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ACKNOWLEDGEMENTS

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Guadalupe City Council

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1. Executive Summary

1.1. Introduction
This General Plan document represents the official adopted goals, objectives, policies, and programs for the City of Guadalupe. In California, State law requires cities and counties to prepare, adopt, and maintain a general plan, often considered the guiding "constitution for public and private land development and land use decision making. A general plan is critical to the planning and local policy decision making process for a community as it utilizes community engagement, policy development, and field research to shape the future development of a city or county. As the guiding document for future development, the general plan addresses the immediate, mid-term, and long-term planning and growth issues for the community.

1.2. General Plan Overview
Typically, a general plan is divided into separate categories called "elements," which individually focus on specific issues such as housing, circulation, and safety. State law requires that a general plan include the following elements: land use, circulation, housing, conservation, open space, safety, and noise. Additionally, jurisdictions that are disadvantaged communities also need to include environmental justice and air quality elements. Additional optional elements may also be included to address a wide range of issues that may impact a community, such as health, public facilities, and economic development. All elements must have equal legal status and must also be internally consistent. Generally, a timeframe of 15 to 20 years is set as the horizon for a general plan. This timeframe does not represent an end point, but rather provides the framework for a jurisdiction to make planning and growth decisions.

1.3. Planning Process
This General Plan is a product of broad community participation by residents and stakeholders of Guadalupe, including City Staff, the School District, and City Council aided by a planning team of second-year graduate students pursuing Master Degrees in the field of City and Regional Planning under the supervision of Dr. Cornelius Nuworsoo, from California Polytechnic State University (Cal Poly) in San Luis Obispo, California. The planning process had three main phases:

1. Gather Information
2. Analyze Information
3. Compare Alternatives

Phase 1 of the planning process occurred between September 2017 and December 2017, during which the team gathered information through a land use survey, secondary data research, and primary data from the Guadalupe community and City staff. The Planning Team compiled the information gathered during this phase to serve as the informational foundation for the development of the Guadalupe 2040 General Plan.

Phase 2 of the planning process engaged community members at community meeting #1 and #2 to express their preferences and desires for future development regarding each general plan element. It also involved the development of growth targets for population, housing, and employment.

Phase 3 of the planning process occurred between January 2018 and March 2018. This phase utilized information gathered from Phase 1 and 2 to create three development alternatives to present to the community at community meeting #3. The development alternatives included: Historic Growth, Revitalization, and Strategic Growth. The team developed a preferred growth alternative, based on feedback from the community, which informs element goals, objectives, policies, and programs.
1.4. Demographic Profile
In 2015, the City of Guadalupe had a total population of 7,218 people, an increase of 1,559 people since 2000. The median age in Guadalupe was 27 years old, indicating a relatively young population compared to Santa Barbara County. The largest age cohorts in the City were under 5 years old, and 5 to 9 years old with 14 percent and 10 percent of the population, respectively. Over 85 percent of the population in Guadalupe identified as Hispanic or Latino, making it the largest racial group in the City, followed by 7.1 percent white, 2.6 percent Asian, 2.4 percent Native American, and Black or African American and people of two or more races composing the last 2.5 percent of the population. The median household income in 2015 was $43,710 which was nearly 32 percent lower than the median income of Santa Barbara County. However, the median income has risen 40 percent since 2000.

1.5. 2040 Baseline Population and Housing Projections
The population in Guadalupe is projected to increase 28 percent by 2040. This projection, which accounts for natural factors of population change, such as birth, death, and migration rates, estimates the City will grow by 1991 people to a total population of approximately 9,209 residents. In order to accommodate the expected increase in population, the City would have a projected baseline need of 569 housing units.

1.6. Existing & Future Conditions of Plan Elements

1.6.1. Land Use
In October 2017, students conducted a land use inventory of the City identifying uses associated with each parcel. The background report summarizes these findings to identify current patterns of development in commercial, residential, industrial, and agricultural uses. Other uses include open space public facilities, conservation, vacant lands, and rights-of-way.

Land Use is a required element in the General Plan. It covers the general distribution of land and extent of uses of the land for housing, business, industry, and open spaces. Additionally, the element must contain a sufficient number of land use categories to classify the various uses identified by the plan. The land use inventory revealed that 31.5 percent of the land was for residential purposes. These spaces form four distinct neighborhoods: (a) in the north, (b) in and around downtown where the city’s highest densities exist, (c) in the east near Highway 166, and (d) to the south in the Pasadera subdivision. Commercial uses account for just over 2.04 percent of land in the city and are primarily located along Highway 1. Industrial uses in the City account for 9.12 percent of the land and are located in the center of the City, and to a lesser extent, in the north. Vacant lands amount to 12.0 percent of land split across 130 parcels with one parcel in the south of the City accounting for 30 percent of vacant land. The remaining uses account for 45.36 percent of City land. During community outreach efforts, community members indicated a preference for increasing the amount of commercial uses in the City, future development of Central Guadalupe, increasing the intensity of development in Downtown, and a preference for residential intensities consistent with small-apartment complexes.

The preferred growth scenario calls for several existing commercial areas in the City to be mixed use zones, to accommodate residential and other activities, in addition to commerce. This change is to occur in the Downtown area, the industrial core to the west of Highway 1, and in the northernmost portion of the DJ Farms area. This change allows for the coexistence of land uses that would otherwise be located far away from each other, necessitating cross-town travel. Although no drastic changes are proposed for the existing residential areas in the west and east of the City, this preferred growth scenario outlines the intention to add neighborhood commercial stores on corners in these areas, creating a similar effect of mixed used zoning, in terms of the decreased need for automobile travel to essential services.
1.6.2. Circulation

Circulation is a required element of the General Plan. The Element covers means of transportation to different activities, road classification, parking, roadway performance, traffic safety, bikeway and pedestrian networks, and regional connectivity. Public transit services and facilities such as the Guadalupe Flyer bus transit service, which makes 10 round trips a day between Santa Maria and Guadalupe. Two perpendicular arterial roadways, Highway 1 and Highway 166, distribute vehicle traffic and support circulation in Guadalupe. The Guadalupe Amtrak provides intercity connections to San Luis Obispo to the north and San Diego to the south. Sidewalk conditions on the majority of parcels range from fair to good, but some lack sidewalks. There is only one marked bike lane (Class II designation) in the City. However, most of the City’s streets have low traffic volumes and have low speed limits, which can facilitate bike usage on roadways without bikeway designations. Roadway performance measures indicate that both arterials in Guadalupe have low congestion. However, community members identified a few key intersections and roadway segments that are congested. Parking exists both as street parking and as garages or carports in the City’s residential communities. Although street parking and surface parking exists in the business district along Guadalupe Street, community members state that parking was not sufficient at this location. Emerging directions in the City include improving access to the region’s destinations, congestion management, and enhancement of the Guadalupe Flyer transit system.

The multimodal circulation plan proposed under the Preferred Growth Scenario aims to increase pedestrian, bicycle, and public transit while accommodating automobile traffic patterns in the City. The growth proposed in the Preferred Growth Scenario, along with increases in tourism, can potentially increase the amount of vehicular traffic entering and within the City. This increased traffic can increase parking demand.

The effects of potentially increased traffic can be mitigated by improving alternative transportation options and capitalizing on Guadalupe's small geographic size, such as by providing bike parking at high demand locations, enhancing connectivity with the Amtrak station and existing transit services, and by improving other alternative transportation options. This in turn can create a more walkable and bikeable Guadalupe. Providing such transportation options, along with traffic calming measures, can lead to a higher transit demand and make the streets safer for all users.

1.6.3. Environmental Justice

The Environmental Justice (EJ) Element identifies disadvantaged communities based on income level and relative exposure to environmental risks. These environmental risks include poor air, water, and soil quality as well as incompatible land uses. The EJ Element also addresses poor sanitation in homes and promotes access to healthy food, public facilities, and physical activity from recreation. Guadalupe is a disadvantaged community because its median income is 80 percent of the statewide median income and there are a number of environmental risks within the community. The main goal of the EJ Element is to reduce the inequitable conditions associated with unfair exposure to environmental hazards. The EJ Element also focuses on promoting civil engagement in public decision-making processes. According to Government Code section 65351, during the preparation or amendment of a General Plan, the planning agency must provide two public hearings in order to provide adequate opportunity for involvement of citizens, however, this planning process went beyond this basic requirement with four formal meetings to bridge the gap between the City and its residents.

The Preferred Growth Scenario aims to reduce the exposure of transportation air pollutants by planning for active transportation, improving public transit, and decreasing the vehicle miles traveled to work and retail areas. The Preferred Growth Scenario aims to promote active transportation by installing safe crossings at railroads and Highway 166 and planning for bike paths. The two bike paths include
connecting neighborhoods to the downtown area and connecting the City to the Rancho Guadalupe Dunes Preserve as well as Santa Maria. Active transportation promotes physical activity as well as reduces the amount of pollutants due to transportation. The Preferred Growth Scenario also aims to improve public transit by increasing the frequency of routes, which may promote ridership and encourage residents to reduce driving. The Preferred Growth Scenario also aims to increase the amount of available jobs and housing opportunities which can decrease transportation air pollutants if residents do not need to travel far for work.

The Preferred Growth Scenario also plans for an additional 53.5 acres in public facility space to accommodate needed facilities such as new schools and senior centers, to maintain an equitable City. Lastly, the Preferred Growth Scenario aims to increase food access by prioritizing development of vacant commercial parcels and neighborhood markets in residential areas.

1.6.4. Housing

The purpose of the Housing Element is to address the availability, quality, and affordability of housing. It also analyzes the city's population characteristics and the way they affect housing needs. California mandates that all cities and counties prepare and adopt a housing element that outlines capacity to meet the existing and projected housing needs to all economic segments of the community.

Over two community meetings, Guadalupe residents collectively established strengths, weaknesses, and preferences for the city. A number of strengths revolve around the strong—although small—neighborhood and community structure; the few weaknesses revolve around the limited supply of housing and housing costs. Residents indicated a stronger preference for the development of affordable small apartment complexes and secondary dwelling units and a focus on improving housing opportunities for farmworkers and linguistically isolated households. Based on these existing conditions and community feedback, two primary emerging directions exist for Guadalupe. First, the city needs new rental housing development. Rents have risen steadily and significantly despite the economic downturn, and the low vacancy rate suggests a stressed housing market. Most critically, renters pay an extremely high proportion of their income towards housing costs. Second, Guadalupe faces significant overcrowding. Incentives should facilitate construction of sufficiently large housing units to support large families. Additionally, low-income and rental housing should permit low-income families to find affordable housing suitable for their needs within city limits.

The Preferred Growth Scenario permits Guadalupe to continue to expand its population without converting farmland to new residential neighborhoods. As the City's population grows, the provisions of the Housing Element provide mechanisms to help keep Guadalupe affordable to the City's current residents. These range from rehabilitation programs for existing structures to funding new multi-family affordable housing development.

As Guadalupe adds a significant number of new housing units, non-profit affordable housing developers may develop a portion of those units. These affordable units can help the lowest-income members of the community, including populations of special interest such as farmworkers and seniors, maintain access to housing that is not prohibitively expensive. As a component of these affordable housing developments, nonprofit developers could be required to provide larger apartment units to accommodate large families and help reduce overcrowding in the City.

1.6.5. Conservation

The Conservation Element covers water quality and supply, energy, minerals, soils, and biological resources. Guadalupe acquires its water from the Santa Maria Valley Groundwater Basin as well as the California State Water Project. The City only utilizes five percent of its water allocation from the State Water Project and future projections are 50 to 80 percent. However, Guadalupe obtains enough water
from the Santa Maria Groundwater Basin to meet water needs for residents, businesses, and public facilities within the City. The water Guadalupe receives from the Santa Maria Groundwater Basin meets federal, state, and regional contaminant standards, however water obtained from the State Water Project exceeds regional thresholds for nitrates, chloride, and sodium. Guadalupe is in proximity of 19 groundwater cleanup sites and contains eight cleanup sites within the City, but wells are not located near any of these sites.

Pacific Gas and Electric provides energy to Guadalupe and offers a variety of energy conservation services for residents and other participants. These programs help residents of Guadalupe reduce their energy consumption and thus greenhouse gas emissions. However, the City has not conducted a greenhouse gas emissions inventory in accordance with Senate Bill 97 and does not have a greenhouse gas emissions reduction strategy such as a Climate Action Plan.

Guadalupe’s soils are generally loamy in composition and are suitable for both agricultural uses and urban development. Lands under Williamson Act contracts that prevent further development on prime farmlands surround the City. The City is located in an area of high biodiversity with small amounts of wetlands within the City and several different classifications of wetlands surrounding the Santa Maria River to the north. Several threatened and endangered plant and animal species, as well as species of special concern inhabit Guadalupe and its surrounding area. Neither Guadalupe nor Santa Barbara County has wildlife conservation plans, leaving a need for wildlife conservation policy.

The Preferred Growth Scenario establishes a plan for sustainable new development throughout the City of Guadalupe with the environment in mind. The wetlands in the northern part of the City will not be affected, as no new development is proposed in wetland designated areas. This scenario will also provide the community with access to the pristine habitat of the Guadalupe Dunes.

1.6.5.1. Biological Resources

The City of Guadalupe contains limited biological resources. Although there is protected habitat known to house species considered threatened, endangered, or of special concern in the area surrounding the City, these resources are scarce within City limits. However, the Preferred Growth Scenario would limit the impacts to these resources. The area of wetlands in the northern portion of the City is to be closed off to development, and designated as open space, with the intention of making it a park, which residents can enjoy. Additionally, the majority of new commercial and housing development would be infill, limiting the amount of pristine land that would be affected. The City would be able to accommodate all of its necessary development within its city limits, so habitats outside these boundaries would be protected from development that would occur because of the Preferred Growth Scenario.

1.6.5.2. Water

Water quality and supply are limiting factors for growth in cities throughout California; however, Guadalupe has adequate groundwater and State Water Project allocations to accommodate the projected population. The DJ Farms Specific Plan area is likely to be the primary source of new water demand in Guadalupe, which is to be served by the Santa Maria Groundwater Basin through a new well and pumping stations. The Obispo Well will also be refurbished, adding an additional water source for the City. The Preferred Growth Scenario will incorporate water conservation measures through the implementation of the State mandated Model Water Efficient Landscape Ordinance and incorporating Executive Order E-37-16 for existing and new development. This can offset some of the new water demand.

Water quality may be impacted under the Preferred Growth Scenario due to new residential and commercial development. New development in the DJ Farms Specific Plan area and intensified use
within the Industrial Corridor can increase impervious surfaces and prevent water from infiltrating the soil. This can lead to increased runoff during storm events that could impact water quality within the City. The Conservation Element addresses this issue by requiring new development to have maximum stormwater infiltration features through natural drainage systems to contribute to a zero-net increase in storm water runoff peak flows. These policies aim to protect groundwater supply and quality in the Santa Maria Groundwater Basin.

