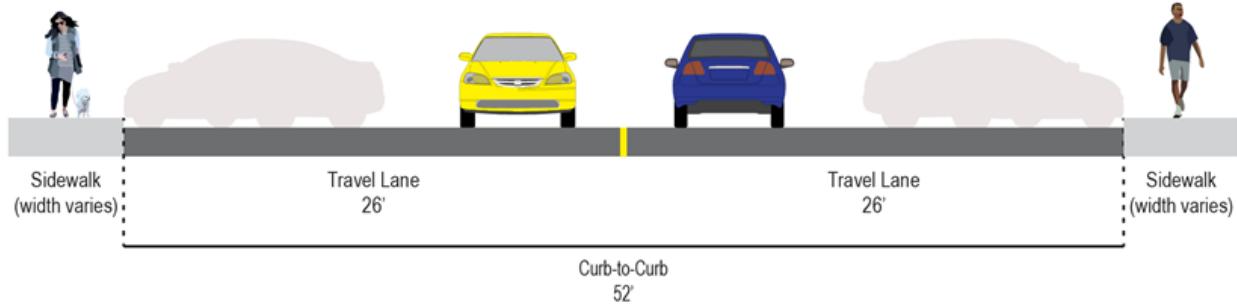
With Bike Lanes & With On-Street Parking ($\geq 50'$ Curb-to-Curb width)

Santa Paula Street • Telegraph Road (west of Peck Road)



With On-Street Parking (40' to 52' Curb-to-Curb width)

Main Street



Notes:

- Minimum lane widths are displayed for each curb-to-curb width. Additional available width should be used to increase buffer width, bikeway width, and/or center left-turn lane/median width.
- Class II Bike Lanes would have a painted buffer, Class IV Cycle Tracks would have a physical buffer.

Figure 3-5 – 2-Lane Boulevard Cross-Sections



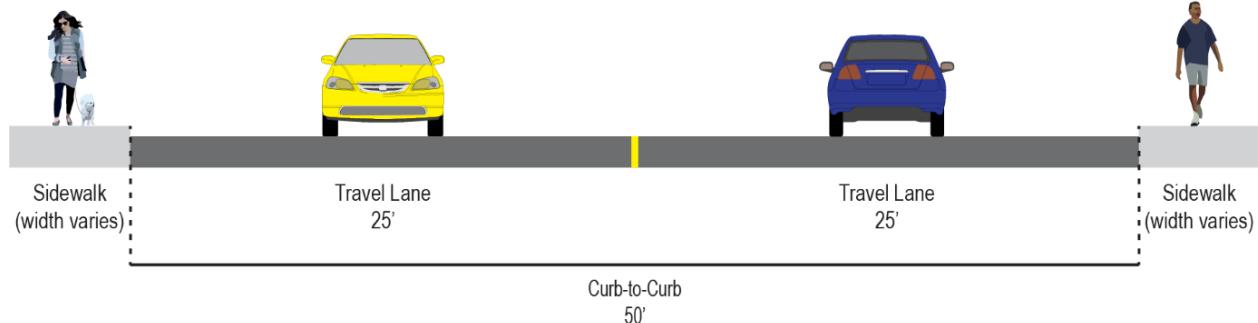
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2-Lane Collector with Shoulder, Parking or Bike Route ($\geq 50'$ Curb-to-Curb width)

6th Street • 8th Street • 10th Street (north of Ojai Road) • 12th Street • Acacia Way

Cameron Street • Foothill Road • Peck Road (north of Harvard Boulevard)

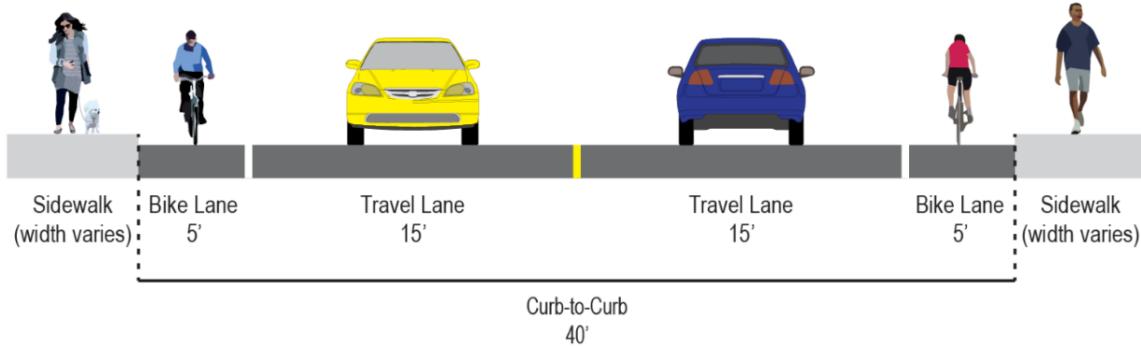
Santa Barbara Street • Santa Clara Street • Santa Maria Street • Virginia Terrace



Additional available width may be used to accommodate two lanes of parking or shoulder

With Bike Lanes ($\geq 40'$ Curb-to-Curb width)

Steckel Drive



Additional available width may be used to increase width of bike lanes, shoulder or accommodate one lane of parking

Notes:

- Minimum lane widths are displayed for each curb-to-curb width. Additional available width should be used to increase buffer width, bikeway width, and/or center left-turn lane/median width.

Figure 3-6 – Collector Cross-Sections



Boulevards

Boulevards are 2-lane or 4-lane roadways that provide access to major community resources. Boulevards are generally long, cross-town roadways that can benefit from increased multimodal connectivity for non-vehicular roadway users. Boulevards serve major community destinations such as schools, businesses, and the Downtown. As ideal multimodal corridors, provision for enhanced bicycle and pedestrian mobility, such as through installation of buffered bike lanes and/or cycle tracks, is emphasized along boulevards due to the wide variety of adjacent land uses.

Collectors

Collectors provide local access throughout the community without providing direct access to the region-serving SR 126 freeway. These roadways are generally 2 lanes wide and are near residential areas. However, some collectors serve commercial and industrial land uses as well. Collectors are undivided but may contain turn pockets at larger intersections. Posted speed limits along these roadways are relatively low.

Accommodation for bicycles and pedestrians should be provided along collector roads. Less intense facility types, such as bicycle routes, may be acceptable due to lower vehicular speeds and volumes.

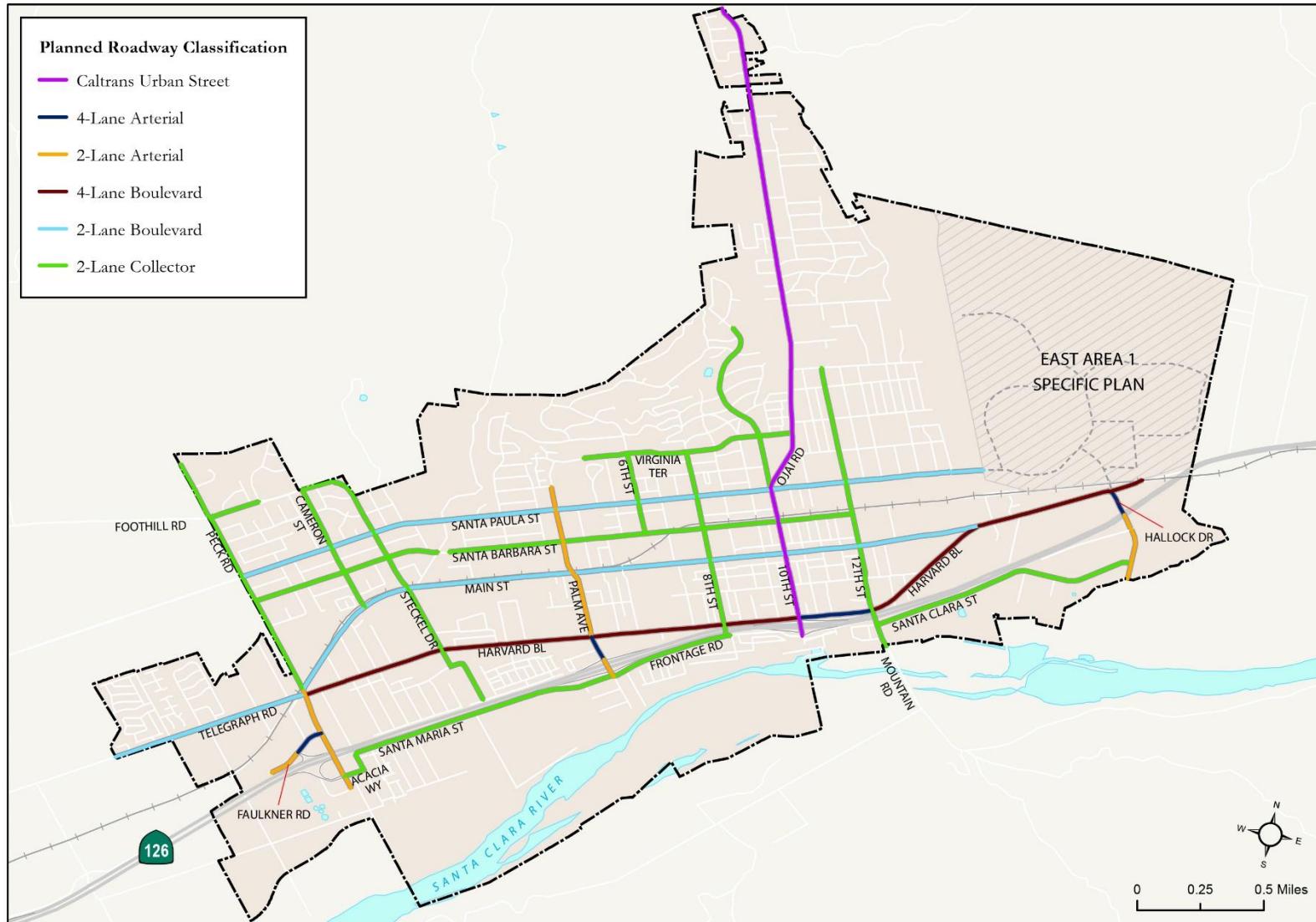
Local Streets

Local streets provide access from the adjoining properties to arterials and collectors. In residential areas local streets are fronted by homes; therefore, it is important to minimize through traffic. Local streets are not shown on the roadway network map.

Figure 3-7 shows the Santa Paula roadway network and the classification for each road segment. These classifications and planned enhancements are intended to facilitate a balance of travel modes and minimize the need to acquire additional right of way to the extent feasible. The cross-section illustrations represent typical conditions and may be modified due to varying circumstances. Prior to construction of future improvements, site-specific engineering studies will be required to determine the appropriate configurations.



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Source: City of Santa Paula General Plan Update, Mobility Element Technical Report, December 2019

Figure 3-7 – Planned Roadway Network Classifications



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Caltrans Urban Streets

Santa Paula's system of arterials, boulevards, collectors, and local streets are supplemented by SR 150, which runs along portions of 10th Street, and serves local north-south travel in Santa Paula. SR 150 also offers connectivity to SR 126, as well as to the City of Ojai to the north. The roadway has two travel lanes, a center left-turn lane between Santa Barbara Street and Ventura Street, and Class II bike lanes and intermittent on-street parking between Santa Paula Street and Harvard Boulevard. This roadway is owned, operated, and maintained by Caltrans, and was analyzed as a 2-lane Caltrans Urban Street. No changes are proposed to the right of way or lane configuration of this facility.

Proposed Improvements

Described below are the street and intersection improvements planned for the 2040 timeframe. The planned roadway network is intended to support mobility for all users, and specific improvements are expected to occur over an extended period based upon development patterns, timing and available funding.

These planned improvements are based on the best available information, assumptions and methodology at the time this plan was prepared. As part of the City's periodic review of the General Plan, the planned roadway network and improvements will be reevaluated and may be refined as appropriate to reflect changing circumstances. If it is determined that an adequate level of mobility can be attained through alternative methods or improvements, no amendment to this General Plan will be required in connection with that alternative.

Streets

Table 3-3 shows the planned roadway segments and classifications compared to existing (2016) conditions along with the physical changes needed to implement the plan. The only roadway segment where widening and right of way acquisition is planned is Palm Avenue between Harvard Boulevard and SR 126. Road segments where the plan calls for restriping or other changes within the existing right of way include the following:

- Hallock Drive from SR 126 to Old Hallock Drive
- Santa Paula Street from the western City limit to its eastern terminus
- Telegraph Road from the western City limit to Peck Road and from Main Street/Harvard Boulevard to its eastern terminus
- Main Street from Peck Road to Harvard Boulevard
- Harvard Boulevard from Peck Road to Main Street



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Table 3-3 Existing Conditions vs. Planned Roadway Classifications

Roadway	Segment	Existing (2016) Configuration	Planned Classification	Description	Implementation Requirements
Peck Road	From northern terminus to Main Street	2-lane arterial	2-lane collector	Downgraded to Collector due to excess capacity and residential land uses.	No changes required
	From Main Street to southern terminus	2-lane arterial	2-lane arterial	No change	No changes required
Cameron Street	From Foothill Road to Main Street	2-lane collector	2-lane collector	No change	No changes required
Steckel Drive	From Foothill Road to southern terminus	2-lane collector	2-lane collector	No change	No changes required
Palm Avenue	From northern terminus to Harvard Boulevard	2-lane arterial	2-lane arterial	No change	No changes required
	From Harvard Boulevard to SR 126 WB ramps	2-lane arterial	4-lane arterial	Widened to 4 lanes	Widen roadway to 64 feet and restripe as 4-lanes with center left-turn lane
	From SR 126 WB ramps to southern terminus	2-lane arterial	2-lane arterial	No change	No changes required
6 th Street	From Virginia Terrace to Santa Barbara Street	2-lane collector	2-lane collector	No change	No changes required
8 th Street	From Virginia Terrace to Santa Maria Street	2-lane collector	2-lane collector	No change	No changes required
10 th Street	From northern terminus to Santa Paula Street	2-lane collector	2-lane collector	No change	No changes required
10 th Street / SR 150	From Santa Paula Street to Santa Maria Street	2-lane Caltrans urban street	2-lane Caltrans urban street	No change	No changes required



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Roadway	Segment	Existing (2016) Configuration	Planned Classification	Description	Implementation Requirements
Ojai Road / SR 150	From northern City limit to Santa Paula Street	2-lane Caltrans urban street	2-lane Caltrans urban street	No change	No changes required
12 th Street	From Richmond Road to Main Street	2-lane collector	2-lane collector	No change	No changes required
	From Main Street to Harvard Boulevard	2-lane arterial	2-lane collector	Downgraded to Collector based upon excess capacity and the redefinition of Collector as a freeway-serving roadway.	No changes required
S. Mountain Road	From Harvard Boulevard to City limit	2-lane arterial	2-lane arterial	No change	No changes required
Hallock Drive	From Telegraph Road to SR 126	4-lane arterial	4-lane arterial	No change	No changes required
	From SR 126 to Old Hallock Drive	3-lane arterial	2-lane arterial	Redefined as 2-lane roadway based upon excess capacity.	Restripe as 2-lane roadway with on-street parking or shoulder if desired.
	From Old Hallock Drive to southern terminus	2-lane arterial	2-lane arterial	No change	No changes required
Foothill Road	From western City limit to Ridgecrest Drive	2-lane collector	2-lane collector	No change	No changes required
Virginia Terrace	From western terminus to Ojai Road	2-lane collector	2-lane collector	No change	No changes required



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Roadway	Segment	Existing (2016) Configuration	Planned Classification	Description	Implementation Requirements
Santa Paula Street	From western City limit to Santa Paula Creek	2-lane collector	2-lane boulevard	Upgraded to Boulevard to reflect the roadway's importance in providing east-west multimodal connectivity.	Restripe as 2-lane roadway with buffered Class II bike lanes or Class IV cycle track. Additional width can accommodate on-street parking.
Santa Barbara Street	From Peck Road to 12 th Street	2-lane collector	2-lane collector	No change	No changes required
Telegraph Road	From western City limit to Peck Road	2-lane arterial	2-lane boulevard	Downgraded to Boulevard to reflect the roadway's importance in providing east-west multimodal connectivity.	Restripe as 2-lane roadway with buffered Class II bike lanes or Class IV cycle track. Additional width can accommodate on-street parking.
	From Main Street/Harvard Boulevard to 850 feet east of Main Street/Harvard Boulevard	4-lane arterial	4-lane boulevard	Downgraded to Boulevard to reflect the roadway's importance in providing east-west multimodal connectivity.	Widen to 68 feet and restripe as 4-lane roadway with center left-turn lane and buffered Class II bike lanes or Class IV cycle track. No parking is recommended.
	From 850 feet east of Main Street to eastern terminus	2-lane arterial	4-lane boulevard	Upgraded to Boulevard and widened to 4 lanes to reflect the roadway's importance in providing east-west multimodal connectivity.	Widen to 68 feet and restripe as 4-lane roadway with center left-turn lane and buffered Class II bike lanes or Class IV cycle track, as desired by City. No parking is recommended.



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Roadway	Segment	Existing (2016) Configuration	Planned Classification	Description	Implementation Requirements
Main Street	From Peck Road to Steckel Drive	2-lane arterial (Peck to Lucada) 3-lane arterial (Lucada to Laurie) 4-lane arterial (Laurie to Steckel)	2-lane boulevard	Downgraded to 2-Lane Boulevard to reflect the roadway's importance in providing east-west multimodal connectivity.	Restripe as 2-lane roadway with on-street parking.
	From Steckel Drive to Harvard Boulevard	2-lane arterial	2-lane boulevard	Downgraded to Boulevard to reflect the roadway's importance in providing east-west multimodal connectivity.	Restripe as 2-lane roadway with on-street parking.
Harvard Boulevard	From Peck Road to 10 th Street	4-lane arterial	4-lane boulevard	Downgraded to Boulevard to reflect the roadway's importance in providing east-west multimodal connectivity.	Restripe as 4-lane roadway with center left-turn lane and buffered Class II bike lanes and on-street parking where width permits.
	From 10 th Street to 12 th Street	2-lane arterial	4-lane arterial	Widened to 4 Lanes.	Widen roadway to 44 feet and restripe as 4-lanes (Option for 3-Lane Boulevard with center left-turn lane). No parking is recommended.



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Roadway	Segment	Existing (2016) Configuration	Planned Classification	Description	Implementation Requirements
	From 12 th Street to 440 feet west of Main Street	2-Lane Arterial	4-Lane Boulevard	Upgraded to Arterial and widened to 4 lanes to reflect the roadway's importance in providing east-west multimodal connectivity.	Restripe as 4-lane roadway with center left-turn lane and buffered Class II bike lanes or Class IV cycle track, as desired by City. One lane of parking where width permits on the north side.
	From 440 feet west of Main Street to Main Street	3-lane arterial	4-lane boulevard	Upgraded to Arterial and widened to 4 lanes to reflect the roadway's importance in providing east-west multimodal connectivity.	Restripe as 4-lane roadway with center left-turn lane and buffered Class II bike lanes or Class IV cycle track, as desired by City. One lane of parking where width permits on the north side.
Faulkner Road	From end to SR 126 WB ramps	2-lane arterial	2-lane arterial	No change	No changes required
	From SR 126 WB ramps to Peck Road	4-lane arterial	4-lane arterial	No change	No changes required
Santa Maria Street	From Acacia Road to eastern terminus (airport parking lot)	2-lane collector	2-lane collector	No change	No changes required



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Intersections

The Plan also calls for traffic signals to be added at the following intersections:

- Faulkner Road & SR 126 WB Ramps
- Peck Road & SR 126 EB Ramps/Acacia Way
- Palm Avenue & SR 126 EB Ramps
- SR 150/Ojai Road & Virginia Terrace
- SR 150/10th Street & SR 126 WB Ramps
- East Santa Maria Street & SR 126 EB On-Ramp/10th Street
- Telegraph Road & Hallock Drive

Funding

Planned street and intersection improvements are identified in the City's Capital Improvement Program (CIP), which is updated annually. CIP projects may be funded from a variety of sources such as bonds, grants, and dedicated revenues for capital improvements.

Street improvements required to serve major new developments are typically constructed by the developer as part of the project and are funded through impact fees and/or through mitigation requirements or development agreements.

2. Policies and Programs

The State of California requires jurisdictions to plan for a balanced, multimodal transportation network that meets the needs of all users of streets, roads, and highways, defined to include motorists, pedestrians, bicyclists, children, persons with disabilities, seniors, movers of commercial goods, and users of public transportation. This *Complete Streets* approach to mobility planning reduces reliance on a single transportation mode while taking into consideration the needs of all roadway users, regardless of age or ability. Increased public transit and active transportation use can help reduce greenhouse gas emissions and reduce the need for additional roadway capacity expansions. The following policies and programs provide a locally focused integration with State, regional and countywide goals and policies.

Policies

CM 1.1 **Performance standard.** Level of service (LOS) D is established as the desired performance standard for City streets and intersections. Any amendment to the Land Use Plan or Circulation Plan must demonstrate conformance with this standard unless the City Council determines that the standard is infeasible due to



other mobility policy priorities. For streets and highways under Caltrans jurisdiction or identified in the Congestion Management Plan shall be as determined by the agency with jurisdiction.

- CM 1.2 **Circulation system funding.** Seek sufficient funding to properly maintain, operate and improve the public street system, and reduce the public cost of maintaining and operating the existing street system through appropriate cost-sharing measures.
- CM 1.3 **Intergovernmental coordination.** Coordinate with VCTC, SCAG and Caltrans to plan, fund, and improve roadways of regional importance, and local projects that further regional mobility goals.
- CM 1.4 **Complete streets.** Apply a flexible, balanced approach to mobility system improvements that utilizes innovative design solutions and considers the safety and mobility of all modes of travel consistent with the concept of Complete Streets.
- CM 1.5 **Prioritize public safety.** Place a high priority on safety and reduction of accident rates.
- CM 1.6 **Reduce VMT.** Support development and transportation improvements that help reduce per capita VMT and meet the needs of roadway users of all modes and abilities. Utilize per capita VMT as the determinant of operational and environmental impact significance for development projects.
- CM 1.7 **Green infrastructure.** Incorporate green infrastructure into road design whenever feasible.
- CM 1.8 **Dig once.** Minimize operational disruptions in the circulation network through strategies such as “dig once.” Install conduit for future telecommunications use when trenching occurs and consolidate street construction projects with utility upgrades such as water and wastewater line replacements whenever feasible.
- CM 1.9 **Driveway Consolidation.** Minimize the number of driveways and curb cuts along arterials, to the extent feasible, as a means of improving roadway function and capacity.



Programs

- CM 1.a **Capital Improvement Program.** Regularly update the Capital Improvement Program (CIP) based upon adopted mobility policies.
- CM 1.b **Development review.** As part of the development review process, assist applicants in demonstrating compliance with mobility policies and require developments to include circulation system improvements consistent with adopted plans, policies and the CIP.
- CM 1.c **Funding sources.** Pursue all feasible alternative means of funding circulation system improvements.
- CM 1.d **Transportation impact fees.** Continue to implement a City traffic improvement fee program (TIF) and participate in applicable County or regional traffic mitigation fee programs to help defray the capital improvement costs of transportation improvements.
- CM 1.e **Complete streets design standards.** Establish design standards and criteria for Complete Streets to address the needs of all users including private vehicles, public transit, bicycles, and pedestrians of all ages and abilities.
- CM 1.f **Public safety.** Track accident data to better understand potential safety issues facing the most vulnerable transportation users and utilize this information in developing infrastructure improvement plans.
- CM 1.g **Transportation impact analyses.** Ensure that transportation impact analyses are conducted in a complimentary manner to the Ventura Countywide Transportation Plan and the SCAG RTP/SCS to contribute to desired regional transportation and environmental outcomes.
- CM 1.h **General Plan review.** In conjunction with each update to the RTP/SCS and the VCTC CTP, review Circulation and Mobility Element goals, policies and programs to ensure that they continue to appropriately reflect current conditions and City priorities.



C. Public Transportation

1. Overview

Public transit plays an important role in the overall mobility network. Travel by public transit is generally more energy- and space-efficient than personal vehicles. It can support the development of more compact communities and reduce unnecessary sprawl, as well as serve a diverse mix of land uses.

Efficient transit service that connects employment centers, residential neighborhoods, commercial areas, and public uses can improve roadway operations, reduce transportation costs and minimize air pollutants and greenhouse gas emissions.

Countywide guidelines adopted by VCTC bridge regional services, such as inter-city bus routes and commuter rail, with local jurisdictions; therefore, it is important that Santa Paula's goals and policies are correlated with regional and countywide plans to ensure that public transportation improvements are well-integrated into the regional context.

Bus Service

Bus service in Santa Paula is provided by VCTC through a combination of VCTC inter-city transit routes, as well as local services operating under the name Valley Express.

Santa Paula's bus stops provide access throughout the city as well as to the SR 126 corridor, which provides access to adjacent areas such as Fillmore and Ventura.

VCTC directly operates one bus route, which connects communities located along the SR 126 corridor. In addition, VCTC manages local Valley Express bus services that serve Santa Paula by way of two fixed-routes: Route A and Route B. Valley Express also supplements service with two route deviations:

- “Tripper” services operate during the school year at times complementary to school schedules, including additional service to Barbara Webster Elementary School.
- Demand-responsive service to Santa Paula Hospital.

Transit ridership is encouraged throughout Ventura County by a series of programs offered by VCTC, including:

- **Reduced Fare Program** – Provides reduced fares for seniors and persons with disabilities who are able to ride VCTC’s fixed routes.



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- **Guaranteed Ride Home Program** – Provides a free taxi ride or one-day car rental on days where users carpool, vanpool, ride the bus, or use Metrolink. VCTC's Guaranteed Ride Home Program may be used up to twice a month, if the user encounters an illness, child care emergency, severe personal crisis, unexpected request to work past regular hours, or when stranded at work due to carpool or vanpool drivers experiencing any of the above.
- **Dial-A-Ride** – Provides curb-to-curb transit service, similar to a taxi service, to the general public. Service is available anywhere within the communities of Santa Paula, Rancho Sespe, Fillmore, Barsdale and Piru.

Figure 3-8 identifies the planned public transit network in Santa Paula, including Valley Express service and two main mobility hubs in Downtown at the corner of Mill Street and Ventura Street, and in eastern Santa Paula on Hallock Drive.

Rail

Santa Paula's rail corridor, referred to as the Santa Paula Branch Line, was acquired by VCTC in 1995 from the Southern Pacific Railroad.

The Branch Line, which currently runs from the City of Ventura to an eastern terminus in the unincorporated community of Piru approximately 15 miles east of Santa Paula, includes an historic depot in Downtown Santa Paula near the intersection of 10th and Santa Barbara Streets.

Union Pacific Railroad, Southern Pacific's successor, provided freight service along the Santa Paula Branch Line through 2012. The 2013 Ventura County Comprehensive Transportation Plan seeks to sustain freight movement operations and transportation connections where possible, while acknowledging the need to balance potential impacts to local communities. At the time this General Plan was prepared, the Fillmore and Western Railway was offering passenger excursion service along the branch, as well as filming opportunities for movie and film production, and the Santa Paula Branch Line Advisory Committee was considering future options, including possible discontinuance of rail operations in favor of preserving the right of way for recreational use.



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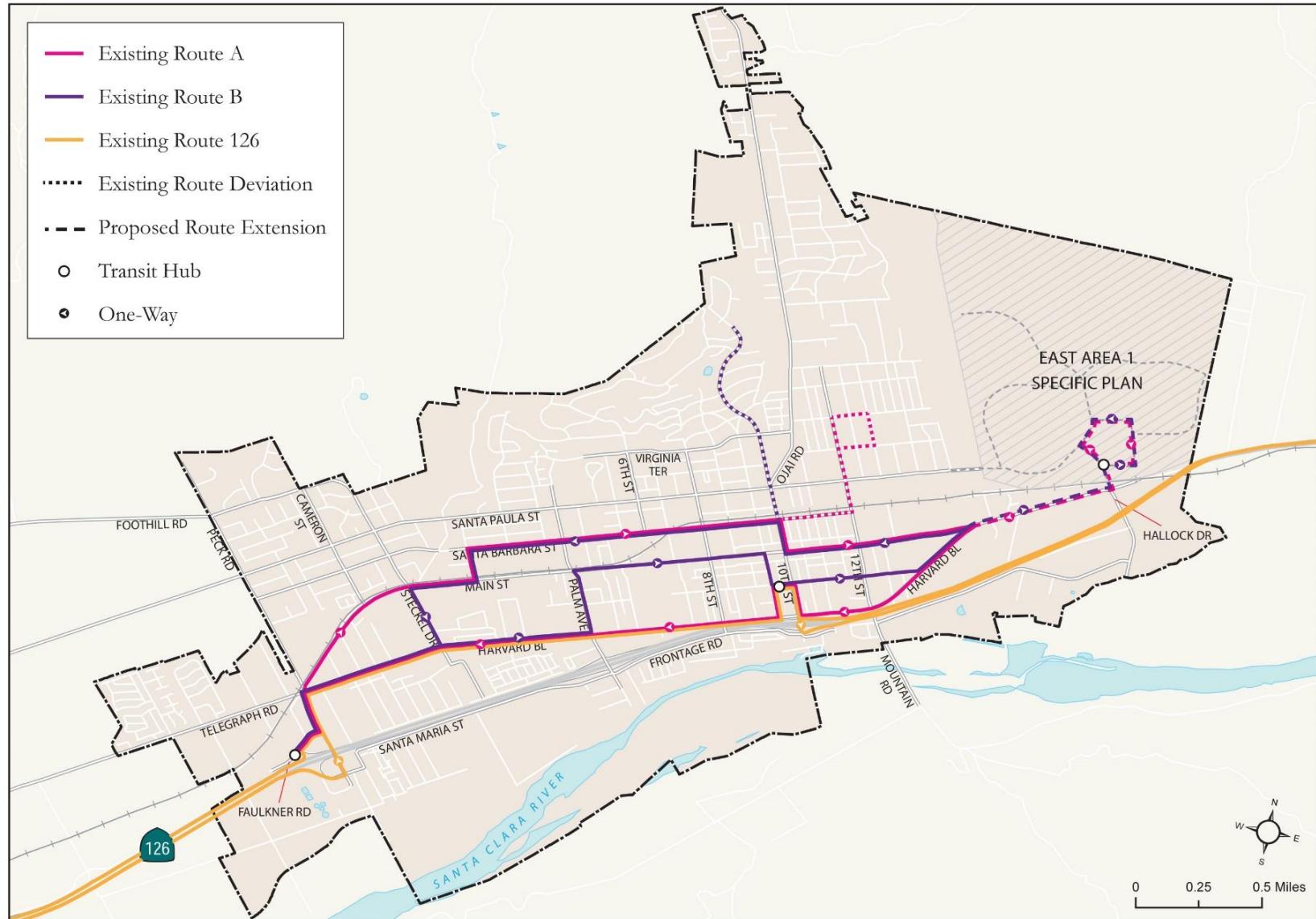


Figure 3-8 – Planned Transit Network



2. Policies and Programs

Policies

- CM 2.1 **Regional transit coordination.** Support VCTC and other transit operators in providing convenient and cost-effective local and regional transit service.
- CM 2.2 **Land use planning.** Locate major commercial services, employment centers and public facilities near bus routes whenever feasible.
- CM 2.3 **Rail corridor.** Encourage cooperative regional agreements to promote greater utilization of the rail corridor for both transportation and recreation.

Programs

- CM 2.a **Support enhanced bus service.** Actively participate in VCTC programs designed to enhance bus service offerings and bolster ridership.
- CM 2.b **New development.** Work with developers and service providers to ensure that new projects are designed to enhance transit connectivity and accessibility.
- CM 2.c **Downtown depot.** Preserve options for a future commuter passenger station at the historic Downtown depot with facilities for convenient transfers between different modes of transport.
- CM 2.d **Commuter rail.** Work with VCTC and Metrolink to assess potential commuter rail service feasibility, as well as with recreational operators to preserve recreational excursion service.



D. Non-Motorized Mobility

1. Overview

Non-motorized travel helps to reduce vehicle traffic while also encouraging healthier lifestyles. Improvements such as attractive streetscapes, continuous and well-paved sidewalks, a safe and well-connected bicycle network, shorter distances between destinations, adequate lighting, and safer street crossings encourage walking and biking by making these activities more pleasant.

Commuter and recreational bicycling and walking address important issues such as public health, traffic congestion, greenhouse gas emissions, and transportation costs. Strategies to encourage human-powered travel can have local as well as regional benefits.

Pedestrian Mobility

The degree to which people walk as a means of transportation and recreation is largely determined by the comfort, safety, and convenience of their walking experience. Comfort is influenced by traffic volume and speed, separation from vehicular traffic, topography, sidewalk conditions, and climate. Safety is affected by street crossings, traffic speed and volumes, street widths, traffic controls, and overall infrastructure design. Convenience is influenced by a mix of land uses and the distance and directness of travel. As connectivity improves, pedestrian mobility is enhanced.

A mix of land uses supports multimodal transportation, increasing the importance of accommodating pedestrians, bicyclists, and transit users. Mixed uses are found particularly in Downtown and along Harvard Boulevard. Additionally, the planned transit center in East Area 1 will offer additional transportation options.

Priority pedestrian focus areas are displayed in **Figure 3-9**. Each of these locations will benefit from a pedestrian-oriented focus with appropriate amenities for walking. Additionally, each of these environments currently have or are anticipated to have sizable pedestrian volumes from residential neighborhoods, schools, retail, transit connections, and other community features.



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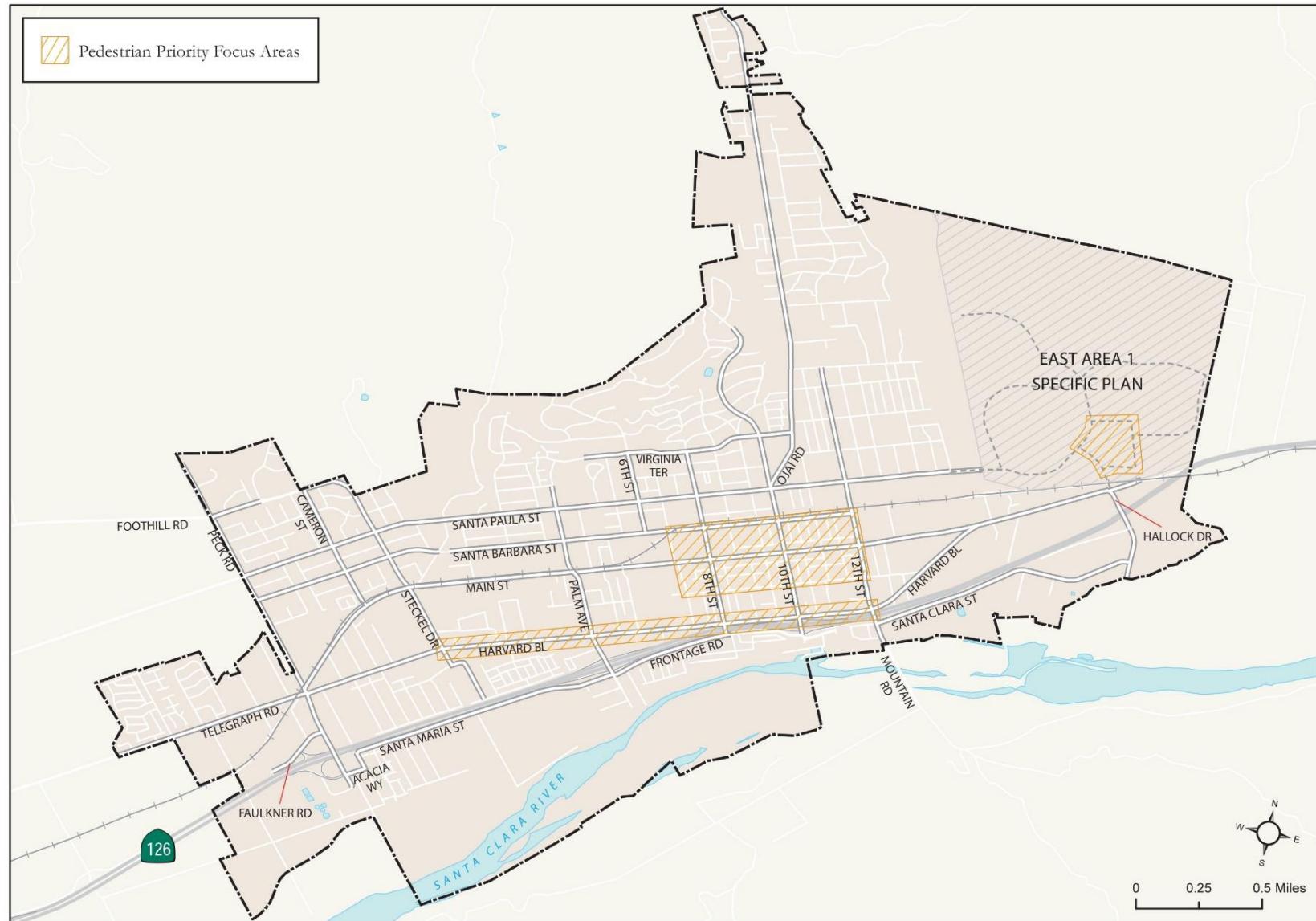


Figure 3-9 – Pedestrian Priority Focus Areas



Table 3-4 provides a “toolbox” of potential pedestrian treatments in the Downtown and East Area 1 Pedestrian Priority Focus Areas, while **Table 3-5** displays potential treatments for the Priority Focus Area along Harvard Boulevard. These focus areas could benefit from increased safety features, such as installation of high-visibility crosswalks, advanced stop bars for vehicles, lead pedestrian intervals at signalized intersections, pedestrian countdown signals, and potential new midblock crossings, either by installing a hybrid beacon or rectangular rapid flashing beacon.

Pedestrian treatments within the Downtown and Harvard Boulevard Corridor should be coordinated with existing and proposed improvement plans for these areas as identified in the [Land Use Element](#).

Bicycle Mobility

Bicycling provides utilitarian travel and active recreation opportunities as well as health benefits. Adequate bicycle facilities and supporting roadway environments encourage active transportation, enhance recreational opportunities, and help to attract visitors. Bikeways not only provide local opportunities for cyclists, but also offer regional connections along continuous corridors, and provide convenient access to public transit services.