1.6.5.3. Energy and Greenhouse Gas Emissions
As growth and development increases in the City of Guadalupe, so does the demand of energy use and the production of greenhouse gas (GHG) emissions. Recent State and regional GHG emission reduction goals, should guide Guadalupe into developing infrastructure and land for efficient use. With new development, Guadalupe can invest in energy efficiency measures and adopt alternative forms of renewable energy such as solar and wind, while also providing building retrofits to increase energy efficiency in existing infrastructure.

New development under the preferred growth scenario may be required under State building code, Title 24, to be zero net energy by 2020 for residential and by 2030 for commercial, causing little to no additional energy supply besides the on-site renewable generated energy. By densifying the land use and increasing the accessibility of services for the residents of Guadalupe, the city can reduce its mobile transportation needs and reduce GHG emissions. Although development and activities are to increase in capacity under the preferred growth scenario, potential implications on energy use and GHG emissions production could be nominal due to strategic land use planning and efficient infrastructure design.

1.6.6. Economic Development
The Economic Development Element is optional in a General Plan. It analyzes the key factors that drive a City's economy, identifies City's ability to attract quality employment for residents and revenue for City programs. A majority of workers in the City travel from outside the City limits, and the majority of residents in the city work in neighboring job centers. The residents of Guadalupe have lower median incomes as compared to the County and the State. They also have long commute times, and travel far to find employment. Therefore, identifying ways to create better paying jobs in Guadalupe, for its residents is a priority for the City to address.

The conversion of commercial land to mixed use can generate new job growth at the same time as creating much needed housing for the city. These developments have the added benefit of decreasing commute times for residents that live and work in the area. The intensification of the downtown can increase its attractiveness as a tourist destination and provide additional retail jobs and opportunities.

The conversion of vacant and underutilized industrial parcels along the Amtrak Commercial Corridor to mixed use and commercial and light industrial uses can strengthen the tourism economy and add retail and service sector jobs to the city. The preservation of agricultural lands can help maintain the City’s agricultural jobs and preserve the agricultural character of the community.

1.6.7. Open Space and Agriculture
The Open Space Element evaluates any parcel of land that is devoted to agriculture, open space, and parks and recreation. The element outlines the existing open space resources and amenities and discusses the condition of these resources. Agriculture is the largest industry in the City and reflects the land use surrounding and within the City. The Williamson Act protects the land surrounding the City. The City avoids urbanization of agricultural land to minimize land use and environmental
impacts. The City is in close proximity to several State and Regional Parks devoted to the preservation of wildlife habitat and recreational opportunities.

Existing open space area for public use in the City of Guadalupe is largely public park space. In 2017, there were approximately 20.8 acres of public park space in Guadalupe. According to the Quimby Act the total park acreage per 1,000 residents should be 3 to 5 Acres of Open Space. The 2015 population of Guadalupe was 7,321 and to achieve the minimum requirement of the Quimby Act, Guadalupe should have 21.96 acres of open space. This indicates that there was a slight deficit of 1.16 acres of parkland in the community. City recreation and parks fail to meet State standards in which there is not enough park space for the current number of residents. Community feedback suggests the need for improvements in park amenities as well as the need for additional park space dedicated to sports activities. To comply with state standards, the City should continue to protect Prime Farmland, Unique Farmland, or Farmland of Statewide Importance from future development. Park space should also be increased and maintained from in-lieu fee revenue.

Population projection for the Preferred Growth scenario is 12,900. According to the Quimby Act, there should be 38.7 acres of open space available. Implementation of the Preferred Growth scenario is to add additional 3.18 acres to parks and open space within the City for an increase to 24 acres of parks. Policies outlined for this element can facilitate connections to regional open space opportunities for increased access to park space while conserving agricultural and open space areas.

The Preferred Growth Scenario conserves open space land and agriculture in and adjacent to the City of Guadalupe. Policies outlined in this General Plan ensure that open space acts as a buffer for agricultural resources, provides opportunities for recreational, outdoor activity, and enhances current park amenities. Agricultural open space is to continue to be preserved and a scenic agricultural setting is to continue to benefit the community. Concentrating development in the five key growth areas of the Preferred Growth Scenario, largely in the downtown area, encourages open space conservation and enhancement of existing open space areas.

1.6.8. Noise
The Noise Element intends to minimize the exposure of community residents to excessive noise. The main sources of noise in the City of Guadalupe are railroad, traffic on Highway 166 and Highway 1, and industrial operations along the railroad tracks. Noise sensitive areas include residential areas, Kermit McKenzie Junior High School, Mary Buren Elementary School, Bonita Head Start Center, churches, community centers, government buildings, parks, and conservation areas. Excessive noise levels exist at noise sensitive areas along Highway 1, Highway 166, the railroad tracks, and industrial zones. The City should focus on options such as creating a railroad quiet zone and installing noise insulation barriers.

The Preferred Growth Scenario proposes circulation improvements that would reduce some excessive traffic noise, convert industrial to commercial land use that would buffer some adjacent residences from industrial noise, and new noise-sensitive residential development throughout the City, some of which is near noise producing areas and will need to adhere to building insulation standards to meet interior noise level requirements.

1.6.9. Safety
As defined by the State of California, the purpose of the Safety Element is for the protection of the community from unreasonable risks associated with manmade and natural hazards. This element discusses safety concerns relating to seismic, fire, flooding, and climate change, as well as describes
the measures to reduce these hazards and increase safety within the City of Guadalupe. The Safety Element addresses slope instability and seismic risk, flooding, wildland and urban fires, climate change adaptation and resilience, and other considerations such as crime, emergency response, and unreinforced masonry buildings.

Population growth and development in the Preferred Growth Scenario has implications for Public Safety. As many new developments are proposed throughout a large portion of the City, strategies should be implemented to reduce and mitigate primary safety concerns and hazards. Reduced impacts to the health, safety, and welfare of the community can be achieved by establishing a community that is safe and resilient from unreasonable wildland and urban fire risks, flooding, earthquake, climate change, and crime. Additionally, Guadalupe is to educate the community on safety and establish a well-prepared emergency response team.

1.6.10. Public Facilities
The Public Facilities and Services Element is optional in the General Plan. While not a required element, Public Facilities and Services Element should outline existing and future demand as it relates to City services and facilities. In this report, Public Facilities and Services encompass Wastewater Treatment, Stormwater, Water Supply, Solid Waste, Schools, Libraries, Police Services, Fire, and Emergency Services. Guadalupe receives an adequate amount of potable water via City owned wells. The City also operates and maintains infrastructure for storm and wastewater management. The schools in the City are Mary Buren Elementary School and Kermit McKenzie Junior High School, of which the latter is located across the street from the City's public library. The City has a Police and Fire Department with ambulance service from American Medical Response, a private organization. Waste Management’s Healthy Sanitation Service company division provides solid waste management services. Some stormwater sanitation infrastructure upgrades are still needed requiring the acquisition of necessary permits. Both existing schools are over capacity but benefit from effective faculty, and the City needs its own high school, but there is no clear direction toward building one. Police, fire, and emergency service response time seem generally satisfactory.

Public facilities and services in Guadalupe may need expansion and improvement to accommodate future increases in population. The Public Facilities and Services element calls for additional potable water allocation, enhanced stormwater and wastewater facilities, new and expanded schools, increased presence of police, fire, and emergency services, and construction of new community gathering spaces.

1.6.11. Air Quality
The Air Quality Element (AQ Element) identifies problems with air quality for the City in order to address them for the benefit of both the City and the other communities within the region. The City’s air pollution originates mainly from inhalable particles, with diameters that are generally 10 micrometers and smaller. These particles come from both agriculture dust, generated from tillage and harvesting, and the sand from the Rancho Guadalupe Dunes Preserve. The quality of the air relates to the health of a community, especially in sensitive cohorts such as the young, elderly, and people with heart disease and respiratory problems. The AQ Element aims to safeguard public health by reducing exposure to harmful air pollutants.

Increased population under the Preferred Growth Scenario could increase vehicle traffic, thus increasing vehicle related air pollutants. However, the Preferred Growth Scenario also aims to implement a complete street plan, which can make walking and cycling in Guadalupe safer and easier to do which may reduce single-occupancy driving. This may decrease the likelihood of additional transportation related air pollutants due to an increased population. The Preferred Growth Scenario also aims to improve public transit, which may promote ridership and increase residents to reduce driving.
Additionally, the Preferred Growth Scenario aims to increase the number of available jobs while also increasing housing which may reduce the need to travel out of Guadalupe for work. Furthermore, the Preferred Growth Scenario designates a large percentage of the downtown, industrial, and DJ Farms key growth areas as mixed-use and commercial. Improving the jobs to housing balance and increasing mixed-use and commercial areas can reduce vehicle miles traveled due to greater proximity among locations of human activities.

1.6.12. Community Design
Community Design addresses the preservation and enhancement of buildings, structures, places, and landscapes within the City that contribute to its historic and cultural character. Today, Guadalupe has many historic resources; however, some of them are not well maintained. Much of its streets and public places are well designed and meet regulatory guidelines; however, there is still much room for improvement. Community feedback indicated preference for rehabilitating the historic downtown and improving public spaces.

The Preferred Growth Scenario aims to ensure that future development does not compromise the City’s valuable historic resources, but rather promotes the rehabilitation and use of historic resources. The Preferred Growth Scenario also allows for infill development that can enhance the historic northern portion of Guadalupe. Infill development that is harmonious with the scale and style of existing, historic development is to be focused in both Downtown and the neighborhoods immediately to the East of Downtown.

Promoting cultural and community vitality and pride is also an important facet of Community Design. Within the Preferred Growth Scenario, this can be cultivated through events that celebrate historical and cultural values while meeting the future needs of the community.

Maintaining a strong sense of place is a major consideration of the Preferred Growth Scenario. Guadalupe's sense of place is attributed to its small-town atmosphere and rich architectural heritage. The Preferred Growth Scenario considers this by matching new development to the historical scale and composition of Guadalupe. Strategically placed infill in Northern Guadalupe and mixed-use development along Highway 1 and Highway 166 is to maintain compact development while supporting future needs of the community. Additional medium density housing between City Hall and an existing residential neighborhood and building up DJ Farms can also help the City grow strategically without harming the City's existing historic character.

1.6.13. Health
The Health Element identifies measures of physical and mental wellness in a community. Santa Barbara County health objectives include obesity prevention, access to healthcare and integration of healthcare (Wada et al., 2016). In addition, the County identifies the following community health needs: education, access to mental health services, housing, and cardiovascular disease and cancer screenings (Marian Regional Medical Center Community Health Needs Assessment, 2016). Guadalupe is at a higher risk than the State of California for overweight and obesity rates, diabetes rates, poor air quality, low access to fresh produce, and low access to health care services (Community Health Needs Assessment, 2016). Emerging directions suggest increasing physical fitness opportunities, expanding access to fresh produce, and increasing access and education to health care services and screenings.

The Preferred Growth Scenario has many effects on, and implications for, community health. Proposed changes to land use, circulation, recreational amenities, and public spaces provide new opportunities for active living and make use of Guadalupe’s walkable size. These changes can improve environmental health and elevate the quality of life for residents. The effects of the Preferred Growth Scenario on health are explained in the following subsections.
1.7. Alternative Growth Scenarios

1.7.1. Historic Growth Scenario
The historic growth alternative scenario is an "as is" future for the City of Guadalupe. It is assumed that the City will maintain historic trends and patterns in population growth, residential and economic development while focusing on improving aging infrastructure and public facilities. In this scenario, the population in the City of Guadalupe is projected to increase 27 percent by 2040 to 9,200 residents. This means accommodating an additional 2,000 residents who would need places to live, work, play, and go to school. The projected population increase indicates a need for an additional 600 housing units and a total of 1,825 jobs based on prevailing ratios of jobs to labor force. The vision for the historic growth scenario is a community with steady growth in population and economic trends through 2040. Residential, commercial, and industrial development are assumed to grow, or shrink, at the prevailing rates with investment focused on fixing and maintaining aging infrastructure and public facilities to avoid unnecessary expansion projects. City funding is anticipated to go towards projects that could have the biggest impact on restoring critical urban infrastructure and protecting public investments.

1.7.2. Revitalization Scenario
The Revitalization alternative is a moderate growth scenario for the City of Guadalupe. Growth envisions the core of Guadalupe and other locations to focus on increased connectivity between commercial, residential, and mixed-use destinations through land use changes and improved circulation corridors. The Revitalization growth scenario increases Guadalupe’s housing and commercial options in four key growth areas connected by enhanced streetscape designs. With a projected increase in population to 10,700 residents, this alternative features an addition of over 500 (526) jobs and over 900 (902) housing units by 2040. These increases estimate commercial and residential land use to comprise 40 acres and 250 acres, respectively.

1.7.3. Strategic Growth Scenario
The strategic growth alternative explores a future in which Guadalupe experiences an economic renaissance after a long period of stagnation with limited resources. In this future, Guadalupe capitalizes on its inherent assets: its position on the coast, Mediterranean climate, agrarian landscapes, and the small-town character long cultivated by its diverse and hard-working population. This in turn is to spur: (a) civic and private investment, (b) enhanced levels of tourism, and (c) higher rates of growth while planning for the needs of an expanding population and maintaining the City's historic character. In short, the strategic growth alternative explores opportunities for maximizing economic and population growth in the City. This alternative proposes medium density, high density, and mixed-use housing options to maintain Guadalupe's small-town feel while accommodating potential future growth. Commercial, service, and light industrial uses are proposed along Guadalupe's main transportation corridors, such as Highway 1 and the railroad tracks, while a vibrant mixed-use district is proposed in the Downtown.

1.7.4. Preferred Growth Scenario
The Preferred Growth Scenario for 2040 is a combination of the community-preferred concepts from the three alternative growth scenarios. This scenario is to directly influence future land use allocations and circulation improvements to meet the needs and growth expectations of the City of Guadalupe. This scenario contains a pattern of sustainable land development that promotes efficient land use and preservation of farmland. Growth areas within this scenario include the Downtown, Northeastern Residential Neighborhood, the New Obispo Street Neighborhood, Commercial and Industrial Corridor, and DJ Farms. These growth areas prioritize the utilization of vacant and underutilized parcels to
facilitate development along major circulation corridors. This includes complete street designs and bike lanes connecting neighborhoods, downtown, and the Guadalupe Dunes. The Preferred Growth Scenario has further implications for each of the General Plan elements. This includes implications for land use, circulation, environmental justice, housing, conservation, economic development, open space, noise, safety, public facilities, air quality, community design, and health.

1.8. Element Goals
The various goals, objectives, policies, and programs encompass the policy framework of the General Plan. The following list identifies the goals for the City’s future:

1.8.1. Land Use
1. A dense, compact, and walkable downtown that includes a mix of uses and maintains a rural, farming atmosphere and the “small town” feel.
2. A distribution and mix of land uses throughout the city that supports a growing community's needs.
3. A distribution of uses and building types that minimizes nuisances and increases neighborhood compatibility.

1.8.2. Circulation
1. A safe transportation system.
2. A well-connected transportation system.
3. A sustainable transportation system.
4. An affordable and accessible transportation system.