Table 3-6 describes the four classifications of bicycle facilities recognized by the *California Streets and Highways Code*.

There are approximately 5 miles of existing bicycle facilities within Santa Paula. These facilities include 1.8 miles of Class I multi-use paths and 3.2 miles of Class II bike lanes. Although bicycle facilities are provided throughout Santa Paula, they are largely fragmented and would benefit from improved connectivity.

Figure 3-10 presents the planned bicycle network comprised of Class I multi-use paths, Class II bike lanes and buffered bike lanes, Class III bike routes, and Class IV cycle tracks. This network is intended to enhance connectivity throughout Santa Paula and to the regional network, and also provides connections to Valley Express bus routes.



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Table 3-4 Downtown / East Area 1 Transit Center Pedestrian Treatment Toolbox

Description	Example
Decorative Crosswalks improve crosswalk visibility to drivers and are visually appealing. Decorative crosswalks can be used to help brand a district and create an identity, with designs developed from local artists or students.	
Curb Bulb-Outs/Extensions shorten the crossing distance for pedestrians and ensure vehicles make turns at slower speeds.	
Lead Pedestrian Intervals give pedestrians a 3- to 7-second head start when entering an intersection, reinforcing their right of way over turning vehicles.	
Pedestrian Scale Lighting can increase visibility along sidewalks and intersection approaches while creating a more comfortable and inviting pedestrian environment.	
Pedestrian Amenities such as seating, shaded areas, trash cans, and landscaping enhance the pedestrian environment.	

Source: Chen Ryan Associates, 2019



Table 3-5 Harvard Boulevard Pedestrian Treatment Toolbox

Description	Example
Continental Crosswalks improve crosswalk visibility and reinforce to drivers where to stop. Continental crosswalks may be used in conjunction with advance stop bars.	
Advance Stop Bars/Lines encourage drivers to stop well before the crosswalk, improving pedestrian safety and pedestrian visibility to drivers. May be used at intersections or mid-block crossings with additional signage.	
Lead Pedestrian Intervals give pedestrians a 3- to 7-second head start when entering an intersection, reinforcing their right of way over turning vehicles.	
Pedestrian Countdown Signals indicate to the pedestrian how many seconds are remaining in the pedestrian phase.	
Pedestrian Hybrid Beacon (top) is a traffic control device used to stop vehicular traffic and allow pedestrians to cross safely. Vehicular traffic is only stopped when a pedestrian is present and activates the signal. Rectangular Rapid Flashing Beacons at Mid-Block Crossings (bottom) are pedestrian activated flashing signs that alert drivers a pedestrian is crossing.	 

Source: California Manual on Uniform Traffic Control Devices, 2014; Chen Ryan Associates, 2019



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Table 3-6 Bikeway Classifications

Description	Example
<p>Class I Bikeway (Bike Path) – Also referred to as shared-use paths or multi-use paths, Class I facilities provide a completely separated right of way designated for the exclusive use of bicycles and pedestrians with minimal crossings by motorists. Class I bike paths can provide connections where roadways are non-existent or unable to support bicycle travel.</p>	
<p>Class II Bikeway (Bike Lane) – Provides a restricted right of way designated for the exclusive or semi-exclusive use of bicycles. Through travel by motor vehicles or pedestrians is prohibited, but crossflows are permitted. Class II facilities may be buffered for additional protection as space allows.</p>	 
<p>Class III Bikeway (Bike Route) – Provides shared use of traffic lanes by both motor vehicles and bicyclists. Class III bikeways are identified by signage and street markings such as “sharrows.” These bike routes are best suited for low-speed, low-volume roadways.</p>	
<p>Class IV Bikeway (Cycle Track) – Also referred to as separated bikeways, cycle tracks are located within the roadway, but are designated exclusively for bicyclists and are physically protected from vehicular traffic. Types of separation include, but are not limited to, grade separation, flexible posts, or on-street parking.</p>	

Source: California Highway Design Manual, 2015; Chen Ryan Associates, 2019



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Source: City of Santa Paula General Plan Update, Mobility Element Technical Report, December 2019

Figure 3-10 – Preferred Plan, Bicycle Facilities



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Additionally, the bicycle network is designed to leverage investments in the Santa Paula Branch Line Rail Trail, which offers excellent cross-town multimodal connectivity and could eventually link areas throughout the Santa Clara River Valley. The complete bicycle network is designed to provide complementary on-street facilities that can be used to link users with this trail.

The planned bicycle network includes a total of approximately 22.0 miles of bicycle facilities, including 4.5 miles of multi-use paths, 4.3 miles of bike lanes, 7.2 miles of bike routes, and 6.0 miles of potential buffered bike lanes and/or cycle tracks.

Designated Class I facilities continue the Santa Paula Branch Line Rail Trail providing an off-street cross-town connection, which could become part of a regional facility linking Ventura with the unincorporated community of Piru to the east.

Class II facilities are identified to complement Class I facilities, as well as provide connections to major community facilities, transit, and residential neighborhood gateways.

Class III bike routes include key gap closure opportunities in the bicycle network along relatively calmer roadways where a shared roadway facility is appropriate.

Class IV cycle tracks add vertical protection from vehicular traffic and may be preferred over traditional or buffered bike lanes along key east-west boulevards such as Santa Paula Street or Harvard Boulevard.

Expanded bicycle facilities may require elimination of some on-street parking along roadway segments where a surplus of on-street parking exists or where nearby off-street parking is available; however, none of the planned bicycle facilities would require roadway modifications that would result in an unacceptable level of service for vehicular operations.

2. Policies and Programs

Policies

CM 3.1 **Regional coordination.** Support implementation of the Ventura Countywide Bicycle Master Plan, the Ventura County Regional Bikeway Wayfinding Plan, and the City's Planned Bicycle Network.

CM 3.2 **Encourage pedestrian activity.** Ensure that streets, sidewalks and pathways are designed to encourage pedestrian activity by minimizing obstructions, appropriate grades, and locating crosswalks and pedestrian warning signs in areas of concentrated pedestrian activity.



CM 3.3 **Pedestrian and bicycle facilities.** Ensure that new developments are designed to ensure continuity with the existing non-motorized transportation network and include well-designed pedestrian and bicycle facilities, such as:

- sidewalks with adequate buffers from automobile traffic;
- connections to the public sidewalk system;
- seating areas; and
- bicycle parking and bike share facilities.

CM 3.4 **Bicycle accessibility.** Enhance bicycle accessibility between the Historic Depot, Downtown and other areas of the city, particularly districts to the north and south that are not served by the east-west Santa Paula Branch Trail.

CM 3.5 **Traffic calming.** Explore traffic calming strategies including high-visibility crosswalks and curb extensions/bulb-outs to reduce pedestrian crossing distances along key corridors such as SR 126, Main Street in Downtown, the Harvard Boulevard corridor, and school zones.

CM 3.6 **Pedestrian priority focus areas.** Coordinate pedestrian priority focus areas with existing and future improvement plans for Downtown and the Harvard Boulevard Corridor.

Programs

CM 3.a **Development review.** As part of the development review process, assist applicants in demonstrating conformance with pedestrian and bicycle mobility plans, policies and regulations.

CM 3.b **Pedestrian and bicycle facility funding.** Pursue additional funding sources for implementation of the Planned Bicycle Network and pedestrian enhancements.

CM 3.c **Capital Improvement Program.** Incorporate priority pedestrian and bicycle facility improvements in the Capital Improvement Program.

CM 3.d **Regional coordination.** Work with VCTC and neighboring jurisdictions to complete the Heritage Valley bike path and other non-motorized routes identified in the County Regional Trails and Pathway Master Plan.



E. Transportation Demand Management and Parking

1. Overview

Transportation Demand Management (TDM) strategies are designed to reduce vehicular congestion by managing the number of automobiles on roadways, especially during peak travel times. The 2016-2040 RTP/SCS outlines the following TDM strategies for the region:

- Increasing carpooling and vanpooling by providing Ride Sharing, Park 'n Ride, and other similar commuter programs;
- Increasing the use of transit, bicycling, and walking by providing improvements to pedestrian, bicycle, and transit systems; and
- Redistributing vehicle trips from peak demand periods to non-peak periods by allowing flexible work times, days, or locations.

“Safe Routes to School” is a comprehensive TDM strategy aimed at encouraging children to walk and bicycle to school. It includes a wide variety of implementation strategies centered on the “6 Es” – Education, Encouragement, Engineering, Enforcement, Evaluation and Equity. When implemented, the 6 Es improve safety, reduce congestion and VMT, improve air quality and increase the physical activity of students and their parents, which improves public health outcomes. Recent improvements to the Santa Paula Branch Line Multi-Use Trail were partially funded by a Safe Routes to School grant.

Many of the policies and programs described elsewhere in this element and in the [Land Use Element](#) that encourage travel modes other than single-occupancy vehicles also support TDM efforts.

Effective parking management strategies play an important role in the City’s overall mobility goals. Abundant free parking can have the unintended consequences of encouraging single-occupancy vehicle trips and detracting from the pedestrian-friendly environment in areas such as the Downtown. Surface parking lots in prime locations also occupy land that could be utilized for more economically productive uses.

The following policies and programs related to TDM and parking are established.



2. Policies and Programs

Policies

- CM 4.1 **Transportation demand management.** Implement TDM strategies that encourage alternatives to single-occupancy vehicles in both existing and new developments.
- CM 4.2 **Parking management.** Ensure a balanced parking supply that adequately serves the community while reducing the amount of land devoted to parking and minimizing vehicular trips in predominantly pedestrian-oriented areas.
- CM 4.3 **Safe routes to school.** Support Safe Routes to School programs focusing on pedestrian and bicycle safety improvements near local schools.
- CM 4.4 **Encourage alternative transportation.** Support public information to encourage alternative modes of transportation.

Programs

- CM 4.a **Development review.** As part of the development review process, assist applicants in demonstrating conformance with TDM plans, policies and regulations.
- CM 4.b **Transportation demand management.** Continue to encourage TDM techniques such as:
- Telecommuting from home or satellite work locations
 - Modified work schedules
 - Ridesharing incentives (e.g., financial subsidies, preferred parking, ride-matching, guaranteed ride home, car hire services, car/bike share programs, on-site shower and locker facilities for commuters, transit pass programs)
 - In collaboration with VCTC, support public information campaigns to encourage alternative modes of transportation.
- CM 4.c **Review parking regulations.** Review the Development Code to ensure that parking requirements provide an appropriate balance between adequate parking and other mobility objectives.
- CM 4.d **Safe Routes to School.** Work with school districts to support Safe Routes to School programs that improve conditions for students walking and bicycling in the areas near schools.



F. Goods Movement

1. Overview

The efficient movement of goods is an essential component of a strong local economy. The 2016-2040 RTP/SCS and the Ventura County CTP both identify the regional role of Port of Hueneme in particular, and the importance of the roadway network in surrounding Ventura County cities in serving the port and supporting the truck traffic it generates. Additionally, the CTP identifies the importance of agribusiness along the SR 126 corridor between Ventura and Santa Clarita. In Santa Paula, SR 126, SR 150, and the local roadway network support the movement of goods.

The RTP/SCS emphasizes the need for goods movement to be carefully balanced with sustainability, public health, and environmental justice goals, and establishes the need for goods movement strategies to work in concert with emissions reduction targets. These overarching guidelines are adapted to the local setting by VCTC, which identifies specific improvements in Ventura County such as pavement refurbishment and strategic grade separations, while reiterating the need for consideration of potential impacts to local community health, safety, and quality of life.

Figure 3-11 displays designated truck routes within Santa Paula. Truck route designated streets include:

North-South Streets

- Peck Road from Foothill Road to Corporation Street
- Dean Drive from Santa Barbara Street to Main Street
- Palm Avenue from Main Street to Santa Maria Street
- 10th Street from Santa Paula Street to SR 126
- SR 150/Ojai Road from Santa Paula Street to City limits
- 12th Street from Santa Paula Street to South Mountain Road



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Figure 3-11 – Designated Truck Routes



East-West Streets

- Foothill Road from west of City limits to Peck Road
- Santa Paula Street from west of City limits to Peck Road
- Santa Paula Street from 10th Street to eastern terminus
- Santa Barbara Street from Dean Drive to 12th Street
- Main Street from Peck Road to Palm Avenue
- Main Street from 10th Street to Harvard Boulevard
- Telegraph Road from west of City limits to Peck Road
- Telegraph Road from Harvard Boulevard to City limits
- Harvard Boulevard from Peck Road to Telegraph Road
- Santa Maria Street from Santa Paula Airport to Palm Avenue

2. Policies and Programs

Policies

CM 5.1 **Goods movement.** Promote the safe and efficient movement of goods within Santa Paula and the surrounding region.

Programs

CM 5.a **Regional coordination.** In cooperation with Caltrans and VCTC, establish truck routes in Santa Paula to facilitate the safe movement of goods while minimizing conflicts with other road users and sensitive land uses. Require that over-sized vehicles comply with all Caltrans and local regulations, and limit large truck trips to off-peak commute periods whenever feasible.

CM 5.b **Truck traffic.** Discourage trucks from traveling, parking, or idling on local streets and in residential neighborhoods.



4. Environmental and Cultural Resources

A. Overview

1. Purpose and Legal Requirements

This Environmental and Cultural Resources Element addresses the requirements for Conservation and Open Space elements as set forth in State planning law. Topics addressed include the following:

- Agriculture
- Air quality and greenhouse gases
- Biological resources
- Cultural and historic resources
- Mineral resources
- Open space and scenic resources (the related topic of parks and recreation is addressed in the [Public Services and Utilities Element](#))
- Water quality (the topic of flood hazards is addressed in the [Hazards and Public Safety Element](#), while domestic water supply is addressed in the [Public Services and Utilities Element](#))

2. Goals

Environmental and cultural resources constitute a major contributor to a community's character and quality of life. The City adopts the following goal to guide the establishment of policies, regulations and procedures intended to enhance these resources in Santa Paula.

- ECR 1 Preserve and enhance Santa Paula's environmental and cultural resources, including agricultural lands, air quality, biological resources, cultural and historic resources, mineral resources and mining sites, open spaces and scenic vistas, and water quality.

Acronyms used in this section

APS	Alternative Planning Strategy
BMP	best management practice
CURB	City Urban Restriction Boundary
EO	Executive Order
GHG	greenhouse gas
MPO	Metropolitan Planning Organization
RTP/SCS	2016-2040 Regional Transportation Plan/Sustainable Communities Strategy
SCAG	Southern California Association of Governments
SOAR	Save Open Space and Agricultural Resources
VCAPCD	Ventura County Air Pollution Control District



B. Agriculture

1. Overview

Ventura County is one of the leading agricultural areas in the nation, and farming has historically been important to the economy of Santa Paula. The combination of fertile soil and mild climate allows high-value crops to be planted year-round. Agriculture in the Santa Paula area outside the City limits, as well as commercial processing operations within the city, provide employment for local residents and a substantial segment of the local economic base.

Agricultural land conservation contributes to the preservation of open space for its intrinsic value. Since farming activities produce self-sustaining revenue, agricultural conservation can be a cost-effective means of protecting open space. By maintaining a buffer zone between urban developments, agricultural lands help to limit sprawl, expand wildlife habitat and preserve community character.

California Land Conservation Act. The California Land Conservation Act of 1965 – commonly referred to as the Williamson Act – enables local governments to enter into contracts with private landowners for the purpose of restricting specific parcels of land to agricultural or related open space use. In return, landowners receive lower property tax assessments because the assessments are based upon farming and open space uses as opposed to full market value.

Save Open Space and Agricultural Resources (SOAR). Save Open Space and Agricultural Resources (SOAR) is a voter-approved initiative that requires a vote of the people before allowing urban development beyond a City Urban Restriction Boundary (CURB) line. In Santa Paula, the voters passed SOAR/ Measure “I” in 2000, thereby amending the General Plan to include a CURB. In November 2016, voters extended Santa Paula’s CURB provisions through 2050. Additional information and the complete text of the SOAR initiative is provided in the [Land Use Element](#).

Greenbelt Agreements. Greenbelt agreements are voluntary agreements between the County of Ventura and one or more cities to limit urban development in agricultural and/or open space areas in the unincorporated county. Greenbelts protect open space and agricultural lands and prevent premature conversion to uses incompatible with agriculture. Through greenbelt agreements, cities commit to not annexing any property within a greenbelt, while the County agrees to restrict development to uses consistent with existing zoning. Two



greenbelt agreements have been approved between the City of Santa Paula and the County of Ventura: the Ventura-Santa Paula Greenbelt and the Santa Paula-Fillmore Greenbelt.

- **Ventura-Santa Paula Greenbelt.** The cities of Ventura and Santa Paula and the County of Ventura adopted the Ventura-Santa Paula Greenbelt in 1967. This greenbelt covers approximately 27,884 acres and is bounded on the north by the Ojai Area of Interest, on the east by the City's Adams Canyon Expansion Area, on the south by the Las Posas Area of Interest (generally), and on the west by the Ventura Area of Interest.
- **Santa Paula-Fillmore Greenbelt.** The Santa Paula-Fillmore Greenbelt Agreement was first established in 1980. This agreement covers over 32,000 acres between Santa Paula and Fillmore and is the largest greenbelt in Ventura County. The southern boundary is the South Mountain ridgeline and Oak Ridge. The northern boundary lies at the Los Padres National Forest boundary. In 2010 the Greenbelt Agreement was amended to reflect the annexation of East Area 1.

Figure 4-1 shows the locations of important farmlands, Land Conservation Act contracts, and greenbelts in the Santa Paula area.

2. Policies and Programs

Policies

- ECR 1.1 **Land use and development.** Where economically feasible, encourage the continuation of agriculture in Santa Paula. Development should be directed away from the most productive soils and agricultural areas. Where development is allowed near agriculture, it should be designed to be compatible with and have minimal adverse impacts upon agriculture, such as through the use of buffers.
- ECR 1.2 **Land Conservation Act contracts.** Require any proposed land development in an area covered by a Land Conservation Act (Williamson Act) contract to comply with all regulations regarding contract cancellation prior to development.



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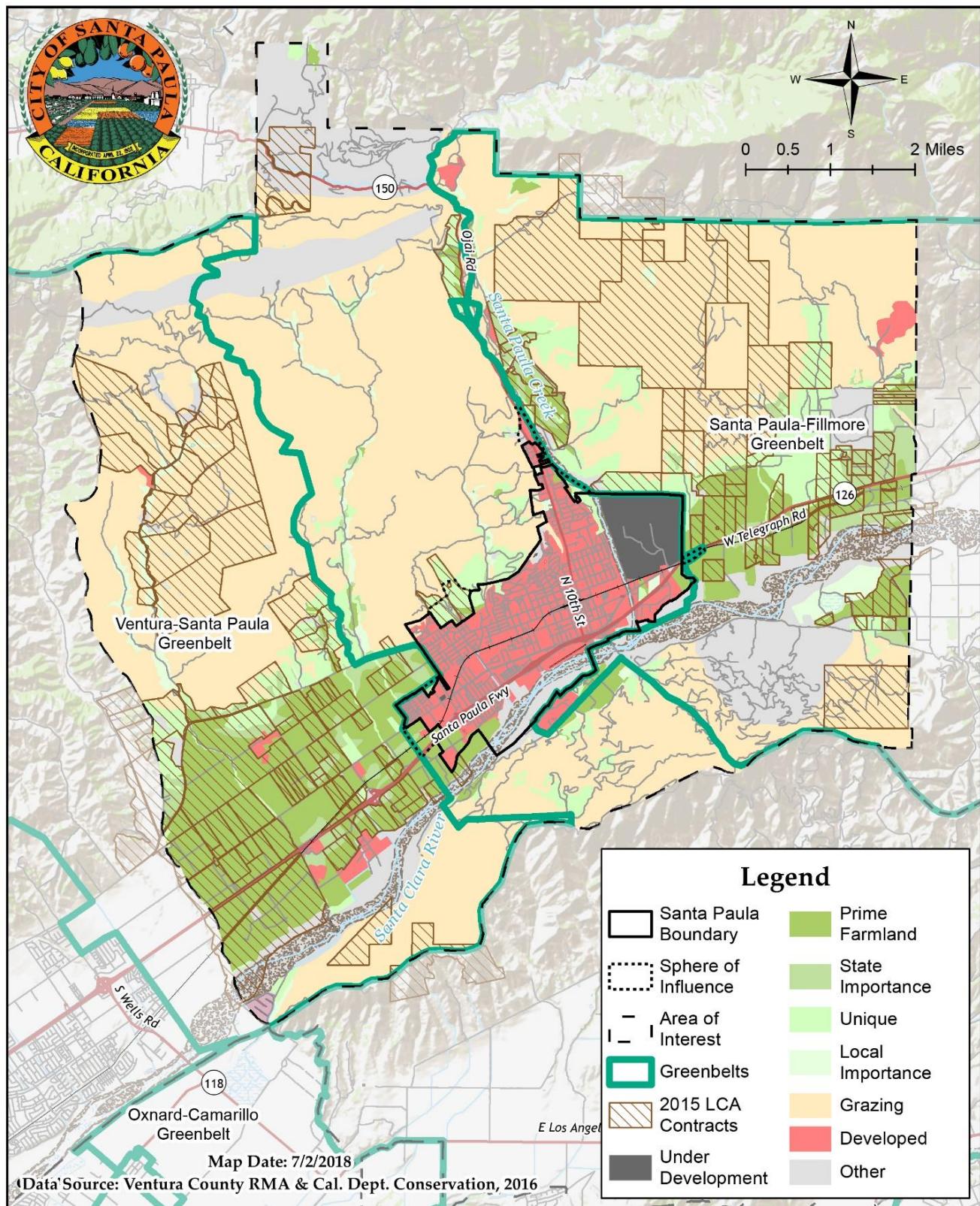


Figure 4-1 – Greenbelts, Important Farmlands, and LCA Contracts



Programs

- ECR 1.a **Agricultural land preservation.** Work cooperatively with other organizations to facilitate the preservation of agricultural land in perpetuity, where feasible, through techniques such as transfer of development rights and conservation easements.
- ECR 1.b **Land planning and development review.** Require any proposal to change the General Plan or zoning designation from agriculture to another use to provide an analysis of the feasibility of continued agricultural use. Require proposed developments on or adjacent to agricultural land to evaluate impacts and identify mitigation measures to minimize impacts on agricultural operations, such as by providing a buffer (e.g., setback, landscaping, recreational facility, street).



C. Air Quality and Greenhouse Gases

1. Overview

Air Quality

Air quality is characterized as the concentration of various pollutants in the atmosphere. Air quality conditions at a given location are affected by the types and amounts of air pollutants emitted into the atmosphere, the size and topography of the regional air basin, and prevailing wind patterns. Air pollutants have the potential to adversely impact public health, agricultural crops, native vegetation, visibility, buildings, and other materials.

Those most affected by poor air quality include children, the elderly, and persons with asthma or other respiratory problems. Areas where these people are likely to be located are considered to be *sensitive receptors* and include residential neighborhoods, schools and childcare centers, health care facilities, and retirement homes.

Air quality standards have been in existence since the adoption of the Clean Air Act by Congress in 1970. 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* based on the Federal 8-hour ozone standard.

At the local level, the Ventura County Air Pollution Control District (VCAPCD) is responsible for implementation of State and Federal air quality programs in Ventura County.

Greenhouse Gases

Greenhouse gases (GHG) – 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 earth's current warming trend is human expansion of the greenhouse gas effect – warming that results when the atmosphere traps heat radiating from the earth toward space.

Executive Order (EO) S-3-05, signed by Governor Schwarzenegger in 2005, proclaimed that California is vulnerable to the impacts of climate change, and AB 32 of 2006 established regulatory, reporting, and market mechanisms to achieve quantifiable reductions in GHG emissions and a cap on statewide GHG emissions. AB 32 requires that statewide GHG emissions be reduced to 1990 levels by 2020. This reduction is to be accomplished through an enforceable statewide cap on GHG emissions implemented through the California Cap-and-Trade program, along with other regulations and programs to achieve GHG emissions



reductions in sectors that are included under the statewide cap. California is on track to meet or exceed its legislated target of reducing GHG emissions to 1990 levels by 2020, as established in AB 32.

In 2015 Governor Brown signed EO B-30-15 to establish a new GHG reduction target of 40% below 1990 levels by 2030, as well as increased statewide efforts to address the need for climate change adaptation measures by State agencies. This EO aligned California's GHG reduction targets with those of leading international governments such as the 28-nation European Union, which adopted the same target in 2014.

SB 375, the Sustainable Communities and Climate Protection Act of 2008, aligned regional transportation planning efforts, regional GHG emission reduction targets for cars and light trucks, land use planning, and regional housing needs assessments. SB 375 requires Metropolitan Planning Organizations (MPOs) to adopt a Sustainable Communities Strategy (SCS) or Alternative Planning Strategy (APS), which integrates regional land use and transportation planning within the MPO's Regional Transportation Plan (RTP).

Ventura County is within the Southern California Association of Governments (SCAG) region, which also includes Los Angeles, Orange, San Bernardino, Riverside, and Imperial counties. In 2016, SCAG adopted its 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy in conformance with SB 375. The RTP/SCS is based on the growth assumptions contained in the general plans of cities and counties in the region, and the Land Use Plan and growth assumptions described in the [Land Use Element](#) are consistent with the 2016-2040 RTP/SCS.

2. Policies and Programs

Policies

- ECR 2.1 **Regional air quality.** Support the Ventura County Air Pollution Control District in its efforts to improve air quality throughout Ventura County.
- ECR 2.2 **Greenhouse gases.** Support State and regional programs intended to reduce greenhouse gas emissions.
- ECR 2.3 **Air toxics.** Encourage techniques to reduce the impacts of toxic air contaminants on sensitive uses near high-volume roadways as recommended by the California Air Resources Board.



Programs

- ECR 2.a **Land use planning.** Work cooperatively with SCAG to ensure that the City's land use plans and regulations are consistent with the RTP/SCS. Avoid locating sensitive receptors near sources of pollutant emissions such as high-volume roadways.
- ECR 2.b **Land use and building codes.** Update the City's land use and building codes related to air quality and energy efficiency concurrent with each triennial update of the State codes.
- ECR 2.c **Development review.** As part of the development review process, assist applicants in demonstrating conformance with applicable air quality regulations and identify appropriate mitigation measures.
- ECR 2.d **City equipment purchasing.** When purchasing City vehicles and equipment, consider VCAPCD incentive programs such as the Lower Emission School Bus Program, EV Charging Stations Funding, and Funding Agricultural Replacement Measures for Emission Reductions (FARMER) that are directed at reducing emissions of criteria pollutants and prioritize the selection of low-emission and alternative-fuel vehicles and equipment.
- ECR 2.e **Renewable Energy.** Continue to encourage the use of solar and other renewable energy sources through incentives such as expedited permit processing.



D. Biological Resources

1. Overview

Although Santa Paula's natural environment has been highly modified, some areas still retain significant biological resource value. Some portions of the Sphere of Influence and expansion areas have not been disturbed by urban development or agriculture, and support a diversity of plant and animal life. The canyons and hillsides surrounding the city provide habitats that are distinct from those found in the river valley. Creeks and barrancas that pass through the city contribute small partially natural spaces to urbanized neighborhoods.

Vegetation types in the Santa Paula area are shown in **Figure 4-2**, while **Figure 4-3** shows the general locations where sensitive biological resources have been recorded.

The greatest threats to biological communities are urbanization and human intrusion. Problems such as pollution, lighting, noise, fire danger and the introduction of exotic species accompany urban development. Also, habitats become smaller and less able to support a balanced ecosystem.

Future land use decisions that affect the natural environment must recognize the irreplaceable nature of biological resources, and the value of these resources should be given consideration in the decision-making process. In addition to the policies and programs listed below, the [**Land Use Element**](#) contains policy direction for the expansion areas.

2. Policies and Programs

Policies

ECR 3.1 Protect important native plants and wildlife and their habitat areas. City land use plans and development decisions should protect rare and endangered native plants and wildlife and their habitat, as required by Federal and State law, including wetlands, riparian corridors, and native woodlands. Development adjacent to stream/barranca corridors shall minimize removal of vegetation; minimize erosion, sedimentation, and runoff; and provide natural vegetation buffers.



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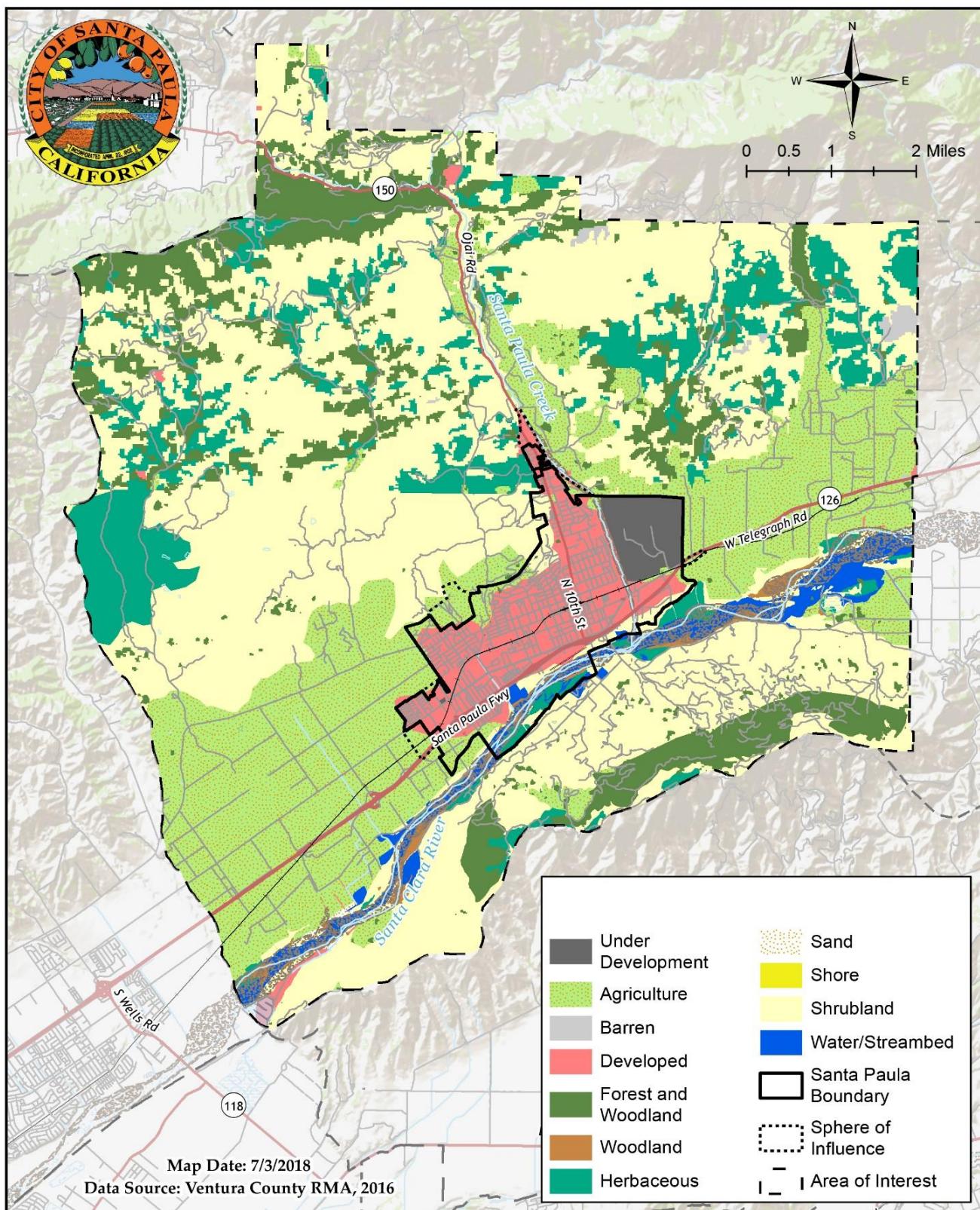


Figure 4-2 – Vegetation Types



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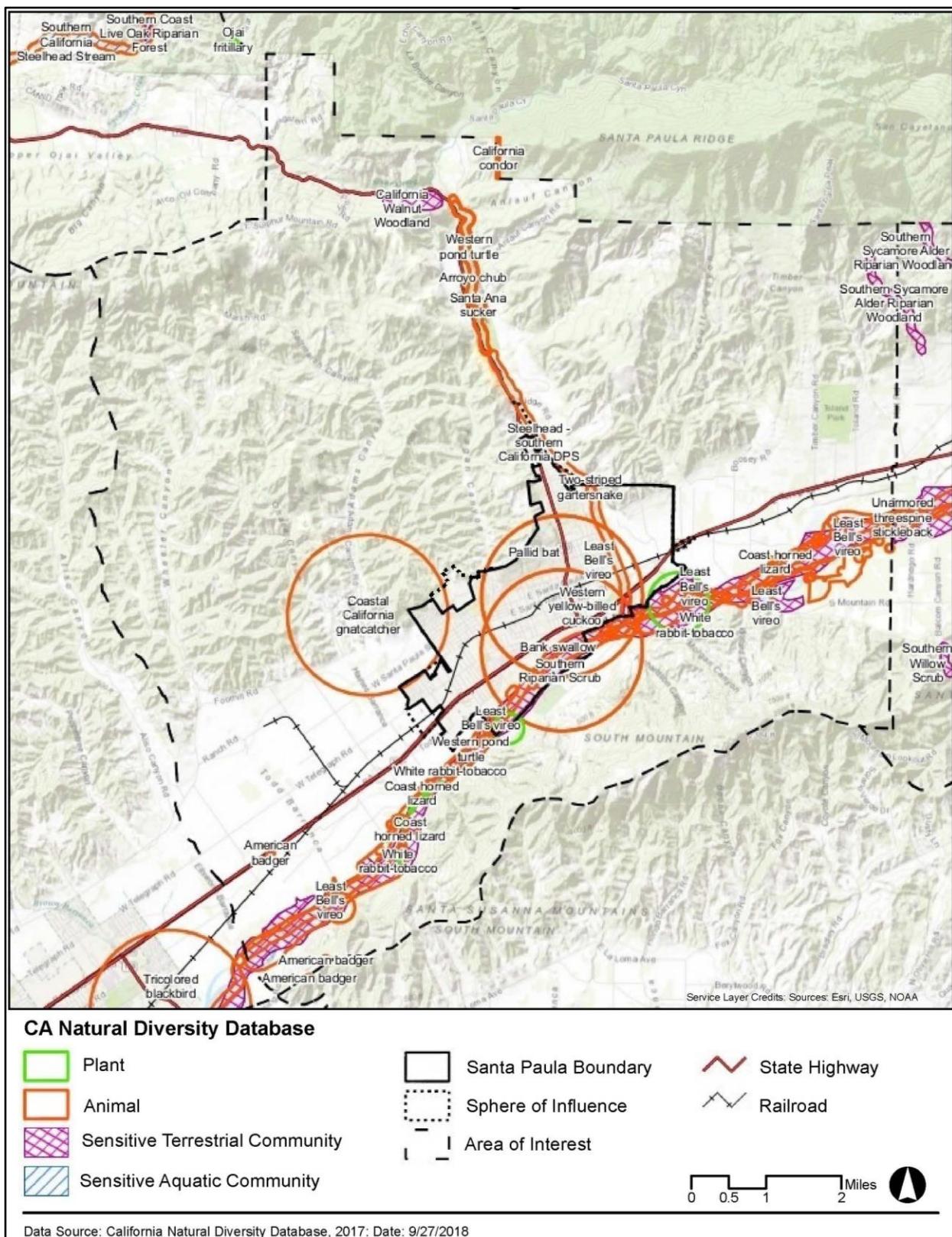


Figure 4-3 – Sensitive Biological Resources



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- ECR 3.2 **Exotic invasive species.** Exotic invasive species should be removed whenever possible. To control the spread of invasive, non-native plants to natural areas, native plant landscaping shall be required adjacent to natural open space areas and the intentional planting of invasive species and watch list species as documented by the California Invasive Plant Council shall be prohibited throughout the city.
- ECR 3.3 **Urban forest.** The urban forest should be maintained and protected.
- ECR 3.4 **Flood control channels.** Flood control projects within or adjacent to natural areas shall be designed to minimize biological impacts. Flood control channels shall incorporate natural earthen bottoms and embankments of natural earth stabilized with native vegetation. Biotechnical methods of bank stabilization are environmentally preferable. The use of concreted riprap or large rock is discouraged. Design of the flow channel should account for the natural morphology of the creek. The use of check dams to reduce flow velocities between channel segments may be applicable. The use of loose rock or gabions/rock blankets is discouraged. Channel design shall provide for fish passage and wildlife movement.
- ECR 3.5 **Public awareness.** Promote public awareness of the value of natural resources, sound environmental practices, and a healthy environment.

Programs

- ECR 3.a **Development review.** As part of the development review process, require applicants to demonstrate conformance with all applicable policies and regulations regarding sensitive biological resources. For new development in or adjacent to natural habitat areas, the following standards shall apply:
- A biological survey shall be prepared identifying appropriate mitigation measures to minimize impacts on sensitive resources.
 - Buffer zones of at least 100 feet should be maintained between development and sensitive native habitats.
 - Removal of native trees shall be minimized. When removal cannot be avoided, native trees shall be replaced at a ratio determined by the City in consultation with a qualified biologist.
 - Loss of native wetland habitat shall be compensated through the development of additional functional wetlands, preferably at the site or elsewhere within the Sphere of Influence.
 - Revegetation of temporarily disturbed areas shall utilize native plants.



- Lighting shall be shielded, directed downward and placed on a shut off timer to avoid spillover into sensitive habitat areas and wildlife corridors.
- To minimize impacts to biological resources as a result of fire management practices, vegetation clearing shall be minimized by avoiding development in dense brush and woodlands. Additionally, fire-resistant plants shall be utilized whenever feasible in fuel modification zones, and projects shall contribute to mitigation of cumulative impacts resulting from fuel modification.
- Construction scheduling shall consider the sensitive reproductive periods of wildlife and avoid disturbance to natural habitats during critical breeding, nesting/ denning or fledging periods.
- Trails shall follow existing paths, fence lines, and previously disturbed areas to the greatest extent feasible, and shall minimize grading and removal of native vegetation.
- Recreation facilities shall be located to avoid sensitive biological resources and avoid direct and indirect disturbance of these areas.
- Horse hitchracks and bicycle racks shall be located away from sensitive resource areas and streams. Horses should be excluded from wetland and riparian areas.
- Wildlife movement corridors shall be designed to direct large animals toward the passageway through a combination of fencing and dense barrier plantings, as well as the placement of drinking water and vegetative screening for cover. Culverts under roadways shall be sized to allow the passage of wildlife and designed such that daylight is visible at both ends (wildlife will not pass through a culvert unless daylight is visible).
- Adams Barranca, which presently offers nearly unrestricted wildlife movement from the foothills to the Santa Clara River drainage, shall be maintained in a condition to promote wildlife movement.
- Homebuyers in Adams Canyon and Fagan Canyon shall be provided educational literature describing the types of wildlife habitat in which they live, and the appropriate methods of interacting with such animals, including coyotes, deer, mountain lions and various smaller mammals, birds, reptiles and amphibians. Appropriate methods of reducing disturbance to such animals, including lighting, landscaping and fencing methods, and protecting livestock from predators shall be addressed. Such literature shall be developed in consultation with biological experts at the expense of the developers of



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these areas. This requirement shall be included in Specific Plans for expansion areas.

- ECR 3.b **Santa Clara River Valley Enhancement and Management Plan.** Participate in and support the Santa Clara River Valley Enhancement and Management Plan and facilitate its local implementation.
- ECR 3.c **Street trees.** Develop a street tree program to provide a master plan for street tree placement and replacement to promote the urban forest.
- ECR 3.d **Golf courses.** New golf courses should be integrated into the natural environment.
- ECR 3.e **Water recycling facility.** Create wetlands using the WRF effluent, if feasible, as a way to provide additional wildlife habitat, further filtration and local groundwater recharge.
- ECR 3.f **Disaster recovery.** Work with State and County agencies in developing recovery and restoration plans after disasters such as fires and floods to restore natural landscapes, habitats, and functioning ecosystems.



E. Cultural and Historic Resources

1. Overview

“Cultural resources” includes both pre-historic (archaeological and paleontological) resources as well as historic resources.

- **Archaeological resources** are the material remains (e.g., artifacts, structures, refuse) produced by human beings, whether intentionally or accidentally. These remains often have special significance to Native Americans and ethnic groups.
- **Paleontological resources** are the fossilized remains of plant and animal life. Scientific study of fossilized life forms preserved in rocks can lead to identification of local paleo-environmental conditions and biological evolutionary trends. In addition, certain fossil remains are only found in isolated outcrops in Ventura County and are therefore of unique scientific interest.
- **Historical resources** are those from the post-European contact period. These resources include historic event or activity sites, historic archaeological sites, standing architecture and other significant properties, documents and other sources of historical information, and objects of material culture. Nonmaterial cultural qualities, such as folklore, social organization, and value systems, may also constitute historical resources.

Santa Paula is particularly rich in cultural resources. The Downtown and adjacent areas contain a wide variety of structural artifacts documenting the community’s agricultural, social, economic, and political heritage. Numerous historic resources related to the founding of the City and reflecting its growth and development between 1873 and 1945 are located within the present City limits (**Figure 4-4**).

A Historic Overlay District has been established in the Municipal Code (Chapter 16.33) and is shown on the Zoning Map. In addition, seven potential historic districts have been identified (**Figure 4-5**). The Downtown area contains historic resources that include commercial buildings, churches, fraternal halls, clubhouses, and railroad and industrial buildings, and represents the city’s best-preserved section of residential development. Historic resources include the lot pattern, period residences, sheds/garages on alleys, street furniture, parkways, streetlights, stone curbs, sidewalks, and mature landscape features, such as street trees.



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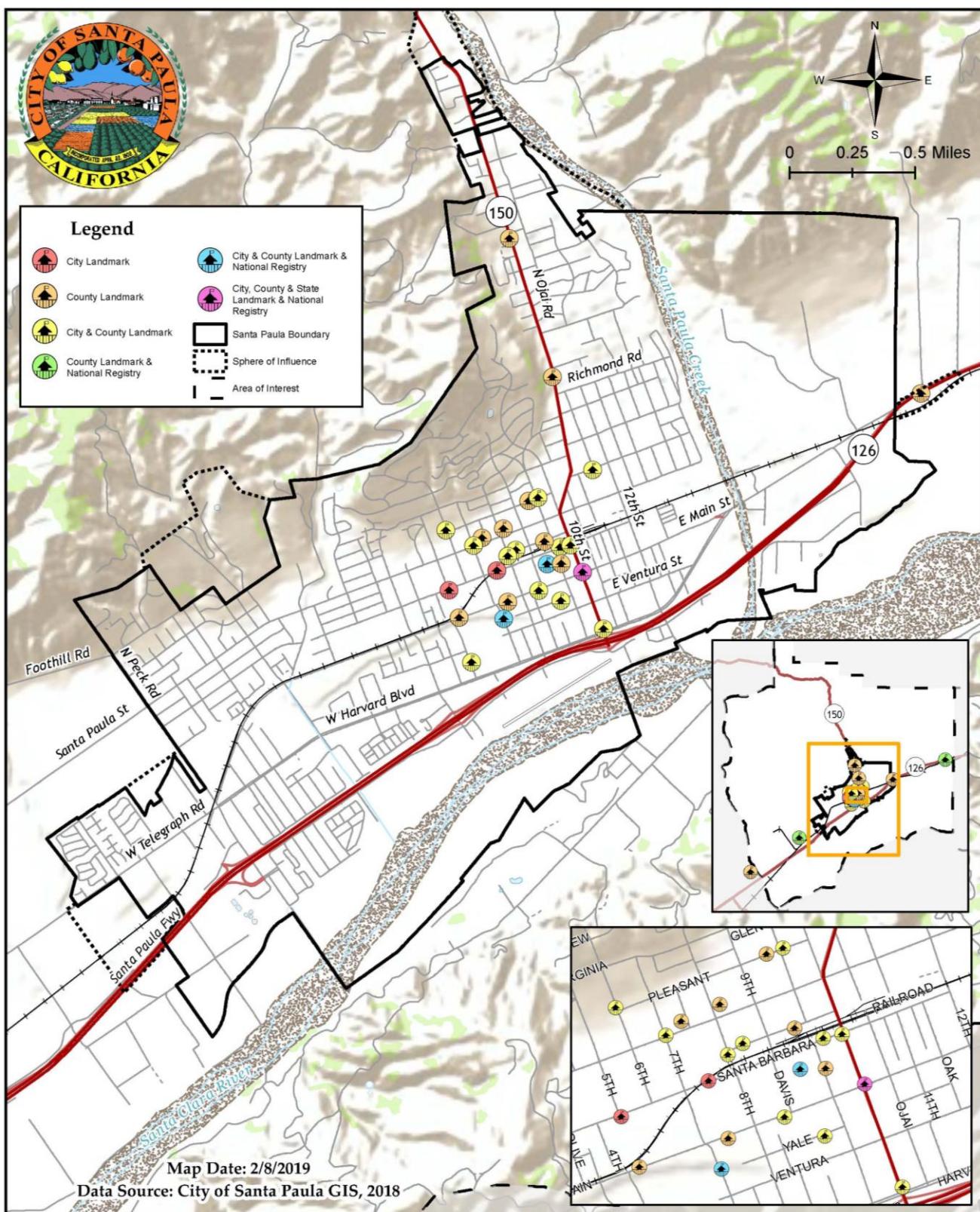


Figure 4-4 – Historic Landmarks

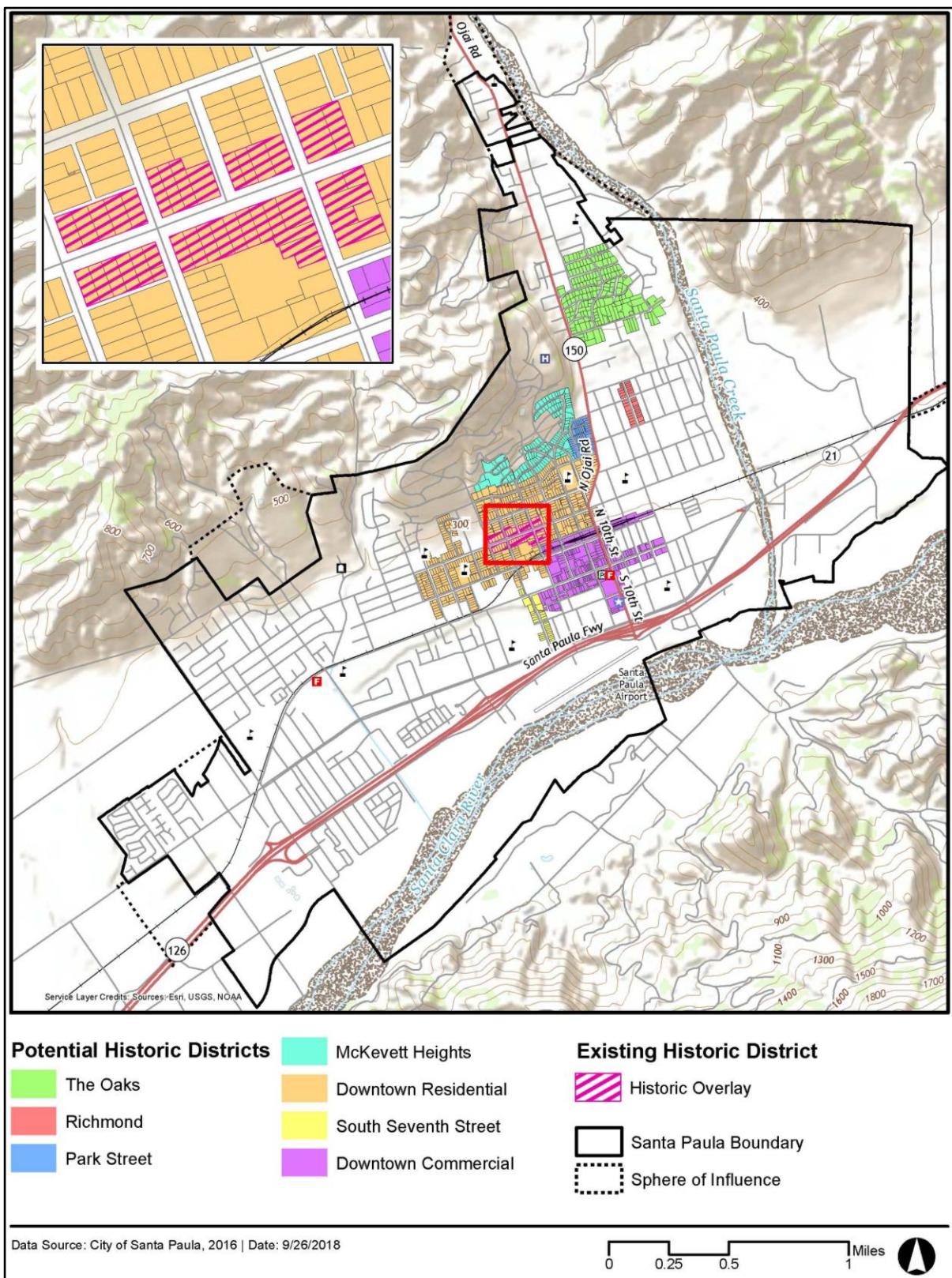


Figure 4-5 – Existing and Potential Historic Districts



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Of particular historic importance are the residential areas known as the McKevett Heights tract and The Oaks subdivision. The McKevett Heights tract of the 1920s is distinguished from the Downtown residential area by virtue of its elevation, curvilinear street pattern, and architectural character. The architectural styles represented there are primarily late California Bungalows and Period Revivals. The residential subdivision known as The Oaks, developed during the mid-1920s, is characterized by narrow, irregular streets, mature oak trees, river rock walls, and generously sized lots.

A number of ranch buildings and residences dating from circa 1910-20 are located adjacent to and east of the Teague-McKevett Ranch, along Orcutt Road and Peres Lane.

2. Policies and Programs

Policies

- ECR 4.1 **Encourage cultural and historic preservation.** Future land use decisions affecting the community's heritage must recognize the irreplaceable nature of cultural resources. The value of these resources is to be given equal weight with other factors in the decision-making process. Historic preservation is a valuable tool to retain the city's heritage, and activities and development that could damage cultural, archaeological, paleontological, historical or architectural resources should be avoided.
- ECR 4.2 **Historic districts.** Encourage the designation of historic districts such as the Downtown.

Programs

- ECR 4.a **Development review.** As part of the development review process, evaluate potential impacts to cultural and historic resources, including tribal cultural resources, and require appropriate mitigation as necessary to avoid significant impacts in conformance with Federal and State law. For proposed discretionary developments that would involve grading or excavation in previously undisturbed areas, require the applicant to provide a cultural resources assessment by a qualified archaeologist identifying potential archaeological and paleontological impacts and establishing appropriate mitigation measures.
- ECR 4.b **Historic preservation study.** Complete a comprehensive historic preservation study for Santa Paula.



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ECR 4.c **Historic districts.** Adopt and implement standards and guidelines for new development and alterations to existing structures within historic districts. Such guidelines shall be developed by a qualified historian, and shall address architecture, landscaping, streets, and hardscape elements within these districts. Standards should address the particular character of individual districts.

Continue to implement the Historic Overlay District for portions of the Downtown and surrounding historic neighborhoods. Formally recognize the following historic districts: Downtown Commercial District, Downtown Residential District, South 7th Street, McKevett Heights, Park Street, The Oaks, and Richmond Tract. Pursue Federal designations for all eligible historic districts under the National Trust for Historic Preservation.



F. Mineral Resources

1. Overview

The Santa Paula area contains significant mineral resources as discussed below and shown in **Figure 4-6**.

Sand and Gravel. The Santa Clara River is designated a significant resource area for aggregate materials within the Santa Paula Planning Area.

Petroleum. The Santa Paula area supports one of the oldest oil fields in California. The Union Oil Company (now a subsidiary of Chevron), was founded in Santa Paula in 1890. Locally, oil is found in certain geologic strata common to the area. The upper portions of Adams Canyon and Fagan Canyon, Sulphur Mountain and South Mountain have been historically important sites for oil extraction. The south face of Sulphur Mountain has soils that ooze oil. There is also a sulphur spring near SR 126 at the confluence of Santa Paula and Sisar Creeks.

Local petroleum production has declined in recent years in part because locally-produced oil is very thick with a high sulfur content. In the industry, it is called "dirty oil" and is costly to transport and refine. There are currently no oil refineries operating in Ventura County. Air pollution restrictions make it too costly to refine locally so oil is transported to Los Angeles, Bakersfield or Texas for refining. Nevertheless, the oil industry still plays an important role in the local economy.

2. Policies and Programs

Policies

ECR 5.1 **Mineral resource management.** Ensure proper management of mineral resource lands in conformance with State law to facilitate long-term production while minimizing environmental impacts and incompatibilities with adjacent uses. The City shall require discretionary development for all mining activities in streams and rivers to incorporate all feasible measures to mitigate beach sand replenishment impacts. Incompatible uses should not be allowed adjacent to mineral and petroleum resource areas. Compatible interim uses such as outdoor storage, lumber yards, plant nurseries and recreation that do not preclude extraction uses may be allowed in mineral resource areas.

ECR 5.2 **Reclamation of mineral production lands.** Ensure that lands used for mineral production are reclaimed in conformance with State law and City regulations.

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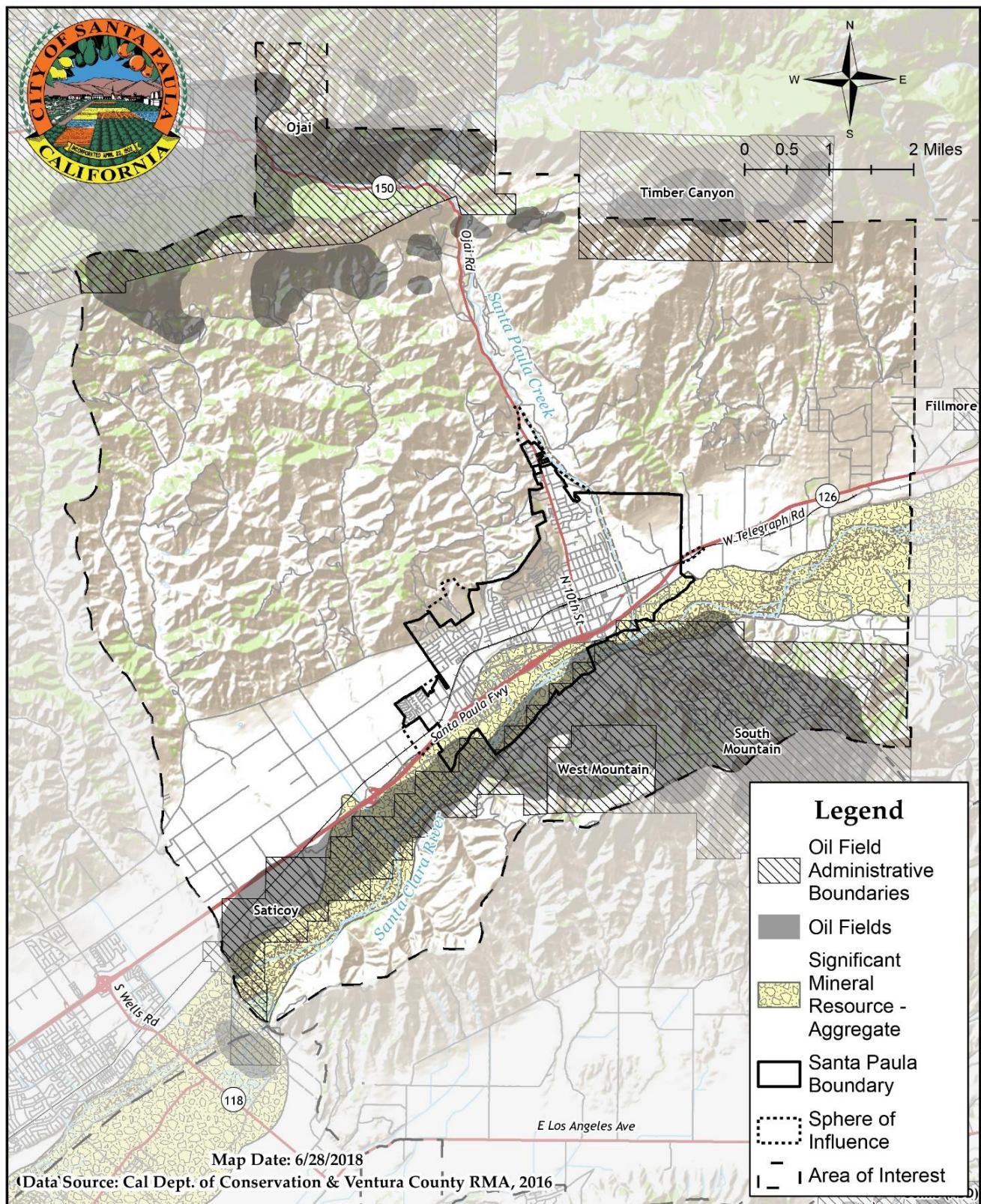


Figure 4-6 – Mineral Resources



Programs

- ECR 5.a **Mineral resource areas.** Review proposed land uses within or adjacent to mineral and petroleum production areas of statewide interest, as identified by the California Department of Conservation, to ensure that they are compatible with potential mineral resource development.
- ECR 5.b **Permit review.** As part of the permit process, require existing and proposed mining and petroleum operations to comply with State and City regulations, demonstrate that they will not create significant aesthetic, noise, odor or dust impacts on adjacent uses, and incorporate all feasible measures to mitigate beach sand replenishment impacts. Permit requirements shall include submittal and approval of a Mineral Reclamation Plan in accordance with the California Surface Mining and Reclamation Act (SMARA).



G. Open Space and Scenic Resources

1. Overview

This section addresses *California Government Code §§65560-65570*, which require the general plan to include an Open Space Element containing an inventory of the following categories of open space:

- Open space for natural resources
- Open space for managed production of resources
- Open space for outdoor recreation
- Open space for public health and safety
- Open space for military support
- Open space for tribal resources

These requirements are also addressed in the Land Use, Public Services and Utilities, and Hazards and Public Safety elements.

Open space is defined as any parcel or area of land or water that is essentially unimproved and devoted to open-space use (*California Government Code §65560(b)*). Such lands or waters may provide value related to a number of City priorities, including recreation, health, habitat, biodiversity, wildlife conservation, aesthetics, economy, climate change mitigation and adaptation, flood risk reduction, managed natural resources production, agricultural production, and protection from hazardous conditions.

Scenic resources are closely related to open space, and enhance the quality of life for Santa Paula's residents and visitors.

An open space area may serve multiple objectives. Santa Paula's open space resources and the functions they serve are summarized in **Table 4-1**.

Natural scenic resources include the following:

- Santa Clara River
- Santa Paula Creek
- Adams Canyon
- Fagan Canyon
- Santa Paula Canyon
- Barrancas
- Mountains to the north and south
- Hillsides to the east
- Agricultural lands



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Table 4-1 Santa Paula Open Space Resources

Resource Type	Natural Resource Preservation	Managed Resources	Health and Safety	Aesthetics and Urban Form
Santa Clara River	X	X	X	X
Santa Paula Creek	X	X	X	X
Adams Barranca	X		X	X
Fagan Barranca	X		X	X
Agricultural Lands	X	X		X
Fuel Breaks; Utility Easements; Mineral Production Zones; Fault Setbacks			X	
Santa Paula Airport			X	X
Parks and Plazas				X
Public School Grounds				X
Scenic Highways and Drives				X
Cemetery			X	X
Historic Districts	X			X
Mountains to the South	X		X	X
Mountains to the North	X			X
Hillsides to the East	X			X
Hillsides with Slopes over 30%	X		X	X



The following developed and man-made scenic resources are also found in Santa Paula and the surrounding areas:

- State Route 126 (eligible State Scenic Highway)
- State Route 150 (eligible State Scenic Highway)
- City scenic routes: Foothill Road, SR 126 and SR 150, 12th Street south of SR 126
- Historic districts
- In-town scenic drive
- Agricultural lands
- City parks
- Views of the town from surrounding hillsides

Figure 4-7 shows the current State-designated scenic highways in Ventura County. In Santa Paula, SR 150 and the portion of SR 126 east of SR 150 are identified by Caltrans as eligible scenic highways.

Consistent with State law, the policies and programs described below provide for the long-term conservation of open space and scenic areas wherever possible.

2. Policies and Programs

Policies

- ECR 6.1 **Open space planning and development.** The Santa Clara River, Santa Paula Creek and the ridgelines, mountains and canyons surrounding the city should be treated as important assets to be conserved, and new development must be designed in a manner sensitive to the natural features of the site and the surrounding character. All new residential, commercial, and industrial developments shall provide open space amenities, and development south of the Santa Clara River should be limited to low-intensity uses requiring few public services or infrastructure.
- ECR 6.2 **Open space acquisition.** Acquisition of additional public open space shall be prioritized based upon the following factors: good visual qualities, significant natural resources, significant physical constraints and/or good passive recreational opportunities.
- ECR 6.3 **Urban open space.** Provide ample open green spaces within the city, including public gathering places and tree-lined streets.



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Figure 4-7– State Scenic Highway Designations



Programs

- ECR 6.a **Land use planning.** Use Open Space land use designations to preserve scenic, environmentally constrained and recreational properties, and establish appropriate standards for the type and intensity of development in or adjacent to the river, creeks and barrancas. Continue to provide an Institutional/Civic or Open Space designation, as appropriate, for all public buildings and lands.
- ECR 6.b **Open space acquisition.** Establish a priority system and seek funding for the acquisition of open space within the city and the expansion areas. Consider the use of open space easements, long-term leases, cooperative agreements, and other cost-effective means of preserving open space. Establish an open space district modeled after the Conejo Open Space Conservation Agency that would hold title and manage open space lands such as steep and undevelopable hillside and canyon areas.
- ECR 6.c **Urban open space.** Expand the urban forest through a City-sponsored Street Tree Master Plan and “orchard” plantings in new large parking lots. Provide additional public gathering places in the city.
- ECR 6.d **Scenic highways and routes.** Establish scenic highway designations for State Routes 126 and 150 and work with Caltrans and the Federal Highway Administration to obtain funding to enhance the scenic quality along those routes. Develop standards for new development along scenic routes, including regulation of land uses and intensities, requiring detailed site planning, limiting outdoor advertising, limiting grading, landscaping requirements, architectural control and equipment/storage screening. Designate a scenic route through Santa Paula’s Downtown and historic neighborhoods with signage and brochures.
- ECR 6.e **Development review.** As part of the development review process, assist applicants in demonstrating that the project is designed in a manner sensitive to the natural features of the site and that open space amenities will be provided. Development in canyon areas shall preserve scenic viewing opportunities.



H. Water Quality

1. Overview

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**](#).

Santa Paula and its sphere of influence are contained entirely within the watershed of the Santa Clara River and its tributaries. The City's storm drain system conveys rainwater and "nuisance flows" such as irrigation runoff to natural watercourses.

Runoff carries pollutants such as pesticides, fertilizers, oil, heavy metals and pet waste into storm drains. Sediments are also eroded and transported by wind and water from landscaped areas and construction sites.

The Clean Water Act and State regulations require cities to implement a storm water management program that includes "best management practices" (BMPs) for the control of pollutants that could enter the storm drain system.

Examples of BMPs for minimizing impacts to water quality include such things as:

- Requiring storm drain filtration units in areas where trash accumulates, such as large parking lots and busy streets.
- Minimizing grading, disturbance of natural vegetation and the creation of steep slopes in developments adjacent to stream channels and providing natural vegetation buffers.
- Minimizing the use of impervious paving materials and utilizing on-site infiltration for treating and reducing storm water and irrigation runoff before it reaches the municipal storm drain system.
- Prohibiting the discharge of vehicle and equipment wash water into public storm drains
- Requiring the discharge of swimming pool water to be dechlorinated, pH neutral and salt-free
- Designing landscaped areas to reduce water demand and retain runoff



2. Policies and Programs

Policies

- ECR 7.1 **Minimize impacts from existing uses and development activities on surface waters and aquifer recharge areas.** Enhance water quality in stream channels and aquifer recharge areas by reducing existing sources of water pollution and minimizing water pollutants from new development. Seek funding sources for programs to improve storm water quality.
- ECR 7.2 **Regional partnerships.** Continue partnerships with other agencies such as the Ventura County Watershed Protection District to improve water quality.

Programs

- ECR 7.a **Existing regulations.** Review and update City procedures and regulations annually to ensure compliance with current Federal and State water quality laws.
- ECR 7.b **Development review.** As part of the review process for private developments and public works projects, ensure compliance with all applicable water quality regulations and require mitigation measures where necessary to minimize impacts to water quality.
- ECR 7.c **Multi-purpose open space.** Design new parks and open spaces to serve multiple purposes, including storm water retention and aquifer recharge.
- ECR 7.d **Santa Clara River Enhancement and Management Plan.** Support the Santa Clara River Enhancement and Management Plan and facilitate its implementation in Santa Paula.
- ECR 7.e Storm drain maintenance and pollution prevention.
- Ensure that streets, parking lots, parks, and other public areas are routinely cleaned of litter, debris, and contaminant residue.
 - Coordinate with and support efforts by other organizations or volunteer groups to promote cleanups of parks and public open spaces. Where streets and other common facilities are privately-owned, require property owners or homeowners' associations, as applicable, to remove debris and contaminated residue on a regular basis.
 - Install and maintain storm drain filtration units for surface water runoff in areas where trash accumulates, such as large parking lots and busy streets.



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- Ensure that City landscape maintenance operations minimize the release of pesticides, fertilizers and other contaminants into storm drains.
- Enforce regulations regarding storm drain discharges such as vehicle and equipment wash water, and swimming pools.

ECR 7.f **Spill response and enforcement.** Develop and implement a Spill Response Plan with procedures for cleanup of accidental spills and illicit discharges into the storm drain system and pursue enforcement actions as necessary.

ECR 7.g **Public information.** Provide information to residents and local businesses about the importance of storm water pollution prevention.



5. Hazards and Public Safety

A. Overview

1. Purpose and Legal Requirements

Physical conditions and the patterns of urban development in Santa Paula pose risks to human health and property. This Hazards and Public Safety Element describes natural and manmade hazards affecting the city and identifies policies and programs to mitigate potential impacts through both preventative and response measures.

This Hazards and Public Safety Element addresses the requirements for the Safety and Noise elements as set forth in State planning law. Topics addressed include the following:

- Geologic hazards
- Flood hazards and storm water drainage (the related topic of water quality is addressed in the [Environmental and Cultural Resources Element](#))
- Wildland fire hazards
- Hazardous materials
- Aviation safety
- Noise and vibration

The related topics of police protection, fire protection and emergency response are addressed in the [Public Services and Utilities Element](#).

Acronyms used in this section

APSA	Aboveground Petroleum Storage Act
CalARP	California Accidental Release Prevention Program
CalePA	California Environmental Protection Agency
CEQA	California Environmental Quality Act
cfs	cubic feet per second
CHWMP	County Hazardous Waste Management Plan
CIP	capital improvement program
CLUP	Comprehensive Land Use Plan
CNEL	Community Noise Equivalent Level
CRS	Community Rating System
CUPA	Certified Unified Program Agency
dB	decibel
dBA	decibel, a-weighted
DOGGR	Division of Oil, Gas, and Geothermal Resources
EMF	electromagnetic fields
FEMA	Federal Emergency Management Agency
FHSZ	Fire Hazard Severity Zone
HHW	household hazardous waste
HMBP	Hazardous Materials Business Plan
Ldn	day-night equivalent level
Leq	equivalent sound level
LRA	local responsibility area
MHMP	Multi-Hazard Mitigation Plan
NFIP	National Flood Insurance Program
SPMC	Santa Paula Municipal Code
SRA	state responsibility area
UST	underground storage tank
VCAPCD	Ventura County Air Pollution Control District
VCFD	Ventura County Fire Department
VCIWMD	Ventura County Integrated Waste Management Department
VCWPD	Ventura County Watershed Protection District



2. Goals

One of the most important functions of local government is protecting public health and safety. In furtherance of that responsibility, the City adopts the following goal to guide the establishment of policies, regulations and procedures intended to protect Santa Paula's residents and property.

HPS 1 Minimize risks to public health and safety resulting from geologic conditions, flooding, wildland fires, hazardous materials, aviation, and unwanted noise and vibration to the greatest extent feasible.



B. Geologic Hazards

1. Overview

Like most areas of Southern California, Santa Paula is affected by a variety of geologic hazards related to seismic activity, slope stability, and soil conditions. Federal and State laws address these issues, and General Plan policies and the land use and building regulations in the Municipal Code serve to implement those laws and mitigate risks to life and property. As part of the development review process, proposed projects are evaluated to assess potential geologic hazards, and mitigation is required when necessary to reduce risks in conformance with current laws and regulations.

The following maps provide detailed information regarding geologic conditions in the Santa Paula area.

1. **Figure 5-1** (page [5-4](#)) shows that earthquake ground shaking potential in the Santa Paula area is classified as *violent* or *extreme*, as is the case with most other areas of Ventura County.
2. **Figure 5-2** (page [5-5](#)) shows geotechnical hazard areas, including susceptibility for landslides, subsidence, expansive soils, and liquefaction. Potential landslide areas are primarily located on slopes in the northern and southern portions of the planning area, while areas subject to liquefaction or subsidence are found primarily in the floodplain of the Santa Clara River.

The majority of buildings in Santa Paula were constructed in the 1920s, 1950s, and 1960s. Many structures were built prior to the implementation of modern building codes and contain unreinforced masonry. Within the Downtown, City records show that approximately 100 unreinforced masonry buildings have been retrofitted with assistance from a FEMA grant program.



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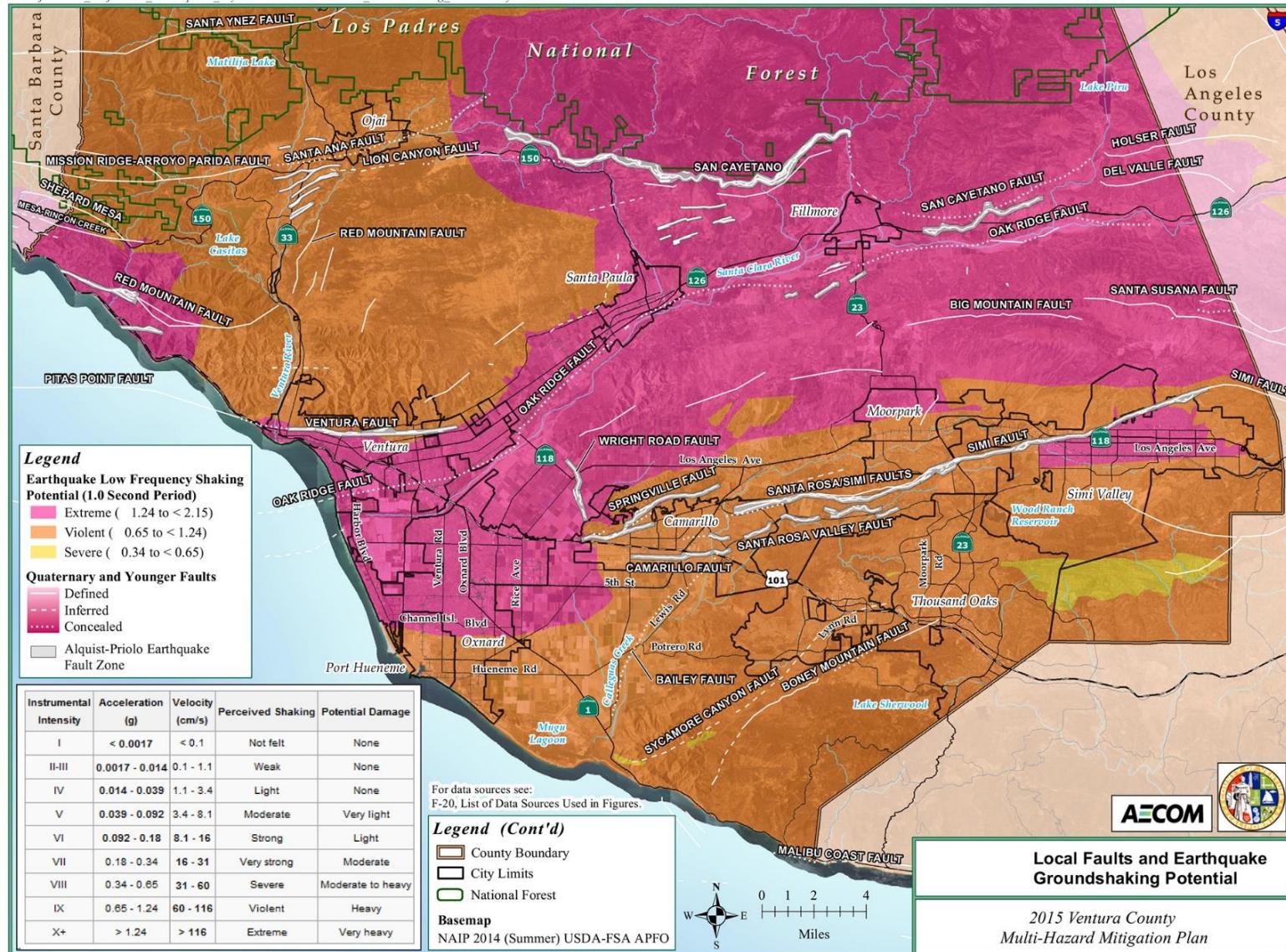


Figure 5-1 – Local Faults and Earthquake Ground Shaking Potential

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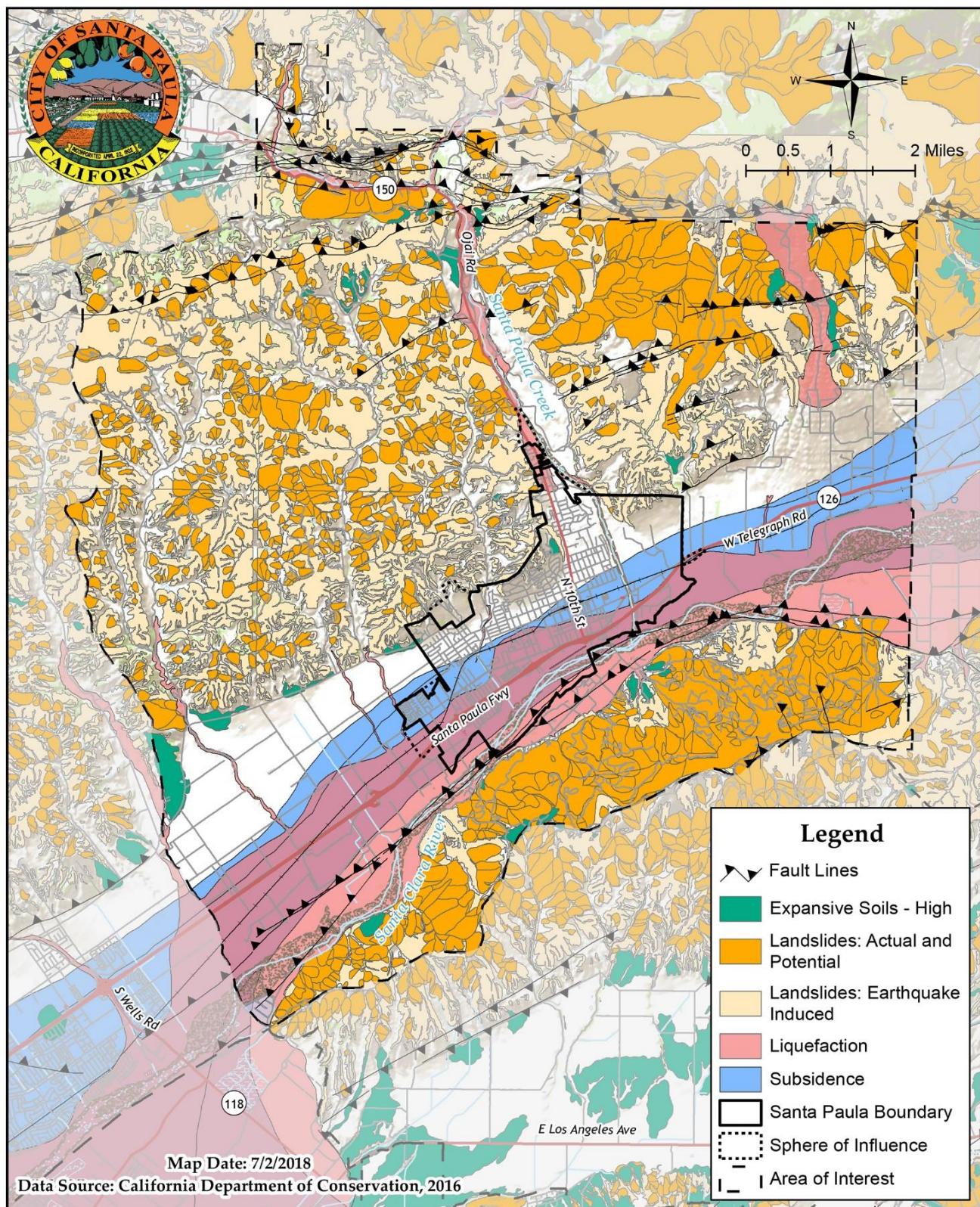


Figure 5-2 – Geotechnical Hazards



2. Policies and Programs

Policies

- HPS 1.1 **Land use planning.** The City's land use plans and regulations shall be designed to minimize risks from geologic hazards by locating development in areas where such risks can be mitigated to an acceptable level.
- HPS 1.2 **Development review.** Development proposals shall be reviewed to evaluate potential risk from geologic hazards, and measures shall be required to mitigate risks to an acceptable level. In areas where geologic risks cannot be feasibly mitigated to an acceptable level, development shall not be approved.
- HPS 1.3 **Unreinforced masonry.** Facilitate the seismic upgrade of unreinforced masonry buildings as required by State regulations. Remove or rehabilitate structures that may be expected to collapse in the event of an earthquake including, but not limited to, unreinforced masonry buildings pursuant to *California Government Code §8875 et seq.*, bridges, and critical facilities.
- HPS 1.4 **Water wells.** Develop standards and restrictions, such as limits on density and restrictions on water wells in areas subject to subsidence.