1.8.3. Environmental Justice
1. A city able to protect its residents against pollution exposure.
2. A healthy community from physical activity, recreation, and active transportation.
3. High awareness of healthy eating and healthy food options.
4. A community with equitable access to sound affordable homes.
5. Meaningful public engagement among city officials and residents

1.8.4. Housing
1. A community with an adequate supply of affordable housing for all income levels.
2. A community without overcrowding.
3. Conservation and rehabilitation of the city's existing stock of affordable housing.
4. Equal access to sound affordable housing.
5. Energy-efficient housing units.

1.8.5. Conservation
1. Protected pristine habitats to ensure the longevity of native species as the built environment develops.
2. Sustainable water resources adequate for municipal supplies and natural habitat.
3. Conservation of energy resources and the reduction of community-wide greenhouse gases.
4. Enhanced regional and intergovernmental conservation efforts.

1.8.6. Economic Development
1. A local economy that provides employment for residents of the City.
2. A vibrant tourist destination
1.8.7. **Open Space and Agriculture**
   1. A well-maintained system of City parks.
   2. Adequate parks and recreational facilities to meet community needs.
   3. A scenic agricultural setting.
   4. A pristine open space environment.

1.8.8. **Noise**
   1. A quiet, peaceful community protected from excessive noise levels, especially in sensitive areas.

1.8.9. **Safety**
   1. Protection from unreasonable risks associated with the effects of wildland and urban fires pursuant to Government Code 65302(g)(1).
   2. Protection from unreasonable risks of flooding pursuant to government code section 65302(g).
   3. A resilient community with minimized damage from climate change induced hazards.
   4. Protection from seismic hazards and associated soil and ground instability.
   5. Enhanced community safety and low crime rates.
   6. Reliable emergency response and prevention capabilities.

1.8.10. **Public Services and Facilities**
   1. A City with improved storm and wastewater infrastructure and associated public services.
   2. A City with sufficient and enhanced school facilities.
   3. A safe community.
   4. An active and engaged youth through extracurricular and after school opportunities.
   5. A cohesive, active community, through facilitation of public events in civic spaces.
   6. A Sustainable water supply.

1.8.11. **Air Quality**
   1. A clear community understanding of the sources of air pollution
   2. A community able to monitor air quality.
   3. Conservation of energy resources and the reduction of community-wide greenhouse gases.
   4. Attainment for all criteria pollutants of National Air Quality Standards (NAAQS) and the State Ambient Air Quality Standards (SAAQS).

1.8.12. **Community Design**
   1. A vibrant community
   2. A community with a sense of place
   3. A community that reflects cultural heritage
   4. A community with a small-town, historic feel
   5. An aesthetically pleasing community

1.8.13. **Health**
   1. High awareness of healthy eating and healthy food options.
   2. Accessible healthcare services and programs
   3. A safe and active transportation and recreation network for all users.
   4. A safe community
   5. A strong sense of community among residents
2. Introduction

2.1. The City and Planning Area

2.1.1. Setting
The City of Guadalupe is in northern Santa Barbara County, approximately eight miles west of Santa Maria. The City itself is approximately 1.31 square miles including the sphere of influence. According to the United States Census Bureau, Guadalupe had a population of 5,528 in 2010 and 7,218 in 2015 according to the American Community Survey (US Census Bureau, 2010 & 2015). Between 2010 and 2015, the population of Guadalupe grew at a rate of 1.4 percent, while Santa Barbara County grew at 0.7 percent. The City also has a slightly younger population with a median age at 27.9 years old, while the County has a median age of 33.6 years old. Agricultural uses are dominant in the land surrounding the City. Within the City's sphere of influence and City limits, residential, commercial, and industrial uses are dominant.

2.1.2. History
Incorporated in 1946, the City has been an established community since the early nineteenth century. Families who were descendants of original Spanish Land Grantees is used the land around the City for grazing and cattle ranching. With construction of the railroad in the late 1800’s, Guadalupe soon became a regional agricultural focal point and remained the most important community in the Santa Maria Valley until the late 1800’s. Today, the City remains an agricultural hub in the County.

2.1.3. Area of Concern and Sphere of Influence
The General Plan must cover territory within the boundaries of the adopting city or county as well as “any land outside its boundaries which in the planning agency’s judgment bears relation to its planning (Government Code 65300 et. Seq.)” (OPR, 2017). This section will outline the planning area for the City of Guadalupe. Map 2.1 illustrates City limits and sphere of influence.

2.1.4. City Limit
The City limit is the area within the boundaries of the adopting City (OPR, 2017). Map 2.1 illustrates the City limits. Within these boundaries, the City reserves the right to review and comment on emerging development, land use change and other regulatory or environmental concerns.
2.1.5. **Sphere of Influence**

The Local Agency Formation Commission (LAFCO) in Santa Barbara County and determines the sphere of influence (SOI) for each city to represent “the probable physical boundaries and service area of that city (Government Code 56076 et. Seq.) (OPR, 2017). While there is no direct requirement for alignment of City boundary and the SOI, the alignment for the City of Guadalupe and the SOI are the same. **Map 2.1** shows the SOI.
2.1.6. Planning Area
The planning area for a city uses the SOI as a starting point and builds off that area based on geographic features, such as its location in a watershed (OPR, 2017). Determination of a planning area can encompass issues that unrelated to political boundaries and should encompass cooperative extraterritorial planning that used for management of groundwater resources, guide regional development, and supply the efficient extension of public utilities and services (OPR, 2017). The City of Guadalupe’s planning area is the City limits and SOI.

2.2. Purpose, Intent, Legal Authority
California law requires that counties and cities in the State 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” (Government Code 65300). A general plan outlines the community’s goals for future growth and development, and encompasses policies related to the distributions of both public and private land uses. According to the California Supreme Court, a general plan can be considered the “charter to which zoning ordinances must conform” (OPR, 2017).

2.2.1. Long Range Planning
The General Plan is the primary tool for local and county governments that help guide future development. California Government Code (Section 65300 et. seq.) requires both cities and counties adopt a General plan to guide future development and the General Plan outlines goals and policies to guide long-range planning boundaries within a city or county. The General Plan can “act as a constitution” for development according the California Governor’s Office of Planning and Research (OPR).

The City’s most current General Plan is from 2002. A Background Report was produced in 2017 to inform the in this General Plan update by providing information on existing conditions, community feedback and applicable regulations and standards that will inform Plan Development, in conjunction with valuable community feedback. In collaboration with community stakeholders and City staff, this General Plan is the product of a second-year graduate studio and a faculty advisor from the City and Regional Planning Department at California Polytechnic University,” San Luis Obispo.

2.2.2. Regional Consideration
The City of Guadalupe is located in Santa Barbara County. The City is a member of the Santa Barbara County Association of Governments (SBCAG), which is a regional planning agency of all eight incorporated city governments in the County. SBCAG aims to resolve issues that extend beyond local government, such as traffic, housing, air quality, and growth extend beyond jurisdictional boundaries (SBCAG, 2017).

2.3. General Plan Overview

2.3.1. Elements of the General Plan
The State of California mandates that seven elements be legally addresses in a general plan. These include land use, circulation, housing, conservation, open space, noise, and safety. In 2016, the California State Senate passed Senate Bill 100, which requires cities or communities that have disadvantaged communities incorporate an Environmental Justice and an Air Quality elements into their general plan through creation of a separate element or incorporated throughout other elements. The City of Guadalupe’s General Plan also includes six additional elements in addition to the required plan. These include air quality, environmental justice, economic development, public services and facilities, community design, and health.
2.3.2. **Land Use**
The Land Use Element designates the type, intensity, and distribution of public land and private land uses. Residential, commercial, industrial, and open spaces are some of the land uses considered under this element. A land use map illustrates the planned locations and density of these uses in the City.

2.3.3. **Circulation**
The Circulation Element addresses future transportation needs of proposed land uses and users. Major thoroughfares, transportation routes, active transportation options and other infrastructure and facilities related to circulation, existing and proposed, fall under this element.

2.3.4. **Environmental Justice**
The environmental justice element identifies objectives and policies to reduce the pollution exposure, improve air quality, promote public facilities, improve food access, advance access to housing, and increase physical activity in disadvantaged communities.

2.3.5. **Housing**
The Housing Element is an assessment of current and projected housing needs for the community. It includes policies and programs for providing adequate housing for all economic segments of the community. The housing element is revised periodically on a four, five, or eight-year cycle, depending on scheduling by the California Department of Housing and Community Development.

2.3.6. **Conservation**
The Conservation Element addresses the conservation, development, and use of natural resources. The element covers future of air, water, soils, minerals, and biological resources.

2.3.7. **Economic Development**
The Economic Development Element guides the economic character of the community while providing for a stable annual budget. The development of policies and strategies related to retaining existing businesses, attracting new businesses and industries, and creating jobs helps expand the City’s revenue base.

2.3.8. **Open Space and Agriculture**
The Open Space and Agriculture Element address the long-term preservation of open space lands, including agricultural lands. The Open Space and Agriculture element also covers public and City parks. The intent of this element is to identify and conserve areas that provide value in an essentially undeveloped or agricultural condition and outlines policies to preserve such areas.

2.3.9. **Noise**
The Noise Element sets goals to minimize community exposure to excessive noise by identifying existing and future noise quantities and sources through data gathering and modeling related to noise impacts.

2.3.10. **Safety**
The Public Safety Element includes strategies to protect the community from risks associated with fire, flood, seismicity, geologic activity, hazardous materials, and crime.

2.3.11. **Public Facilities**
The Public Facilities & Services Element addresses the existing capacity of, and future demand for, water, power, waste management, telecommunications, health, educational, and emergency facilities in the City.
2.3.12. **Air Quality**
The Air Quality Element establishes policies and programs to reduce impacts to air quality.

2.3.13. **Community Design**
The Community Design Element guides public and private development to create a city that is functional and aesthetically appealing. It also addresses protection of the City’s historic and archaeological resources. This element brings several elements together to enhance the natural and built environment.

2.3.14. **Health**
The Health Element provides policies to address community health issues and needs and promotes healthy living solutions.

2.3.15. **Contents of Each Element**
Over the course of the General Plan update, extensive effort was made to record the existing conditions in the City of Guadalupe through public meetings, community outreach, background research, and field research and surveys. An outline, goals, policies, and programs were developed based on knowledge and input gained during this process. The following formats for goals, objectives, policies, programs are adopted from the California Governor’s Office of Planning and Research.

2.3.15.1. **Goal**
A general expression of community values and direction, expressed as an end, not an action.

2.3.15.2. **Objective**
A specified end, condition, or state that is a measurable intermediate step towards attaining a goal.

2.3.15.3. **Policy**
A specified statement that guides decision-making and helps implement a general plan’s vision. It is a commitment of the local legislative body to a select course of action.

2.3.15.4. **Program**
A program implements a general plan policy. These are drafted to be specific to implement policies, meet objectives, and ultimately helps achieve goals.

2.4. **Sources**

3. Planning Process

3.1. Introduction

This General Plan is a product of broad community participation by residents and stakeholders of Guadalupe, including City Staff, the School District, and City Council. The plan was written by a planning team of second year graduate students pursuing master’s Degrees in the field of City and Regional Planning under the supervision of Dr. Cornelius Nuworsoo, from California Polytechnic State University (Cal Poly) in San Luis Obispo, California. The planning process had three main phases:

1. Gather Information
2. Analyze Information
3. Compare Alternatives

Phase 1 of the planning process occurred between September 2017 and December 2017, during which the team gathered information through a land use survey, secondary data research, and primary data from the Guadalupe community and City staff. The Planning Team compiled the information gathered during this phase to serve as the informational foundation for the development of the Guadalupe 2040 General Plan.

Phase 2 of the planning process engaged community members at community meeting #1 and #2 to express their preferences and desires for future development regarding each general plan element. It also involved the development of growth targets for population, housing, and employment.

Phase 3 of the planning process occurred between January 2018 and March 2018. This phase utilized information gathered from Phase 1 and 2 to create three development alternatives to present to the community at community meeting #3. The development alternatives included: Historic Growth, Revitalization, and Strategic Growth. The team developed a preferred growth alternative, based on feedback from the community, which informs element goals, objectives, policies, and programs.

3.2. Research Methods

The planning team utilized three different research methods to collect information and data to identify emerging directions and alternative scenarios: primary data, fieldwork, and secondary research. This guided the development of goals, objectives, policies, and programs in the General Plan.

- Primary data was collected to gather community aspirations, in addition to preferences and three development alternatives regarding the future of Guadalupe through three public meetings and online surveys. Section 1.3 discusses community meetings further.
- The Planning Team completed fieldwork to generate an existing land use inventory, to convey the existing conditions and uses of all the parcels within Guadalupe.
- To identify applicable standards, policies, and programs related to each General Plan element, the Planning Team conducted secondary research.

3.2.1. Primary Data – Community Outreach

The Planning Team collected primary from four formal outreach meetings, in addition to two informal booths set up at local events. The first event was the Grandeza Mexicana Folk Ballet performance on January 20\textsuperscript{th}, 2018, where the Planning Team spoke with community members about their strengths, weaknesses, and aspirations for the community. The second event was the La Cuneta Son Machin concert on Saturday, February 10\textsuperscript{th}, 2018, where the Planning team informed the community about the third formal community meeting and received information regarding future aspirations for the City. These events provided an opportunity for community members to understand what a general plan includes, and how the Planning Team plays a role in the update process.
Primary data was also collected from outreach to students at Kermit McKenzie Junior High School. On Friday, February 23\textsuperscript{rd}, 2018, members of the Planning Team presented information to four classes on what planning is and the general components of a general plan. Feedback was collected from each of the classes regarding what they believe to be the strengths of the community, weaknesses, and aspects that could be improved. This data informed the project alternatives presented at Meeting 3 as well as the general plan goals, objectives, policies, and programs.

3.2.2. Fieldwork: Land Use Inventory
The Planning Team conducted an in-person land use survey on September 30, 2017, to inform the background report and determine land uses, as well as conditions of buildings within City limits. While walking or driving each block of the City and recording information for each parcel, the Planning Team completed the inventory by inputting data into iPads through an application called HanDBase, which is a land use database that organized the information. Team members then converted and mapped the information utilizing Geographic Information System (GIS) software.

The inventory included all parcels within Guadalupe and collected the following information:

- Whether the parcel was vacant or contained a land use;
- The active primary, secondary, or tertiary land use(s); and
- The absence or presence of a sidewalk and its condition.

Each of the structures on parcels were also inventoried, and the following information was recorded for each structure:

- The number of structures on the parcel;
- The type of structures;
- The number of stories for each structure;
- The number of units; and
- The physical conditions of each structure (good, bad, fair, none).

The Planning Team collected different information based on whether the use of the parcel was residential or commercial. The following information was collected for each of those uses:

- Residential
  - Single-family detached, single family attached, multi-family, mobile/modular, or apartment structure
- Commercial
  - Retail, office, service, industry

3.2.3. Secondary Research
Secondary Research provided the Planning Team with essential background information and regulatory framework to understand Guadalupe and identify specific needs that should be addressed in each element of the General Plan. The California Office of Planning and Research (OPR) provides general guidelines for what should be included in each of the general plan elements. The 2017 General Plan Guidelines contain the regulatory framework and mandatory components that enable the Planning Team to begin the General Plan update process. The guidelines identify data and information requirements outside of land use and community input for each element and lead towards appropriate documents to conduct further analysis. The Planning Team utilized these guidelines to conduct additional and more technical research to provide detailed background information and the regulatory framework for each of the general plan elements. The Planning Team used this research to understand the City of Guadalupe and identify specific issues regarding each of the elements. This information
merged with demographic trends and relevant City policies to identify and define emerging directions for each element of the general plan.

Additional research includes development standards and regulations from external agencies that can guide policy creation for the future general plan. The Planning Team identified best practices in other jurisdictions that can apply to the City of Guadalupe. Other steps in this research process involved analyzing existing City and County planning documents, the previous Guadalupe General Plan, in addition to reports and program pertaining to Guadalupe. Secondary research provides a planning and policy context for the development of the General Plan.

3.3. Community Meetings

3.3.1. Meeting 1: Focus Group - 37 Attendees

Tuesday, October 17th, 2017, 6PM-8PM

Participants of the first community meeting reflected on the strengths, weaknesses, and potential improvements of the City of Guadalupe. The following is a summary of the most common responses:

**Strengths of Guadalupe**

- The weather
- Small, friendly community
- Rich history
- Amtrak access
- Location on Highway 1
- Historic buildings
- Local natural resources (Dunes, Oso Flaco Lake)
- Opportunities for growth
- Locally owned businesses
- Community pride
- Agriculture
- Youth programs
- Low crime rate
- Marketable assets: historic downtown
- Downtown has a character that is attractive and unique

**Weaknesses Holding Guadalupe Back**

- Air quality
- Roads not maintained
- Reputation
- Run down downtown, with no development investment
- Not connected to outside activities
- Lack of revenue and jobs
- Lack of historic and future vision
- No hotels or transient occupancy establishments
- Lack of housing
- No high school
• Circulation
• Lack of leadership
• Larger stores are too far away

Opportunities to Improve Guadalupe

• Air quality monitoring and improvement
• Preserve historic downtown
• More festivals and parades
• Celebrations and cultural events
• Infrastructure improvements
• More collaboration across sectors
• Better youth sports programs
• Infill opportunities
• Increase community involvement
• Better allocation of funding
• Support local businesses
• Maintain parks
• City of Guadalupe newsletter
• Tourist accommodations

3.3.2. Meeting 2: Emerging Directions - 39 Attendees

Tuesday, November 7th, 2017, 6PM-8PM

At the second community meeting, the Planning Team asked participants to place dots on posters to identify preferences specific to each element. The following subsections summarize some of the community preferences gathered. The full summaries are included in each element of the background report.

Land Use. Participants preferred future development in Guadalupe to be concentrated in Central Guadalupe, increasing commercial development (with housing and parks and recreation just slightly less preferred), increasing the intensity of development in Downtown, and for commercial intensities to be consistent with Small Boutique and Large Supermarket. Participants also demonstrated a lack of support for intensity standards consistent with Suburban Retail and similar preferences for commercial intensities consistent with Small Boutique and Large Supermarket.

Circulation. The community identified their preferences for alternative transportation, improvement priorities, as well as destinations to which they preferred to see improved access. Participants preferred the Guadalupe Flyer as a type of alternative transportation, prioritized safer bikeways, and would like to see improved access to Santa Maria.

Environmental Justice. Most community members thought pesticide pollution was the biggest threat to health, while residents preferred that the city invest in an additional school to create a more equitable environment. Most residents preferred new grocery stores to bring healthy food options to the community. Most participants chose volunteering at community events to bridge the gap between the city and its residents.

Housing. Of the three different housing development presented at the meeting, the community emphasized a priority for small apartment complexes in Guadalupe neighborhoods. The community
prioritized secondary dwelling units as the main method for affordable housing within city limits, followed by an opportunity of affordable apartments. Assuming that the city of Guadalupe has enough resources to help some—but not all—of the six special needs population addressed, community members were collectively concerned about farm workers, seniors, and linguistically isolated households. Linguistically isolated households are defined as households in which no person over the age of 14 speaks English "very well" or better than "very well."

**Conservation.** The community demonstrated their top conservation priorities were to conserve water, followed closely by conserving wildlife habitats. Maintaining a sustainable groundwater supply and reducing ground water pollution were the top preferences for water conservation. Developing compact, mixed-use neighborhoods and using more renewable energy were the top energy priorities.

**Open Space.** The community preferred sports fields as the most needed type of park facility, playgrounds and events spaces as the most needed park amenities, and nature trails as the most needed type of recreational pathway.

**Noise.** The community indicated that horns from railroad trains are the greatest noise nuisance, railroad quiet zones as the preferred noise reduction option, and that excessive noise is found near residential and commercial areas along Highway 1 and Obispo Street.

**Safety.** Participants prioritized considering earthquake and building safety due to liquefaction susceptibility, followed by flooding and park safety as areas of concerns needing attention. The community prioritized reduced precipitation as the major climate change impact to address. Although the community generally feels safe within the city of Guadalupe, with Downtown and North Guadalupe as the two neighborhoods in which community members feel safest, some concerns included the quality of schools and parks as well as a lack of street lighting in East Guadalupe.

3.3.3. **Meeting 3: Alternative Future Scenarios - 39 Attendees**

Wednesday, March 7th, 2018, 6PM-8PM

At the third community meeting, the planning team presented three alternative growth scenarios. These scenarios were designed with contrasting visions of the future to facilitate discussion within the community. The three scenarios included ‘historic growth’, ‘revitalization growth’, and ‘strategic growth’. Each of these alternatives is discussed in detail in Chapter 4.

Each alternative provided a conceptual land use map, proposed motorized and non-motorized transportation options, representative photos, and three-dimensional building massing models. This information was presented in a before/after format, to highlight the physical impacts of each growth scenario.

Community meeting #3 was held in the gymnasium at City Hall and was attended by 39 participants. A series of posters displayed throughout the gymnasium illustrated various aspects of each scenario, such as housing, transportation/circulation, and commercial growth. The meeting opened with a general introduction and a reiteration of the current status of the general plan process. Projections of population, housing, and job growth in 2040 were presented in order to provide context to the planning process. Various development opportunities and constraints to growth were detailed through a series of maps. Constraints included 100-year flood zones, noise corridors, protected farmland, small parcels under .25 acres, and railroad parcels. Next, the three alternative scenarios gave presentations outlining their proposals. After the scenarios were detailed by the planning team, community members were encouraged to discuss individual components of each alternative. In addition, paper surveys were
distributed to each community member with photos illustrating the individual components of the alternatives, and a space to mark “Like” or “Dislike” and write in comments. Discussion took place in small groups of seven to fifteen community members plus four to five Cal Poly planning team members. After concluding discussion, each small group appointed a representative who summarized their conversation to the larger group. Additional feedback was collected by email after the meeting.

The alternative scenarios were presented with a series of growth assumptions:

**Historic Growth Assumptions**
- Detached single-family development
- Commercial investment on Main Street
- Expansion of Agri-industrial sectors
- Auto-oriented development

**Revitalization Growth Assumptions**
- Increased housing density and diversity to accommodate population growth
- 540 new jobs in diverse sectors
- Increased commercial activity and mixed-use
- Enhanced connectivity between neighborhoods and activity centers

**Strategic Growth Assumptions**
- Population growth of over 5,600 people
- 1,200 new housing units needed
- Aggressive job targets
- Land constraints leading to more compact, higher density development

The development alternatives were presented and approximately 10 minutes was allotted for discussion and summarization of main points. Participants were provided with handouts with space to allow them to express whether they “liked” or “disliked” the following key outcomes for each scenario alternative:

**Historic Growth Outcomes**
- Majority of new development in DJ Farms area
- Majority of new employment to be Agricultural and Industrial Sectors
- Continued level of service (frequency and number of bus stops)
- Limited pedestrian and bicycle infrastructure
- Majority of residential development to be medium-density
- Industrial presence along Highway 1
- Dispersed commercial activity
- Auto-oriented city

**Revitalization Growth Outcomes**
- Increased residential infill in northern Guadalupe
- Increase connectivity between residential neighborhoods and downtown
- Prioritize reuse of underutilized historical buildings

City of Guadalupe, General Plan 24
• Convert commercial land to mixed-use in the downtown core
• An additional connection over the railroad tracks at 4th Street
• Establish safe bicycle routes for all neighborhoods of Guadalupe
• Provide safer pedestrian crossings along West Main Street
• Increase commercial activity near Amtrak Station

Strategic Growth Outcomes

• Vibrant, mixed-use, and historic downtown
• Parks and plazas downtown
• High-density downtown
• Mixed-use adjacent to Highway 166
• Develop Pan-American Seed into new neighborhood
• Senior housing at Pan American Seed site
• Neighborhood markets
• Increase in jobs
• Complete streets on Obispo Street
• Safe crossings at railroad & Highway 166
• Exclusive bike path loop connecting neighborhoods with downtown
• Bike path connection to Dunes & Santa Maria

Feedback

For the Historic Growth scenario, it was determined that:

• 52% like the idea of majority of new development in DJ Farms area
• 43% like the idea of majority of new employment to be Agricultural and Industrial Sectors
• 47% like the idea of continued level of service (frequency and number of bus stops)
• 31% like the idea of limited pedestrian and bicycle infrastructure
• 46% like the idea of medium-density residential development
• 40% like the idea of industrial presence along Highway 1
• 59% like the idea of dispersed commercial activity
• 24% like the idea of an auto-oriented city

For the Revitalization Growth scenario, it was determined that:

• 93% like the idea of increased residential infill in northern Guadalupe
• 97% like the idea of increased connectivity between residential neighborhoods and downtown
• 100% like the idea of prioritizing reuse of underutilized historical buildings
• 72% like the idea of converting commercial land to mixed-use in the downtown core
• 73% like the idea of an additional connection over the railroad tracks at 4th Street
• 93% like the idea of establishing safe bicycle routes for all neighborhoods of Guadalupe
• 90% like the idea of providing safer pedestrian crossings along West Main Street
• 97% like the idea of increasing commercial activity near Amtrak Station

For the Strategic Growth scenario, it was determined that:

• 89% like the idea of a vibrant, mixed-use, and historic downtown
- 96% like the idea of parks and plazas downtown
- 70% like the idea of high-density downtown
- 73% like the idea of mixed-use adjacent to Highway 166
- 57% like the idea of developing Pan-American Seed into new neighborhood
- 68% like the idea of senior housing at Pan American Seed site
- 79% like the idea of neighborhood markets
- 86% like the idea of increasing jobs
- 93% like the idea of complete streets on Obispo Street
- 93% like the idea of safe crossings at railroad & Highway 166
- 86% like the idea of an exclusive bike path loop connecting neighborhoods with downtown
- 93% like the idea of a bike path connection to Dunes & Santa Maria

Summary
Participants generally agree that the City should not continue with historic growth. Aspects of Revitalization Growth and Strategic Growth Alternatives should be combined for the Preferred Scenario. The members of the public who participated generally accepted the idea of concentrating density and growth downtown, providing more transportation mode alternatives, and creating complete streets.

3.3.4. Meeting 4: Presentation of Preferred Growth Scenario – 22 Attendees

Wednesday, March 21st, 2018, 6PM-8PM

Format
On March 21st, 2018, the fourth community meeting was held to present the “Preferred Growth Scenario”, a development scenario compiled from the feedback from the previous three community meetings and the most preferred features of the three development alternatives presented in Meeting 3. The meeting consisted of a presentation of the Preferred Growth Scenario followed by a feedback session during which the audience was also able to view posters that informed them in greater detail about aspects of the presentation.

Presentation
The presentation included an introduction of the general plan update process as well as a recap of feedback received from the previous meetings. Each element of the general plan was discussed briefly in terms of existing conditions, opportunities, constraints, and potential impacts of the Preferred Growth Scenario.

Feedback The community provided feedback by filling out cards to express their likes and dislikes for various features of the proposed plan. Results were overwhelmingly positive, confirming that the Preferred Growth Scenario truly captured community aspirations and preferences for the future. The appendix, located at the end of this document, contains detailed tabulations from the feedback forms.
4. Conditions and Factors for Growth

Demographics

In 2015, the City of Guadalupe had a total population of 7,218 people, an increase of 1,559 people since 2000. The median age in Guadalupe was 27 years old, indicating a relatively young population compared to Santa Barbara County. The largest age cohorts in the City were those under 5 years old with 14 percent of the population, and those between 5 to 9 years old with 10 percent of the population. Over 85 percent of the population in Guadalupe identified as Hispanic or Latino, making it the largest racial group in the City, followed by 7.1 percent white, 2.6 percent Asian, 2.4 percent Native American. Black/African American and people of two or more races composed the last 2.5 percent of the population. The median household income in 2015 was $43,710 which was nearly 32 percent lower than the median income of Santa Barbara County. However, the median income has risen 40 percent since 2000.

2040 Population & Housing Projections

The population in Guadalupe is projected to increase 28 percent by 2040. This projection, which considers natural factors of population change, such as birth, death, and migration rates, estimates the City will grow by 1991 people to a total population of approximately 9,209 residents. To accommodate the expected increase in population, the City has a projected need of 569 housing units.

4.1. Introduction

This chapter addresses the existing conditions and other factors that influence future growth in Guadalupe. This information in this chapter synthesizes fieldwork, data analysis, and comments from community members during outreach efforts. This chapter also presents projections for population growth, housing need, and jobs targets. These projections form the basis for the three development alternatives, and the Preferred Growth Scenario for Guadalupe.

4.2. Existing Strengths and Challenges

4.2.1. Community Strengths

4.2.1.1. Climate

The City of Guadalupe is located on the Central Coast of California. This lends itself to a pleasant Mediterranean climate with an average temperature of 63 degrees in August, the City’s warmest month, and 51 degrees in January, its coolest month.

4.2.1.2. Small Town Feel

Community members expressed that the City has a small town feel where they know their neighbors. This leads to a friendly community and low crime rate.

4.2.1.3. Amtrak Access

Guadalupe contains an Amtrak station along Highway 1. This station provides access to surrounding areas including Grover Beach, San Luis Obispo, and Vandenberg Air Force Base which creates employment opportunities.

4.2.1.4. Location on Highway 1

Guadalupe lies at the intersection of Highways 1 and 166, creating good access to Arroyo Grande, San Luis Obispo, and Santa Maria. These routes are integral to residents’ ability to easily access jobs outside of the City.
4.2.1.5. **Downtown Character and Historic Buildings**
Guadalupe is ripe with a rich history which manifests itself in the character of its downtown. The area includes several buildings that have clear influences of Spanish architecture, and early ranching settlements. This influence is a source of pride for the people of Guadalupe and a resource that can be developed to create a distinct community identity.