Programs

- HPS 1.a **Building codes.** Review building regulations and records annually and ensure that current State codes and sources of geologic hazard information are used in reviewing development proposals. Special consideration shall be given to appropriate regulations regarding Critical, Sensitive and High-Occupancy Facilities.
- HPS 1.b **Geotechnical investigations.** Establish standards and requirements for geotechnical investigations and mitigation measures to be followed by development applicants.
- HPS 1.c **Development review.** As part of the development review process, assist applicants in demonstrating conformance with all applicable geotechnical regulations and identify appropriate mitigation measures.
- HPS 1.d **Seismic retrofitting.** Adopt regulations regarding seismic retrofitting of existing structures that do not meet current standards. The regulations shall include:
- Requirements for upgrading unreinforced masonry buildings.
 - Concepts and provisions of the State code for historic buildings, to provide additional flexibility for preservation of historic buildings while protecting them from significant earthquake damage.



- c. An enforcement schedule with all upgrading completed during that time.
 - d. Signs shall be posted and maintained on unreinforced masonry buildings to warn occupants of potential hazards.
- HPS 1.e **Unreinforced masonry housing.** Develop strategies and program options for preservation or replacement of low- and moderate-income housing in unreinforced masonry buildings. Possible strategies include, among others: low-interest loans for seismic rehabilitation of residential buildings; preservation of nonconforming zoning rights for in-kind replacement of residential buildings; and relocation assistance for displaced occupants.
- HPS 1.f **Unreinforced masonry commercial buildings.** Consider appropriate means of economic relief for unreinforced masonry commercial buildings, such as: preservation of non-conforming zoning rights for in-kind replacement of commercial buildings; and seeking grant funding for the coordinated upgrading of seismic, economic, and general design characteristics of affected commercial areas.
- HPS 1.g **Abandoned water wells.** Mitigate high groundwater problems related to improperly-abandoned water wells wherever possible by proper sealing and abandonment procedures.
- HPS 1.h **Subsidence.** If soil subsidence is observed in the portion of the Santa Clara River Valley within the Santa Paula planning area, the Santa Paula Department of Public Works should initiate an investigation to evaluate the cause and develop a program to halt or retard the subsidence.
- HPS 1.i **Disaster recovery.** Review the City's Emergency Response Plan to ensure that it includes adequate provisions for assessment of structural damage to bridges, over and underpasses, and walls in the public right of way to ensure safety after a seismic event.



C. Flood Hazards and Storm Water Drainage

1. Overview

Flood hazards within the Santa Paula area may result from storm water and potential dam failure.

Storm Water Flood Hazards

In Ventura County, floods are most likely to occur during heavy winter rainfalls after prolonged dry periods. The Santa Clara River is the major drainage feature in Santa Paula. This watercourse drains westerly through the Planning Area and the Oxnard Plain to the Pacific Ocean. Major tributaries of the Santa Clara River within the Santa Paula area include Santa Paula Creek, Adams Barranca, Fagan Barranca, and Timber Canyon.

The Federal Emergency Management Agency (FEMA) establishes base flood elevations for 100-year and 500-year flood events. The 100-year flood zone is defined as the area that could be inundated by a flood having a 1% probability of occurring in any given year. The 500-year flood is defined as having a 0.2% probability of occurring in any given year.

Figure 5-3 shows areas of the city that are within the 100- and 500-year flood zones. According to the 2015 Ventura County Multi-Hazard Mitigation Plan, 2,197 housing units (31%) and 5 critical facilities were within the 100-year floodplain, while 1,777 housing units (25%) and 8 critical facilities were within the 500-year floodplain in Santa Paula.

The Ventura County Watershed Protection District (VCWPD) was formed to protect watercourses, watersheds, public highways, life, and property from damage or destruction from floodwaters. The VCWPD has authority over “redline” channels, which are those containing runoff with a peak flow rate of 500 cubic feet per second (cfs) or more during a 100-year storm. VCWPD has authority to maintain and construct flood control facilities on all major channels, including Santa Clara River, Todd Barranca, Cummings Road Drain, Briggs Road Drain, Haines Barranca, Adams Barranca, Saltmarsh Canyon, Sisar Creek, Camp Bartlett Creek, Peck Road Drain, Fagan Canyon, Santa Paula Creek, Magnolia Drive Creek, Mud Creek Canyon, Anlauf Canyon, Orcutt Canyon, Timber Canyon, O’Leary Creek, and Balcom Canyon Wash. VCWPD maintains facilities within its right-of-way but does not maintain all jurisdictional channels.

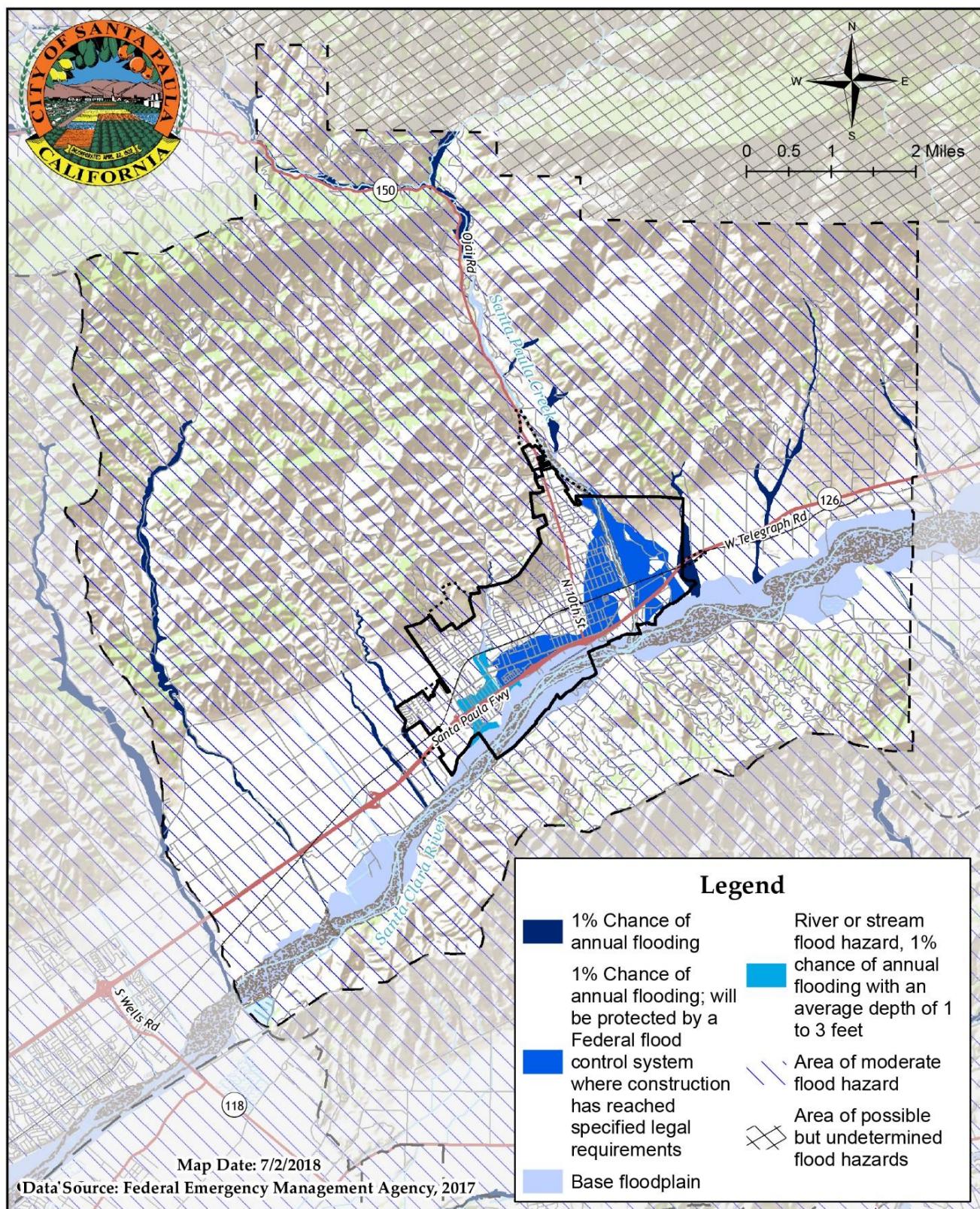


Figure 5-3 – Flood Hazard Zones



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The City of Santa Paula administers the National Flood Insurance Program (NFIP) for areas within the incorporated City limits while the Ventura County Public Works Agency administers the NFIP within the County unincorporated area.

The network of storm drains that conveys surface water from urban areas to the major channels is the responsibility of the Santa Paula Public Works Department. The City's Storm Drain Master Plan evaluates existing drainage systems and identifies proposed facilities needed to address deficiencies (**Figure 5-4**). The Capital Improvement Program (CIP) prioritizes and identifies sources of funding for storm drain improvements as recommended by the Storm Drain Master Plan.

Flood hazards can be reduced through a variety of measures including open space preservation, drainage system improvements, and requiring new development to minimize runoff and comply with design standards.

National Flood Insurance Program

The National Flood Insurance Program (NFIP), which is administered by FEMA, requires that communities adopt land use restrictions for the 100-year floodplain to qualify for federally subsidized insurance. While participation in the NFIP is not mandatory, flood insurance within identified "special flood hazard" areas is a prerequisite for receiving mortgages or construction loans from federally regulated lending institutions. Disaster assistance is not available to public agencies in hazard areas if they do not participate and remain compliant in the program. The City is a participating community in the NFIP and qualifies for assistance in the event of a declared natural disaster.

The Community Rating System (CRS), also administered by FEMA, offers financial incentives to cities and counties that voluntarily exceed the minimum requirements of the NFIP. The three goals of the CRS are: 1) to reduce and avoid flood damage to insurable property; 2) to strengthen and support the insurance aspects of the NFIP; and 3) to foster comprehensive flood plan management. The CRS includes activities in which communities can participate to earn CRS points, such as public outreach and education on flood prevention measures, preserving open space, maintaining special certifications for staff members as Certified Floodplain Managers, removing debris and sediment from flood control channels, and adoption of an All-Hazards Mitigation Plan. Each community receives a Class Rating based on the number of points earned, and the number of points a community has earned determines if a discount is available to property owners on their flood insurance policies.



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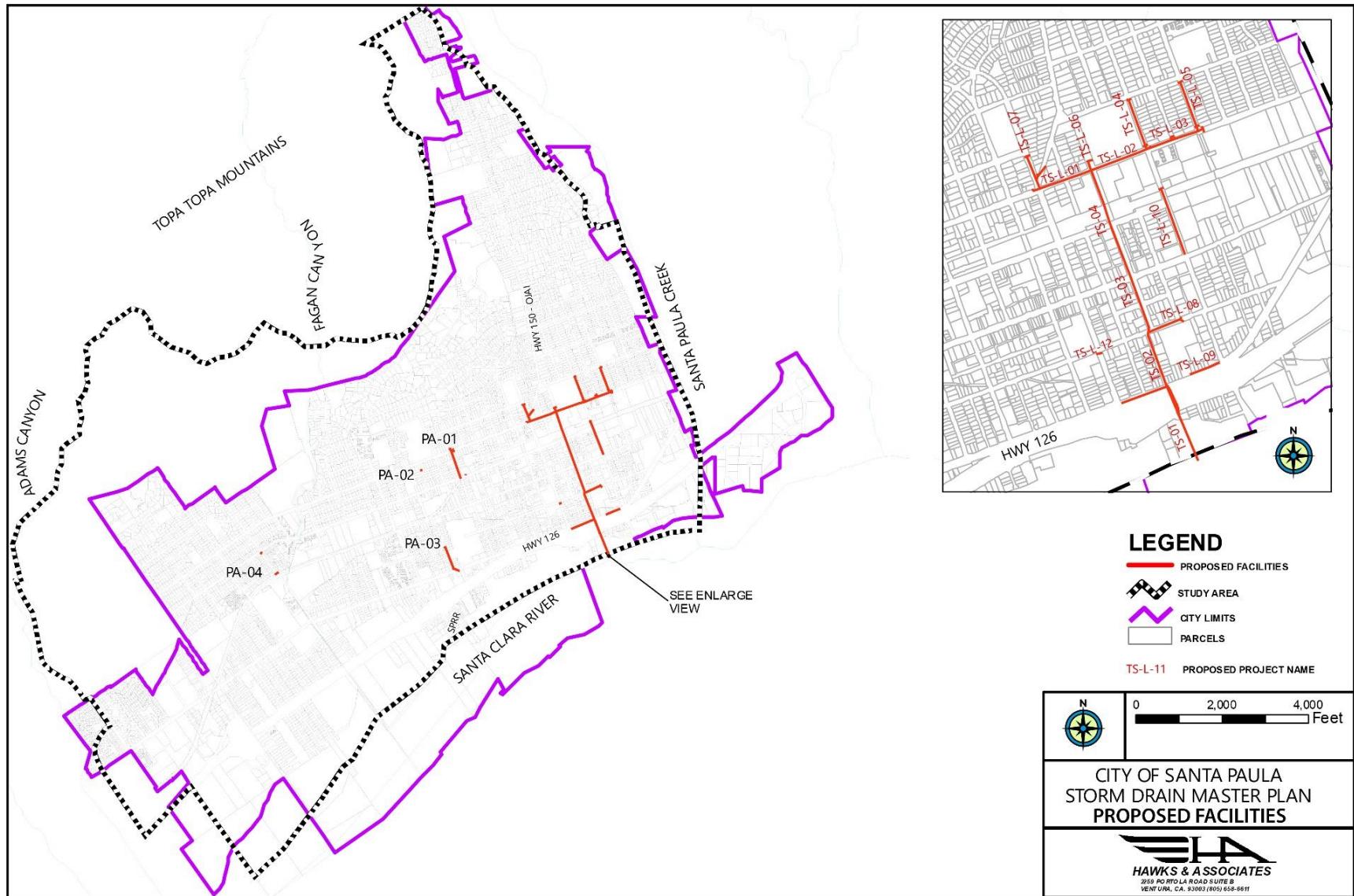


Figure 5-4 – Proposed Drainage Facility Improvements



Dam Failure Hazards

Dam failure may result from a variety of natural or human-caused events. Factors contributing to dam failure may include design deficiencies, improper construction, inadequate maintenance, weakening of the dam through the normal aging process, or seismic activity. There is no record of a dam failure in Ventura County; however, the 1928 collapse of St. Francis Dam in Los Angeles County caused major flooding in Santa Paula and other portions of the Santa Clara Valley.

Four dams northeast of Santa Paula have the potential to result in significant inundation in the city or surrounding area: Lake Pyramid Dam, Lake Castaic Dam, Bouquet Canyon Dam, and Santa Felicia Dam (Lake Piru). Potential dam failure inundation areas in Ventura County are shown in **Figure 5-5**.

2. Policies and Programs

Policies

- HPS 2.1 **Flood hazard mitigation planning.** Minimize risks from flood hazards, including storm water and dam failure, by locating development where such risks can be mitigated to an acceptable level. When feasible, locate new essential public facilities, including hospitals and health care facilities, emergency shelters, police and fire stations, emergency command centers, and emergency communications facilities, outside of flood hazard zones. Require new development to comply with all applicable regulations related to flood hazard mitigation. New developments in expansion areas should reduce existing flood hazards where feasible. If flood risks cannot be feasibly mitigated to an acceptable level, development shall not be approved.
- HPS 2.2 **National Flood Insurance Program.** Participate in the NFIP and the Community Rating System to ensure that the City is incentivized to reduce the risk of damage from flooding and improve flood preparedness.



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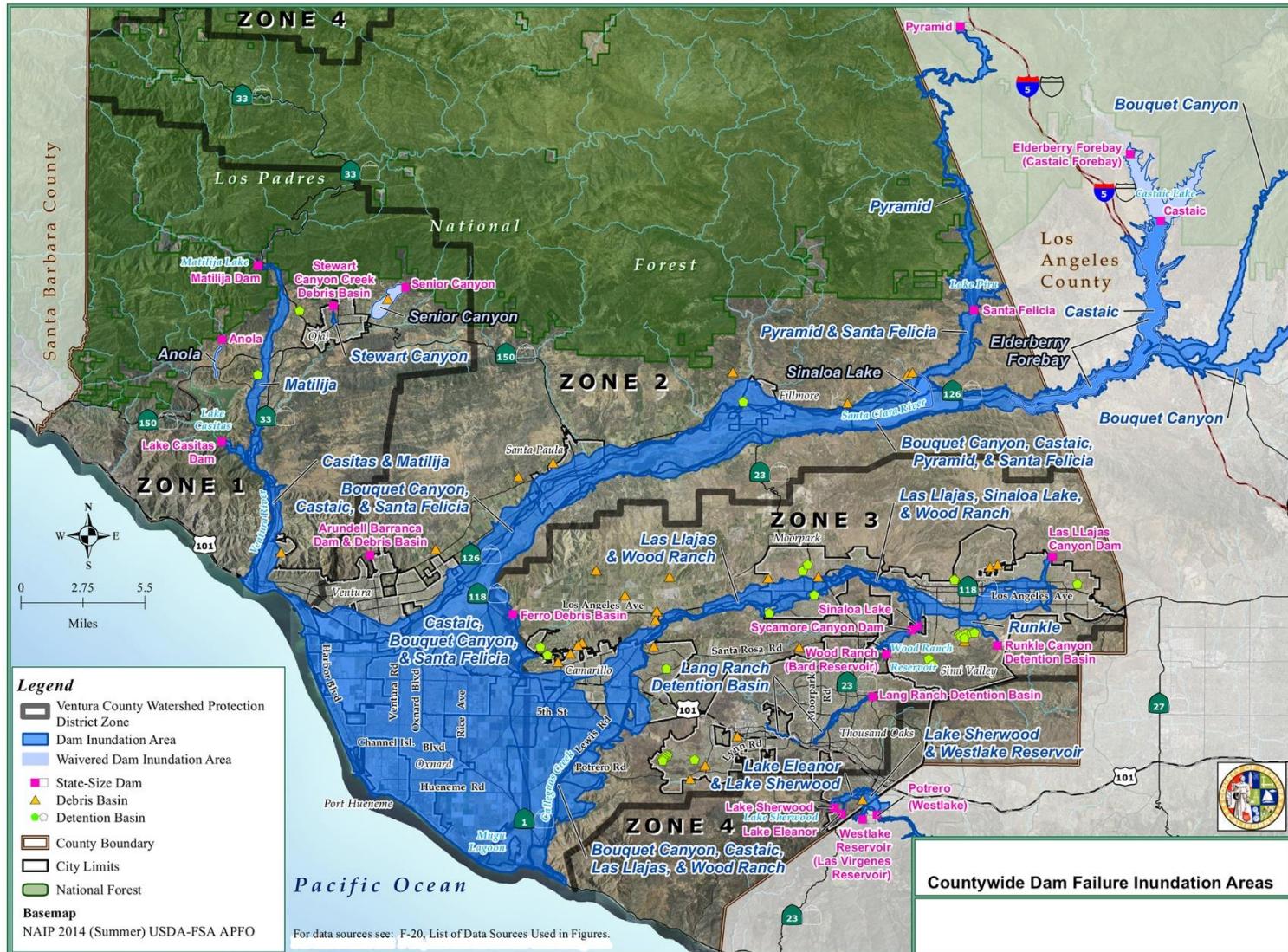


Figure 5-5 – Dam Failure Inundation Areas



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- HPS 2.3 **Flood control improvements.** Support flood control projects on the Santa Clara River, Santa Paula Creek, and other waterways to eliminate or reduce flood hazards in areas of existing and proposed development. Ensure that flood control improvements are designed in a manner that maintains streams and barrancas in as natural a condition as possible and utilize colors, materials, and other design features that blend into the surrounding environment. Identify funding mechanisms to contribute to needed storm water infrastructure improvements.
- HPS 2.4 **Inter-agency cooperation.** Continue to work cooperatively with the Army Corps of Engineers, Ventura County Watershed Protection District (VCWPD), and other agencies to reduce flood hazards in Santa Paula. In accordance with VCWPD Ordinance WP-2 enacted October 13, 2013, a project shall not impair, divert, impede or alter the characteristics of the flow of water running in any jurisdictional redline channel or facility. To the extent that development impacts VCWPD channels and facilities, compliance with VCWPD criteria is required. In such cases engineering studies should verify compliance with VCWPD hydrology data and flood studies.
- HPS 2.5 **Emergency response.** Ensure that the City's Emergency Response Plan includes timely public notification of predicted flood events and methods to ensure structural and operational integrity of essential public facilities and evacuation protocols during flood events.
- HPS 2.6 **Limit peak discharge.** Require new development to be designed such that storm water runoff after development does not exceed the peak flow under existing conditions for any frequency of event; any additional flow (peak, volume) must be contained on the development site. Furthermore, any development activity including drainage connections and site grading that is proposed in, on, under, or across any VCWPD jurisdictional redline channel or facility including the bed, banks, and overflow areas will require a permit from VCWPD.

Programs

- HPS 2.a **Update regulations.** Review flood hazard maps and data annually and ensure that the most recent regulations and sources of information are used in reviewing development proposals.
- HPS 2.b **Master Plan of Storm Drains.** Prepare and regularly update the Master Plan of Storm Drains for Santa Paula.



- HPS 2.c **Capital Improvement Program.** Prepare and regularly update the Capital Improvement Program, including the schedule for planned flood control improvements and funding sources.
- HPS 2.d **Development review.** As part of the development review process, assist applicants in demonstrating conformance with all applicable drainage and flood control regulations, including but not limited to Ventura County Watershed Protection District (VCWPD) Ordinance WP-2, and identify appropriate mitigation measures. Any development activity including drainage connections and site grading that is proposed in, on, under, or across any VCWPD jurisdictional redline channel or facility including the bed, banks, and overflow areas must demonstrate that all required permits have been obtained from VCWPD.
- HPS 2.e **National Flood Insurance Program.** Continue to participate in the National Flood Insurance Program and consider participation in the Community Rating System Program.
- HPS 2.f **Disaster recovery.** Review the City's Emergency Response Plan to ensure that evacuation routes will be usable during major flood events.



D. Wildland Fire Hazards

1. Overview

Wildland Fire Hazards in Santa Paula

Note: This section focuses on wildland fire hazards. See also Chapter 6 – Public Services and Utilities, Section C for a general discussion of fire protection in Santa Paula.

High winds and dry vegetation create a risk of wildland fire in undeveloped portions of the Santa Paula Planning Area, and prolonged droughts exacerbate these conditions. When vegetation is destroyed by fire, flood hazards are increased during subsequent storms.

As noted in the 2015 Ventura County Multi-Hazard Mitigation Plan¹⁰ (VCMHMP), wildfires are a common occurrence in Ventura County. During the 50-year period from 1965 through 2015 there were 23 wildfires in Ventura County that consumed more than 10,000 acres.¹¹ 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. Before finally being contained the fire consumed over 280,000 acres (438 square miles), destroyed over 1,000 structures, and killed 1 fire fighter. While the fire was still active, an intense rainstorm struck the area resulting in massive mudslides that damaged or destroyed hundreds of homes in the Montecito area of Santa Barbara County. The locations of large wildfires that have affected the Santa Paula area since 1930 are illustrated in **Figure 5-6**.

The 2015 VCMHMP predicts that climate change will result in increased wildfire risk in hillside and mountainous areas due to more severe droughts, higher temperatures and stronger Santa Ana winds.

¹⁰ https://s29710.pcdn.co/wp-content/uploads/2018/05/ventura-hmp_main-body_september-2015.pdf

¹¹ 2015 Ventura County Multi-Hazard Mitigation Plan, p. 4-33.



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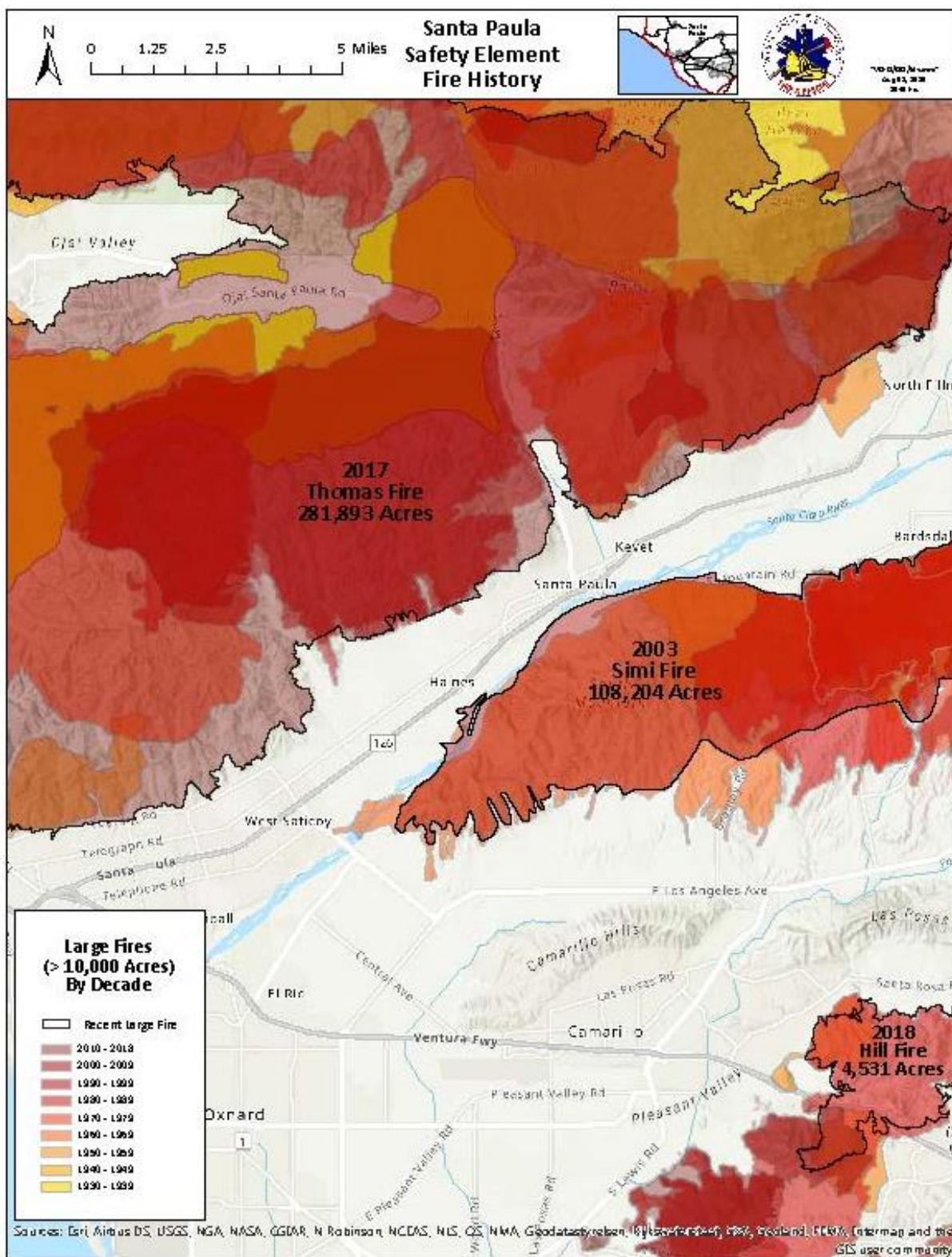


Figure 5-6– Wildland Fire History



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The California Department of Forestry and Fire Protection (CAL FIRE) publishes maps showing areas of significant wildland fire hazards based on fuels, terrain, weather, and other relevant factors. These areas, referred to as Fire Hazard Severity Zones (FHSZs), are categorized as very high, high, or moderate. Fire hazard maps are divided into local responsibility areas (LRAs) and State responsibility areas (SRAs). LRAs generally include cities, cultivated agriculture lands, and portions of the desert. LRA fire protection is typically provided by city fire departments, fire protection districts, and counties, and by CAL FIRE under contract to local governments. SRAs are those where the State has financial responsibility for wildfire protection. The prevention and suppression of fires in areas that are not State responsibility areas are primarily the responsibility of Federal or local agencies. Within the Santa Paula area, fire protection is provided by the Ventura County Fire Department (VCFD), including in SRAs under an agreement with CAL FIRE. VCFD's Unit Strategic Fire Plan, as well as adopted standards and guidelines, serve to reduce fire hazards.

Existing and Proposed Uses in Fire Hazard Zones

Figure 5-7 shows FHSZs in the Santa Paula area while Figure 6-1 on page 6-4 shows the locations of fire stations serving the city and nearby areas. Portions of Santa Paula's sphere of influence and expansion areas (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. The 2015 Ventura County Multi-Hazard Mitigation Plan estimates that about 4.5% of Santa Paula's population resides within the Very High FHSZ.

Under State law, new essential public facilities, including hospitals and health care facilities, emergency shelters, emergency command centers, and emergency communications facilities, should be located outside of high fire risk areas. No essential public facilities are currently located or planned within a high fire hazard zone with the exception of Santa Paula Hospital, which is located at 825 N. Tenth Street.

Proposed development within the fire hazard areas will require effective mitigation to minimize risks in conformance with VCFD ordinances,¹² standards and guidelines,¹³ and the Ventura County Unit Strategic Fire Plan.¹⁴

12 <https://vcfd.org/fire-prevention/ordinances-and-fees>

13 <https://vcfd.org/fire-prevention/standards-guidelines>

14 https://cdfdata.fire.ca.gov/fire_er/fpp_planning_plans_details?plan_id=131



2. Policies and Programs

Note: the following policies and programs relate specifically to wildland fire hazards. Please refer to Chapter 6 – Public Services and Utilities, Section C (Fire Protection) for additional policies and programs that apply more generally to fire protection.

Policies

- HPS 3.1 **Land use planning.** Reduce wildland fire hazards by locating development in areas where such risks can be mitigated to an acceptable level. When feasible, locate new essential public facilities, including hospitals and health care facilities, emergency shelters, police and fire stations, emergency command centers, and emergency communications facilities, outside of high fire hazard zones. If essential facilities must be located in high fire hazard zones, require all feasible mitigation measures to minimize hazards, such as safe access for emergency response vehicles, visible street signs, and water supplies for structural fire suppression. In the event that structures are destroyed by wildfire, ensure that reconstruction adheres to current building standards and evaluate soil stability resulting from loss of vegetation to minimize future risks.
- HPS 3.2 **Enforce State regulations.** New development within high and very high fire hazard severity zones must comply with State fire safe and defensible space regulations and standards (including Public Resources Code Sec. 4290-4291 and Government Code Sec. 51182), and local ordinances such as the Ventura County Fire Apparatus Access Code and the Ventura County Fire Code, including fire resistive construction and landscaping, and demonstrate that adequate fire protection access and suppression services will be available to serve the development.



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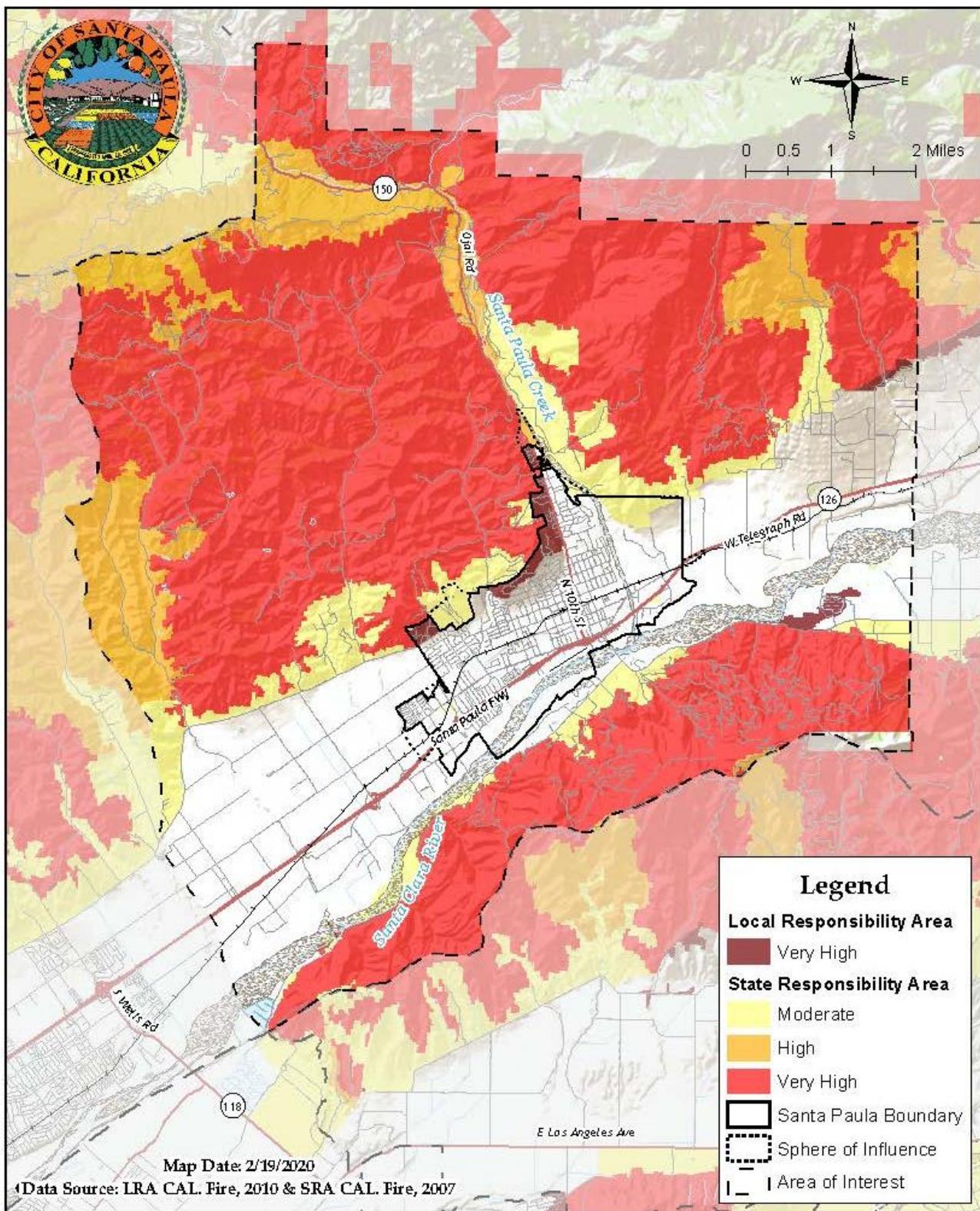


Figure 5-7 – Wildland Fire Hazard Areas



- HPS 3.3 **Water supply.** Adequate water supply for firefighting must be provided in all new development. New development in urban/wildland interface areas should have supplemental stored, dedicated firefighting water supplies and outside fire sprinkler systems.
- HPS 3.4 **Fire stations.** Consider a future fire station location(s) closer to the urban/wildland interface currently existing along State Route 150, or in canyon areas proposed to be developed, and outside of the 100-year flood zone, dam inundation, and seismically-induced liquefaction hazard areas.

Programs

- HPS 3.a **Fire hazard maps and regulations.** Review wildland fire hazard maps and State regulations annually and ensure that the most recent regulations and sources of information are incorporated into City regulations.
- HPS 3.b **Building and fire codes.** Update the City's building and fire codes concurrent with each triennial update of the State codes.
- HPS 3.c **Development review.** As part of the development review process, assist applicants in demonstrating conformance with all applicable fire protection regulations and identify appropriate mitigation measures. For any proposed development within a Very High Fire Hazard Severity Zone, require preparation of a site-specific Fire Protection Plan in compliance with applicable State regulations (including Government Code Sec. 51182) and VCFD ordinances, standards and guidelines to address wildland fire prevention, maintenance and operational measures, including community fire breaks, visible home and street addressing and signage, and simultaneous ingress of emergency vehicles and egress of evacuees during a wildfire event. If supplemental stored water is necessary to provide adequate fire protection, require that water tanks on private property are accessible to the Fire Department.
- HPS 3.d **Water supply.** Fire protection water supply infrastructure needs in the expansion areas shall be reviewed by the Public Works Department and the Ventura County Fire Department as part of each update to the Capital Improvement Program.
- HPS 3.e **Fire hazard mitigation.** Continue to enforce Fire Code requirements for defensible space, site maintenance, and other fire hazard mitigations in developed areas.
- HPS 3.f **Emergency Operations Plan.** Ensure that effective measures to respond to wildland fire risks are included in the City's Emergency Operations Plan, including



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evacuation when necessary (Annex A of the City Emergency Operations Plan).¹⁵ Evaluate areas of the city within the Very High Fire Hazard Severity Zone and identify any areas with inadequate access/evacuation routes. If such areas exist, develop mitigation measures or improvement plans.