4.2.1.6. **Natural Resources**
Although much of Guadalupe’s interior is already developed, the City lies in close proximity to several natural resources. The Santa Maria River creates sensitive wetlands habitats that are home to a wide variety of plant and animal species. Guadalupe is also just a few miles away from the Guadalupe-Nipomo dunes which are home to rare bird species, including the snowy plover.

4.2.1.7. **Agriculture**
Guadalupe is surrounded by agricultural lands which provides numerous job opportunities near residents.

4.2.2. **Community Challenges**

4.2.2.1. **Poor Air Quality**
Due to its location, Guadalupe is prone to air pollution from several sources. High winds blow sand, dust and other particles in the direction of Guadalupe from the Guadalupe-Nipomo Dunes increasing the amount of PM 10 and PM 2.5 particles in the air. Industrial operations within the City expel several substances into the air, including reactive organic gasses, carbon dioxide, nitrogen oxides, and ammonia. Finally, because the City is surrounded by agriculture, it is exposed to excess pesticides that get blown away while being applied to crops.

4.2.2.2. **Road Quality**
Several of the roads within City limits are in a state of disrepair. Work to replace some of these roads was being conducted at the time of this document, however, many of the roads still need replacement or repair. Construction practices left several roads unpaved and dust was unmitigated, worsening air quality in several neighborhoods.

4.2.2.3. **Reputation**
During outreach events, several members of the community expressed that Guadalupe does not have a good reputation with people from outside the community. Several comments suggested that outsiders believe people in Guadalupe do not speak English and that the City is only comprised of poor farmworkers. This reputation serves as a barrier to economic growth because the City will struggle to capture business from surrounding areas.

4.2.2.4. **Disinvestment in the Downtown**
Although the downtown area has ample potential to become a thriving economic center in Guadalupe, it has suffered from a lack of investment. Several buildings sit vacant or in need of major renovations in order to attract tenants.

4.2.2.5. **Circulation and Connection to Outside Activities**
Guadalupe’s circulation network is not conducive to non-automobile forms of transportation. Many neighborhoods are isolated from other parts of the City. Highways 1 and 166 serve as the main arterials in Guadalupe. Residents must travel via one of these roads to get to any other part of the city from their homes, with no alternative routes connecting neighborhoods and the downtown. This creates congestion along these roads, and lack of infrastructure for pedestrians and bicyclists make these
alternative methods of transportation dangerous. There is also a general lack of connection between Guadalupe and resources outside of the City, especially to the Guadalupe-Nipomo Dunes.

4.2.2.6. Lack of Jobs
Community members expressed that there is a lack of jobs and jobs diversity in Guadalupe. Much of the commercial sector is comprised of industrial jobs that benefit the surrounding agriculture. There are few opportunities for retail and services businesses. The lack of internal jobs leads many residents to seek jobs in other cities.

4.2.2.7. Lack of Vision
During community meetings, Guadalupe residents expressed the need for a vision for the City. Lack of vision has led to continuing the same practices the City has implemented for several years, causing a stall in progress.

4.2.2.8. No Hotels
Guadalupe has no hotels within City limits. If the City were to implement policies that would attract visitors to the Guadalupe-Nipomo Dunes, or downtown, the visitors have no place to stay. The City may lose the opportunity to capture outside revenue if potential patrons stay in other cities such as Santa Maria.

4.2.2.9. Housing
As Guadalupe’s population continues to grow, the City faces the problem of how to house new residents. Much of the City’s housing stock, especially affordable apartment units, is old and overcrowded. Current residents expressed a need for a more diverse housing stock, which not only meets the need of future residents, but also maintains the character of Guadalupe.

4.2.2.10. No High School
Guadalupe does not have a high school. Students must travel to Santa Maria to attend school. Having to commute to school reduces the amount of time children have for extracurricular activities and homework, resulting in less opportunities than children who do not have to commute to school.

4.2.2.11. Access to Large Grocer
Although Guadalupe has several small markets, the city does not have a large super market. This makes it difficult for residents to get all of their nutritional needs in one place necessitating either several trips to smaller markets, or a trip to Santa Maria.

4.3. Growth Projections for 2040
To determine how Guadalupe should grow, the City needs to have an adequate estimate of how population will change over time. This informs the future housing need the City will need to accommodate in order to serve its community. This section shows the population, housing, and economic projections for Guadalupe. These serve as the basis for the Alternate Growth Scenarios: Historic, Revitalization, and Strategic, which inform the Preferred Growth Scenario.

4.3.1. Population Projections
On average, Guadalupe is growing at a more rapid rate than the County of Santa Barbara. Between 2010 and 2015, Guadalupe grew approximately 7 percent to the County's 5 percent population growth. This trend is projected to continue. When accounting for natural population factors including birth, death, and migration, Guadalupe's population is projected to increase by approximately 1 percent per year through 2040. The City will grow to a population of 9,209 people in 2040 from 7,218 today, an increase of nearly 2,000 people, or approximately 28 percent. Table 4.1 details the population growth of Guadalupe in five-year increments to 2040.
Table 4.1 Population Growth to 2040 in Guadalupe, CA

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Population</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>7,218</td>
<td>2015 American Community Survey</td>
</tr>
<tr>
<td>2020</td>
<td>7,652</td>
<td>RHNA-allocated Growth Projection</td>
</tr>
<tr>
<td>2025</td>
<td>8,068</td>
<td>RHNA-allocated Growth Projection</td>
</tr>
<tr>
<td>2030</td>
<td>8,427</td>
<td>RHNA-allocated Growth Projection</td>
</tr>
<tr>
<td>2035</td>
<td>8,801</td>
<td>RHNA-allocated Growth Projection</td>
</tr>
<tr>
<td>2040</td>
<td>9,209</td>
<td>RHNA-allocated Growth Projection</td>
</tr>
</tbody>
</table>

Source: Cal Poly Planning Team, 2018

Comparative population pyramids illustrate demographic changes to the age and sex distributions of Guadalupe. Figures 4.1 and 4.2 show the population pyramids for Guadalupe in 2015 and 2040, respectively. As people in the younger cohorts age, the age cohort from 25 to 34 will become the most prominent in the City. However, the younger age cohorts will remain a significant portion of the population, and the City should be prepared to plan to suit the needs of children. Although they are a relatively small portion of the population today, the senior age cohort of 65 years and older will also gain prominence within the community.

4.3.2. Housing Projections

By 2040, Guadalupe will need a total of 569 additional housing units to accommodate the anticipated natural population growth. This value is the product of a simple housing needs projection. This method accounts for current trends in household sizes and population. Using this method yields results that most closely resembles current trends in the number of people per household in Guadalupe, and thus is the basis for the Historic Growth Scenario. The headship rate method accounts for the rate of household formation by age cohort and can be applied to the natural growth projections for future population. This method yielded household trends that were significantly different than current trends for household size, so it forms the basis of the Strategic Growth Scenario. Table 4.2 details the future housing requirements per cohort needed in the Preferred Growth Scenario.
Figure 4.1 Population Pyramid for Guadalupe, CA, 2015

Source: Cal Poly Planning Team, 2018

Figure 4.2 Population Pyramid for Guadalupe, CA, 2040

Source: Cal Poly Planning Team, 2018
Table 4.2 Housing Need Per Age Cohort in Guadalupe, CA for 2015 and 2040

<table>
<thead>
<tr>
<th>Age Cohort</th>
<th>Population</th>
<th>Households</th>
<th>Population</th>
<th>Households</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
<td>2040</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Owner occupied</td>
<td>Renters occupied</td>
<td></td>
</tr>
<tr>
<td>15 to 24</td>
<td>1,106</td>
<td>0% 4%</td>
<td>1,094</td>
<td>67% 4%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>85% 9%</td>
<td>333% 36%</td>
<td>1,768</td>
<td>541% 36%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>200% 22%</td>
<td>273% 30%</td>
<td>1,038</td>
<td>444% 30%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>191% 21%</td>
<td>154% 17%</td>
<td>1,104</td>
<td>250% 17%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>193% 21%</td>
<td>52% 6%</td>
<td>959</td>
<td>84% 6%</td>
</tr>
<tr>
<td>65 to 74</td>
<td>76% 8%</td>
<td>28% 3%</td>
<td>796</td>
<td>45% 3%</td>
</tr>
<tr>
<td>75 to 84</td>
<td>122% 13%</td>
<td>28% 3%</td>
<td>494</td>
<td>45% 3%</td>
</tr>
<tr>
<td>85 years and over</td>
<td>53% 6%</td>
<td>8% 1%</td>
<td>241</td>
<td>13% 1%</td>
</tr>
<tr>
<td>Total</td>
<td>5,000</td>
<td></td>
<td>7,495</td>
<td></td>
</tr>
</tbody>
</table>

Source: Cal Poly Planning Team, 2018

4.3.2.1. Vacancy Rate and Housing Conditions
The housing projections assume a vacancy rate of 5 percent. This typically represents a healthy housing market and ensures that people can relocate to Guadalupe relatively easily. In 2015, Guadalupe had a vacancy rate of just over 3 percent. This means that an assumption of a 5 percent vacancy rate is within reason and has the potential to alleviate some of the overcrowding in the City.

4.3.2.2. Development Assumptions
Many of the additional housing units would come from implementation of the DJ Farms Specific Plan. If fully implemented, the Specific Plan would accommodate 802 new housing units. This would completely satisfy the housing need under the Historic Growth Alternative. Infill development and use of vacant parcels would accommodate any additional housing need in the City and allow Guadalupe to remain within the current City limits.

4.3.3. Economic Projections
Based on the six-year low jobs to labor force ratio from 2009 to 2015, combined with natural growth projections for Guadalupe, the City will need to accommodate at least 131 new jobs by 2040. This amount of growth is characteristic of the Historic Growth Scenario. Jobs to labor force ratio is based on economic data included in the United Sates Census, retrieved from the Longitudinal Employer-Household Dynamics (LEHD) database.

The following are the main economic sectors in Guadalupe:
- Agri-Industrial – Agriculture; Forestry; Fishing; Hunting; and Industrial Practices
- Retail – Wholesale Trade and Retail Trade
- Office – Information; Finance and Insurance; Real Estate and Rental and Leasing; Professional, Scientific, and Technical Services; Management of Companies and Enterprises; and Public Administration
- Public Facilities and Other – Utilities; Transportation; and Warehouse

4.3.3.1. Jobs Targets and Scenarios
The jobs targets for the three growth scenarios are based on the low, average, and high jobs to labor force ratios between 2009 and 2015 in Guadalupe. The City’s labor force is defined as the population
between the ages of 16 and 85. Residents younger than 16 are assumed to be too young to be in the
labor force, and those who are older than 85 are assumed to be retired. The jobs to labor force ratios
were calculated using the years 2009 to 2015 because this was the range of data that was available upon
completion of the projections. Table 4.3 shows the labor force to population ratios for the years 2009
to 2015 within Guadalupe. Table 4.4 shows the average jobs to labor force ratio for Guadalupe, Santa
Maria, Santa Barbara County, and California.

Table 4.3 Jobs to Labor Force Ratio in Guadalupe, CA, 2009 to 2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Labor Force</th>
<th>Total Jobs</th>
<th>Ratio (Jobs/Labor Force)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>4,646</td>
<td>1,530</td>
<td>0.33</td>
</tr>
<tr>
<td>2010</td>
<td>4,867</td>
<td>1,514</td>
<td>0.31</td>
</tr>
<tr>
<td>2011</td>
<td>4,830</td>
<td>1,448</td>
<td>0.30</td>
</tr>
<tr>
<td>2012</td>
<td>4,870</td>
<td>1,225</td>
<td>0.25</td>
</tr>
<tr>
<td>2013</td>
<td>4,945</td>
<td>1,251</td>
<td>0.25</td>
</tr>
<tr>
<td>2014</td>
<td>4,946</td>
<td>1,750</td>
<td>0.35</td>
</tr>
<tr>
<td>2015</td>
<td>4,930</td>
<td>1,694</td>
<td>0.34</td>
</tr>
<tr>
<td>Average Ratio</td>
<td></td>
<td></td>
<td>0.31</td>
</tr>
</tbody>
</table>

Source: Cal Poly Planning Team, 2018

Table 4.4 Average Jobs to Labor Force Ratios for Guadalupe, CA, 2009 to 2015

<table>
<thead>
<tr>
<th>Geographic Area</th>
<th>Average Job to Labor Force Ratio (2009-2011)</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Guadalupe</td>
<td>0.31</td>
</tr>
<tr>
<td>City of Santa Maria</td>
<td>0.57</td>
</tr>
<tr>
<td>County of Santa Barbara</td>
<td>0.51</td>
</tr>
<tr>
<td>State of California</td>
<td>0.51</td>
</tr>
</tbody>
</table>

Source: Cal Poly Planning Team, 2018

The Preferred Growth Scenario uses the aggressive jobs to labor force ratio by applying the six-year
high for the City of Guadalupe. The City would need to accommodate jobs for 35 percent of the labor
force by 2040, necessitating a total of 2,567 jobs, or 873 more jobs than the City currently supports.

4.4. Development Opportunities and Constraints

4.4.1. Boundaries and Limits

Guadalupe is located at the northern edge of Santa Barbara County. The City’s northern border consists
of the county line and a riparian area unsuitable for development. On all other sides, Guadalupe is
surrounded by farmland under Williamson Act protection, as shown in Map 4.1. For these reasons, it
is unlikely that Guadalupe will annex additional land in the near future.
4.4.2. **Opportunities**

**Map 4.2** shows currently vacant sites in Guadalupe that are suitable for infill development. These sites present the greatest opportunities for future development, as they already have the necessary infrastructure but do not contain current uses that would have to be disrupted or mitigated. Development on these lots would also improve the image of Guadalupe, as vacant lots easily become eyesores and may attract detrimental activities.

**Map 4.3** shows vacant land within Guadalupe (not including current agricultural land) sorted by the current permitted land use under the City's zoning.
Map 4.2 Opportunity Map – Infill Potential
4.4.3. **Constraints**

The City of Guadalupe is subject to a significant number of constraints to development and beyond restrictions to the growth of the City's boundaries. For the most part, individual constraints are not categorical barriers to development; however, each constraint represents an additional burden placed on potential developers, and sites subject to multiple constraints may prove unfeasible for development.

**Map 4.4** shows flood plains in the City’s vicinity. The Santa Maria River, located to the north of Guadalupe, has a floodplain which restricts development outside of the City’s northern boundaries. The designated flood hazard area enters the City at several points, but due to the area’s small extent within City boundaries, it is unlikely to pose a serious threat to development.

**Map 4.5** shows hazardous chemical sites. One hazardous chemical site is located in the City's industrial core. As there is relatively little vacant land in its immediate vicinity, it is unlikely to significantly restrict development in non-industrial areas.
Map 4.4 Constraint Map – Floodable Areas

Map 4.5 Constraint Map – Hazardous Chemical Sites
Map 4.6 shows areas of 60-85 dB of industrial noise. Noise generated in the City's industrial core impacts current neighborhoods to the east and west, and the industrial land at the northern end of the City has the potential to impact a portion of the downtown area. To proceed with development in either of these areas, noise mitigation will be necessary.

Map 4.6 Constraint Map – Industrial Noise Sources

Map 4.7 shows corridors of 50-60 dB from road-related noise. These bands are relatively narrow and located primarily along Highway 1, Highway 166, and 11th Street. Only parcels immediately adjacent to these roads are be impacted by this noise.

Map 4.8 shows a wide railroad noise corridor of 60-70 dB and a narrow corridor of 70-75 dB. According to community feedback, this is one of the most noticeable noise sources in Guadalupe, as the railroad noise corridors cover most of the City's current vacant land.

Map 4.9 shows a buffer around noise-sensitive areas in Guadalupe, such as residential developments and schools. With the completion of the planned DJ Farms development, noise-sensitive areas will cover nearly all of Guadalupe.

Map 4.10 shows wetland habitat areas which are not developable. While the majority of the areas shown fall outside of the City's boundaries, a smaller wetland area is located within the City, between the historic northern portion of the City and the newer development to the south. As Guadalupe grows, it will be necessary to leave this land undeveloped, and to implement appropriate mitigation measures to ensure that surrounding development does not degrade the wetland's quality.
Map 4.7 Constraint Map – Road Noise Corridors

Map 4.8 Constraint Map – Railroad Noise Corridors
Map 4.9 Constraint Map – Noise-Sensitive Areas

Map 4.10 Constraint Map – Wetland Habitat Areas
5. Development Alternatives

5.1. Historic Growth

5.1.1. Introduction
The historic growth alternative scenario is an "as is" future for the City of Guadalupe. The City is to maintain historic trends and patterns in population growth, residential and economic development while focusing on improving aging infrastructure and public facilities.

The projected population in the City of Guadalupe is to increase 27% percent by 2040, for a total of 9,200 residents. This means accommodating an extra 2,000 residents who will need places to live, work, play, and go to school. The projected population increase indicates a need for an additional 600 housing units and a total of 1,825 jobs based on current vacancy rates and jobs per acre ratios.

5.1.2. Vision
A community with steady growth in population and economic trends through 2040. Residential, commercial, and industrial development continues to grow, or shrink, at the current rate with investment focused on fixing and maintaining aging infrastructure and public facilities to avoid unnecessary expansion projects. City funding goes towards projects that will have the biggest impact on restoring critical urban infrastructure and protecting the public's previous investments.

5.1.3. Growth Assumptions
The assumptions of the Historic Growth Alternative emerge from the development of projects that are in the pipeline and population projections based strictly on birth and death rates. This alternative anticipates the development of the Pasadera residential area and partial build-up of the DJ Farms Specific Plan to meet the housing needs of the future population. Commercial activity is to continue in its state of dispersal throughout Guadalupe, with expansion along Main Street. This alternative is to retain its existing commercial activity, with the expansion of agricultural and industrial sectors.

Industrial activity is to remain along the east side of Highway 1 along the railroad tracks, on both sides of the Amtrak station. The City is to maintain public facilities and infrastructure with expansion only to meet the needs of the pipeline projects. There is not to be any new investment or demand for public transportation or pedestrian and bicycle infrastructure. Tourism activity and maintenance of parks remains the same as what it is today. Single occupancy vehicles are to remain the main form of transportation throughout the City because of auto-oriented development.

5.1.4. Guiding Principles
1. Maintain existing population growth rate
2. Maintain existing economic development trends
3. Community expansion is to consist of projects that are currently permitted or in the pipeline
4. The Guadalupe Flyer is the preferred type of alternative transportation
5. Focus on fixing existing residential areas, aging infrastructure, and public facilities

5.1.5. Conceptual Land Use
As represented in Map 5.1., most new development is to occur in the southern portion of Guadalupe in the DJ Farms Specific Plan site. The DJ Farms Specific Plan at full build-out includes the construction of 802 single family units on a 209-acre site; however, the Historic alternative only builds up 540 additional housing units in the DJ Farms Area and 60 housing units in the downtown and industrial area to meet the need of the population projection in 2040. Commercial land uses are to remain dispersed throughout the City, with the highest concentration along Highway 1 between 11th
Street and 6th Street. Industrial land uses are to remain primarily along Highway 1, south of downtown to West Main Street. The sphere of influence and City boundaries remain the same, as development within the City meets all commercial and housing needs.

Map 5.1 Conceptual Land Use Map - Historic Growth Scenario

5.1.6. Residential Land Use
Table 5.1 details the distribution of additional housing units by density. The City must allocate 600 additional housing units by 2040 to meet the population needs. This is to consist of an additional 62
parcels and 54 acres of low-, medium-, and high-density housing. In the Historic Growth Scenario residential land uses total 1,582 parcels, or 320 acres detailed in Table 5.1.

Table 5.1 Historic Growth: Proposed Added Densities

<table>
<thead>
<tr>
<th>Residential Densities</th>
<th>Dwelling Units Per Acre</th>
<th>Dwelling Units Per Acre</th>
<th>Acreage</th>
<th>% of Total Dwelling Units</th>
<th>% of Total Acreage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>0 to 6 units per acre</td>
<td>900</td>
<td>194</td>
<td>40%</td>
<td>59%</td>
</tr>
<tr>
<td>Medium</td>
<td>6 to 15 units per acre</td>
<td>697</td>
<td>123</td>
<td>56%</td>
<td>37%</td>
</tr>
<tr>
<td>High</td>
<td>15 + units per acre</td>
<td>250</td>
<td>14</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>1,847</td>
<td>331</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

The historic growth residential pie graph, shown in Figure 5.1.6.1, shows the distribution of the conceptual residential land use densities in categories of low-, medium-, and high-density. Based on proposed development and existing residential growth, low-density residential makes up 59 percent, medium density 37 percent, and high-density 4 percent of the residential land uses in 2040. The high-density residential parcels are to be in the northeast residential neighborhood east of the core downtown area, with the low and medium densities located in the DJ Farms Specific Plan area as indicated on Map 5.2.

Figure 5.1 Historic Growth: Alternative Residential Densities

Land Use Inventory, 2017
Map 5.2 Conceptual Residential Use Map - Historic Growth Scenario
5.1.7. **Commercial Land Use**

Employment projections for 2040 convey a need to designate land to accommodate for an additional 1,825 jobs within Guadalupe. These jobs include 77 positions for the Agri Industrial sector, 10 positions for Office, 15 positions for the Retail sector, and 28 positions for the Public Facilities and other sectors as indicated in **Table 5.2**. The DJ Farms Site and underutilized parcels in the downtown core would accommodate the 10 additional acres needed to create 130 additional jobs as indicated on **Map 5.3**. The Historic Growth Scenario does not include expansion of City boundaries and encroachment on agricultural uses, as the employment needs are to be met on land currently within City limits.

Historic Growth accommodates the needed commercial land designations in the DJ Farms Specific Plan area located along the railroad track and Highway 1, with expansion areas along Main Street. **Map 5.3** shows these DJ Farms parcels that would be utilized to expand commercial land use within the City, including Agri Industrial, Office and Retail. The additional 2 acres needed for Public Facilities are along Hwy 1 near the center of the City.

**Table 5.2 Historic Growth: Proposed Commercial Densities**

<table>
<thead>
<tr>
<th>Land Use Designation</th>
<th>Current Acreage</th>
<th>Standards for Jobs/Acre</th>
<th>Job Growth Potential (Maximum)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural/Industrial</td>
<td>215.86</td>
<td>20</td>
<td>77</td>
</tr>
<tr>
<td>Office</td>
<td>0.68</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Retail</td>
<td>15.19</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>Public Facilities and Other</td>
<td>13.74</td>
<td>25</td>
<td>28</td>
</tr>
<tr>
<td>TOTAL</td>
<td>245.47</td>
<td>25</td>
<td>130</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Existing Number of Jobs</th>
<th>1,695</th>
</tr>
</thead>
<tbody>
<tr>
<td>2040 Historic Growth Job Target</td>
<td>1,825</td>
</tr>
<tr>
<td>2040 Historic Growth Job Need</td>
<td>130</td>
</tr>
<tr>
<td>Total Additional Jobs Accommodated by 2040</td>
<td>130</td>
</tr>
<tr>
<td>Jobs Still Needed to Meet Target</td>
<td>0</td>
</tr>
</tbody>
</table>
5.1.8. **Key Growth Areas**
Guadalupe is a small town with a grid pattern, historic downtown center and primarily consists of single-family residential homes. Following this traditional small-town pattern, the Historic Growth Alternative projects the following three key growth areas, shown in **Map 5.4**:

- DJ Farms
- Industrial Corridor
- Downtown
Map 5.4 Historic Key Growth Areas
5.1.8.1. **Key Growth Area 1: DJ Farms**

Key Growth Area 1 consists of the DJ Farms Specific Plan site in the southeastern portion of Guadalupe. The Specific Plan indicates future residential, commercial, and open space growth concentrated in this recently annexed portion of the City. Key Growth Area 1 partially accommodates the Historic Growth Scenario projected need for residential and commercial land uses. **Figure 5.2** displays the existing DJ Farms site, which includes vacant parcels and agricultural lands. This site is along Highway 166 (Main Street) and currently has approval for zoning that includes residential, public facilities, open space, and commercial uses.

**Figure 5.2** Existing DJ Farms site on the southeastern end of Guadalupe

The Historic Growth model proposes 540 low to medium density residential housing development in the southeastern portion of the City. Industrial and commercial uses would exist on the northern portion. This site is to transform from a primarily agriculture and vacant site to residential, commercial, and industrial uses as indicted in **Figure 5.3**.
5.1.8.2. **Key Growth Area 2: Industrial Corridor**

Key Growth Area 2 consists of the Industrial Corridor located along Highway 1 between 6th Street and Main Street. This area is currently home to Apio Cold Storage Facility, Obispo Street Cooling, and other storage facilities. The Union Pacific Railroad tracks run through the site with commercial uses interspersed throughout the area shown in Figure 5.1.8.2.1.

**Figure 5.4** Existing industrial corridor along Highway 1 and the railroad tracks
The alternative proposes very little change to this area. The Amtrak station is to remain, with basic maintenance improvements. Key Growth Area 2 is to continue to fulfill industrial purposes in existing patterns, with a 6-acre expansion to the south adjacent to Main Street and Highway 1 shown in Figure 5.5. This proposed extension of industrial is to have a light industrial and manufacturing restriction due to the close proximity to residential uses. This area requires a vegetative or structural buffer between the industrial land use and the residential neighborhood. An additional 15 townhome units are to exist within the Industrial Corridor, according to pipeline permits and projects.

**Figure 5.5** Proposed expansion of industrial corridor to meet future need of population in Historic Growth Scenario.

5.1.8.3. **Key Growth Area 3: Downtown**

Key Growth Area 3 consists of the downtown core located along Highway 1 from 11th Street to 6th Street. This area contains primarily commercial and retail uses with residential uses directly to the east and west shown in **Figure 5.6**. The downtown also has vacant and underutilized parcels scattered throughout the area.
Key Growth Area 3 is to continue having dispersed commercial activity with minimal development of vacant parcels. 12 and 34-unit apartment complexes are to go up within the Downtown area, according to permits that have been approved shown in Figure 5.7.

Figure 5.7 Proposed residential expansion in the downtown area based on pipeline projects

5.1.9. Circulation
In the Historic Growth scenario, circulation remains auto-oriented. The Guadalupe Flyer bus system is to continue under its current operation, with twelve bus stops throughout the City. The bicycle network is to consist of the two established bike lanes along Highway 1 and Main Street with minimal expansion.
or improvements shown in Map 5.1.9.1. Pedestrian infrastructure, such as crosswalks and sidewalks, is to continue as it is today with small improvements as seen in **Map 5.5**.

**Map 5.5** Historic Growth Circulation
5.1.10. Outcomes
The possible outcomes of the Historic Growth Alternative include the majority of new development in the DJ Farms Specific Plan Area. Development consists of new residential and commercial expansion. The majority of new residential development would be medium-density. The majority of new commercial development and employment would derive from the agricultural and industrial sectors. Commercial activity would disperse through Guadalupe, with a continued large industrial presence along Highway 1. Pedestrian, bicycle, and public transportation infrastructure would continue as they are today with small improvements, and Guadalupe residents would remain largely dependent on single occupancy vehicles.

5.2. Revitalization

5.2.1. Introduction
The Revitalization alternative is a moderate growth scenario for the City of Guadalupe. Growth is to occur in the core of Guadalupe and other locations, with a focus on increased connectivity between commercial, residential, and mixed-use destinations through land use changes and improved circulation corridors.

The Revitalization growth scenario increases Guadalupe’s housing and commercial options in four key growth areas connected by enhanced streetscape designs. Map 5.2.5.1. shows the conceptual land use layout of the Guadalupe under the Revitalization Growth Scenario.

The population of the City of Guadalupe, pursuant to the projections in the Revitalization Growth Scenario and displayed in Table 5.3, is expected to rise to roughly 10,700 residents compared to business as usual targets.

<table>
<thead>
<tr>
<th>BAU (Residents)</th>
<th>Revitalization (Residents)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9,209</td>
<td>10,687</td>
</tr>
</tbody>
</table>

Table 5.3 2040 Population Projection Under the Revitalization Scenario.

To accommodate this rise in population, this alternative scenario features provision of over 500 jobs, as shown in Table 5.4, compared to 130 jobs under business as usual projections. These jobs fill diverse employment sectors and provide for increased economic opportunity for those in the City.

<table>
<thead>
<tr>
<th>BAU (Jobs)</th>
<th>Redevelopment (Jobs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>130</td>
<td>526</td>
</tr>
</tbody>
</table>

Table 5.4 Job Growth under Revitalization Growth Scenario.
To strike a jobs-to-housing balance, the Revitalization Growth Scenario proposes, as shown in Table 5.5, adding over 900 housing units in Guadalupe to be developed by 2040. These units are envisioned to be of various density classes and are expected to help keep Guadalupe an affordable place to live for the current and future residents of the City.

Table 5.5 Additional Housing Units Needed by 2040.

<table>
<thead>
<tr>
<th>BAU (Dwelling Units)</th>
<th>Redevelopment (Dwelling Units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>569</td>
<td>906</td>
</tr>
</tbody>
</table>

5.2.2. Vision
Maintaining a small-town charm and strong community through improved connectivity of Guadalupe’s diverse neighborhoods, support for local businesses, and infill opportunities with a moderate growth rate assumption.

5.2.3. Growth Assumptions
- Population
  - Overarching moderate growth operating scenario
  - An increase of 2,469 residents of Guadalupe to 10,700 by 2040
- Housing
  - Buildout of DJ Farm Specific Plan area - 802 total dwelling units
  - Incentivize affordable housing for infill development
- Commercial
  - Moderate density intensification and revitalization of Downtown Area (Core Business District) and Amtrak Commercial Corridor
  - Includes rehabilitation of dilapidated structures, typically over 50 years old.