- HPS 3.g **Buffer zones.** Identify effective methods of establishing buffer zones separating residential development in the foothills from chaparral and other native vegetation. This may include property easements and setbacks in new subdivisions, acquisition of lands adjacent to existing development, establishment of a “fire break” or National Forest lands, or other techniques. Identify methods to fund acquisition and maintenance of the buffer zones. Coordinate with VCFD and other fire protection agencies regarding ongoing maintenance of fire breaks.
- HPS 3.h **Monitor fire protection service levels and upgrade substandard facilities.** As part of the annual budget and Capital Improvement Program process, review fire protection and emergency service levels to ensure that desired service levels are achieved. Whenever feasible, mitigate existing non-conforming development and facilities to contemporary fire safe standards.
- HPS 3.i **Public outreach.** Promote public outreach regarding defensible space and evacuation routes in high fire hazard areas, including specific information targeted to at-risk populations such as the elderly and persons with disabilities.

¹⁵ <http://www.ci.santa-paula.ca.us/EmergencyOperationsPlan.pdf>



E. Hazardous Materials

1. Overview

A *hazardous material* is defined in *California Health and Safety Code §25501* as: “any material that, because of its quantity, concentration, or physical or chemical characteristics, poses a significant present or potential hazard to human health and safety or to the environment if released into the workplace or the environment.” Hazardous materials are controlled by State and Federal regulations requiring proper transport, storage, handling and disposal.

Risks to public health and safety may occur from chemicals and other hazardous materials spilled or disposed of on industrial sites or farmland, or from leaking above-ground or underground storage tanks. Accidental releases can also occur during the transport of hazardous materials in rail cars, trucks or pipelines. Health risks from contaminated sites can be reduced through an investigation (Phase I and/or Phase II environmental site assessment) and proper remediation prior to development.

Local agencies responsible for implementing hazardous materials regulations and protocols in Ventura County include the Ventura County Air Pollution Control District (VCAPCD), the Ventura County Certified Unified Program Agency (CUPA), the Ventura County Fire Department (VCFD) and the Ventura County Integrated Waste Management Department (VCIWMD).

The VCAPCD regulates the demolition of buildings and structures that may contain asbestos. The Ventura County CUPA is the Certified Unified Program Agency for most of the cities and the unincorporated areas of Ventura County, and has been certified by CalEPA to implement the following State environmental programs:

- Hazardous Waste
- Hazardous Materials Business Plan (HMBP)
- California Accidental Release Prevention Program (CalARP)
- Underground Hazardous Materials Storage Tanks (UST)
- Aboveground Petroleum Storage Act (APSA)/Spill Prevention, Control, and Countermeasure Plan
- Onsite Hazardous Waste Treatment/Tiered Permit

Ventura County Environmental Health Division regulates the construction, operation, repair, and removal of underground storage tanks within Ventura County, with the exception of the cities of Oxnard and Ventura. The Environmental Health Division also administers the



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Medical Waste Program and the Body Art Program, and has emergency on-call staff available to respond to hazardous and medical waste incidents or releases.

VCIWMD administers the Household Hazardous Waste (HHW) collection program and the operation of the Pollution Prevention Center, a permanent HHW collection facility that specifically serves residents of the unincorporated area and the cities of Ojai, Santa Paula, and Fillmore.

VCFD provides a range of emergency response services including hazardous materials spills.

Information on hazardous materials and contaminated properties is maintained by both the State and the County of Ventura. The California Environmental Protection Agency (CalEPA) maintains the California Hazardous Waste and Substances List (also known as the “Cortese List”). As of April 2017, approximately 220 regulated facilities in Santa Paula were on the County’s CUPA list, as well as five facilities that collect and/or transfer hazardous wastes.

2. Policies and Programs

Policies

- HPS 4.1 **Compliance with hazardous materials regulations.** All use, storage, transportation and disposal of hazardous materials in Santa Paula, including the management of underground and above-ground storage tanks, shall conform to Federal, State, and County regulations. Projects that would reasonably be anticipated to emit hazardous air emissions or handle extremely hazardous substances within one-quarter mile of a school shall not be approved.
- HPS 4.2 **Compliance with petroleum regulations.** Petroleum production, storage, and pipeline facilities and operations, including abandonment, shall comply with all applicable regulations to minimize risks to public safety. Wells, storage tanks and pipelines should be located away from sensitive uses such as residences, hospitals, and schools.
- HPS 4.3 **Electromagnetic fields.** City land use decisions shall seek to limit public exposure to electromagnetic fields (EMF) based on the best available scientific evidence.



Programs

- HPS 4.a **Hazardous materials regulations.** Review City regulations, procedures and sources of information regarding the use, storage, transportation and disposal of hazardous materials, and the location and operation of petroleum facilities, on an annual basis and revise as necessary to ensure that they reflect current Federal, State, and County regulations.
- HPS 4.b **County Hazardous Waste Management Plan.** Cooperate with the Ventura County Environmental Health Division in preparing and updating the County Hazardous Waste Management Plan (CHWMP).
- HPS 4.c **Development review.** As part of the development review process for new developments that handle hazardous materials or petroleum products, consult with DEHS and require applicants to demonstrate conformance with all applicable hazardous materials regulations and identify appropriate mitigation measures. When development is proposed in an area of previous or current oil operations, the City shall consult with the California Division of Oil, Gas, and Geothermal Resources (DOGGR) and require the project to comply with DOGGR recommendations to protect public health and safety.
- HPS 4.d **Existing facilities.** Work cooperatively with County DEHS to ensure that existing facilities that use, store, transport or dispose of hazardous materials comply with existing regulations.
- HPS 4.e **Electromagnetic fields.** As part of the development review process for proposed developments near electrical transmission lines, require that new residential properties, childcare facilities, active parks and recreational facilities comply with the setbacks established in *California Code of Regulations*, Title 5, §14010.c, or subsequent standards.



F. Aviation Safety

1. Overview

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. The airport encompasses a total of about 38 acres and provides a single asphalt runway approximately 2,650 feet long by 40 feet wide. The airport property is designated *Airport* in the Land Use Plan ([Figure 2-1 of the Land Use Element](#)).

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.

The Airport Comprehensive Land Use Plan (CLUP) for Ventura County, adopted by the Ventura County Transportation Commission in 2000, is intended to protect and promote the safety and welfare of residents near military and public use airports in the county, as well as airport users, while promoting the continued operation of those airports. The plan seeks to protect the public from the adverse effects of aircraft noise, to ensure that people and facilities are not concentrated in areas susceptible to aircraft accidents, and to ensure that structures and activities do not encroach upon or adversely affect the use of navigable airspace.

Air safety zones applicable to Santa Paula Airport are designated in the 2000 CLUP and include the Runway Protection Zone (formerly called the Inner Safety Zone); the Outer Safety Zone; and the Traffic Pattern Zone. Air safety zones for Santa Paula Airport are shown on [Figure 5-8](#) and are summarized as follows.

- The **Runway Protection Zone** (shown as the *KS-IS Overlay* on the Zoning Map) is the area below the portion of the approach surface from the end of the primary surface to the point where the approach surface is 50 feet above the runway end elevation.
- The **Outer Safety Zone** (shown as the *KS-OS Overlay* on the Zoning Map) underlies a portion of the approach surface which extends beyond the Runway Protection Zone. These two zones extend a total of 3,500 feet from the end of the runway based on the type of aircraft currently using, or projected to use, the airport.
- The **Traffic Pattern Zone** (also referred to as the *Airport Influence Zone*) is the area beneath the outer edge of aircraft flight paths.

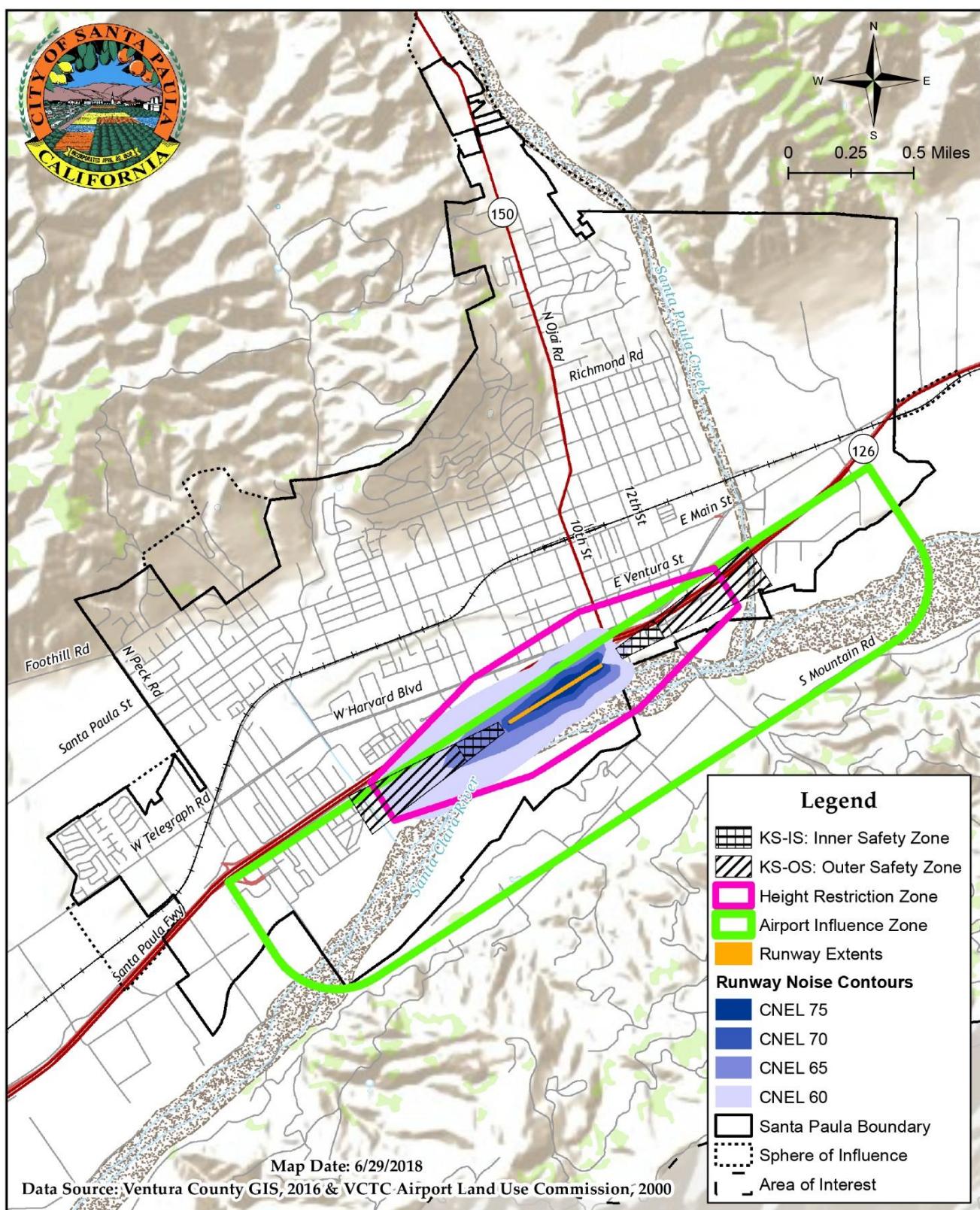


Figure 5-8 – Airport Safety Zones and Runway Noise Contours



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Table 5-1 presents land use compatibility standards for safety zones as established by the Ventura County CLUP.

Any existing structures or uses that were lawfully established or constructed prior to the adoption of the CLUP and that are inconsistent with current air safety zones are considered legal nonconforming uses and are subject to the regulations contained in Chapter 16.110 - Nonconformities of the Development Code (SPMC Title XVI). Those regulations are intended to encourage the city's continuing improvement by limiting the extent to which nonconforming structures and uses may continue to be used, expanded, or replaced, while improving the health, safety, and welfare of residents without creating an economic hardship for individual property or business owners.

2. Policies and Programs

Policies

HPS 5.1 **CLUP consistency.** Use and development of properties in the vicinity of Santa Paula Airport shall be consistent with the Ventura County Airport Comprehensive Land Use Plan.

Programs

HPS 5.a **CLUP compatibility.** Work with Santa Paula Airport to ensure conformance with the land use guidelines for safety compatibility outlined in the Ventura County Airport Comprehensive Land Use Plan.

HPS 5.b **Runway overrun extension.** Pursue extension of the runway overruns when land becomes available.

HPS 5.c **Development review.** As part of the development review process for applications within the vicinity of Santa Paula Airport, assist applicants in demonstrating conformance with the CLUP and identify appropriate mitigation measures.

HPS 5.d **Nonconforming uses.** Encourage the modification or replacement of legal nonconforming uses that are inconsistent with the CLUP in a manner that reduces or eliminates incompatibilities to the greatest extent feasible in accordance with SPMC Chapter 16.110.



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Table 5-1 Land Use Compatibility Standards in Safety Zones for Civilian Airports

Land Use	Runway Protection Zone	Outer Safety Zone	Traffic Pattern Zone	Extended Traffic Pattern Zone
Residential				
Single-Family	U	U	C ^{a,e}	A ^e
Multi-Family	U	U	C ^{a,e}	A ^e
Mobile Home Parks	U	U	C ^{a,e}	A ^e
Public/Institutional				
Hospitals/Convalescent Homes	U	U	U	A ^e
Schools	U	U	U	A ^e
Churches/Synagogues	U	U	U	A ^e
Auditoriums/Theaters	U	U	U	A ^e
Commercial				
Hotels and Motels	U	U	C ^{c,e}	A ^e
Office and Business/Professional Services	U	C ^{a,e}	C ^{c,e}	A
Wholesale	U	C ^{a,e}	C ^{c,e}	A
Retail	U	C ^{a,e}	C ^{c,e}	A
Industrial/Transportation, Communication, and Utilities				
Manufacturing – General/Heavy	U	C ^{a,e}	C ^{c,e}	A
Light Industrial	U	C ^{a,e}	C ^{c,e}	A
Research and Development	U	C ^{a,e}	C ^{c,e}	A
Business Parks/Corporate Offices	U	C ^{a,e}	C ^{c,e}	A
Transportation Terminals	U	U	A	A
Communication/Utilities	C ^b	A	A	A
Automobile Parking	C ^b	A	A	A
Recreation/Open Space				
Outdoor Sports Arenas	U	U	U	A
Outdoor Amphitheaters	U	U	U	A
Parks	U	C ^a	A	A
Outdoor Amusement	U	C ^{a,e}	A	A
Resorts and Camps	U	C ^{a,e}	A ^e	A ^e
Golf Courses and Water Recreation	C ^d	A	A	A
Agriculture	A	A	A	A

Source: Table 6B, p. 6-6; Airport Comprehensive Land Use Plan for Ventura County, July 2000

A = Acceptable land use; C = Land use is conditionally acceptable upon meeting required criteria (see footnotes below);

U = Unacceptable land use

a Maximum structural coverage must be no more than 25%. "Structural coverage" is defined as the percent of building footprint area to total land area, including streets and greenbelts.

b Placing structures or buildings in the Runway Protection Zone is unacceptable. Above-ground utility lines and parking are allowed only if approved by the Federal Aviation Administration (FAA) as not constituting a hazard to air navigation.

c Maximum structural coverage must not exceed 50%. "Structural coverage" is defined as the percent of building footprint area to total land area, including streets and greenbelts. Where development is proposed immediately adjacent to the airport property, structures should be located as far as practical from the runway.

d Clubhouse is unacceptable in this zone.

e An aviation easement is recommended and a fair disclosure agreement and covenant shall be recorded by the owner and developer of the property.



G. Noise and Vibration

1. Overview

Noise is considered to be unwanted sound. Sources of noise in the community include roads, commercial, industrial and agricultural operations, railroads, aircraft overflight, construction and nuisance noise. Adverse effects from these noise sources on sensitive uses such as homes, schools and libraries can be minimized by locating these uses outside of high-noise areas, requiring that new developments comply with noise standards, and limiting nuisance noise.

Ground-borne vibration can also lead to minor annoyance (such as rattling of windows) and, in more extreme cases, major disruption of human activities or even structural damage. In Santa Paula, the primary sources of ground-borne vibration include heavy truck traffic and construction activities.

Noise Characteristics and Measurement

Noise level (or volume) is generally measured in decibels (dB) using the A-weighted sound pressure level (dBA). The A-weighting scale is an adjustment to the actual sound levels based on human hearing, which is most sensitive to frequencies around 4,000 hertz (about the highest note on a piano) and less sensitive to low frequencies (below 100 hertz).

In addition to instantaneous sound levels, the duration of sound is important because sounds that occur over a long period of time are more likely to be an annoyance or cause direct physical damage or environmental stress. One of the most frequently used noise metrics that considers both duration and sound level is the *equivalent noise level* (L_{eq}). The L_{eq} is defined as the steady A-weighted level that is equivalent to the same amount of energy as that contained in the actual fluctuating levels over a period of time. Typically, L_{eq} is summed over a 1-hour period.

Sound pressure level is measured on a logarithmic scale with 0 dB based on the lowest detectable sound pressure level that people can perceive (an audible sound that is not zero sound pressure level). Decibels are added on a logarithmic basis, and a doubling of sound energy is equivalent to an increase of 3 dB. A sound that is 10 dB less than the ambient level has no effect on the ambient noise level.

Noise levels typically attenuate at a rate of 6 dBA per doubling of distance from point sources such as industrial machinery. Noise from lightly traveled roads typically attenuates at a rate of about 4.5 dBA per doubling of distance. Noise from heavily traveled roads typically attenuates at about 3 dBA per doubling of distance.



The time period in which noise occurs is also important, because noise that occurs at night tends to be more disturbing to most people than noise during the daytime. The Community Noise Equivalent Level (CNEL) recognizes this characteristic by weighting the hourly L_{eq} levels over a 24-hour period with 5 dB added to evening noise levels (7:00 p.m. to 10:00 p.m.) and 10 dBA added to nighttime noise levels (10:00 p.m. to 7:00 a.m.) to account for the greater annoyance associated with noise during these times.

Noise Impacts

Because of the nature of the human ear, a sound must be about 10 dB greater than the reference sound to be judged as twice as loud. Typically, a 3 dB change in community noise levels is noticeable, while 1 to 2 dB changes generally are not perceived. Quiet suburban areas typically have noise levels in the range of 40-50 dBA, while those along arterial streets are generally in the 50-60+ dBA range. Normal conversational levels are in the 60-65 dBA range, and ambient noise levels greater than that can interrupt conversations.

Noise Standards

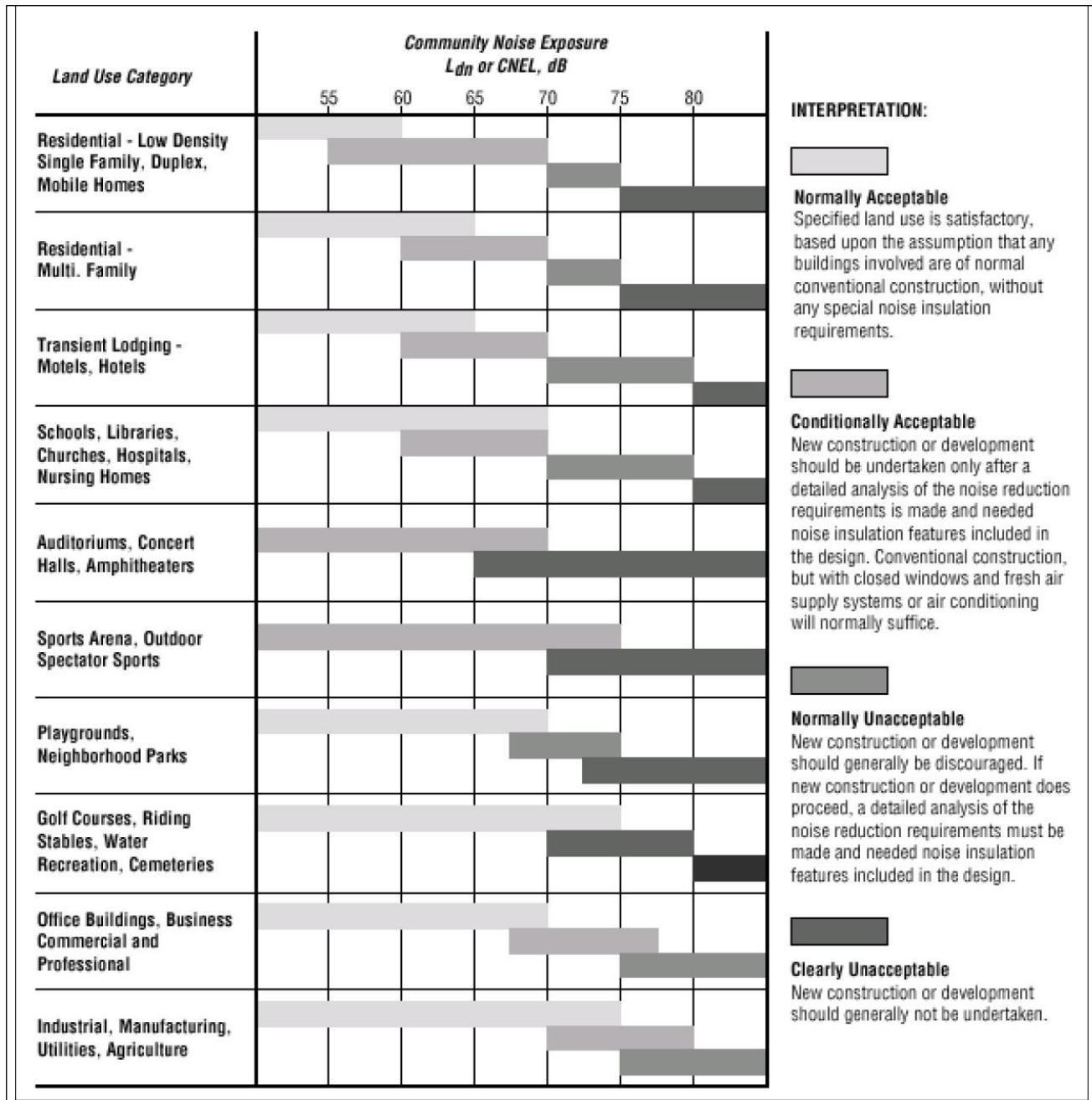
The State of California has adopted noise standards for both exterior and interior environments.

Exterior Noise Standards. Figure 5-9 shows community (i.e., exterior) noise compatibility guidelines published by the Governor's Office of Planning and Research for various land uses. This table illustrates the ranges of noise exposure in terms of what is *normally acceptable*, *conditionally acceptable*, *normally unacceptable*, and *clearly unacceptable*. For the most sensitive uses such as single-family homes, 60 dB is the maximum normally acceptable noise level, while for less sensitive uses such as commercial and industrial an exterior noise level of 70 to 75 dB is normally acceptable. These guidelines are used to assess whether noise levels may be incompatible with proposed land uses, and when mitigation may be required.

Interior Noise Standards. California's noise insulation standards are described in Title 24, Part 2 of the *California Code of Regulations*. These regulations establish a maximum noise level attributable to exterior sources of 45 dB in any habitable room. The noise metric is measured in either CNEL or Ldn, consistent with the noise element of the local general plan. Residential buildings proposed within exterior Ldn contours of 60 dB or greater, generated by an existing or planned freeway, expressway, parkway, major street, thoroughfare, rail line, rapid transit line, or industrial noise source, require an acoustical analysis showing that the building has been designed to limit intruding noise to an interior L_{dn} of 45 dB. Interior noise reduction can be accomplished by construction techniques such as double- or triple-pane windows or thicker walls.



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Source: Appendix D: Noise Element Guidelines, page 374; State of California General Plan Guidelines, 2017

Figure 5-9 – Noise/Land Use Compatibility Matrix



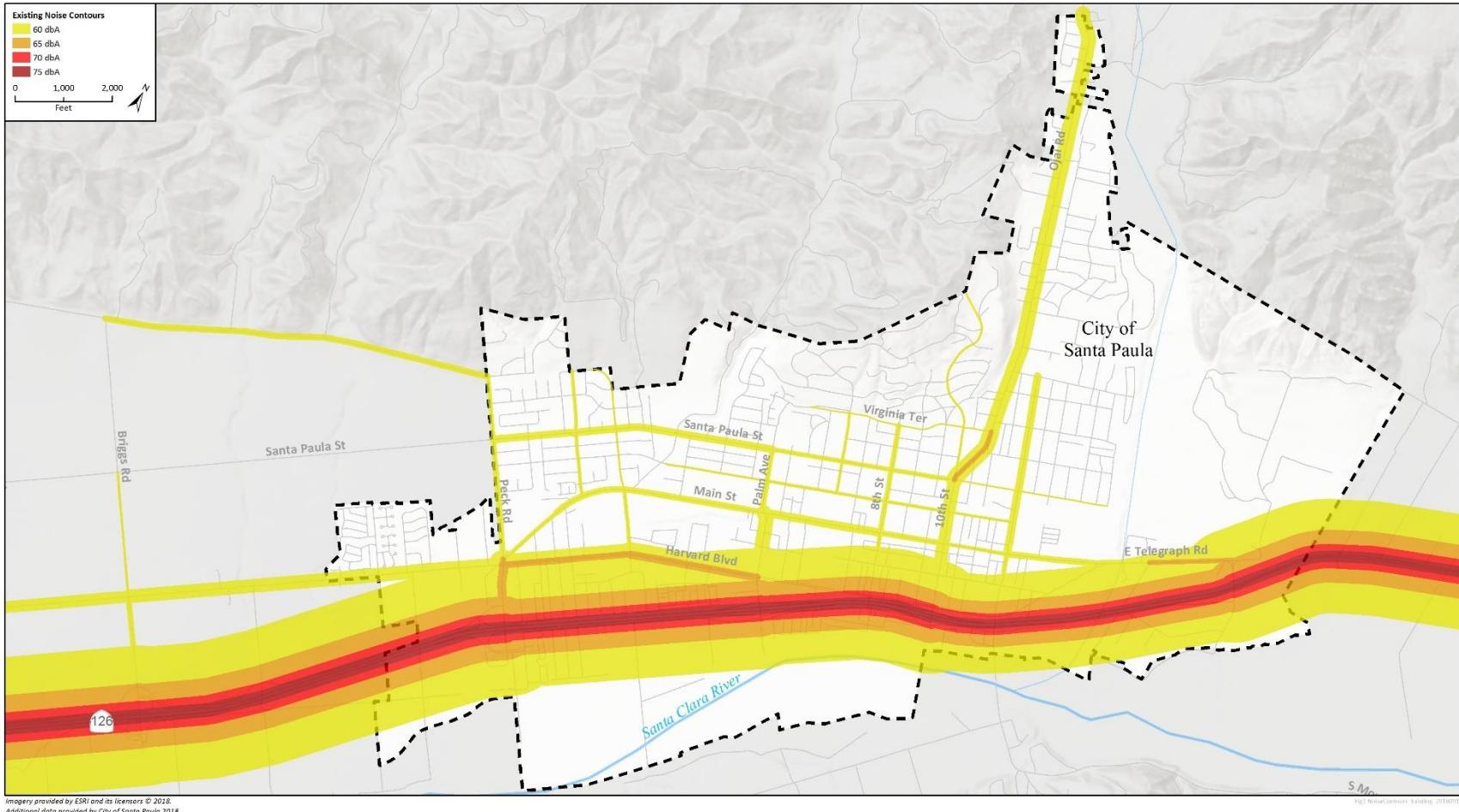
Existing and Projected Noise Levels

Roadway Noise. Roadways with sufficient traffic volumes to generate noise concerns include SR 126, SR 150, Harvard Boulevard, Hallock Drive, Palm Avenue, Santa Paula Street and Telegraph Road. Roadway noise contours based on conditions in 2016 are shown in **Figure 5-10**, while projected 2040 noise contours are shown in **Figure 5-11**.

- **SR 126.** The Santa Paula Freeway (SR 126) is the primary east-west route crossing the city and generates the highest roadway noise levels. Land uses adjacent to some segments of the freeway are not noise-sensitive; however, between Peck Road and Palm Avenue residential development adjacent to the freeway is within the 70 dBA CNEL noise contour under both existing and projected 2040 conditions. Based on the Noise/Land Use Compatibility Matrix (**Figure 5-9**) new noise-sensitive uses located in these areas should only be approved after a detailed analysis to determine the type of noise mitigation needed to achieve acceptable levels.
- **SR 150.** SR 150 is the primary access route between SR 126 and Ojai and is a major north-south corridor linking downtown Santa Paula with residential areas at the northern end of the city. In some locations the 60 dBA noise contour on this roadway is estimated to be approximately 130 feet from the roadway centerline currently and is projected to extend to approximately 153 feet from the centerline in 2040. In general, the primary areas of noise concern are north of Santa Paula Street, where traffic speeds are higher and residential development is more prevalent.
- **Harvard Boulevard.** Harvard Boulevard is a primary east-west corridor that parallels SR 126. This was the main highway through town before SR 126 was built. As a result, most of the development along this road is commercial or industrial in nature, and thus less sensitive to noise impacts. However, there is scattered residential development between Peck Road and Steckel Drive. Homes that directly front on Harvard Boulevard are within the current and 2040 projected 65 dBA contour, and new residential development should only be approved after a noise study determines appropriate mitigation techniques.



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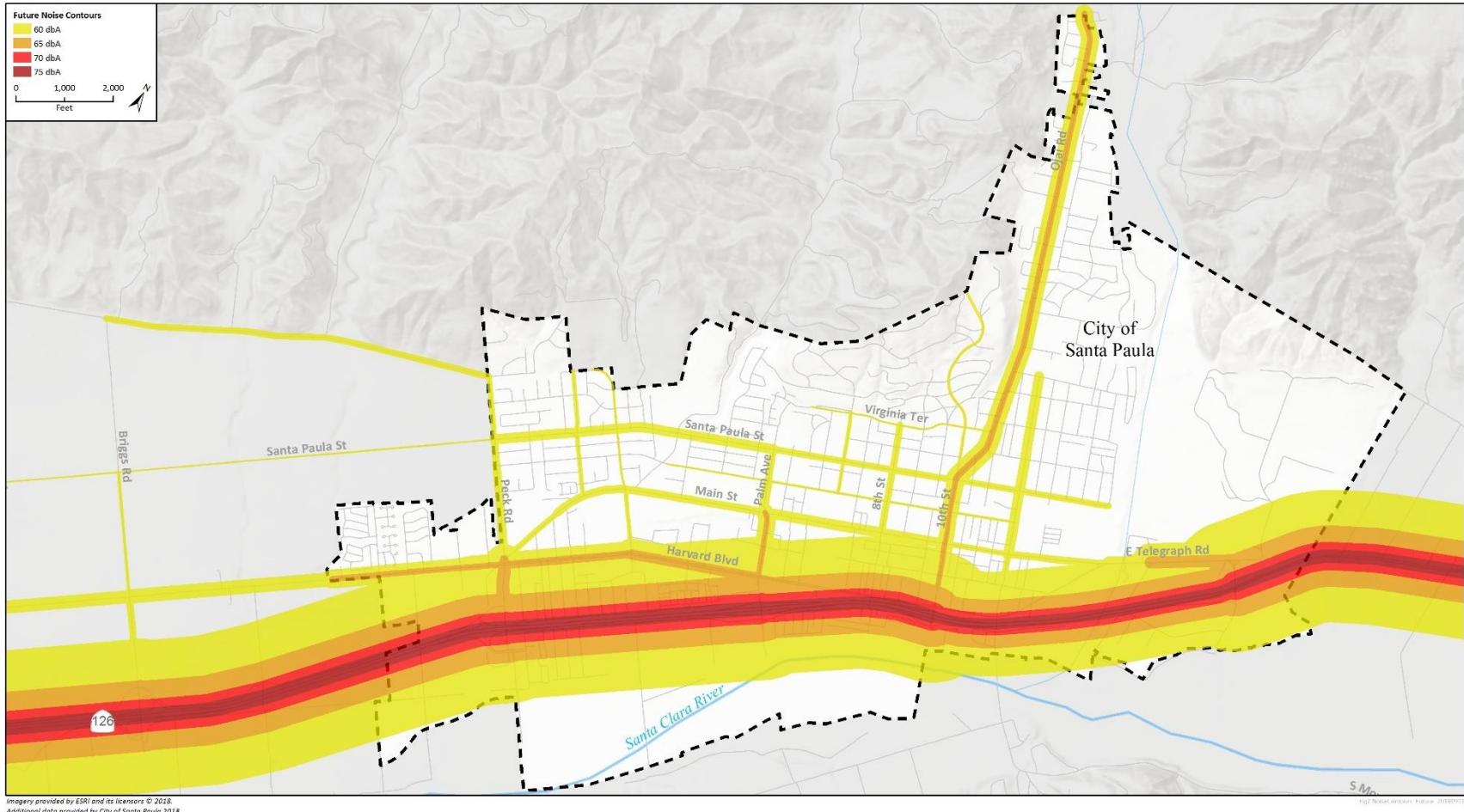


Source: Giroux & Associates, Rincon Consultants, 2018

Figure 5-10 – Existing Roadway Noise Contours (2016)



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Source: Giroux & Associates, Rincon Consultants, 2018

Figure 5-11 – Projected Roadway Noise Contours (2040)



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- **Hallock Drive.** Traffic volumes and noise levels are projected to increase substantially along Hallock Drive with the development of East Area 1. Although the adjacent properties are designated Commercial/ Light Industrial, this land use category also allows multi-family housing under the Affordable Housing Overlay. If residential development is proposed on parcels where estimated noise levels exceed 65 dB a noise study will be required to identify appropriate mitigation.
- **Palm Avenue.** Noise levels along the segment of Palm Avenue between Main Street and Harvard Boulevard is projected to slightly exceed 65 dB by 2040. Adjacent properties along this segment are designated for multi-family use; therefore, a noise study will be required to identify appropriate mitigation when new residential development is proposed.
- **Santa Paula Street.** Noise levels along Santa Paula Street east of Peck Road are projected to slightly exceed 60 dB by 2040. Adjacent properties along much of this segment are designated for single-family use; therefore, a noise study will be required to identify appropriate mitigation when new residential development is proposed.
- **Telegraph Road.** Noise levels along some segments of Telegraph Road that are designated for residential development are projected to exceed levels considered normally acceptable. In those segments, a noise study will be required to identify appropriate mitigation when new residential development is proposed.

Loud vehicle exhaust. Loud vehicle exhaust is another source of noise on roadways. The *California Vehicle Code* establishes noise limits for auto, truck and motorcycle exhaust systems, and local authorities may enforce those regulations but are prohibited from enacting or enforcing more restrictive vehicle noise limitations.

Aircraft Noise. Aircraft noise is generally not a problem in Santa Paula. The air traffic pattern is generally south of the city, over the Santa Clara River. Local ordinance requires that aircraft maintain an altitude of at least 1,500 feet above sea level when approaching or departing the city. The primary noise concern noted by the public relating to the airport is aerobatics, which are periodically practiced east of the city.

The airport property is surrounded by industrial development on either end of the runway. The SR 126 freeway provides a barrier to the north, while there is generally no development to the south due to the presence of the Santa Clara River. Aircraft noise is reflected in the noise contours shown in [Figure 5-10](#) (page [5-34](#) above).



Commercial and Industrial Noise. Commercial operations located in the area of Laurie Lane, Steckel Drive, Harvard Boulevard, Palm Avenue, Main and 7th Streets, and in the Downtown may produce noise that affects nearby sensitive land uses such as homes and schools. However, these effects are generally minor and noise from commercial uses has not been a significant issue in the community.

Industrial development is located along Telegraph Road, Peck Road, Main Street and south of the freeway adjacent to the airport. Noise generated by plant operations and heavy equipment may impact nearby residential areas, parks, schools, and a mental care facility.

The City's Noise Ordinance (Santa Paula Municipal Code, Chapter 93) establishes noise limits for activities at commercial and industrial facilities that reduce adverse impacts on adjacent uses.

Agricultural Noise. Noise from tractors and other agricultural equipment such as frost control are the major sources of agricultural noise. Many of these noise sources lie outside the city and are related to seasonal operations. Packing operations, including refrigeration trucks, and movement of farm equipment are sources of noise that have the potential to affect the city, but are not a constant source of noise. Farm equipment movement usually occurs on Santa Paula Street and Harvard Boulevard during busy agricultural times of the year. While these sources may periodically affect Santa Paula residents, they are usually outside the City's jurisdiction to enforce noise limits.

Railroad Noise. Historically the Santa Paula Branch Line Railroad was heavily used. Now, however, regular rail traffic has stopped, primarily because the railroad tracks have been removed between Piru and Santa Clarita, and the corridor in that area is privately owned. The Fillmore Western Railroad operates tourist excursion trains between Fillmore and Santa Paula, and the railroad is also used by the Weyerhaeuser plant and local agricultural operations in Santa Paula and occasionally by Hollywood film productions that use Santa Paula as a backdrop. Consequently, operations on the rail line do not create a serious noise concern.

Construction Noise and Ground-Borne Vibration. Construction near noise-sensitive uses has the potential to be an annoyance but is temporary. In order to minimize disturbance, the City's Noise Ordinance limits the allowable hours of construction activities, and construction that occurs between 8:00 a.m. and 6:00 p.m. Monday through Friday is exempt from noise regulations. Noise generated by residents personally undertaking construction activities to maintain or improve their property on Saturdays, Sundays, or holidays between 9:00 a.m. and



5:00 p.m. is also exempt from noise regulations unless noise levels exceed 85 dBA at a distance of 50 feet. Emergency repair work is also exempt from City noise regulations.

Nuisance Noise. Noise sources in residential areas include air conditioners, gardening equipment, power tools, generators, amplified music and barking dogs. The effects of nuisance noise can be compounded by the time of day, volume, and proximity to sensitive receptors. For instance, a loud party might be acceptable in the early evening hours but be considered a nuisance during late night and early morning hours. The City's Noise Ordinance contains regulations limiting the allowable noise generated by equipment, private parties, and animal noise.

2. Policies and Programs

Policies

- HPS 6.1 **Noise standards.** The maximum acceptable ambient noise levels for usable outdoor areas shall be as provided in the Noise/Land Use Compatibility Matrix (**Figure 5-9**). The maximum acceptable interior noise level shall be as provided by the Municipal Code.
- HPS 6.2 **Noise/land use compatibility.** Land use decisions shall consider the Noise/Land Use Compatibility Matrix (**Figure 5-9**). Unless a proposed use is identified as *Normally Acceptable*, the use shall not be approved unless a noise study has been prepared demonstrating that noise levels will not exceed adopted standards. When a building's openings to the exterior are required to be closed to meet the interior noise standard, mechanical ventilation shall be provided.
- HPS 6.3 **New noise-generating uses.** New commercial, industrial, or other noise-generating developments must not cause significant noise impacts on noise-sensitive uses. Techniques for reducing noise impacts may include locating truck access and parking areas away from sensitive uses, limiting truck traffic during night and early morning hours, placement of walls or structures to buffer noise, and limiting the use and location of noise-generating equipment such as leaf blowers and maintenance equipment.
- HPS 6.4 **Existing noise and ground-borne vibration.** Exposure of citizens to excessive noise and ground-borne vibration, including nuisance noise, should be reduced to the greatest extent feasible.



HPS 6.5 **Construction noise and ground-borne vibration.** Minimize disturbance from construction noise and ground-borne vibration to the greatest extent feasible through techniques such as:

- Limiting hours of construction operations
- Limiting times of year for construction near schools
- Requiring construction equipment to utilize current noise reduction technology
- Use electrically-powered equipment rather than gasoline- and diesel-powered equipment whenever feasible
- Limiting truck idling near noise-sensitive uses
- Locating staging areas as far away from noise-sensitive uses as feasible
- Limiting construction traffic to designated routes that avoid noise-sensitive uses
- Minimizing use of pile-drivers and vibratory rollers near noise-sensitive uses or structures that are sensitive to vibration, such as historic buildings. If pile-driving is necessary in such locations due to geological conditions, require the use of “quiet pile driving” techniques such as predrilling to minimize noise and vibration
- Require temporary noise barriers and shielding when work occurs near noise-sensitive uses
- Provide advance written notice of construction activities and schedules to residents and other noise-sensitive uses adjacent to construction sites, including contact information for a City official having authority to investigate noise complaints and require appropriate mitigation

Programs

HPS 6.a **Noise along State highways.** Work with Caltrans to mitigate traffic noise impacts on sensitive uses adjacent to State highways. Requirements that are within the City’s jurisdiction shall be included in the City’s Noise Ordinance. Strategies to be considered include:

- Limitations on hours of operation and other truck operations that could be limited to reduce noise impacts.



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- Encourage the use of designated truck routes in accordance with the [Circulation and Mobility Element](#) that avoid residential areas and confine truck traffic to major thoroughfares.
- Prohibit the use of “jake brakes” along established truck routes adjacent to sensitive uses.

HPS 6.b **Noise along local streets.** Minimize vehicular noise on pedestrians and residential neighborhoods by inhibiting through trips by the use of diagonal parking, one-way streets, road dips, speed humps, and other traffic calming controls. If feasible, rubberized asphalt paving material shall be required for new roads.

HPS 6.c **City vehicles.** Ensure that new vehicles and other equipment purchased by the City comply with the best available noise-reduction technology.

HPS 6.d **Noise Ordinance.** Review and update the Noise Ordinance (Santa Paula Municipal Code, Chapter 93) on a regular basis as necessary to reflect changes in State or Federal law and City policy.

HPS 6.e **Project design standards.** Adopt and enforce design standards in the Development Code to reduce noise effects on-site and on adjacent noise-sensitive uses. Techniques may include the location of driveways and parking areas, enclosure of parking structures facing noise-sensitive uses, use of landscape buffers or sound walls, sound-absorbing materials to minimize sound amplification and transmission, and limiting hours of operation, and other appropriate techniques.

HPS 6.f **Development review.** As part of the development review process, assist applicants in demonstrating that interior and exterior noise levels for proposed land uses will be in conformance with the Noise/Land Use Compatibility Matrix ([**Figure 5-9**](#)), General Plan policies, and the Noise Ordinance. Unless a proposed development is within the *Normally Acceptable* noise contour, the applicant shall provide a site-specific noise study prepared by a qualified acoustical engineer demonstrating conformance with applicable noise standards. The determination of whether a project site is within the *Normally Acceptable* range shall be made by the Planning Department.

When a proposed development would result in noise levels requiring mitigation, preference for mitigation measures shall be in the following order:

1. Site layout, including setbacks, open space separation and shielding of noise sensitive uses with non-noise-sensitive uses.
2. Acoustical treatment of buildings.



3. Structural measures such as construction of earthen berms or wood or concrete barriers.

For mixed-use projects, applicants shall demonstrate that noise levels for sensitive uses within the development will not exceed adopted standards.

As part of the development review process, the City shall require all feasible methods of minimizing construction noise.

- HPS 6.g **Santa Paula Airport.** Work cooperatively with Santa Paula Airport officials to resolve operational noise concerns, including those resulting from aerobatics and air shows.
- HPS 6.h **Rail noise.** Encourage railroad operators and the Ventura County Transportation Commission to properly maintain lines and establish operational restrictions during the early morning and late evening hours and/or install noise mitigation features to reduce impacts in residential neighborhoods and other noise sensitive areas.
- HPS 6.i **Agricultural noise.** Work with farmers in and around the city to address any identified noise problems relating to the use of farm equipment, such as frost protection equipment and farm machinery on city streets.



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6. Public Services and Utilities

A. Overview

1. Purpose and Legal Requirements

One of the fundamental responsibilities of city governments is to provide adequate public services and facilities to support existing and future land uses. The purpose of this [**Public Services and Utilities Element**](#) is to provide a policy framework to guide decisions regarding the provision of the following services and utilities:

- Police protection
- Fire protection (the [**Hazards and Public Safety Element**](#) also addresses the issue of wildland fire hazards)
- Emergency preparedness and response
- Education
- Library services
- Parks and recreation
- Water supply (the topic of flood hazards and storm water drainage is addressed in the [**Hazards and Public Safety Element**](#), while water quality is addressed in the [**Environmental and Cultural Resources Element**](#))
- Wastewater treatment and disposal
- Solid waste disposal (hazardous waste is addressed in the [**Hazards and Public Safety Element**](#))
- Energy production and transmission

City fiscal management policies, which also have a bearing on public services and utilities, are addressed in the [**Economic Development Element**](#).

Acronyms used in this section

AFY	acre-feet per year
CPTED	crime prevention through environmental design
EOP	Emergency Operations Plan
LAFCo	Local Agency Formation Commission
MGD	million gallons per day
MRF	materials recovery facility
NIMS	National Incident Management System
SCE	Southern California Edison
SEMS	California Standardized Emergency Management System
SPBPA	Santa Paula Basin Pumpers Association
SPUSD	Santa Paula Unified School District
SWP	State Water Project
TDS	total dissolved solids
UWMP	Urban Water Management Plan
VCFD	Ventura County Fire Department
WRF	water recycling facility



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The goals, policies, and programs described below focus on issues including service standards, design, and operational measures.

2. Goals

The provision of adequate public services and utilities is essential to the welfare of Santa Paula's residents and businesses. The City adopts the following goal to guide the establishment of policies, regulations and management strategies related to public services and utilities.

PSU 1 Provide an adequate level of public services and utilities to meet the needs of Santa Paula's residents and businesses and accommodate population growth.



B. Police Protection

1. Overview

The Santa Paula Police Department has been responsible for the security of Santa Paula residents and businesses since 1923. The Department provides a broad range of law enforcement services, including administration, patrol, investigations, dispatch, records services, and custody/jail services. The Department also oversees animal control and graffiti removal. The Police Department has mutual aid agreements with other Ventura County law enforcement agencies.

The City operates one main police station located at 214 South 10th Street (**Figure 6-1**). A future police substation site has also been identified in the East Area 1 Specific Plan area.

The City's desired standard is to provide 1.25 sworn police officers per 1,000 residents, or 1 officer per 800 residents. The 2017 ratio was 1.02 officers per 1,000 residents (30 sworn officers). To achieve the City's desired level of service standard, 38 sworn officers would be required to serve the 2017 estimated population of 30,654 while a total of 50 sworn officers would be required to serve the projected 2040 population of 39,600 residents.

2. Policies and Programs

Policies

PSU 1.1 **Police protection.** Protect persons and property from criminal activity through the following strategies:

- Locate police facilities and resources where they can effectively serve the community.
- Facilitate partnerships between the Santa Paula Police Department, other law enforcement agencies, schools and other community organizations to prevent crime.
- The Police Department should be staffed with the best available police officers, supervisors, civilian personnel, administrators, and equipment. The number of sworn officers should be adequate to provide a full range of services to the community. A ratio of 1.25 officers per 1,000 population is desirable.

PSU 1.2 **Public facilities financing.** Utilize impact fees, development agreements, Measure T monies, or other financing techniques to ensure that new developments defray their proportionate share of the cost of police facilities needed to serve the developments.



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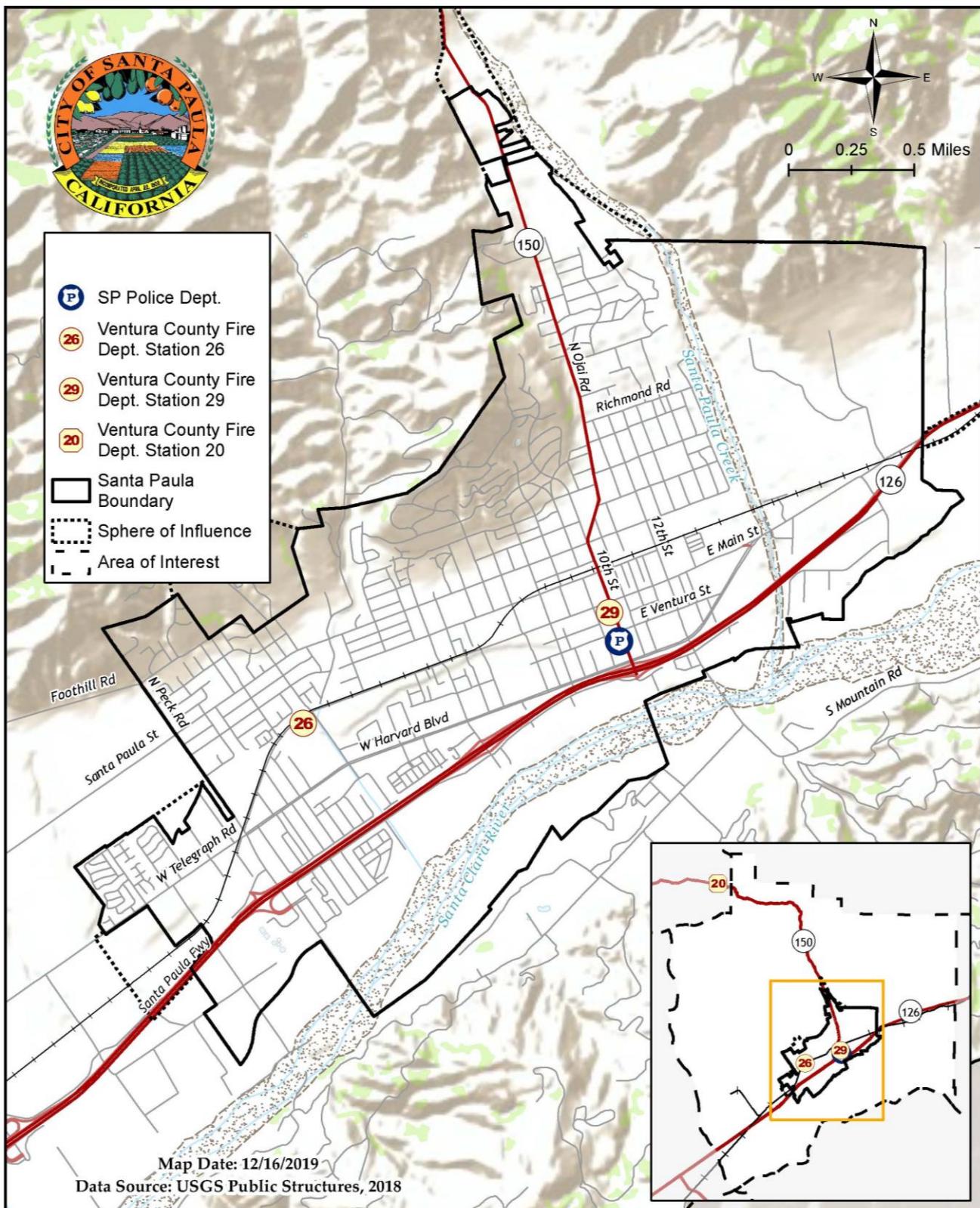


Figure 6-1 – Police and Fire Facilities



Programs

- PSU 1.a **Land planning and development review.** As part of the development review process for specific plans and major development proposals, require a fiscal impact analysis demonstrating that the development will contribute on a fair-share basis for the cost of police protection required to serve the project.
- PSU 1.b **Crime prevention through environmental design (CPTED).** Incorporate CPTED and defensible space principles and best practices into the Development Code and project review procedures for new developments and major renovations. Project design features should include concepts such as:
- Natural Surveillance – orient buildings and windows to provide maximum surveillance of exterior areas, and locate entryways such that they are visible to adjacent neighbors or passersby
 - Natural Access Control – use landscaping such as low hedges and flowerbeds to identify points of entry and movement on property, and use signage and symbolic barriers to direct vehicular and pedestrian traffic
 - Natural Territorial Reinforcement – use thorny or thick plant materials in perimeter landscape areas to discourage cutting through parking areas and rear yards, trampling vegetation, approaching ground floor windows, or climbing fences and walls
 - Low Maintenance Design – reduce property maintenance costs by using graffiti-resistant surface materials, vandal-proof lighting, and landscaping selected for durability
 - Shared Facilities – promote activity in public areas by coordinating shared uses of facilities such as parking lots, parks and sports fields. Enforce property maintenance and environmental design regulations for businesses, including regulations for alcohol and tobacco advertisements. Assist storeowners in identifying low-cost solutions to maintenance issues. Continue to enforce provisions in the Municipal Code to manage alcoholic beverage sales locations and hold storeowners accountable for litter, graffiti, or other public nuisances connected to their stores
 - Lighting Standards – ensure proper illumination standards in compliance with current best practices for security lighting
- PSU 1.c **Mutual aid agreements.** Maintain mutual aid agreements with other law enforcement agencies.



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- PSU 1.d **Annual review.** Review police protection needs annually as part of the City's budget and Capital Improvement Program process, and revise plans and programs as necessary to achieve desired objectives.



C. Fire Protection

1. Overview

In 2018 the City of Santa Paula was annexed into the Ventura County Fire Department (VCFD) and a Memorandum of Agreement between the City and VCFD was executed describing services and funding. In addition to Santa Paula, VCFD provides fire protection services in Camarillo, Moorpark, Ojai, Port Hueneme, Simi Valley, Thousand Oaks and unincorporated Ventura County. VCFD also protects the State Responsibility Area (SRA) lands within Santa Paula's Sphere of Influence under an agreement with CAL FIRE (see also Section 5.D, Wildland Fire Hazards).

The Plan for Service approved by LAFCO as part of the VCFD annexation process includes the following services to be provided in Santa Paula:

- Fire suppression
- Emergency medical response
- Hazardous materials response
- Search and rescue
- Mass casualty and major disaster response
- Arson investigation
- Pre-development plan review
- Inspection services
- Fire Code administration
- Wildland-urban interface fire hazard reduction
- Dispatch/communications

As shown in **Figure 4-1** above, Santa Paula is currently served by two VCFD fire stations. Upon annexation to the VCFD, Santa Paula Fire Station 81 became VCFD Station 29 and Santa Paula Fire Station 82 became VCFD Station 26. These two stations are proposed to be rebuilt by VCFD in the future to incorporate state-of-the-art capabilities.

When the East Area 1 project was originally approved, it was anticipated that a new fire station would be necessary to serve the development. However, with annexation of Santa Paula into the VCFD, adequate fire and emergency medical services coverage is provided for the entire city and construction of a new fire station East Area 1 is no longer required.



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2. Policies and Programs

Policies

PSU 2.1 **Fire protection and emergency medical services.** Work cooperatively with VCFD to ensure that persons and property are protected from fires and provide emergency medical services through the following strategies:

- Locate firefighting facilities and resources where they can effectively serve the community.
- Encourage partnerships and mutual aid agreements between VCFD and other fire protection organizations.
- Incorporate designs, systems and practices for fire safety, prevention and suppression in new developments.
- Work with VCFD to ensure that Santa Paula is served with the best available equipment and personnel.
- Development should mitigate undue risks from fires.
- A fire safety and equipment access standard should be appropriately designed and implemented.
- A fire safety plan should be required of all businesses and multi-family occupancies.
- A program for fire safety plans and training should be designed and implemented.

PSU 2.2 **Fire protection facilities financing.** Utilize impact fees, development agreements, or other financing techniques to ensure that new developments defray their proportionate share of the cost of fire protection facilities needed to serve the projects.

Programs

PSU 2.a **Code compliance.** Continue to implement a program to ensure compliance with fire codes, including weed abatement, site maintenance, and other fire hazard mitigations.

PSU 2.b **Land planning and development review.** As part of the development review process:

- Require new developments to contribute on a fair-share basis to the provision of fire protection facilities required to serve the development.



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- Assist applicants in demonstrating compliance with fire protection regulations and standards, including availability of adequate water supply for fire suppression, siting of structures, site access, use of fire-retardant vegetation, and setbacks from natural vegetation.
- PSU 2.c **Annual review.** Work with VCFD to review fire protection needs annually as part of the City's budget and Capital Improvement Program process, and revise plans and programs as necessary to achieve desired objectives. Implement a phased program to replace substandard water mains, fire hydrants, and facilities. Review and update City building and fire codes in coordination with triennial State code updates.



D. Emergency Preparedness and Response

1. Overview

The potential for large-scale emergencies due to natural, technological or other events requires that governments at all levels take proactive steps to protect public health and safety. Emergency preparedness requires effective planning and the coordination of public and private agencies at the Federal, State, County, and City levels, including preparation, mitigation, response, and recovery efforts.

As part of the California Standardized Emergency Management System (SEMS) and the National Incident Management System (NIMS), the City of Santa Paula has adopted an Emergency Operations Plan (EOP) addressing the City's planned response to extraordinary emergency situations. The EOP focuses on potential large-scale disasters that can generate unique situations requiring unusual emergency responses and is an extension of the California Emergency Plan. The EOP describes procedures for establishing evacuation routes and evacuation center locations as necessary depending on the nature of the emergency event.

The EOP is reviewed annually to ensure that plan elements are valid and current. The Police Department is responsible for making revisions to the EOP that will enhance response and recovery operations. Adoption and maintenance of a local emergency plan in conformance with State and Federal regulations qualifies the City for disaster assistance.

2. Policies and Programs

Policies

PSU 3.1 **Emergency planning, response and recovery.** Proactively plan for an effective response to emergency situations such as earthquakes, floods, wildfires, hazardous materials releases, and disaster recovery in cooperation with other Federal, State, and local agencies.

Programs

PSU 3.a **Emergency Operations Plan.** Maintain and update the City's Emergency Operations Plan on a regular basis to ensure that the City is well-prepared to effectively deal with potential disaster events.



E. Education

1. Overview

Santa Paula is 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. The boundaries of the Mupu, Briggs, and Santa Clara districts extend beyond the City limits into unincorporated territory. In 2013, the Santa Paula Elementary School District and the Santa Paula Union High School District were combined to form the Santa Paula Unified School District (SPUSD). SPUSD operates an early childhood education program, six K-5 elementary schools, one 6-8 middle school, one comprehensive high school, and one continuation high school.

Existing school facilities within Santa Paula are shown in **Figure 6-2**. In 2017 total enrollment within these four districts was approximately 6,993 students.

Two private schools are also located in Santa Paula: St. Michael's Academy in the Mountains, and St. Sebastian.

Additional educational facilities include Thomas Aquinas College, Santa Paula Adult School, and Ventura College-Santa Paula.

- Thomas Aquinas College, founded in 1971, is a private liberal arts college located in the unincorporated area north of the city.
- Santa Paula Adult School is part of the California Adult School System, which provides adult basic skills leading to high school diplomas and general education degrees and job training for career advancement. Santa Paula Adult School is located at 404 N. Sixth Street in the central portion the city.
- Ventura College-Santa Paula (East Campus) is an extension of Ventura College, an accredited 2-year institution of higher education. The Santa Paula campus offers a variety of educational programs, including a rotation of general education transfer courses, career and technical training, and English as a Second Language. In 1980, the Santa Paula Vocational Center, later known as East Campus, opened on Dean Drive in Santa Paula. In 2011, the satellite campus, now referred to as the Ventura College-Santa Paula Site, moved to its current location on Faulkner Road.



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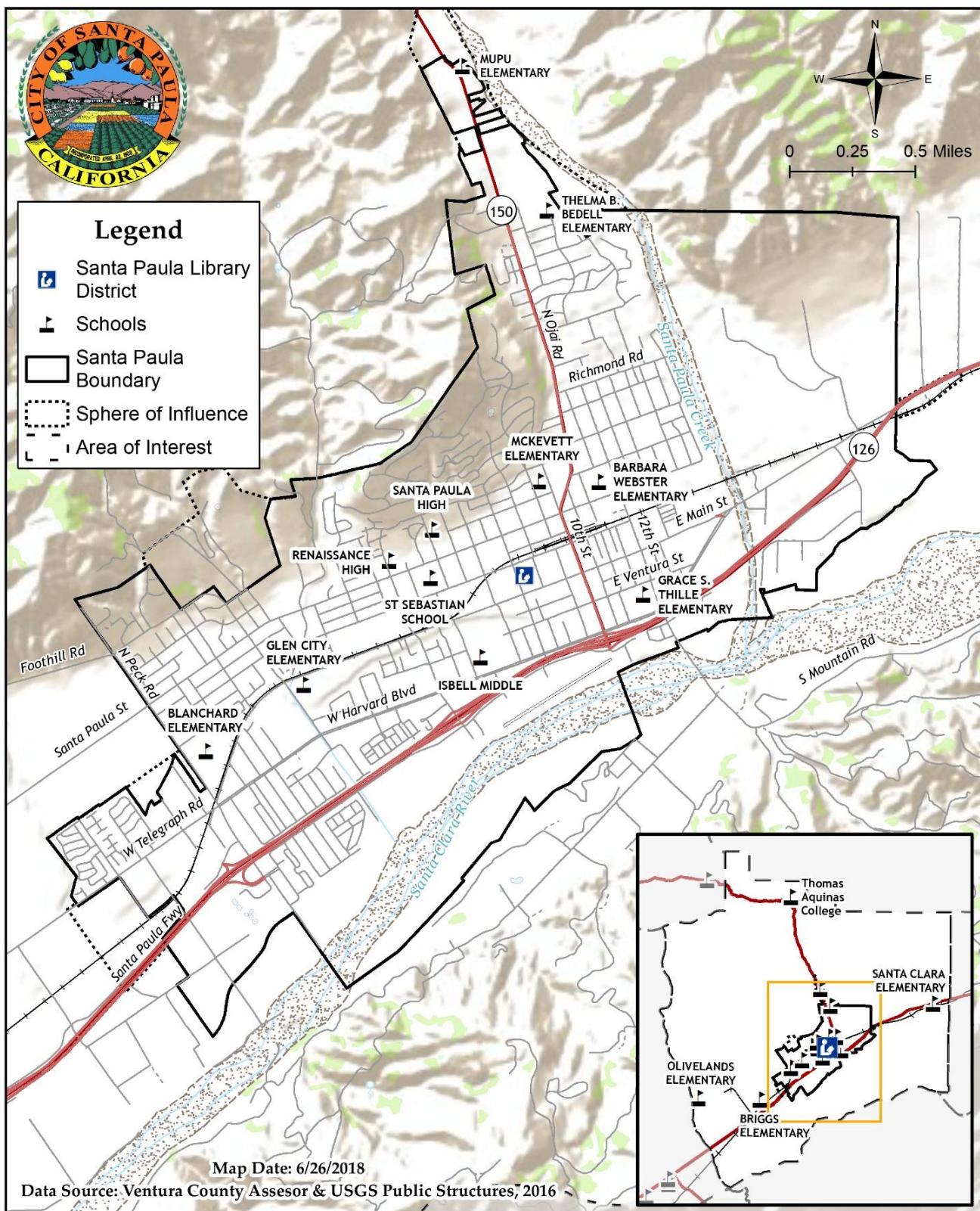


Figure 6-2 – Schools and Libraries



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The East Area 1 Specific Plan identifies a site for a K-8 school centrally located in the Specific Plan area. The Specific Plan also designates land in the Civic District for additional high school facilities. The high school site adjoins planned public athletic fields.

Under California law, public school districts are independent of city governments; however, cooperation between school districts and cities is required in the planning, design and construction of new schools, school facilities, major additions to existing school facilities, and recreation and park facilities in the community.

2. Policies and Programs

Policies

PSU 4.1 **School facilities.** Work cooperatively with local school districts to enhance existing schools, school-related uses and school grounds in Santa Paula, and help to facilitate development of additional school facilities needed to serve new development. Promote the establishment of additional educational facilities in Santa Paula, such as community colleges and private secondary schools.

Programs

PSU 4.a **Development review.** As part of the review process for major developments and specific plans, work cooperatively with local school districts to evaluate the need for new or expanded school facilities.

PSU 4.b **Adams Canyon school site.** Require dedication of 40 acres for a school site in the Adams Canyon Specific Plan, if deemed necessary in consultation with Santa Paula Unified School District.



F. Library Services

1. Overview

Santa Paula has one public library, the Blanchard Community Library, which opened in 1910 and is located at 119 North 8th Street (**Figure 6-2** above). The library is an independent California Special District and is funded primarily from property taxes including a property tax special assessment. The Library District has a territory of 107 square miles, which includes unincorporated areas beyond the boundaries of the City of Santa Paula.

In addition to reference and lending services, the library offers filtered internet access for students and the general public, as well as a variety of programs including Adult Coloring Club, Story Time, Teen Scene, and Family Night.

2. Policies and Programs

Policies

PSU 5.1 **Library facilities.** Work cooperatively with Blanchard Community Library to enhance library services within the city, and facilitate the expansion of services to serve new development.

Programs

PSU 5.a **Development review.** As part of the review process for major developments and specific plans, work cooperatively with the local Library District to address the need for new or expanded facilities.



G. Parks and Recreation

1. Overview

The Santa Paula Parks and Recreation Department operates a variety of parks and recreational facilities and programs for Santa Paula residents.

Existing Parks and Recreation Facilities

The Santa Paula park system includes two neighborhood parks, nine mini parks, and two special interest parks. The City does not have a community park; however, planning and design is underway for the approximately 37-acre community park in East Area 1. Currently, the largest special interest park, George Harding Park, provides some community park uses. Community parks, which are usually 14 to 40 acres, can provide a wide variety of uses such as swimming pools, athletic fields, community/recreation centers, cultural centers, picnic areas, and gardens.

Neighborhood parks are defined as having a usable size of 5 to 15 net acres and provide for the daily recreational needs of residents within a 1-mile service area. Mini Parks are defined as parks that are less than 5 acres and provide passive or limited recreational opportunities to a specific area.

Special Interest Parks are defined as facilities with a particular use that generally serves the entire community irrespective of park size. Santa Paula's parks are listed in **Table 6-1** and shown in **Figure 6-3**.

Recreational facilities include: five playgrounds at Teague, Las Piedras, Mill, Obregon, and Veterans Memorial parks; two lighted soccer fields at Teague and Las Piedras parks; fields for softball, baseball, and Little League at George Harding Park; a softball field at Obregon Park; and basketball courts and picnic tables in various City parks. The City also operates a community center, a senior center, and approximately 3 miles of bike trails.

In addition, the City and the Santa Paula Unified School District have entered into a joint use agreement that provides for shared use of fields and facilities. Santa Paula High School, Isbell Middle School, and seven elementary schools allow organized sports leagues to use their fields and grounds providing additional recreation opportunities and open space amenities for Santa Paula residents. School facilities include 1 football field, 1 swimming pool, 30 basketball half-courts, 3 basketball full-courts, 10 softball fields, 1 baseball field, 9 soccer fields, 6 tennis courts, 10 handball walls, 1 running track, and 11 tot lots.



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Table 6-1 Existing and Proposed Parks

Type	Name	Size (acres)
Existing Parks		
Neighborhood Parks	Teague Park Las Piedras Park	5.7 4.5
Mini Parks	Railroad Plaza Park Mill Park Obregon Park Fagan Barranca Park Veterans Memorial Park Recreation Park Ebells Park Moreton Bay Fig Tree Park Santa Paula Bike Path	3.0 2.9 2.4 2.0 1.5 0.8 0.8 0.1 5.0
Special Interest Parks	George Harding Park Skate Park at Veterans Memorial Park	12.2 0.3
Subtotal – Developed		41.2
Undeveloped	Santa Clara River	86.5
Subtotal – Existing (Developed and Undeveloped)		127.7
Approved and Proposed Parks		
East Area 1 Specific Plan*		93
Adams Canyon		110
Fagan Canyon		7
South Mountain		115
Subtotal – Proposed		315
Grand Total		442.7

*Approved pursuant to the East Area 1 Development Agreement

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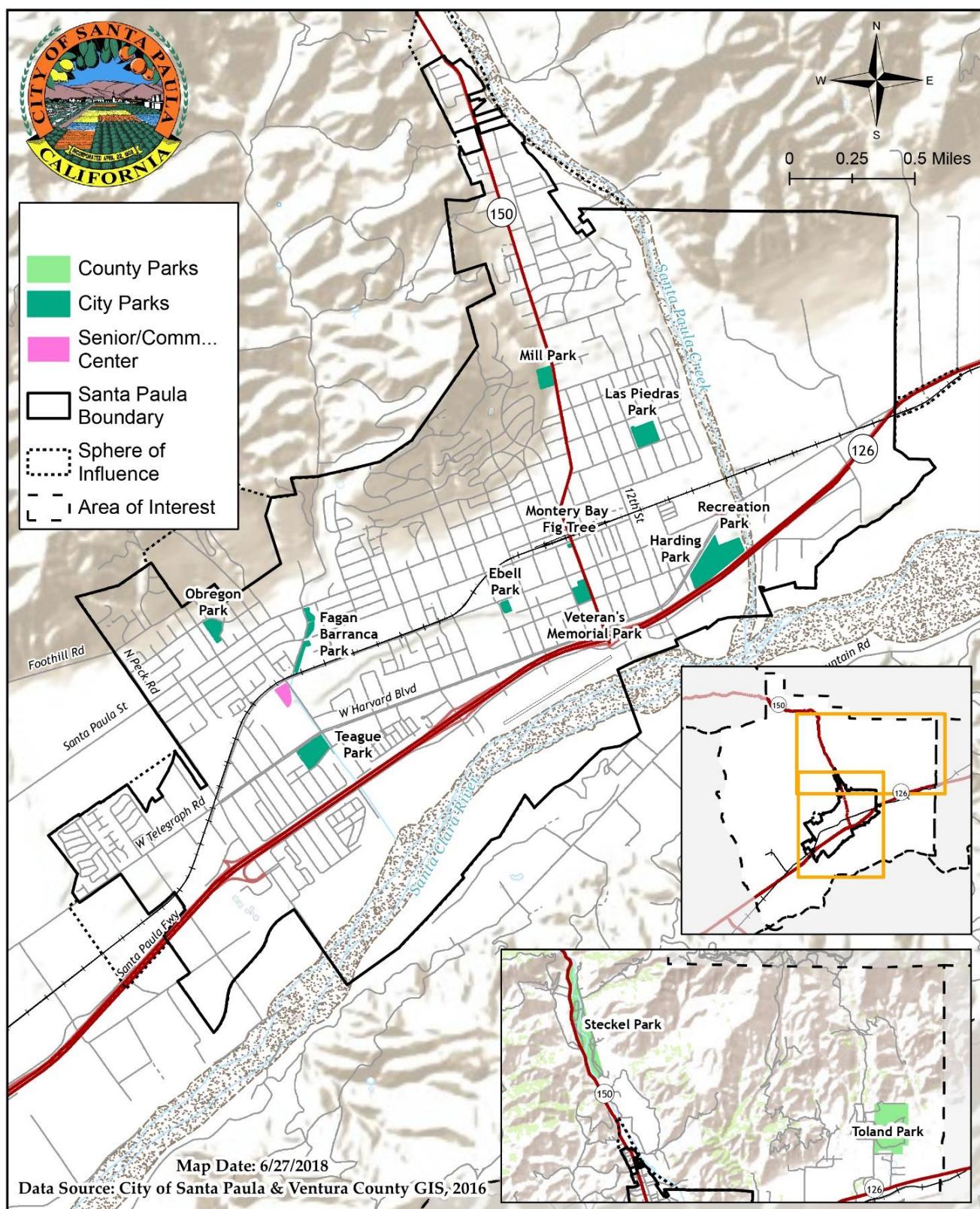


Figure 6-3 – Parks and Community Centers



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Santa Paula residents also have access to nearby County regional parks and open space areas in the Santa Clara riverbed. Steckel Park is a 200-acre regional park located in the unincorporated area just north of the city. The park offers a variety of recreational activities including picnics, camping, hiking, biking, and wilderness exploring.

South Mountain offers recreational opportunities including a golf course and hiking trails.

Toland Regional Park is a 213-acre passive, natural open space park with restrooms, picnic tables and barbecues located approximately 3 miles east of Santa Paula north of SR 126.

Proposed Parks and Recreation Facilities

The East Area 1 Specific Plan includes approximately 93 acres of parkland, including approximately 55 acres of neighborhood parks and greenways, and approximately 37 acres of shared use athletic fields available for school and community use.

[Land Use Element](#) policies also require public park and recreation facilities to be provided in the Adams Canyon and Fagan Canyon expansion areas as part of specific plans for those developments.

As envisioned in the [Land Use Element](#), the South Mountain area also has the potential for 15 acres of active parks (including 6 soccer fields), approximately 100 acres of regional park (staging area for canyon hiking trails), with the remainder to be retained in current uses.

The City's goal is to provide 5 acres of parkland per 1,000 residents. Based on Santa Paula's projected 2040 population of approximately 39,600, a total of 198 acres of parkland would be required to achieve this desired standard. Existing and approved parks plus future parks in the expansion areas would yield a total of approximately 440 acres of parkland, which would exceed that standard (**Table 6-1** above).

2. Policies and Programs

Policies

PSU 6.1 **Parks and recreational amenities.** Enhance existing amenities such as parks, trails and recreational facilities, and encourage the provision of additional facilities to enrich the quality of life for current and future residents, visitors and employees in Santa Paula. Parks, recreational areas, open spaces, natural areas, civic and cultural resources should be accessible to all, including children, adults, seniors and those with disabilities.



- PSU 6.2 **Parkland standards.** Provide active parkland consistent with national standards based on population at a rate of 5 acres per 1,000 people.
- PSU 6.3 **Neighborhood parks.** New residential developments should be served by neighborhood parks.
- PSU 6.4 **Joint use of school and park facilities.** Facilitate joint use programs for school and City recreational facilities.
- PSU 6.5 **Public involvement.** Encourage public involvement in park planning and design.
- PSU 6.6 **Priority facilities.** Periodically review and update the City's priorities for additional parks and recreation facilities.
- PSU 6.7 **Park and recreation funding.** Prepare and maintain a five-year Capital Improvement Plan that provides for park and recreation facilities and programs. Utilize the following funding techniques, as appropriate:
- Quimby fees
 - Special taxes
 - Bonds or assessment districts
 - Impact fees
 - Development agreements
 - Provide youth, adult, and senior activities on a user-pay basis to minimize the City's cost for these programs
 - Encourage nonprofit organizations to provide recreation-related activities
 - Continue to solicit funds and donations for the Community Center Endowment Fund
- PSU 6.8 **Multi-function parks and open space.** Create multi-function parks and open space that benefit people and the environment by protecting and enhancing water supplies, and providing flood and storm water management services. 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.
- PSU 6.9 **Bike routes and trails.** Designate bike routes along flood control channels, Ojai Road, Santa Paula Street, Harvard Boulevard and the railroad right of way. Designate hiking and equestrian trails along flood control channels and utility rights-of-way from the mountains to the river. Develop a plan for a hiking trail along the Santa Clara River from Santa Paula Creek to 12th Street and then from Palm Avenue to Peck Road and ultimately to Adams Barranca.



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PSU 6.10 **Expansion Areas.** As part of the planning process for new development in the expansion areas, require specific plans to include parks, recreational facilities and open space consistent with the [Land Use Element](#).

Programs

- PSU 6.a **Parks and Recreation Master Plan.** Review and update the City's Parks and Recreation Master Plan on a regular basis, including 5-year and 20-year schedules for the rehabilitation and improvement of park facilities.
- PSU 6.b **Development review.** As part of the review process for new developments, assist applicants in demonstrating compliance with all parks and recreation policies and standards.
- PSU 6.c **Railroad right of way.** Continue to implement a landscaping and linear park program for the railroad right of way.



H. Water Supply and Wastewater Treatment

1. Overview

Water Sources

The Santa Paula Groundwater Basin, located along the Santa Clara River between Saticoy and the eastern City limits, is Santa Paula's sole source of potable water supply. A 1996 groundwater basin adjudication allocates the use of groundwater between the City of Ventura and the Santa Paula Basin Pumpers Association (SPBPA), a consortium of water users in the Santa Paula area that includes the City and farming interests. Currently, members of SPBPA have a cumulative allocation to pump on average 27,515 acre-feet per year (AFY). The City of Santa Paula has an allocation to pump on average 5,488 AFY.

The City has surface water rights from Santa Paula Creek. Currently, the City provides an annual average of 500 AFY of surface water from Santa Paula Creek to the Farmers Irrigation Company, which uses the water for irrigation in lieu of pumped groundwater, while the City receives 500 AFY groundwater pumping credits in the Santa Paula Basin. The agreement eliminates the need to treat the surface water for domestic use.

Water Distribution System

The Santa Paula water distribution system (**Figure 6-4**) includes five active wells and four pressure zones connected by more than 96 miles of water distribution mains.