5.2.4. Guiding Principles
1. Mixed-use
   a. Streamline permit process for developers of mixed-use projects
   b. High-density overlay zone in Downtown Area
2. Enhanced multimodal transportation opportunities
   a. Safer bicycle and pedestrian facilities
   b. New railroad overcrossing
3. Sound commercialization of Downtown Area
   a. Increase commercial opportunities for local and regional businesses
   b. Focus on tourism-based commercial development
4. Enhanced civic space in the central downtown area
   a. Increase outdoor seating
   b. Increased urban street trees and landscaping
   c. Create public plaza space for gatherings and festivals
5. Connection
   a. East and West residential areas
   b. North and South commercial and residential areas
5.2.5. **Conceptual Land Use**

The Revitalization alternative scenario plans for Guadalupe to accommodate moderate growth in employment, housing, and population through 2040. The land use distribution to accommodate this growth is shown in Map 5.6. Four growth areas frame the development intention for the Revitalization alternative growth scenario:

- The DJ Farms Specific Plan area to the south of the City includes plans for differing levels of commercial development, surrounded by significant residential land uses and public facilities, which includes a middle school site.
- The existing Downtown area is to become a mixed-use district with intensified commercial activity. This Central Business District (CBD) is to feature development of vacant parcels into additional slots for commercial activity and civic spaces such as pocket parks and other gathering areas.
- The Amtrak Commercial Corridor is south of the Central Business District and is home to existing industrial uses. SR 1 / Guadalupe Street is to feature separated bikeways, as well as an improved pedestrian sidewalk, both with easy access to the Amtrak Station.
- Obispo Street, to the east of the railroad and industrial complexes, is to serve as a collector street, featuring separated bikeways, that connect the DJ Farms Specific Plan area to the Downtown. The Obispo Street at W. Main Street intersection, which runs east and west, is to feature a bikeway and improved crosswalk intersections, enabling residents to access both Santa Maria and the Guadalupe Dunes, as well as schools and other public facilities found on the route.
5.2.6. Residential Land Use

This Revitalization alternative growth scenario projects approximately 900 additional housing units occupying approximately 157 acres developed in the City by 2040. Map 5.7 depicts residential land use under the Revitalization Growth Scenario. Given the 800 dwelling units provided from a fulfilled DJ Farms Specific Plan area, this alternative scenario is left to add roughly 100 units by 2040. There are 61 units entitled and approved by the City that are to comprise
part of this additional 100 units. Thus, this scenario identifies land for approximately 40 new housing units for residents of Guadalupe.

The DJ Farms Specific Plan area has an existing development intention and the SR 1/Guadalupe Street industrial corridor is not to feature any residential development. Rather, the 40 new units would more optimally exist in the mixed use downtown area, and through infill of vacant parcels in the northern parts of the City.

Together, the roughly 15 acres available for mixed-use downtown development and the 7 acres available on infill sites in the north can accommodate the total land needed for homes. In general, these 40 new homes can take the form of low and medium density residential units for Guadalupe residents.
5.2.7. Commercial Land Use
The areas identified in Map 5.8 are focused on intensification of commercial activity under this alternative scenario. The Downtown Central Business District (CBD) is to accommodate diverse commercial growth through enhanced mixed-use development. The DJ Farms Specific Plan area is to include two different types of commercial development toward the north end of the site, bordering Main Street. The industrial-transportation corridor along Guadalupe Street in the center of the City currently has some shopping outlets. The alternative growth scenario proposes intensification of activity with more commercial opportunities.
In the CBD, the intention of this revitalization growth scenario is to develop with underused spaces in the area. In addition to housing being provided within the mixed-use zone, this downtown region is to be the commercial core of the City, providing a diversity of options for Guadalupe residents and visitors.

The industrial corridor by the railroad and Guadalupe Street area plays a part in the revitalization alternative scenario's commercial development vision. This area is called the Amtrak Commercial Corridor and already contains industrial activity. This area is to include additional commercial options that rely on the infrastructure and open space improvements discussed in this alternative.

The DJ Farms Specific Plan area features varying degrees of commercial activity and receives support from connectivity and housing improvements in its vicinity.

While retaining existing commercial activities in the City, this alternative aims to revitalize Guadalupe's commerce through 2040 with job growth in agriculture, retail, office, and public service sectors. **Table 5.6** and **Table 5.7** describe the amount of job growth by sector to be added by 2040 in terms of total and new jobs, respectively. Agriculture is the largest job growth sector with a total citywide job base of over 1,300 occupations. With the expansion of schools and other facilities and services, the public sector is to grow to over 440 jobs. Finally, office and retail employment are to total over 220 jobs each.
Map 5.8 Conceptual Commercial Land Use Map – Revitalization/Moderate Growth
Table 5.6 Total Job Growth by Sector in Guadalupe by 2040

<table>
<thead>
<tr>
<th>Sector</th>
<th>BAU (Jobs)</th>
<th>Redevelopment (Jobs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture Industry</td>
<td>1,095</td>
<td>1,332</td>
</tr>
<tr>
<td>Retail</td>
<td>182</td>
<td>222</td>
</tr>
<tr>
<td>Office</td>
<td>82</td>
<td>222</td>
</tr>
<tr>
<td>Public Facilities and Other</td>
<td>65</td>
<td>444</td>
</tr>
<tr>
<td>Total</td>
<td>1,825</td>
<td>2,220</td>
</tr>
</tbody>
</table>

All told, the revitalization growth scenario expects an increase in over 520 new jobs relative to business as usual forecasts, totaling 2,200 jobs in the City by 2040.

Table 5.7 New Job Growth by Sector in Guadalupe by 2040

<table>
<thead>
<tr>
<th>Sector</th>
<th>BAU (Jobs)</th>
<th>Redevelopment (Jobs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural Industry</td>
<td>77</td>
<td>311</td>
</tr>
<tr>
<td>Retail</td>
<td>10</td>
<td>41</td>
</tr>
<tr>
<td>Office</td>
<td>15</td>
<td>61</td>
</tr>
<tr>
<td>Public Facilities and Other</td>
<td>28</td>
<td>113</td>
</tr>
<tr>
<td>Total</td>
<td>130</td>
<td>526</td>
</tr>
</tbody>
</table>

From a land use perspective, this scenario requires a total of approximately 40 additional acres of land to accommodate this increase in employment, as shown in Table 5.8. With this expectation, the agriculture sector comprises the most land needed, with roughly 23 acres. The retail, office, and public services sectors are to occupy four, six, and seven acres, respectively.

Table 5.8 Additional Acreage Needed by 2040 for Added Jobs

<table>
<thead>
<tr>
<th>Sector</th>
<th>BAU (Acres)</th>
<th>Redevelopment (Acres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural Industry</td>
<td>6</td>
<td>23</td>
</tr>
<tr>
<td>Retail</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Office</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Public Facilities and Other</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>40</td>
</tr>
</tbody>
</table>

5.2.8. Key Growth Areas
The Revitalization Scenario calls for four distinct key growth areas in the community, as shown on Map 5.9. These areas rose to the forefront as a result of background research, growth assumptions, and community feedback. In addition to increasing housing and commercial opportunities through land use changes and density increases, the key growth areas are connected through increased bike and pedestrian enhancements. The majority of the residential housing growth in the Revitalization Alternative occurs in DJ Farms. The Obispo Streetscape corridor connects DJ Farms and the Central Business District. The Amtrak Commercial Corridor is to continue the commercial use from the Central Business District to the Amtrak Station.
5.2.8.1. **Amtrak Commercial Corridor**
The existing uses that directly surround the Guadalupe Amtrak Station continuing from the Central Business District are mostly industrial with a small amount of commercial. The Alternative proposes the shift in this area from industrial to commercial use. **Figure 5.8** illustrates this shift by increasing the commercial uses across the existing Amtrak Station. This new growth area is in the geographical center of Guadalupe and is central to other Key Growth Areas of the City. The potential users of this new growth area include users of the Amtrak Station, users of the adjacent Central Business District, and residents of nearby neighborhoods. The Alternative also proposes a new park at the north end of the Amtrak Commercial Corridor that serves nearby residential neighborhoods.
5.2.8.2. **Central Business District**

The Central Business District, or CBD, is Guadalupe’s core downtown area. Located in Guadalupe’s historic downtown, this key growth area is to focus on increasing mixed-use development opportunities and increasing density, in additional to enhancement of existing historical buildings. Land use change in this key growth area is to focus on expanding existing commercial land use to mixed use and high density. Current land use is largely residential and commercial. The revitalization changes land use to mixed use, which allows for high density residential of 15-25 du/acre and commercial uses. Additionally, select parcels in the downtown area that have development constraints may serve as pocket parks or civic events in order to increase community cohesion. **Figure 5.9** illustrates the increase concentration along Guadalupe Street in comparison so the uses around it.

**Figure 5.9 Central Business District Rendering**
5.2.8.3. **DJ Farms/Pasadera Specific Plan Area**
The DJ Farms site is at the southern end of the City and has largely agricultural, low-density, and medium-density residential land use designations. This key growth area, which includes the existing Pasadera Specific Plan, accommodates a significant majority of the residential growth forecasted for the Revitalization Alternative. **Figure 5.10** is a conceptual rendering of future development according to existing plans for the area. Of the 902 units forecasted, 801 units come through build out of DJ farms. Land use is largely residential, with commercial uses buffering the development along W. Main Street.

**Figure 5.10 DJ Farms Rendering**

5.2.8.4. **Obispo Street Streetscape**
The three key residential and commercial growth areas connect through circulation and streetscape enhancement along W. Main Street, Guadalupe Street, and Obispo Street. These enhancements serve to increase bike and pedestrian safety, increase connections between DJ Farms development, the Amtrak Transit Center, the Northeast Residential Area, and the Central Business District. Additionally, the Obispo streetscape increases access to civic centers located adjacent to the Central Business District, such as Guadalupe City Hall. Street improvements focus on safer bike lanes, increased pedestrian safety and rail crossings, as depicted in **Figure 5.11**.
5.2.9. Circulation

The Revitalization alternative adds 902 housing units, many of which are in the DJ Farms development. Growth from the DJ Farms Specific Plan area increases demand for safer active transportation routes to and from other destinations within the City. Map 5.10 shows this alternative’s proposals for the several safety enhancements to serve existing and new residents of Guadalupe.
Given the additional growth from DJ Farms, the Revitalization Alternative proposes Obispo Street as an additional north-south route for transportation in Guadalupe. A separated bikeway along Obispo Street, displayed in Figure 5.12, is to accommodate additional transportation demand. Due to the Union Pacific rail right-of-way and industrial parcels near the central part of Guadalupe, there are no existing east-west connections between Obispo Street and Guadalupe Street, from the
W. Main Street intersection to the 9th Street pedestrian/bike bridge. To facilitate more connectivity, the Alternative proposes the addition of a pedestrian/bike bridge across the Union Pacific rail right-of-way at the 4th Street intersection, as shown on Map 5.10. More connectivity within Guadalupe supports increased economic activity and incentivizes cycling and pedestrian trips by significantly reducing trip distance lengths.

**Figure 5.12 Obispo Street Streetscape Concept**

The City of Guadalupe is compact, flat, and has mild weather, which are favorable conditions for bicycle, pedestrian, and other types of active transportation. Existing facilities do not fully support active transportation activities. The sidewalk on the east side of Guadalupe Street is discontinuous and is in poor quality. Pedestrians that originate from the DJ Farms area must cross Guadalupe Street twice when traveling to destinations on the east side of Guadalupe Street. This alternative proposes the addition of a new sidewalk on the east side of Guadalupe Street. Although there are existing Class II Bike lanes on Guadalupe Street, they may not be sufficient for all users. Cyclists on these types of bike lanes risk encounters with vehicle and truck traffic and may experience "dooring" collisions due to the adjacent parking lane. The Revitalization Alternative proposes Class IV Separated Bikeways on Guadalupe Street, as seen in Figure 5.13. Bikeways that are spatially or physically separated provide a significant improvement to comfort and safety and tend to lead to an increased usage of existing bike facilities. Additionally, the alternative proposes increased transit frequency along existing stops on Guadalupe Street. Transit departures and arrivals at the Guadalupe Amtrak Station are to align with Amtrak train arrivals and departures.
W. Main Street has the highest volume of vehicle traffic of any street in Guadalupe and is classified as a Class III - Shared Street in the City's Master Bike and Pedestrian Plan but lacks marked bike facilities. The alternative proposes the addition of Class II - Buffered Bike Lanes on W. Main Street, which provides cyclists with a safe bicycle route when traveling to and from the DJ Farms Specific Plan and other destinations in the City, such as Kermit McKenzie Middle School. This streetscape concept appears in Figure 5.14.
Within city limits, W. Main Street has limited safe pedestrian crossings, one at Guadalupe Street, and one in front of Kermit McKenzie Middle School. The alternative also proposes the addition of two pedestrian-activated signals placed on W. Main Street one at the Obispo Street intersection, and an upgrade of the existing crosswalk at Kermit McKenzie Middle School. Pedestrian activated signals increase safety to pedestrians when crossing the street and create more connectivity between neighborhoods.

5.2.10. Outcomes
The Revitalization Alternative accommodates an additional 902 housing units and 526 additional jobs by 2040. Increased mixed-use businesses and developments attract residents and tourists to the core of Guadalupe. The Central Business District (CBD) grows through development of vacant parcels and existing buildings into public and civic uses, such as pocket parks and gathering spaces. The key growth areas (Central Business District, Amtrak Commercial Corridor, Obispo Streetscape, and DJ farms) connect through enhanced bicycle and pedestrian facilities. The improved bikeways on Obispo Street and W. Main Street serve both existing Guadalupe residents and new residents of the DJ Farms Specific Plan area traveling to schools and other destinations in the City.
5.3. Strategic Growth

5.3.1. Introduction
The Strategic Growth alternative is an aggressive growth scenario for the City of Guadalupe. It envisions growth in specific areas of the City, with a focus on increased connectivity between commercial, residential, and mixed-use areas through land use changes and improved circulation corridors.

The Strategic Growth scenario increases Guadalupe’s housing and employment in five key growth areas, all connected by enhanced streetscape designs. With a projected increase in population to 12,900 residents, this alternative features an addition of over 1,200 jobs and over 1,250 housing units developed by 2040.

5.3.2. Vision
The City of Guadalupe has a resilient, vibrant, and expanding economy and a growing population while preserving its unique small-town character.

5.3.3. Guiding Principles
1. A business-friendly environment that supports a diverse, local employment base and community character.
2. A downtown that is an economic and cultural center.
3. A distinct social/cultural identity.
4. A housing stock that meets the needs of an expanding population.
5. A balance of urban and agricultural land uses, with a pattern of sustainable land development that promotes efficient land use and preservation of farmland.

5.3.4. Growth Assumptions
The Strategic Growth alternative is based on the assumptions that the City is to invest more resources in economic development efforts, revitalize the downtown area, and allow for the establishment and growth of neighborhood-serving commercial areas. Pockets of commercial development around the City is to provide jobs for residents, attract newcomers to the area, and provide additional revenue for the City which they can reinvest in further development.