Water Quality

Principal concerns affecting groundwater quality in the basin are the presence of elevated concentrations of manganese, iron, sulfate, and total dissolved solids (TDS). To address water quality concerns, a centralized water conditioning facility (Steckel Plant) was completed in 2000.



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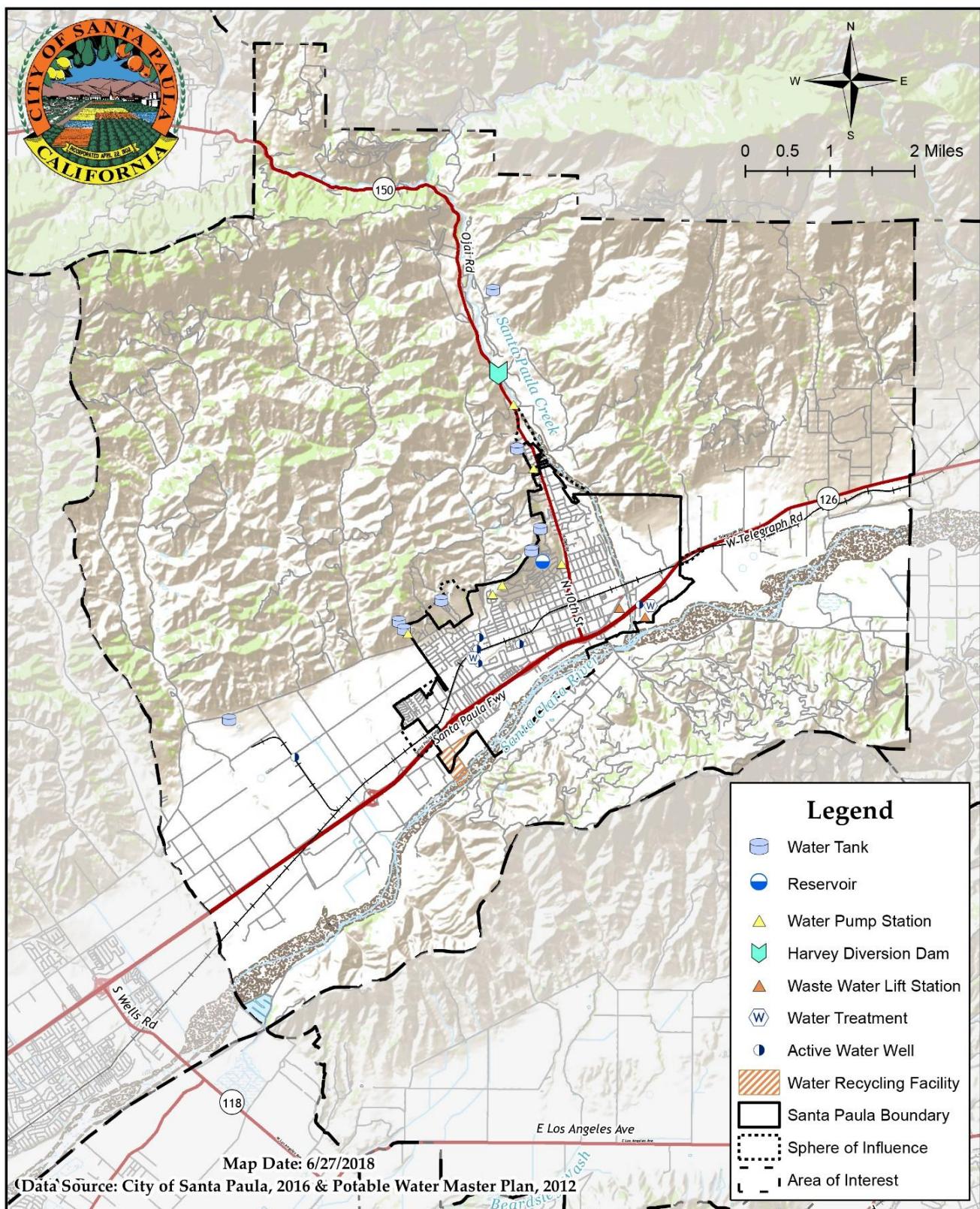


Figure 6-4 – Water and Wastewater Facilities



Current and Projected Water Demand

As of 2015, Santa Paula provided domestic water to approximately 7,400 accounts across all customer classifications. Total 2015 water demand within the city was 3,907 AFY. As shown in **Table 6-2**, total potable water demand is projected to increase to 5,416 AFY by 2040.

Table 6-2 Projected City Potable Water Demands

Potable Water Use Sector ¹	2020	2025	2030	2035	2040
Single-Family	2,285	2,464	2,643	2,822	3,001
Multi-Family	941	1,014	1,087	1,161	1,234
Commercial/Institutional/Mixed Use	527	560	594	628	662
Industrial	50	52	54	55	57
Landscape Irrigation ²	49	49	49	49	49
Other	22	22	22	22	22
Middleroad Mutual Water Company	44	44	44	44	44
Water Losses ³	291	306	320	334	349
Total Demand (AFY)	4,209	4,511	4,812	5,114	5,416

Source: City of Santa Paula 2016 Urban Water Management Plan Update, August 2017

Notes:

- 1 Demand in acre-feet per year (AFY) based on normal water year and projected development distributed equally over the period 2020 to 2040
- 2 Assumes existing landscape areas with irrigation will remain on potable water until such time that areas are converted to recycled water
- 3 Includes existing water losses and losses within potential new developments; water losses for new developments estimated to be 5%

The 2016 Urban Water Management Plan (UWMP) estimated water requirements through the year 2040 based on projected land use, population, and water demand characteristics. The projections included the expansion areas as identified in the [Land Use Element](#). Future water demands were calculated based on the projected development and distributed in 20% increments in 5-year periods from 2020 to 2040. Actual timing of new water demands may occur within shorter or longer periods of time depending on construction of anticipated new developments. Estimated future water demand includes the anticipated savings due to additional demand management measures.



Future Water Supply

To accommodate additional water demand from new development in the expansion areas plus a reasonable allowance for infill development within City boundaries, new supply must be secured. Potential sources of additional water supply include the long-term transfer of water rights, the short-term transfer of water rights, use of recycled water; and water demand management programs. Implemented over time, these programs are expected to provide Santa Paula with sufficient supplies to meet future water demands.¹⁶

As reported in the 2016 UWMP, the City's total water supplies in normal water years are estimated to be 10,295 AFY by 2040, which would exceed projected demand by 2,879 AFY. Groundwater is expected to continue to be Santa Paula's primary water source. These projections assumed initiation of a recycled water program by 2020.

Water Recycling and Conservation

Construction of the water recycling facility (WRF) was completed in 2010. The WRF produces water that meets California Title 22 regulations for recycled water. Capacity of the WRF is 4.2 MG per day (4,704 AFY). At present, treated effluent from the WRF is discharged to percolation/ evaporation ponds, located adjacent to the plant site.

As described in the 2016 UWMP, estimated urban recycled water availability is expected to reach approximately 2,000 AFY by 2040. Additional demand for recycled water is anticipated from new developments in the expansion areas. Recycled water is not expected to be provided to existing potable water irrigation systems due to the complexities associated with converting to recycled water use. Recycled water demands from new development could be fully met from the WRF.

Demand for recycled water is expected primarily for urban landscape irrigation, agricultural irrigation, and public agencies such as Caltrans for highway landscape irrigation or dust control. Although the potential may exist in the future, the City is not developing plans at this time for groundwater recharge using recycled water nor indirect/direct potable reuse.

Water conservation is an essential component of protecting existing water supplies. Historically, the City of Santa Paula has actively pursued water demand management through a variety of programs aimed at residential, commercial, and industrial customers. For, example, the City's Water Division actively promotes water conservation by distributing

¹⁶ Although the State Water Project (SWP) is also identified as a potential future water source in the 2016 UWMP, the City does not anticipate receiving SWP water during the period 2020-2040.



conservation information to its customers through utility bill mailers, online brochures, and the City website. Recommended measures included fixing leaking faucets, pipes, and toilets; replacing old fixtures; installing water-saving devices in faucets, toilets and appliances; running dishwashers and washing machines with full loads; and taking shorter showers.

In response to the 2012-2016 California drought, the City's Public Works Department issued mandatory conservation measures.

To respond to the possibility of short- or long-term water supply shortages, the 2016 UWMP recommends development of a water demand reduction program that could be implemented in response to a water supply emergency.

Wastewater Treatment

The City owns and operates the current wastewater system (**Figure 6-4** above), which consists of collection lines, two lift stations, and the Water Recycling Facility. Wastewater is delivered by gravity to the WRF, which has a permitted dry-weather capacity of 4.2 MGD and permitted wet-weather capacity of 8.0 MGD.

Future Wastewater Treatment Demand and Capacity

The WRF annual average daily wastewater flow was 1.75 MGD in 2015. As described in the [**Land Use Element**](#), growth is planned for several expansion areas within the Sphere of Influence. Estimated future wastewater flow is approximately 0.93 MGD from the expansion areas. Total projected wastewater flow based on buildout of the entire city is estimated to be approximately 2,400 AFY, which is within the WRF buildout capacity; however, the 2016 UWMP used a conservative estimate of 2,000 AFY as the amount of recycled water available for use by 2040.

Future development in the expansion areas will require improvements to the wastewater system, such as new or expanded pipelines and lift stations, to provide adequate service. Detailed improvement plans will be required as part of the entitlement process for these developments.



2. Policies and Programs

Policies

PSU 7.1 **Ensure adequate water supply and wastewater treatment capacity.** Ensure that adequate water supply and wastewater treatment capacity will be available to support Santa Paula's current and future needs through conservation, wise ground-water management, protection of aquifer recharge areas, and upgrading and expansion of the water distribution and wastewater treatment systems. Require new development to contribute its fair share to the cost of providing the additional water and wastewater treatment capacity required to serve the development.

Programs

- PSU 7.a **Water and Wastewater Plans.** Prepare and regularly update an Urban Water Management Plan and a Wastewater Master Plan identifying the city's water needs, water sources, water and wastewater infrastructure requirements and funding mechanisms to ensure that adequate, safe water supplies and wastewater treatment capacity will be available to serve existing and future development. When new or upgraded facilities are necessary, ensure that they are incorporated into the City's Capital Improvement Program.
- PSU 7.b **Development review.** As part of the review process for new developments, assist applicants in demonstrating compliance with all policies and standards related to water supply and wastewater treatment.
- PSU 7.c **Water conservation.** Encourage water conservation through compliance with building and landscaping codes, use of reclaimed water, and public information.



I. Solid Waste

1. Overview

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

Since 2011 the City of Santa Paula has contracted with a private waste hauler for solid waste collection and disposal services.

Solid Waste Facilities

Santa Paula is served by two active solid waste disposal/landfill sites and one recycling and transfer station.

Toland Road Landfill, located east of Santa Paula, is a Class III landfill that accepts mixed municipal, construction/demolition, agricultural, industrial, and biosolid waste. The landfill is owned and managed by the Ventura Regional Sanitation District. Total capacity of the landfill is 30 million cubic yards, with a remaining capacity of 10.4 million cubic yards as of 2016. The County has estimated that the landfill will reach capacity in approximately 2028.

Chiquita Canyon Landfill, located in Los Angeles County approximately 10 miles east of Piru, is a Class III landfill that accepts mixed municipal waste, green materials, construction/demolition, industrial, and inert waste. The landfill is owned and operated by Chiquita Canyon, Inc. In 2017 Los Angeles County approved a permit allowing the landfill to accept an average of 8,974 tons per day through 2024 and an average of 5,769 from 2025 through 2047.

The Del Norte Regional Recycling and Transfer Station, located in Oxnard, is a regional materials recovery facility (MRF) owned and operated by the City of Oxnard. The facility provides transfer and recycling services of up to 2,779 tons per day and accepts refuse, yard and green waste, scrap wood, demolition debris, tires, refrigerators, air conditioners, bulky items, and recyclables. In addition, the City conducts periodic household hazardous waste collection events.

Recycling Programs

The primary goal of recycling programs is to reduce the amount of solid waste that would otherwise end up in a landfill. State law establishes goals for municipalities that are typically expressed as a percentage of waste stream diversion.



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Santa Paula's solid waste contractor is currently required to comply with a diversion goal of 60%. The contractor provides curbside automated residential waste pickup once a week for recyclables, green waste, and solid waste. The company also offers bulky item collection to residents on an on-call basis and conducts periodic drop-off events throughout the year. Recyclable material is delivered to Del Norte Regional Recycling and Transfer Station in Oxnard for processing.

Diverting waste from landfills by promoting reduction, reuse, recycling, and composting of materials reduces truck traffic, the amount of land required for waste disposal, and greenhouse gas emissions.

2. Policies and Programs

Policies

PSU 8.1 **Minimize solid waste.** Support statewide goals for the reduction of solid waste and support recycling programs.

Programs

PSU 8.a **Encourage recycling.** Work cooperatively with the City's solid waste contractor to disseminate information to residents and businesses encouraging recycling through methods such as automated curbside recycling, green waste collection, and recycling of construction and demolition materials.

PSU 8.b **Development review.** As part of the review process for new developments, assist applicants in demonstrating compliance with all policies and standards related to solid waste collection and recycling.



J. Energy Production and Transmission

1. Overview

Electrical Generation and Transmission Facilities

Electricity is supplied to customers in Santa Paula by Southern California Edison (SCE), which obtains its power from a variety of sources. There are no electrical generating facilities in Santa Paula. Several high-voltage transmission lines pass through the Santa Paula area and a substation is located south of the railroad tracks near 12th Street.

Oil and Natural Gas Production and Distribution Facilities

No oil refineries are located in Santa Paula or Ventura County. However, major oil pipelines within the county carry crude oil and natural gas, generally along highways and rail lines. The locations of oil and gas pipelines are mapped on Ventura County's Geographic Information System for planning and emergency response purposes. This information is proprietary, and access is limited to protect public safety.

2. Policies and Programs

Policies

PSU 9.1 **Facilitate the safe and efficient transmission of energy.** Ensure that energy transmission facilities, such as high voltage electrical transmission lines and pipelines, are developed and maintained in a safe manner that avoids conflicts with other land uses in the city.

Programs

PSU 9.a **Coordination with energy utilities.** Coordinate 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.

PSU 9.b **Development review.** As part of the review process for new developments, require applicants to demonstrate that appropriate separation distances will be maintained from existing electrical transmission lines or petroleum pipelines to ensure public safety.



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7. Economic Development and Downtown

A. Overview

1. Purpose and Legal Requirements

Local governments in California have primary responsibility for essential public services such as police and fire protection, streets and highways, domestic water supply, wastewater treatment, parks and recreation, libraries, solid waste disposal, and regulation of land use and development. Limitations have been placed on local revenues through voter initiatives such as Proposition 13 and the budgetary policies of State and Federal governments. In addition, since the State's dissolution of local redevelopment agencies in 2012, a significant source of funding for capital improvements and affordable housing has been lost.

In most cities it is a constant struggle to provide the desired level of public services with available resources. Santa Paula's fiscal stability is dependent upon generating sufficient revenues to pay for the services desired by the community. While the local economy is affected by many factors beyond the City's control, it is essential that the City use its administrative powers to ensure that revenues are sufficient to support public services. The purpose of this Economic Development and Downtown Element is to establish a policy framework to guide future actions that will promote the City's long-term fiscal sustainability.

Under California law, Economic Development is an optional element of the General Plan. Because economic development is a high priority for Santa Paula, it is included as a separate element of the 2040 General Plan to emphasize the importance of this issue.

Acronyms used in this section

ADT	average daily traffic
CIP	capital improvement program
CTP	Comprehensive Transportation Plan
LOS	level of service
RTP/SCS	Regional Transportation Plan/ Sustainable Communities Strategy
SCAG	Southern California Association of Governments
STP	Surface Transportation Program
TDA	Transportation Development Act
TDM	Transportation Demand Management
TIF	traffic improvement fee
VCTC	Ventura County Transportation Commission
VMT	vehicle miles traveled



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This Economic Development and Downtown Element is supported by the other General Plan elements. For example:

- Designating sufficient land for commercial and industrial uses in the [Land Use Element](#) is important in maintaining a balanced, viable economy.
- The efficient movement of people and goods, as supported by the [Circulation and Mobility Element](#), is a vital consideration for businesses evaluating options for locating and expanding their establishments.
- The **Housing Element** supports adequate housing options to meet the needs of all residents and employees, and is a key factor in attracting and retaining businesses.
- The [Public Services and Utilities Element](#) facilitates the provision of adequate infrastructure and public services to support business recruitment, retention, and expansion, as well as residential neighborhoods.
- The [Hazards and Public Safety Element](#) establishes policies to ensure public health and safety, while the [Environmental and Cultural Resources Element](#) addresses quality of life issues that make Santa Paula an enjoyable place to live, work and visit.

2. Goals

The overall vision guiding the Economic Development and Downtown Element is to secure Santa Paula's long-term economic sustainability. In the economic context, sustainability is enhanced by attracting and retaining businesses that offer needed goods and services, as well as sufficient job opportunities for residents. A robust business sector produces revenues to support City services, such as public safety and infrastructure maintenance. Good-paying jobs also support residential property values, which bolster City property tax revenues and enhance sales tax revenue.

Of great importance within the economic vision for Santa Paula is a thriving Downtown that serves the needs of local residents and attracts visitors (and their purchases) from outside the city.



Economic Development Goals

The following goals provide guidance for the policies and programs of this Economic Development and Downtown Element.

- EDD 1 Promote the long-term economic prosperity of Santa Paula's residents and businesses, and the City's fiscal sustainability through business development and diversity, a skilled workforce, jobs/housing balance, increased tourism and a vibrant Downtown.
- EDD 2 Provide high-quality and cost-effective public services for Santa Paula's residents and businesses.

The policies and programs of this Economic Development and Downtown Element are organized under two major themes:

- **Economic Prosperity and Fiscal Sustainability.** How can Santa Paula grow its economy to provide expanding job opportunities and upward mobility for residents, and sufficient revenues to support needed City services and infrastructure?
- **Downtown Revitalization.** What strategies should the City pursue to encourage revitalization, expand business opportunities, and attract more residents and visitors to the Downtown?



B. Economic Prosperity and Fiscal Sustainability

Economic prosperity is an essential aspect of the quality of life for Santa Paula residents, as well as the City's long-term fiscal sustainability. City strategies to support economic growth are organized into three areas:

1. Diversify the Economic Base
2. Expand Economic Opportunities
3. Enhance Fiscal Sustainability

1. Diversify the Economic Base

Strategies for diversifying Santa Paula's economic base include supporting the growth of existing businesses while encouraging new markets such as agri-tourism.

Support Small Businesses and Entrepreneurship

Locally owned small businesses provide a significant source of jobs in Santa Paula's economy, and the continued success of these establishments is important to the health of the local economy. A long-term economic development strategy focuses on helping these existing businesses thrive and expand.

Promote Tourism and Recreational Opportunities

An important aspect of the City's economic diversification strategy is to encourage tourism as a means of importing money to Santa Paula from other areas through increased sales and transient occupancy taxes. According to a recent study by Visit California, California's tourism marketing agency, visitor spending totaled \$1.5 billion in Ventura County in 2016. The study also revealed that Santa Paula's annual per capita transient occupancy tax revenue was \$3.65 in 2016, compared to about \$25 for the county as a whole.

These findings suggest that there is considerable growth potential for transient occupancy tax revenue in Santa Paula. Such growth will depend upon coordinated and sustained efforts to promote tourism in the Heritage Valley. Promotional efforts should seek to build upon the existing popularity of Ventura County as a tourist destination.

Agri-tourism is expected to become an increasingly important component of the Ventura County tourism market. As described by the University of California Small Farm Program, agri-tourism is any enterprise on a working farm or ranch or agricultural facility operated for the enjoyment and education of visitors that brings additional income to the operator. Activities include farm stands, U-pick operations, wine tasting rooms, harvest festivals, farm



tours, packing house tours, winery tours, barn dances, farm stays, classes and demonstrations, pumpkin patches, corn mazes, Christmas tree farms, horseback riding, vineyard weddings and family reunion, hunting, fishing, hiking, bird watching, yoga retreats, cooking classes, rodeos, music festivals, petting zoos, habitat improvement projects, and many other similar activities.

The City of Santa Paula and non-profit organizations such as Discover Santa Paula and the Heritage Valley Tourist Bureau have made efforts to promote the agri-tourism sector. Numerous agri-tourism activities and events in Heritage Valley, including festivals, farmers markets, hot air balloons, train rides, and other family-oriented activities, attract both residents and visitors. Santa Paula's central location provides an opportunity to become the agri-tourism hub for the Heritage Valley if not the entire county. Within easy driving distance are local fields and orchards as well as agricultural operations near Fillmore, Somis, Ojai and Oxnard. A visit to Heritage Valley would not be complete without a stop in Historic Downtown Santa Paula. In addition, Downtown restaurants are well positioned to take advantage of the "Farm-to-Table" movement.

Efforts to promote tourism opportunities in Heritage Valley can also benefit Downtown Santa Paula. Completion of a bicycle/hiking trail along the railroad right of way between Ventura and Fillmore through Downtown Santa Paula and conversion of packing houses to agri-tourism uses, such as a regional farmers market and food hall, would help to attract more visitors to the area.

SR 150 and SR 126 east of SR 150 are currently designated as Eligible State Scenic Highways. To emphasize the scenic value of Heritage Valley, Santa Paula could work cooperatively with Ojai and Fillmore to achieve official Scenic Highway designation for these highways. According to Caltrans, a scenic highway can create a positive image for a community, preserve and protect environmental assets and encourage tourism.

Policies

EDD 1.1 **Support existing businesses.** Support existing businesses within the community, including home-based businesses.

EDD 1.2 **Business attraction.** Seek to attract new businesses that will help to diversify the local economy in sectors such as health care, and biomedical research and manufacturing, environmental technology, communications, business services, education, software development, agricultural industry support, agricultural research, and visitor-serving uses associated with the Heritage Valley.



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EDD 1.3 **Promote tourism.** Promote tourism and development of visitor-serving facilities.

EDD 1.4 **Promote film-making in Santa Paula.** Enhance Santa Paula's reputation as a film making location.

Programs

EDD 1.a **Economic Development Coordinator.** Designate an Economic Development Coordinator to facilitate all of the City's economic development efforts and assist businesses in obtaining City permits.

EDD 1.b **Economic base study.** Prepare an economic base study to identify business sectors with greatest potential for expansion in Santa Paula and implement a business retention, marketing and recruitment program to attract those businesses.

EDD 1.c **Business expansion.** Work cooperatively with current Santa Paula employers to identify ways the City can facilitate expansion of those businesses.

EDD 1.d **Promote business and tourism.** Work cooperatively with local organizations representing all business and ethnic interests to develop a program to promote business and tourism in Santa Paula, including strategies such as:

- Continue to promote Downtown as an historic and entertainment district.
- Promote Santa Paula as a film-making location.
- Promote Santa Paula's railroad, airport, museum, and agricultural attractions.
- Develop attractions such as farmers markets, arts and crafts fairs, agricultural exhibits or museum, farm tours, antique airplane and car museum, and a tourist trolley.
- Work jointly with the UC Hansen Agricultural Research and Extension Center, the County of Ventura, the City of Fillmore and private interests in the Santa Clara River Valley to create an Agri-tourism Strategic Plan for the Heritage Valley.
- Work jointly with the County of Ventura, the City of Fillmore and the City of Ojai to prepare a scenic corridor protection program for SR 126 (between SR 150 and the eastern Ventura County line) and SR 150 and the attainment of official scenic highway designations for those highways under the California Scenic Highway Program.

EDD 1.e **Adaptive reuse of older buildings.** Encourage recycling of older buildings for use by businesses or mixed uses.



EDD 1.f **Financing for business expansion.** Work cooperatively with local business and local financial organizations to ensure the availability of adequate financing to support business expansion in Santa Paula.

2. Expand Economic Opportunity

The policies and programs intended to grow the economic base as described in the previous section will also benefit Santa Paula residents by increasing job opportunities and wages. Business development programs are most successful when they are supported by complementary efforts to increase the skill level of the labor force through education and training. In addition to providing more local employment opportunities, higher workforce skill levels lead to higher wages for Santa Paula residents, which in turn leads to higher tax revenues.

Expanded employment opportunities and skill levels is facilitated by effective collaboration between business, government, and educational institutions. New employment opportunities may come from diversifying into new business sectors or through entrepreneurial expansion within Santa Paula's traditional economic sectors. In addition, Santa Paula's employment growth will be affected by its quality of life and its desirability as a place for workers to live and businesses to locate.

Many of Santa Paula's residents are employed in agriculture and retail businesses. These sectors often pay lower wages than jobs in the professional services and manufacturing industries. SCAG's 2040 demographic forecast expects that Santa Paula will add 3,900 jobs between 2012 and 2040, an increase of 50%. Previous studies have identified Santa Paula as a competitive location for business clusters, including agriculture, communications, machinery, biomedical sciences, plastics, environmental tourism, business services, health care, and education/training. An employment forecast prepared in 2016 by ADE, Inc. for Ventura County to the year 2040 expects the highest job growth to occur in the following fields:

1. Health Care and Social Assistance
30,000 jobs
2. Educational Services
20,000 jobs
3. Retail Trade
17,000 jobs



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4. Professional, Scientific, and Technical Services
11,000 jobs
5. Accommodation and Food Services
8,000 jobs

Education and vocational training programs can help Santa Paula capitalize on the growth anticipated in the higher-skill sectors. Better training leads to higher earnings, more discretionary income, and higher tax revenues for the City. Improving the skill level of the labor force requires access to state-of-the-art education, job training programs, and collaboration between government, business, and educational institutions. Higher education can take many forms including traditional academic programs, vocational and specialized training, focused certificate programs, online courses, and on-the-job training. A well-qualified and productive labor force is a key factor in attracting new businesses to the community and expanding economic opportunities for Santa Paula residents. Opportunities for higher paying jobs in high-skill industries will be enhanced by the availability of industrial land, as described in the [**Land Use Element**](#).

Policies

- EDD 2.1 **Job training.** Encourage local businesses and educational institutions to expand job training and apprentice programs for Santa Paula's workforce.
- EDD 2.2 **Educational opportunities.** Encourage educational institutions, such as community colleges and private secondary schools, to locate or expand in Santa Paula.

Programs

- EDD 2.a **Education and training.** As part of the City's economic development program, work cooperatively with local businesses and educational institutions to expand education and training programs that will enhance job skills needed to support current and future businesses in Santa Paula.

3. Enhance Fiscal Sustainability

Fiscal sustainability requires that City revenues are sufficient to fund public services. Two of the primary sources of revenues for most California cities are property tax and sales/use tax. Because these two funding sources comprise such a large portion of City revenues, increasing property values and taxable sales are essential to the long-term provision of quality public services. An effective fiscal strategy must also consider long-term economic trends. According



to the U.S. Census Bureau, total online retail sales in 2017 accounted for about 9% of all sales compared to less than 1% in 2000.

Fiscal sustainability also requires that the City provide public services in a cost-effective manner. Options that must be considered include public-private partnerships, outsourcing, and contracting for service with other public entities. For example, in 2017 the City determined that the most cost-effective method of providing fire protection in Santa Paula will be through membership in the Ventura County Fire Department.

New development also requires the construction of infrastructure and public facilities. Development impact fees are collected to defray the cost of infrastructure needed to serve new development. Under California law, development impact fees are limited to the cost of providing new or expanded facilities needed to serve the development. As growth takes place, whether infill or expansion, property tax and sales tax revenues will increase along with the new service demands that come with the addition of new residents and businesses.

Maintaining a healthy balance between revenues and public service expenses requires an effective strategy. Compact development minimizes infrastructure cost by reducing the per-capita cost of streets and utilities; therefore, infill development on vacant lots or underutilized properties is generally a cost-effective form of development. Infill development can also bring more customers to the Downtown and nearby businesses, thereby increasing property values and sales tax revenue.

Development in the expansion areas should be planned in a manner that has a positive fiscal effect on the City. New development within these areas should not only cover the initial infrastructure costs but should also generate sufficient revenues needed for long-term operation/maintenance and public services. While land in the residential expansion areas may not be used as intensively as in Santa Paula's older neighborhoods, anticipated development could attract higher-income families with greater disposable income resulting in greater per-capita sales tax revenue.

Industrial and office development also contribute to increased property values and sales tax revenue. This occurs primarily through job creation, which expands overall disposable income and local spending. An adequate supply of sites for employment-generating uses is essential for fiscal sustainability. In general, the City benefits fiscally when existing commercial and industrial land is used efficiently, generating more jobs and income per acre.



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Because fiscal sustainability is such an important issue this Economic Development and Downtown Element includes a commitment to prepare and periodically update a citywide fiscal impact analysis to help guide major land use, infrastructure and public service decisions.

Policies

EDD 3.1 **Monitor fiscal conditions.** Regularly monitor and assess the City's fiscal conditions to help evaluate major land use, infrastructure and public service decisions.

Programs

EDD 3.a **Citywide fiscal analysis.** Prepare and periodically update a citywide fiscal impact study to help guide major land use, infrastructure and public service decisions.

EDD 3.b **Streamline permit processing.** Streamline City permit processes while ensuring quality development.

EDD 3.c **Provide adequate infrastructure.** Identify, monitor, and address resource and infrastructure issues (such as housing, health care, infrastructure and public services) that may be limiting economic expansion in Santa Paula.

EDD 3.d **Business forum.** Establish an on-going business forum between City officials and local businesses to collaborate on plans, policies, and budget items.



C. Downtown Revitalization

A vibrant Downtown core is a key ingredient of Santa Paula's economic sustainability. The vision for Downtown is one that is alive with people enjoying meals in restaurants, visiting shops, and strolling on sidewalks throughout the day and into the evening. It is 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. 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 district.

Interest in helping Downtown Santa Paula realize its full potential remains strong. From 1995 to 2017, the City facilitated several planning efforts for the Downtown – the 1996 Downtown Improvement Plan, the 2004 Downtown Improvement Plan (an update to the 1996 Plan), a 2012 study conducted by City and Regional Planning students and faculty from Cal Poly San Luis Obispo, and a 2017 Downtown Action Plan. The 2017 Downtown Action Plan was designed specifically to help guide the Downtown Revitalization component of the 2040 General Plan. Findings and recommendations from the 2017 Downtown Action Plan have been incorporated into the policies and programs of this Economic Development and Downtown Element as well as the [Land Use Element](#). Specific programs to support Downtown revitalization build upon all of these previous studies.

The 2017 Downtown Action Plan notes that most successful downtown revitalization programs address multiple components, including physical design, organization, marketing and promotion, and economic restructuring. These are also the components of the Main Street Revitalization model endorsed by the California Main Street Alliance (CMSA) and Main Street America. CMSA has over 50 member cities in California, and Downtown Santa Paula is a prime candidate for designation as a Main Street district under the CMSA program. The following discussion highlights the key components of the Main Street Revitalization model.

Capitalizing on Physical Assets

Downtown Santa Paula has many physical and visual assets that set it apart from other downtowns, such as its authenticity represented in the many historical structures. These buildings are unique assets that are nearly impossible to replicate in new developments. For visitors, Santa Paula provides an opportunity to step back to an earlier time, and for residents Santa Paula is the traditional small-town community that newer suburban developments often seek to emulate but cannot match. Santa Paula is also blessed with its agricultural



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heritage and beautiful setting between the Topatopa and Santa Susana Mountains. Geographically, the city lies at the edge, but still within, one of the largest metropolitan areas in the nation.

These physical assets contribute to the economic potential of Downtown and should be preserved and enhanced. Their stewardship is comprehensively addressed in the policies and programs of both the [**Land Use Element**](#) and this Economic Development and Downtown Element. For the Downtown, policies include protection of historic structures, design guidelines for new buildings, enhancement of the pedestrian street environment, promotion of mixed-use development, and mitigation of land use conflicts.

Building Organizational Effectiveness

Sustainable revitalization efforts depend on creating a strong organizational foundation including effective partnerships and community involvement in support of the Downtown. As noted in the Downtown Action Plan, a key strategy is to organize Downtown merchants “under one banner” solely focused on Downtown. This creates a focused Downtown organization that embraces the variety of business types and ethnicities. A non-profit Main Street entity could be empowered to organize and promote festivals, events, and other Downtown activities and work alongside the Chamber of Commerce.

Projecting a Compelling Image

Projecting a compelling image of Downtown Santa Paula requires marketing and promotion. The positive small-town image cherished by Santa Paula’s citizens is largely unknown to most Southern Californians. While serving the needs of local residents should remain a high priority, the Downtown also needs visitors to maximize its potential. Local marketing efforts should reinforce Downtown’s role as the heart of the community, while a regional marketing campaign can showcase Santa Paula’s unique characteristics and attract visitors. Festivals, events, and tourism marketing are some of the ways Downtown customer traffic can be increased. Promotion also involves projecting an enticing image to local shoppers, visitors, investors, and prospective Downtown residents who could play a key role in sustaining local service-based businesses.

Enhancing Economic Competitiveness

While Downtown Santa Paula has undeniable charm, to fully realize its economic potential it must also be competitive in a changing economy. With the growth of suburban shopping malls and “big box” retailers, most historic downtowns have survived by transitioning from



the retail heart of the community to more emphasis on entertainment. Recruiting new businesses, sharpening the competitiveness of existing businesses, and putting vacant or underutilized space to more productive use will be high priorities for the Downtown in the coming decades. Additional strategies include targeted recruitment of complementary businesses, capital incentives and streamlined City permit processes for new and expanding businesses, and a supportive environment for entrepreneurs that drive the Downtown economy.

Policies

- EDD 4.1 **Enhance Santa Paula's image.** Maintain and enhance Santa Paula's reputation as a unique and distinctive place in the Southern California area.
- EDD 4.2 **Downtown organization.** Support the establishment of a Main Street organization to coordinate Downtown revitalization and promotion efforts and provide on-going City support to the organization.
- EDD 4.3 **Land use policies.** Implement the Downtown land use and development policies contained in the [Land Use Element](#).

Programs

- EDD 4.a **Downtown Coordinator.** Designate a Downtown Coordinator within City government to serve as the primary liaison between City departments and Downtown property and business owners.
- EDD 4.b **Business improvement district.** Continue to support the Downtown business improvement district (PBID), based upon the California Main Street Alliance Model, to coordinate Downtown business development and marketing efforts.
- EDD 4.c **Downtown strategic plan.** Work with the Downtown BID to prepare a detailed Strategic Plan for the Downtown. Potential strategies that should be considered in the Plan include:
- Conduct an economic study to identify potential gaps and opportunities in current Downtown business segments and establish a focused business retention, expansion, and recruitment program targeting desired businesses that are under-represented.
 - Create a Downtown Entertainment District with an attractive, culturally diverse mix of dining, retail, entertainment activities to draw local residents



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and visitors to the Downtown on a regular basis during daytime and evening hours.

- Promote residential/commercial mixed-use development in the Downtown.
- Identify additional physical improvements that would enhance Downtown building facades, streetscapes, public and private signage, and parking areas.
- Identify events and activities that will bring residents and visitors to the Downtown throughout the year.
- Develop a coordinated marketing program for the Downtown in collaboration with other business organizations in Santa Paula and surrounding areas.
- Allow development of City-owned parking lots in the Downtown area with high-quality mixed-use projects that provide affordable and market-rate housing and adequate parking for the new mixed-uses and public parking.
- Establish an Art in Public Places program to incorporate public art into a variety of spaces including streets, 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.
- Develop an urban plaza in the downtown to serve as a community gathering and performing place.
- Develop a plan to promote and enhance Veterans Memorial Park as a gathering place.
- Improve and maintain lighting and safety measures (electronic surveillance) in the alleys and parking lots adjacent to Main Street.



Appendix A – Public Participation Summary

Overview

A primary goal for the General Plan update is to actively engage the entire community in the process. It is widely recognized across the country that many residents and stakeholders do not regularly participate in local government meetings such as City Council and Planning Commission hearings. As a result, a variety of other methods are necessary to ensure that a full range of community viewpoints are represented in the preparation of the 2040 General Plan. In addition to City Council and Planning Commission meetings, three strategies are being employed to encourage broad-based community participation: 1) a public opinion survey; 2) community workshops; and 3) interviews with selected stakeholders and groups. These three efforts and the preliminary findings thus far are discussed below.

Public Opinion Survey

During November-December 2015 a Community Public Opinion Survey was distributed in English and Spanish to city residents and businesses through utility bills and also posted on the City website. Approximately 170 responses were received. The survey asked participants to give their opinions on these questions:

- What do you see as the city's most important strengths and opportunities for the future?
- What characteristics would you like to preserve that make Santa Paula a good place to live?
- What are the most significant challenges facing the City?
- What things about the city would you most like to change or improve?
- What do you think should be the City's top priorities for the next 25 years?

Interviews

A sample of stakeholders including City Councilmembers, Planning Commissioners, and other community leaders were interviewed individually to provide an opportunity to explore important issues in greater depth during Fall/Winter 2015-16.



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Community Workshop

A General Plan Public Workshop was conducted on November 19, 2015 from 5:30 to 7:30 p.m. at the Santa Paula Community Center. Approximately 50 persons attended the workshop.

Several “stations” were set up focusing on issues related to land use and the environment, transportation and mobility, economic development, and the Downtown (see also the [Economic Development and Downtown Element](#)

for additional discussion of public opinions concerning the Downtown). Participants had opportunities to discuss issues with City staff, other attendees, and the General Plan team, and recorded their comments regarding issues that are important to them.



Findings

Comments heard during the initial outreach effort are summarized in the table below. The intent of the outreach process at this point is to capture the full range of issues that should be addressed as part of the General Plan update, and not to rank issues according to importance. It is important to recognize that some of the issues mentioned are very important but are primarily addressed through mechanisms other than the General Plan (e.g., the city budget process, enforcement of existing regulations) or by other organizations and agencies.



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Summary of Public Comments

Strengths, opportunities and characteristics that should be preserved	Challenges facing the City and things that should be changed or improved	Priorities for the next 25 years
Land Use, Conservation and Open Space		
<ul style="list-style-type: none">• Small town "Old California" feel, slow pace, sense of community, easy going people, caring citizens, neighbors and businesses support one another• Natural beauty• Historical buildings• Museums, arts, murals, playhouse and unique events• Clear city limits bordered by agricultural land• Family roots, cultural diversity and local pride• Bike path (would be great to connect it to Fillmore's and Ventura's)• Walkability• Parks and the greenbelt• Development of eastside homes• Central downtown and Main Street business district• Community involvement and non-profit organizations• Room to grow• Local water source• Opportunity to grow in Fagan Canyon and Adams Canyon, which would create a larger tax base to support needed infrastructure improvements• Santa Paula Airport• "Heritage Valley" evokes longevity, health and value• Unified school district• New water treatment plant• Local newspaper	<ul style="list-style-type: none">• Commercial property maintenance and signage• Water usage must be more efficient as we plan long term, especially with growth on the horizon with the development of some Limoneira lands.• Schools need more money for refurbishments, air conditioning units in all schools, parking or a drop off zone, crossing guards.• Better street lighting• Maintenance and repair of roads and other infrastructure• Park playgrounds• Low property values• Privatization of essential public services to for-profit entities who don't care about our community• Impacts of fracking on the water supply• Artificially low property values and revenues due to Proposition 13• Too much emphasis on cheap housing rather than encouraging a diversity of housing – need to invite those of greater wealth to live in Santa Paula and create a better balance without excluding those of greater need• Better schools• More green space in the city• More recreational options for kids	<ul style="list-style-type: none">• Maintain the natural beauty of our surroundings while seeking responsible, high quality developments, residential and commercial, with a tourism and job development focus• Improve infrastructure• Energy efficiency• Water supply and conservation• Encourage reasonable residential and commercial development that would bring much needed revenue• Keep Santa Paula home to the locals and for generations to come and stay where their grandparents stayed and go to the same schools. I believe that we should stay as we are and preserve and nurture what we have.• Avoid overbuilding as has occurred in Camarillo, Thousand Oaks and Moorpark• Provide incentives for property owners to refurbish and maintain properties• Avoid higher housing density and reduced setbacks• More trees near the Ag museum and the small park adjacent• More trails like the one running from 12th Street to Peck Road and patrol the trails more often by walking/biking police. All new developments should include connectors to developed walking paths and bike paths. I would like to see even more options like a healthy hiking path between Mill Park and the Hospital to encourage residents



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Strengths, opportunities and characteristics that should be preserved	Challenges facing the City and things that should be changed or improved	Priorities for the next 25 years
<ul style="list-style-type: none">• Affordable housing• Small enough for that friendly neighbor feel but big enough to provide basic services• Limited sprawl• East Area 1 is a great place for development. A site for a new grocery store out there would be great. What about a new high school too?• Beautiful neighborhoods such as the Oaks, area around Monte Vista, etc.	<ul style="list-style-type: none">• Would like skating and bowling facilities• Better maintenance of public bathrooms in parks and train depot• Subsidized housing affects rest of community because they do not pay property taxes but use most of the services!• Lower water/sewer rates• Need for community service centers with parking and restrict large community gatherings in residential areas• Lack of affordable housing• More funding for City maintenance staff to keep up the public areas• Maintenance of Santa Paula Creek (sediment buildup)• Additional development (EA1/Peck Rd/Adams) will increase traffic and public safety requirements and will not cover those costs• Residential and commercial code enforcement could improve the general appearance, increase property values, and increase demand from businesses.• Better sustainability in our landscaping• Add a farmers' market• More green spaces for recreation: Improve parks, add hiking trails in the riverbed, etc.• Connect our bike path to the Fillmore path and possibly even Ventura; this will provide much-needed recreational	<ul style="list-style-type: none">to be active and make the city a more attractive destination.• Open spaces and recreational facilities should be maintained and expanded• Cleanliness such as graffiti removal• Keep the current small town atmosphere• More solar panels• Controlled residential, retail, and commercial construction to increase the tax base and create local jobs• Support the strong artistic element in the community such as museums and art• Expand our sphere of influence before the county or city of Ventura takes it away• Promote infill development within the city limits where there is blight• Develop programs to benefit those who may live on the street or who have drug issues affecting their mental health• Encourage more middle/upper income housing• Protect our watershed• Build more nice apartments• Provide attractive housing to keep people who want to step up to a nicer home from leaving the city• Develop an 18-hole golf course• Support for a music and cultural performance venue• Add a community garden along the rail line• More public parks with restrooms and public use of school playgrounds• Natural parks with logs, rocks, butterfly gardens• Water playgrounds



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Strengths, opportunities and characteristics that should be preserved	Challenges facing the City and things that should be changed or improved	Priorities for the next 25 years
	<p>opportunities for youth in our own town as well as attract out-of-town people to eat in our restaurants, etc.</p> <ul style="list-style-type: none">• Add a dog park• Start a community garden• Re-open and expand Toland Park• The City could partner with school districts to promote afterschool programs• Better enforcement of codes and ordinances• More cohesive and consistent architectural vision for new commercial construction• Limit yard sales• Prevent and clean up graffiti• Better public communications and transparency (public outreach, news coverage, etc. on important issues)• Make the permit process easier for home and business improvements• Clean bathrooms in all parks (e.g., Portland OR)• Improve the appearance of the east/west gateways to city• Need more investment in the library - the books are too old and there are not enough programs for the community• Convert the old packing house into an antique mall and café• Use reclaimed water	<ul style="list-style-type: none">• Support well-planned higher-density residential developments• Need homeless shelters in every area of the city• A “peaker (electrical generation) plant” should not be built in this agricultural valley• East Area I should have a variety of housing types• Need for more affordable housing for young families, farmworkers, seniors, etc.• Mixed-use (housing with commercial) downtown



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Strengths, opportunities and characteristics that should be preserved	Challenges facing the City and things that should be changed or improved	Priorities for the next 25 years
Transportation and Mobility		
<ul style="list-style-type: none">• No traffic problems• Free parking downtown• Bike path (would be great to connect it to Fillmore's and Ventura's)• Walkability• Public transportation system• Railroad - a great tourist attraction	<ul style="list-style-type: none">• Highway 150 traffic is becoming a problem• Harvard/Main should have a turn signal and not just a yield• Left turn arrows needed at Harvard/10th and Harvard/Palm• Too many cars parked in residential streets – parked cars block bike lanes• Maintenance and repair of roads and other infrastructure• Railroad tracks on Steckel• Fix railroad crossings	<ul style="list-style-type: none">• Connect with light rail service throughout the valley corridor• Keep/enhance the Fillmore and Western Railway• Need a signal (on-demand) at Peck/Foothill• Increase public transit options and connections with other communities for jobs and educational institutions• East Area I should have better access and connectivity to other parts of the community• Fix 8th Street• Need bike trails and hiking trails• Connect a rail trail to Fillmore• Improve access to the river trail• Improve ADA compliance and pedestrian ramps• Improve street lights
Economy and Downtown		
<ul style="list-style-type: none">• Close to other cities via 126 – good location for businesses.• Lower tax base than other cities within the county that are attractive to agriculture business and industrial business• Free parking downtown• No mall and non-franchised companies• Central downtown and Main Street business district• Small business opportunities• Agricultural businesses• Small "Mom and Pop" shops, vintage and antiques stores, and specialty cafes• Professional and hard-working citizens	<ul style="list-style-type: none">• Discourage more professional offices or massage parlors on Main Street• Need more job opportunities for residents• Jobs for youth• Lack of retail options forces the community to shop out of town• Many vacant stores downtown• Need a good grocery store and higher-quality shopping and family entertainment to generate sales tax• Bring music events that have a variety of sounds for different people• Need better marketing of the historic, natural, cultural, and	<ul style="list-style-type: none">• Develop a Main Street Specific Plan to include types of businesses, signage, and a business development manager who will work to populate the downtown with the right businesses• Promote tourism to bring in revenue• Stimulate business and downtown area without massive housing growth• Preserve the "Heritage Valley" by building on this brand. Businesses and development should be related to this theme: agri-tourism, culinary research and preparation, specialty farming, agri-STEM, to name a few. The unique neighborhoods uncluttered by typical Southern California tracts, mature landscaping

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Strengths, opportunities and characteristics that should be preserved	Challenges facing the City and things that should be changed or improved	Priorities for the next 25 years
<ul style="list-style-type: none"> • Educational opportunities (e.g. Ventura College Santa Paula Campus and Thomas Aquinas College) • Santa Paula Airport • “Heritage Valley” evokes longevity, health and value • Economic opportunities: movie industry, small aircraft, agriculture. Could the Ventura Community College satellite campus become a training center for those types of jobs? • Affordable housing • Available workforce • Downtown potential to become a visitors’ destination with the right businesses • Railroad - a great tourist attraction • Gateway to Ojai 	<ul style="list-style-type: none"> agricultural aspects of our town to bring new people in, either as tourists or new residents • Promote Santa Paula as the gateway to Los Padres hiking and mountain biking • Encourage more events like the balloon festival and car show to bring in money • Fewer liquor stores and smoke shops • More cohesive and consistent architectural vision for new commercial construction • Improve our image to the outside world so visitors will come here • Make the permit process easier for home and business improvements • Improve the appearance of the east/west gateways to city • Convert the old packing house into an antique mall and café 	<ul style="list-style-type: none"> and a walkable downtown should be featured in this brand development • Keep downtown where it is, not East Area 1 (i.e., city hall, jail) • Encourage family businesses rather than major fast food corporations • Maintenance and improvement of our Historic Downtown • More upscale shops that cater to a wider variety of shoppers • More good restaurants and businesses like Garmin's and Rabalais • More job opportunities for local residents to work in Santa Paula versus commuting to another city • Create a destination restaurant/retail corridor in downtown • Support the strong artistic element in the community such as museums and art • Build city parking lots near businesses, near community-sponsored activities away from residential areas • Support green technology or alternative energy companies to create jobs • Support existing vendors and offer incentives for new “mom and pop” stores • More emphasis on STEM education and cooperation with local colleges to encourage education • Target store (but no “mega stores”) • Trader Joe’s • Boutiques, small hotels and deli’s • Brewery • Public art emphasizing cultural diversity with links to local museums • Cultural-themed businesses



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Strengths, opportunities and characteristics that should be preserved	Challenges facing the City and things that should be changed or improved	Priorities for the next 25 years
		<ul style="list-style-type: none">• Mixed-use (housing with commercial) downtown• Better pedestrian and wheelchair access• Design guidelines, façade improvements and better integration and enforcement of sign regulations• Improved sidewalks (clean and fix cracks)
Public Safety		
<ul style="list-style-type: none">• Police doing an excellent job cleaning up the city and making it safe• Police and Fire departments	<ul style="list-style-type: none">• Crime and gang problems, drugs, littering and vandalism• More funding for public safety• Adequate pay for police and fire services• The homeless population and panhandlers• Dogs roaming the streets	<ul style="list-style-type: none">• Gang problems• Funding for police and fire



Appendix B – Comparison of 2016-2040 RTP/SCS Land Use Policies and 2040 General Plan Policies

2016-2040 RTP/SCS Land Use Policies	How the Santa Paula 2040 General Plan Supports the RTP/SCS
<p>Integrating land use and transportation. Integrating strategies for land use and transportation is SCAG's overarching strategy for achieving its goals of regional economic development, maximized mobility and accessibility for all people and goods in our region, safe and reliable travel, a sustainable regional transportation system, a protected natural environment, health for our residents, and more. (p. 73)</p>	<p>The 2040 General Plan integrates land use, transportation and housing consistent with the RTP/SCS and SB 375. All of the General Plan elements are based upon the same growth forecast and the circulation system is correlated with land uses.</p>
<p>Reflect the changing population and demands. The SCAG region, home to about 18.3 million people in 2012, currently features 5.9 million households and 7.4 million jobs. By 2040, the Plan projects that these figures will increase by 3.8 million people, with nearly 1.5 million more homes and 2.4 million more jobs. High Quality Transit Areas (HQTAs) will account for 3% of regional total land, but will accommodate 46% and 55% of future household and employment growth respectively between 2012 and 2040. The 2016 RTP/SCS reflects a continuation of the shift in demographics and household demand and assumes a significant increase in small-lot, single-family and multifamily housing that will mostly occur in infill locations near bus corridors and other transit infrastructure. From 2012 through 2040, the Plan projects that 66% of new homes expected to be built in the SCAG region will be multifamily units, reflecting demographic shifts and anticipated market demand. Jurisdictions in the SCAG region should continue to be sensitive to the possibility of gentrification and work to employ strategies to mitigate its potential negative community impacts. In addition, local jurisdictions are encouraged to pursue the</p>	<p>Santa Paula is a small city of just over 30,000 persons without the population density necessary to support HQTAs that are found in larger cities. However, the 2040 General Plan supports infill development, mixed use along major roadways, and a full range of housing types to accommodate all demographic segments of the community. Affordable housing is encouraged through General Plan policies as well as zoning regulations, such as the Housing Opportunities Overlay Zone (SPMC Chapter 16.35), Inclusionary Housing regulations (SPMC Sec. 16.13.400 et seq.) and affordable housing density bonus incentives (SPMC Sec. 16.13.310 et seq.). Gentrification in existing neighborhoods is not as problematic as in some areas of Southern California because property values in Santa Paula are among the lowest in Ventura County.</p>



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2016-2040 RTP/SCS Land Use Policies	How the Santa Paula 2040 General Plan Supports the RTP/SCS
<p>production of permanent affordable housing through deed restrictions or development by non-profit developers, which will ensure that some units will remain affordable to lower-income households (p. 75)</p>	
<p>Focus new growth around transit. The 2016 RTP/SCS overall land use pattern reinforces the trend of focusing new housing and employment in the region's HQTAs. The 2016 RTP/SCS assumes that 46% of new housing and 55% of new employment locations developed between 2012 and 2040 will be located within HQTAs, which comprise only 3% of the total land area in the SCAG region. HQTAs are a cornerstone of land use planning best practice in the SCAG region because they concentrate roadway repair investments, leverage transit and active transportation investments, reduce regional life cycle infrastructure costs, improve accessibility, avoid greenfield development, create local jobs, and have the potential to improve public health and housing affordability.</p> <p>Additional local policies that ensure that development in HQTAs achieve the intended reductions in VMT and greenhouse gas emissions include:</p> <ul style="list-style-type: none">• Affordable housing requirements• Reduced parking requirements• Adaptive reuse of existing structures• Density bonuses tied to family housing units such as three- and four-bedroom units• Mixed-use development standards that include local serving retail• Increased Complete Streets investments around HQTAs. Complete Streets are streets designed, funded and operated to enable safe access for roadway users of all ages and abilities, including pedestrians, bicyclists, motorists and transit riders. <p>The 2016 RTP/SCS recognizes guidance from the 2005 ARB air quality manual, which recommends</p>	<p>Although there are no designated HQTAs in Santa Paula, the 2040 General Plan includes development policies that support alternative transportation as described above, as well as complete streets. As noted in the Circulation and Mobility Element, there are no highways in Santa Paula with traffic volumes exceeding 100,000 vehicles/day; therefore, siting new residential developments or other sensitive uses along major highways is not as problematic with regard to air quality as in communities with higher traffic volumes.</p>



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2016-2040 RTP/SCS Land Use Policies	How the Santa Paula 2040 General Plan Supports the RTP/SCS
<p>limiting the siting of sensitive uses within 500 feet of highways and urban roads carrying more than 100,000 vehicles per day. (p. 77-78)</p> <p>Plan for growth around livable corridors. The Livable Corridors strategy seeks to revitalize commercial strips through integrated transportation and land use planning that results in increased economic activity and improved mobility options. The Livable Corridors concept combines three different components into a single planning concept to model the VMT and greenhouse gas emission reduction benefits:</p> <ul style="list-style-type: none">• Transit improvements: The associated county transportation commissions (CTCs) have identified some of these corridors for on-street, dedicated lane Bus Rapid Transit (BRT) or semi-dedicated BRT-light. The remaining corridors have the potential to support other features that improve bus performance. These other features include enhanced bus shelters, real-time travel information, off-bus ticketing, all door boarding and longer distances between stops to improve speed and reliability.• Active transportation improvements: Livable Corridors should include increased investments in Complete Streets to make these corridors and the intersecting arterials safe for biking and walking.• Land use policies: Livable Corridor strategies include the development of mixed-use retail centers at key nodes along the corridors, increasing neighborhood-oriented retail at more intersections and zoning that allows for the replacement of under-performing auto-oriented strip retail between nodes with higher-density residential and employment. These strategies will allow more context sensitive density, improve retail performance,	<p>As noted above, Santa Paula does not have sufficient population densities to support the intensive transit improvements such as dedicated BRT lanes that are possible in larger population centers. However, the 2040 General Plan supports the livable corridors strategy through land use and circulation policies such as mixed uses and complete streets. In particular, the Land Use Element includes the Harvard Boulevard Corridor as a Special Study Area. Harvard Boulevard was the city's major east-west roadway prior to construction of SR 126 and has potential for the kinds of improvements described in the Livable Corridors strategy.</p>



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2016-2040 RTP/SCS Land Use Policies	How the Santa Paula 2040 General Plan Supports the RTP/SCS
combat blight and improve fiscal outcomes for local communities. (p. 78)	
<p>Provide more options for short trips. Thirty-eight percent of all trips in the SCAG region are less than 3 miles. The 2016 RTP/SCS includes land use strategies, Complete Streets integration and a set of state and local policies to encourage the use of alternative modes of transportation for short trips in new and existing Neighborhood Mobility Areas (NMAs) and Complete Communities. In addition, land use strategies include replacing motor vehicle use with Neighborhood Electric Vehicle (NEV) use. NEVs are a federally designated class of passenger vehicle rated for use on roads with posted speed limits of 35 miles per hour or less.</p> <ul style="list-style-type: none">• Neighborhood Mobility Areas. NMAs have a high intersection density, low to moderate traffic speeds and robust residential-retail connections. These areas are suburban in nature, but can support slightly higher density in targeted locations. Land use strategies include shifting retail growth from large centralized retail strip malls to smaller distributed centers throughout an NMA. This strategy has shown to improve the use of active transportation or NEVs for short trips. Steps needed to support NEV use include providing state and regional incentives for purchases, local planning for charging stations, designating a local network of low speed roadways and adopting local regulations that allow smaller NEV parking stalls. This concept is intended to provide sustainable transportation options for residents who do not have convenient access to high-frequency transit options.• Complete Communities. Development of “complete communities” can provide households with a range of mobility options for short trips. The 2016 RTP/SCS supports	The 2040 General Plan supports these RTP/SCS policies by encouraging a mix of residential and commercial uses along the city's commercial corridors such as Harvard Boulevard, Main Street and 10 th Street (SR 150). The Circulation and Mobility Element also includes policies encouraging transit and active transportation.



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2016-2040 RTP/SCS Land Use Policies	How the Santa Paula 2040 General Plan Supports the RTP/SCS
<p>the creation of these mixed-use districts through a concentration of activities with housing, employment, and a mix of retail and services, located in close proximity to each other. Focusing a mix of land uses in strategic growth areas creates complete communities wherein most daily needs can be met within a short distance of home, providing residents with the opportunity to patronize their local area and run daily errands by walking or cycling rather than traveling by automobile. (p. 79)</p>	
<p>Support local sustainability planning. To implement the SCS, SCAG supports local planning practices that help lead to a reduction of greenhouse gas emissions. Sustainable Planning & Design, Zoning Codes and Climate Action Plans are three methods that local agencies have been adopting and implementing to help meet the regional targets for greenhouse gas emission reductions outlined in the SCS.</p> <ul style="list-style-type: none">• Sustainable Planning & Design. Mixed-use design guidelines embrace and encourage increased densities and a mixing of uses, while also reflecting community character. Examples include encouraging the revitalization of traditional main streets, downtowns and corridors, and converting single-use office parks and industrial districts into mixed employment, retail and residential districts.• Sustainable Zoning Codes. Examples include form-based codes tailored to local conditions, such as specifying building size and design parameters but allowing for more flexibility regarding use, and development standards that are more environmentally friendly and equitable. New policies can involve coordinating landscaping practices with water conservation, best management practices for	<p>The 2040 General Plan supports a mixing of uses in appropriate areas such as along commercial corridors and in the Downtown. Design guidelines help to reduce potential conflicts between different types of uses and between new infill development and the surrounding area. The Downtown and the Harvard Boulevard Corridor are two key areas where intensification and a mix of uses are encouraged.</p> <p>General Plan policies encourage sustainable zoning regulations that allow flexibility while also mitigating potential impacts. Examples include policies that encourage a mix of uses in appropriate areas such as commercial corridors, improved pedestrian connectivity such as in the Downtown, and compliance with state-of-the-art environmental management practices such as storm water management and energy-efficient design.</p> <p>Santa Paula has not prepared a climate action plan; however, the General Plan includes policies that seek to reduce greenhouse gas emissions whenever feasible, in conformance with the RTP/SCS.</p>



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2016-2040 RTP/SCS Land Use Policies	How the Santa Paula 2040 General Plan Supports the RTP/SCS
<p>storm water management and capture, creating better pedestrian connectivity, allowing more flexibility for mixed-use development and promoting energy efficient designs.</p> <ul style="list-style-type: none">• Climate Action Plans. SCAG is supporting several local governments throughout the region in the formation of Climate Action Plans (CAP). CAPs outline strategies for reducing greenhouse gas emissions in a cost-effective manner. This is done by creating greenhouse gas inventories so that local governments can efficiently target their emission reduction practices to sources that pollute the most. Strategies outlined by CAPs in the SCAG region include Green Building guidelines for municipal buildings and facilities, implementing public electric vehicle charging stations and establishing energy retrofit incentive programs for residents. (p. 79)	
<p>Protect natural and farm lands. Many natural and agricultural land areas near the edge of existing urbanized areas do not have plans for conservation and they are susceptible to the pressures of development. Many of these lands, such as riparian areas, have high per-acre habitat values and are host to some of the most diverse yet vulnerable species that play an important role in the overall ecosystem.</p> <p>Local land use decisions play a pivotal role in the fate of some of the region's most valuable habitat and farm lands. Many local governments have taken steps toward planning comprehensively for conserving natural lands and farm lands, while also meeting demands for growth. Across the region, transportation agencies and local governments have used habitat conservation plans and other tools to link land use decisions with comprehensive</p>	<p>Conservation of agriculture, open space and sensitive natural habitat lands is a high priority in Santa Paula and Ventura County. In 2016 the Save Open Space and Agricultural Resources (SOAR) initiative originally adopted by voters in 2000 was extended to 2050. SOAR establishes policies that protect agriculture and open space by limiting development outside of the City Urban Restriction Boundaries (CURB).</p> <p>Although there are no adopted habitat conservation plans in the Santa Paula Planning Area, two greenbelts have been established through cooperative agreements. The Ventura-Santa Paula Greenbelt and the Santa Paula-Fillmore Greenbelt effectively protect agriculture and natural habitat in these areas.</p> <p>In addition, the 2040 General Plan establishes development policies for the Expansion Areas</p>



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2016-2040 RTP/SCS Land Use Policies	How the Santa Paula 2040 General Plan Supports the RTP/SCS
<p>conservation plans in order to streamline development.</p> <p>To support those and other comprehensive conservation planning efforts and to inform the local land use decision making process, SCAG studied regional scale habitat values, developed a conservation framework and assembled a natural resource database. To coordinate with and support the viability of the Livable Corridors and HQTA land use strategies, this Plan suggests redirecting growth away from high-value habitat areas to existing urbanized areas.</p> <p>SCAG is engaging numerous stakeholders as it creates a Natural Lands Conservation Plan. Building on this effort may lead to a regional conservation program that CTCs, jurisdictions, agencies and non-profits can align with and support. This strategic and comprehensive approach allows the region to meet its housing and transportation needs, while ensuring that important natural lands, farm lands and water resources are protected. (p. 84)</p>	<p>intended to minimize impacts on agriculture, natural habitat, and scenic resources.</p>



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Appendix C – 2050 Save Open-Space and Agricultural Resources (SOAR): Full Text of Ordinance

Approved by the voters November 8, 2016



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CITY OF SANTA PAULA MEASURE 2050 SAVE OPEN-SPACE and AGRICULTURAL RESOURCES (SOAR) Land Use Voter Approval Measure FULL TEXT OF ORDINANCE (page 1 of 3)

Preamble

On several occasions since 1998, when the voters of Santa Paula first adopted a "Save Open-space and Agricultural Resources" (SOAR) initiative, establishing a City Urban Restriction Boundary (CURB) they have on at least 6 separate occasions approved various voter initiatives with the general purpose of defining and amending circumstances in which voter approval is required before significant land developments may occur. The current status of those measures is that a City Urban Restriction Boundary has been established requiring voter approval outside of that Boundary. The 6 amendments to the CURB line, and the CURB line itself is represented in the graphic attached hereto as Exhibit "A." Adopted by the voters on May 8, 2007, the CURB was extended to include Adams canyon with significant limitations and conditions on the City's ability to allow development within that area.

Independently, the voters have adopted a requirement that a voter approval must be obtained before any development larger than 81 acres may be commenced. The CURB measure sunsets – expires – in 2020; the measure requiring approval of developments larger than 81 acres sunsets in 2025. It is the purpose of this initiative to restate and readopt both land use voter approval measures, with a minor adjustment to the CURB line, as their substance currently appears in the City's General Plan, with the intent that they shall each be extended and read together until December 31, 2050. Accordingly, the text of the City's General Plan, adopted January 22, 2013, by Resolution No. 6821, and the part of the Land Use Element incorporating both the SOAR CURB measure and the "Citizens Advocating Responsible Expansion Initiative" is set forth below. Deletions to be accomplished by this initiative are indicated by ~~strike-out~~; additions are indicated by *italics*.

A. Restatement And Readoption and Revision of Land Use Voter Approval Measures:

The voters hereby readopt, restate and revise as indicated the following Land Use Voter Approval Measures as the same appear in the Santa Paula General Plan. Deletions are indicated by ~~strike-out~~; additions by *italics*.

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 *it or* any other agency in fulfilling its *their respective* statutory duties.

2. PRINCIPLES

Large scale urban encroachment into agricultural *open space* 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 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) *Subject to the minor amendment contained in subsection "c" below;* The City of Santa Paula establishes and adopts re-establishes and readopts its currently existing City Urban Restriction Boundary (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", and Fagan Canyon, including those presently split by the Sphere of Influence as set by the Local Agency Formation Commission. In those areas where the Sphere line divides or bisects legal parcels, the CURB shall be extended to surround the entire parcel or parcels. *A graphical representation of a map of said CURB is attached hereto as Exhibit "A."*
- b) Until December 31, 2020 2050, 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. *The May 8, 2007, initiative, entitled "An Initiative Amending the Santa Paula General Plan to Generally Adjust Santa Paula's City Urban Restriction Boundary (CURB) To Include the Adams Canyon Expansion Area" created development standards as conditions to the extension of the CURB to include Adams Canyon. The development standards for Adams Canyon as set forth herein, are now imbedded in the General Plan, and are summarized here, with the intention that the conditions and standards set forth here continue to be followed as required development standards to be contained in any Specific Plan or Development Agreement or other development options relating to Adams Canyon until December 31, 2050:*
 - i) *Allow a maximum of 495 residential units;*
 - ii) *Allow for clustering to maximize accumulated open space;*
 - iii) *Require 100 acres of land for the construction of public recreation facilities such as baseball, soccer and football fields as well as tennis and sports courts and a community center, with all park improvement to be paid for by the developer;*
 - iv) *Require an additional 200 acres of land to be dedicated for public open space and trail systems connecting Adams Canyon to Fagan Canyon and other regional park facilities, with all improvements paid for by the developer;*
 - v) *Require 40 acres of land to be dedicated for a school site;*
 - vi) *Require the dedication of a roadway right of way for a future connection to Fagan Canyon;*
 - vii) *Allow for the development of a destination resort hotel;*
 - viii) *Allow for the development of a golf course. Any development that fails to provide for items iii) through vi) shall not be permitted.*
- c) *In order to provide the City of Santa Paula with additional flexibility, the voters hereby expand the CURB line to encompass a small area in the southwest part of the City. The area affected is illustrated on Exhibit "B." The CURB line shall be redrafted as illustrated on Exhibit "C."*
- d) *"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 golf course or driving range construction. Urbanized uses of land shall not mean traditional municipal or regional parks with team sports or other recreational facilities.*
- e) *Until December 31, 2020 2050, 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 be required to 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.*



Santa Paula 2040 General Plan

CITY OF SANTA PAULA MEASURE 2050 SAVE OPEN-SPACE and AGRICULTURAL RESOURCES (SOAR) Land Use Voter Approval Measure FULL TEXT OF ORDINANCE (page 1 of 3)

Preamble

On several occasions since 1998, when the voters of Santa Paula first adopted a "Save Open-space and Agricultural Resources" (SOAR) initiative, establishing a City Urban Restriction Boundary (CURB) they have on at least 6 separate occasions approved various voter initiatives with the general purpose of defining and amending circumstances in which voter approval is required before significant land developments may occur. The current status of those measures is that a City Urban Restriction Boundary has been established requiring voter approval outside of that Boundary. The 6 amendments to the CURB line, and the CURB line itself is represented in the graphic attached hereto as Exhibit "A." Adopted by the voters on May 8, 2007, the CURB was extended to include Adams canyon with significant limitations and conditions on the City's ability to allow development within that area.

Independently, the voters have adopted a requirement that a voter approval must be obtained before any development larger than 81 acres may be commenced. The CURB measure sunsets – expires – in 2020; the measure requiring approval of developments larger than 81 acres sunsets in 2025. It is the purpose of this initiative to restate and readopt both land use voter approval measures, with a minor adjustment to the CURB line, as their substance currently appears in the City's General Plan, with the intent that they shall each be extended and read together until December 31, 2050. Accordingly, the text of the City's General Plan, adopted January 22, 2013, by Resolution No. 6821, and the part of the Land Use Element incorporating both the SOAR CURB measure and the "Citizens Advocating Responsible Expansion Initiative" is set forth below. Deletions to be accomplished by this initiative are indicated by *strike-out*; additions are indicated by *italics*.

A. Restatement And Readoption and Revision of Land Use Voter Approval Measures:

The voters hereby readopt, restate and revise as indicated the following Land Use Voter Approval Measures as the same appear in the Santa Paula General Plan. Deletions are indicated by *strike-out*; additions are indicated by *italics*.

E. 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 *it or any other agency* in fulfilling *its* respective statutory duties.

2. PRINCIPLES

Large scale urban encroachment into agricultural *open space* 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 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) *Subject to the minor amendment contained in subsection "c" below, The City of Santa Paula establishes and adopts re-establishes and readopts its currently existing City Urban Restriction Boundary (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," and Fagan Canyon, including those presently split by the Sphere of Influence as set by the Local Agency Formation Commission. In those areas where the Sphere line divides or bisects legal parcels, the CURB shall be extended to surround the entire parcel or parcels. A graphical representation of a map of said CURB is attached hereto as Exhibit "A."*
- b) Until December 31, 2020 2050, 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. *The May 8, 2007, initiative, entitled "An Initiative Amending the Santa Paula General Plan to Generally Adjust Santa Paula's City Urban Restriction Boundary (CURB) To Include the Adams Canyon Expansion Area" created development standards as conditions to the extension of the CURB to include Adams Canyon. The development standards for Adams Canyon as set forth herein, are now imbedded in the General Plan, and are summarized here, with the intention that the conditions and standards set forth here continue to be followed as required development standards to be contained in any Specific Plan or Development Agreement or other development options relating to Adams Canyon until December 31, 2050:*
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 - vi) *Require the dedication of a roadway right of way for a future connection to Fagan Canyon;*
 - vii) *Allow for the development of a destination resort hotel;*
 - viii) *Allow for the development of a golf course. Any development that fails to provide for items iii) through v) shall not be permitted.*
- c) *In order to provide the City of Santa Paula with additional flexibility, the voters hereby expand the CURB line to encompass a small area in the southwest part of the City. The area affected is illustrated on Exhibit "B." The CURB line shall be redrafted as illustrated on Exhibit "C."*
- d) *"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 golf course or driving range construction. Urbanized uses of land shall not mean traditional municipal or regional parks with team sports or other recreational facilities.*
- e) Until December 31, 2020 2050, 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 but are not required to 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.



Santa Paula 2040 General Plan

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

Exhibit A Existing Curb Line

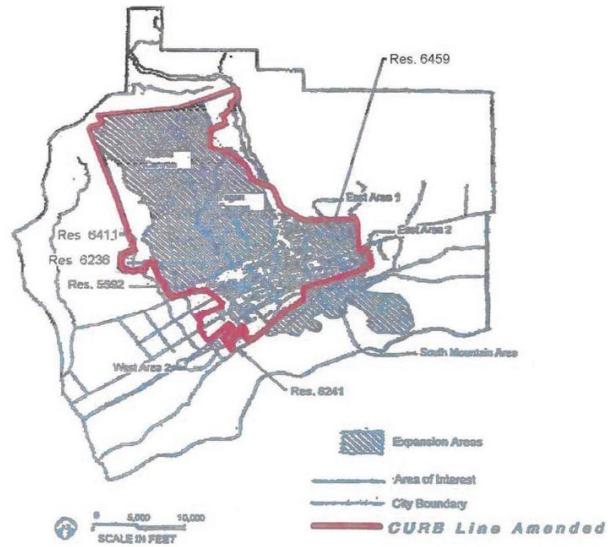


Exhibit B Area of Amended CURB

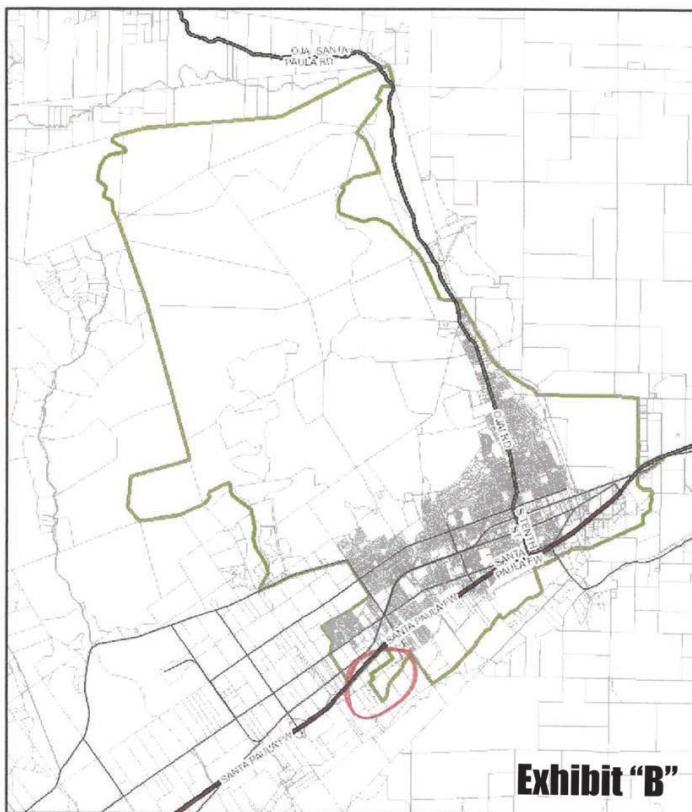
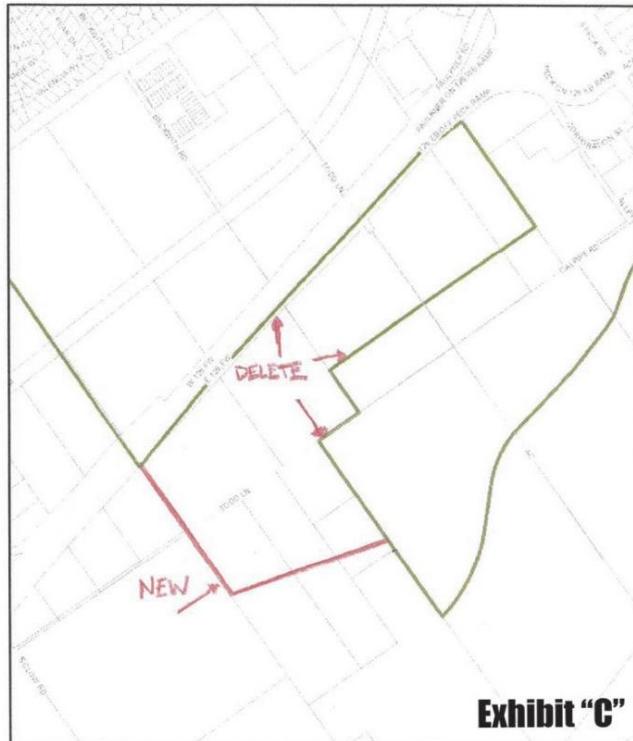


Exhibit "B"



Santa Paula 2040 General Plan

Exhibit C CURB as Amended



CITY OF SANTA PAULA MEASURE 2050 SAVE OPEN-SPACE and AGRICULTURAL RESOURCES (SOAR) Land Use Voter Approval Measure FULL TEXT OF ORDINANCE (page 3 of 3)

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 four 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, and,
- h) Notice of such Proposed Modification is given according to the City's standard notice requirements to neighboring properties; and as well, not less than 30 days prior to the proposed modification appearing on the City Council agenda, to LAFCo, and to all individuals or organizations who or which have indicated a desire for such Notice by requesting the same by placing his/her/its name and contact information with the City Clerk.

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, or public schools, public parks, or other government facilities; or to include an a 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.

Severability.

This measure shall be interpreted so as to be consistent with all federal and state laws, rules, and regulations. If any section, subsection, sentence, clause, phrase, part, or portion of this measure is held to be invalid or unconstitutional by a final judgment of a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this measure. The voters hereby declare that this measure, and each section, subsection, sentence, clause, phrase, part, or portion thereof would have been adopted or passed even if one or more sections, sub-sections, sentences, clauses, phrases, parts, or portions are declared invalid or unconstitutional. If any provision of this initiative is declared invalid as applied to any person or circumstance, such invalidity shall not affect any application of this measure that can be given effect without the invalid application. This initiative shall be broadly construed in order to achieve the purposes stated in this initiative. It is the intent of the voters that the provisions of this measure shall be interpreted by the City and others in a manner that facilitates the confinement of urban uses thereby protecting and promoting agricultural, open space and rural lands, and preventing urban sprawl for the duration of the Ordinance.

The City Council may reorganized, reorder, and renumber General Plan provisions, including the provisions of this General Plan Amendment.