5.3.4.1. Economic Development
Prioritizing development of vacant commercial parcels, as well as the downtown and neighborhood commercial centers, permits the City to anticipate a dramatic increase to 2,550 jobs within Guadalupe, or approximately 870 more jobs than currently exist in the City. This growth scenario assumes the current proportions of jobs in Guadalupe in each sector remain the same as the historical average composition of jobs. The majority of jobs are expected to remain in the Agriculture/Industrial sector as vacant industrial parcels become fully developed. Additional retail and office space in the downtown and neighborhood retail areas is expected to bring a combined 170 additional jobs. Finally, construction of the proposed school in the DJ Farms area, as well as increased job need in other sectors, is expected to bring an additional 190 jobs to Guadalupe.

5.3.4.2. Population
Emphasis on economic development and the resulting increase in available jobs in Guadalupe is expected to attract more people than either the Slow Growth or the Revitalization scenarios.
Guadalupe’s population is therefore expected to grow faster and more dramatically in this scenario than the other proposed scenarios. Under Strategic Growth, the City is expected to grow to approximately 13,000 people. This represents an additional 5,700 citizens from the current population of 7,300, and a 40% increase over the projected 9,000 citizens under the Slow Growth scenario.

5.3.4.3. Housing
To accommodate the additional population, it is necessary for the City to provide a multitude of housing opportunities within a land-constrained area. Housing projections for the City indicate the need for an additional 1,250 housing units within Guadalupe. The City is surrounded by Williamson Act farmland, limiting the City’s ability to expand. Therefore, the Strategic Growth scenario assumes a more compact, high density approach to housing development.

5.3.5. Conceptual Land Use
Growth in Guadalupe is to be focused around five key areas: the downtown, the northern residential area east of the downtown, the industrial core, the Pan-American Seed site, and DJ Farms.

The downtown area is to be extensively revitalized, featuring mixed commercial and residential uses and improvements to the Highway 1 streetscape.

The northern residential area is to see added high-density residential development consisting of two- to three-story apartment buildings on vacant sites, while existing land uses are to remain largely unchanged.

The industrial core is to be intensified to take better advantage of existing vacant and underutilized lots. The commercial-industrial strip on the west side of Highway 1 is to be converted to exclusively commercial use. A physical noise barrier is to be installed between the industrial core and the homes directly to the east. These changes permit the city to accommodate potential growth in the agri-industrial sector while protecting the surrounding residential neighborhoods.

The new Obispo Street neighborhood site is to be converted to a medium-density residential development featuring a neighborhood market, a new park, and a senior residential facility. This development is to help connect the northern and southern portions of the city on the east side and serve as a buffer between single-family residential land to the south and high-density residential land to the north.

DJ Farms is to be developed according to the current specific plan, with only one significant change: the commercial corridor along Highway 166 is to consist entirely to mixed-use commercial in order to create a second economic center in south Guadalupe and capture additional traffic between Santa Maria and the Nipomo Dunes.

Under the proposed model, Guadalupe can accommodate all anticipated growth until 2040 without annexing any additional land. Table 5.9 shows the total land use under the Strategic Growth alternative. Map 5.11 displays the conceptual land use of this scenario.
Table 5.9 Strategic Growth: Total Land Use

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acreage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial and Mixed Use</td>
<td>56.1</td>
</tr>
<tr>
<td>Ag/Industrial</td>
<td>78.3</td>
</tr>
<tr>
<td>Residential Low Density</td>
<td>285.7</td>
</tr>
<tr>
<td>Residential Medium Density</td>
<td>147.6</td>
</tr>
<tr>
<td>Residential High Density</td>
<td>14.4</td>
</tr>
<tr>
<td>Public Facilities</td>
<td>53.5</td>
</tr>
<tr>
<td>Open Space</td>
<td>72.0</td>
</tr>
</tbody>
</table>

Map 5.11 Conceptual Land Use Map – Strategic Growth
5.3.6. **Residential Land Use**

Future residential development is concentrated in four key areas: the farmland located within Guadalupe's boundaries east of Obispo St. and north of 4th Street (Pan-American Seed), the downtown Highway 1 mixed-use corridor, scattered vacant sites throughout the city's northern grid, and the planned and expanded development at DJ Farms. To accommodate anticipated growth in a restricted area, all new housing development in these locations, with the exception of most of DJ Farms, is to be medium- to high-density or mixed use, ranging from single-family attached homes to small apartment buildings.

The new Obispo Street neighborhood, at the border between the higher-density northern portion of the city and the lower-density single-family residential neighborhoods, is an ideal location for medium-density rental and for-sale development ranging from duplexes to townhouses or row houses. A neighborhood park is to serve both the new development and the existing neighborhood immediately to the south. A senior residential facility, a feature requested in community meetings, is to occupy a portion of the site. The neighborhood is also to feature one or more small grocery stores oriented towards meeting neighborhood shopping needs.

The core downtown area along Highway 1 and the northernmost portion of DJ Farms along Highway 166 is to incorporate mixed-use commercial and residential development, with commercial uses on the ground floor and residential uses permitted on upper floors. The remainder of DJ Farms is to proceed according to the current Specific Plan.

The scattered vacant sites in the northern residential portion of the city are to incorporate two- to three-story apartment buildings. Additionally, while this plan does not call for development of existing residential neighborhoods, the City is to rezone the northern residential area to require medium- or high-density housing, while existing single-family homes are to continue as legal non-conforming uses. **Table 5.10** provides a summary of the additional residential areas and the total number of dwelling units the city has the capacity to provide by 2040 under this growth scenario. **Map 5.12** displays the residential land use under the strategic growth scenario.

<table>
<thead>
<tr>
<th>Area</th>
<th>Density Level</th>
<th>Acreage</th>
<th>DU/Acre</th>
<th>Dwelling Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>DJ Farms</td>
<td>See Specific Plan</td>
<td>See Specific Plan</td>
<td>See Specific Plan</td>
<td>800</td>
</tr>
<tr>
<td>DJ Farms Mixed Use</td>
<td>Mixed Use</td>
<td>23</td>
<td>4.5</td>
<td>105</td>
</tr>
<tr>
<td>Pan American Seed</td>
<td>Medium Density</td>
<td>25</td>
<td>15</td>
<td>375</td>
</tr>
<tr>
<td>Downtown Mixed Use</td>
<td>Mixed Use</td>
<td>31</td>
<td>4.5</td>
<td>140</td>
</tr>
<tr>
<td>Scattered Sites Downtown</td>
<td>High Density</td>
<td>2</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td><strong>1,470</strong></td>
</tr>
</tbody>
</table>
5.3.7. **Commercial Land Use**

As a focal point for the Strategic Growth alternative, commercial land use is to experience a significant increase in development while accommodating an increase in the city’s employment base with a job growth estimated to be 2,567 by 2040. According to Map 5.13, the main commercial land use areas are in the mixed-use, commercial, and industrial development areas of the City.
The first major commercial growth area would be in the proposed mixed-use developments in Downtown Guadalupe and along Highway 166 in the DJ Farms Specific Plan area - see Table 5.11. As a community preference for small boutique commercial development, the primary job sectors in the mixed-use developments would include service and professional jobs while maintaining the historic small-town community character. By promoting commercial growth through mixed-use development, commercial land use would mesh with residential land use. Combining the two land uses would increase economic activity and contribute to a job to housing balance throughout the City. Allowing for mixed-use commercial and residential land use would support a local employment base and allow for economic growth in the City. In addition, commercial mixed-use establishments would promote compact developments with a diversity of housing types affordable for residents.

Under the Strategic Growth alternative agriculture and industrial jobs continue as one of the largest employment sectors resulting in designated land use for those sectors. The main industrial land use in this scenario is to remain south of Downtown abutting the railroad tracks. To support the City’s job growth, it is proposed that industrial use expand to the vacant lots to host additional square footage. By maintaining the industrial land use, the City of Guadalupe can continue to support a major economic sector for the city. As the commercial activity of the industrial corridor increases, it is proposed that the City mandate construction of a noise barrier for the adjacent medium density housing of Pan American Seed area to reduce the impact on residents.

Land use designated as strictly commercial is proposed to exist throughout the City to meet the general needs of Guadalupe’s residents. These scattered plots of land devoted to commercial use may accommodate the adjacent residential neighborhoods and support the employment sectors of service/retail. As a city’s preference for an increase in small commercial developments, these general commercial developments are to act as “corner stores” while enhancing neighborhood character and create activity hubs. The land uses designated for commercial may reduce the travel distance to other commercial centers such as Downtown or DJ Farms by providing residents with supplies to meet their everyday needs. Commercial space is also proposed along Highway 1, south of Downtown. This commercial area is to provide more economic activity for the City and support the adjacent Amtrak station. The additions of commercial land use are to help Guadalupe meet its growing needs of an employment base while cultivating a thriving economy.

<table>
<thead>
<tr>
<th>Area of Emphasis</th>
<th>Type of Development</th>
<th>Acreage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown Infill</td>
<td>Mixed Use Commercial</td>
<td>15.5</td>
</tr>
<tr>
<td>DJ Farms</td>
<td>Mixed Use Commercial</td>
<td>23.3</td>
</tr>
<tr>
<td>Scattered Sites</td>
<td>Neighborhood Commercial</td>
<td>0.8</td>
</tr>
<tr>
<td>Total</td>
<td>-</td>
<td><strong>39.6</strong></td>
</tr>
</tbody>
</table>
5.3.8. **Key Growth Areas**
The Strategic Growth scenario plans for the City to be able to accommodate 5,700 new residents, 870 new jobs, and 1,250 new housing units by 2040. This growth is expected to occur in five key growth areas, as shown in the **Map 5.14**.
5.3.8.1. Downtown

A vibrant and thriving Downtown is to drive most of the City's commercial growth and accommodate some of the additional housing need. The downtown corridor along Highway 1 from 8th Street to 11th Street is to see construction of 2 to 3 story mixed-use development on existing vacant and underutilized parcels to add additional retail, office, and residential space, as shown in Figure 5.15. The city is to convert parks along the southern edge of Downtown to parks to beautify the Downtown area and serve as central public gathering spaces.
5.3.8.2. New Obispo Street Neighborhood
The City is to permit development of a new Obispo Street neighborhood on non-Williamson Act farmland on the eastern side of the City. This new development is to be adjacent to the Industrial Corridor and designed to buffer residents from noise. The neighborhood is to connect to Downtown through a pedestrian/bike trail through the conservation area north of the development and the series of parks south of Downtown. The development, as shown in Figure 5.16, is to include senior housing.
5.3.8.3. **DJ Farms**

DJ Farms is to accommodate most of the projected demand for housing units and is to provide 190 new jobs with the new school and commercial areas. For the most part, development is to continue according to the current Specific Plan. However, the lots along Highway 166, in the northern section of the property, are to be mixed use in order to maintain the jobs/housing balance of this alternative and increase the total number of planned housing units, shown in **Figure 5.17**.

![Figure 5.17 DJ Key Growth Area Rendering](image)

5.3.8.4. **Commercial/Industrial Corridor**

The City can accommodate most employment outside of Downtown through increased development north of Highway 166 and between Highway 1 and the railroad tracks, and between the railroad tracks and Obispo street, as shown in **Figure 5.18**. Increased industrial employment is necessary for a robust jobs-to-housing balance. Commercial development also along Highway 1 is to support the nearby Amtrak station and contribute to the overall economic base of the city.

![Figure 5.18 Commercial/Industrial Key Growth Area Rendering](image)
5.3.8.5. *Northeast Residential Areas*
Vacant lots surrounding and to the northeast of downtown, as shown in Figure 5.19, provide a valuable opportunity for infill development in what can be a very walkable neighborhood. The historic nature of this neighborhood can act as good impetus for ‘missing middle’ housing developments, e.g. duplexes, triplexes, bungalow courts, and courtyard apartments. Developments such as these can then fit within the existing neighborhoods current architectural styles, size, and character, while providing for higher densities.

*Figure 5.19* Northeast Residential Key Growth Area Rendering

5.3.9. *Circulation*
The Strategic Growth Alternative is to connect downtown and residential neighborhoods with a multi-modal transportation network that prioritizes the public realm.

A key circulation objective is to make the City safer and more accessible to pedestrians, bicyclists, transit riders, and motorists. Furthermore, Guadalupe is to connect to the dunes and Santa Maria by regional bicycle infrastructure.

This alternative proposes increased transit frequencies within Guadalupe and to other destinations, such as Santa Maria and Lompoc. Due to the development of the DJ Farms Specific Plan, the City may need to perform a traffic demand survey to maximize the efficiency and utility of the current Guadalupe Flyer service.

This alternative proposes no major changes to the vehicle roadway network, aside from traffic calming measures along Highway 1 in the City and installing controlled intersections on Highway 166.

Major circulation objectives that this alternative proposes include expanding the network of bicycle lanes throughout the city and enhancing existing streets through additional landscaping and traffic calming measures. The alternative proposes new north-south bike routes for Obispo Street and Flower Avenue. These designated bike routes are to cross Highway 166 at key intersections with improved safety features and provide a valuable link Guadalupe's historic core and the DJ Farms Specific Plan area.
The City may also utilize the natural terrain to create a multi-use path to connect downtown to farther flung neighborhoods. This path may make it easier for pedestrians, cyclists, and people of all ages to travel to different neighborhoods in Guadalupe, and is to be separate from roadway traffic, thereby falling under Class I bicycle infrastructure. This path is to span the City from east to west, utilizing existing marshland and existing greenbelts, as well as existing infrastructure such as the current railroad overcrossing. Within Downtown, new parks and plazas are to provide a green space for both sides of the City to connect within a key neighborhood.

Finally, streets across the City, especially those neighborhoods along Highway 1, are to have enhanced pedestrian and cyclist amenities such as wider sidewalks, bicycle parking, trashcans, and seating. Crossings for Highway 1 are to be provided at key intersections. Further calming measures, including a Complete Streets program, are to make Guadalupe a pleasant place to walk and cycle.

Map 5.15 illustrates a pedestrian and bicycle network that connects the entire city. Guadalupe's geography, paired with convenient pedestrian and bicycle infrastructure, is to provide residents with an attractive alternative to the automobile.

5.3.10. Outcomes
The Strategic Growth Alternative's main goal is to create a jobs-to-housing balance throughout the City of Guadalupe. To attain this balance, it is proposed that the economic base of the City grow significantly to ultimately enhance the quality of life for the City's residents. The five main areas of growth include: Downtown, the new Obispo Street neighborhood, the northeastern residential area, the industrial corridor, and DJ Farms. The development of these areas aims to foster a densification of housing opportunities, provide retail and commercial services, increase the number of skilled and professional jobs, and enhance safety and accessibility through transportation improvement for the residents of Guadalupe. To achieve this growth, a major outcome of the Strategic Growth Alternative is to efficiently utilize vacant parcels while densifying existing developments.

Residential land use development and densification is to occur in the Downtown, in the new Obispo Street neighborhood, in the northeast residential area, and in the proposed development of the DJ Farms Specific Plan area. This growth scenario provides different housing types to households of various incomes and sizes such as developing senior assisted living housing in the Pan American Seed. Another major outcome of the Strategic Growth Alternative is to increase the number of housing units to support the growing population and job increase, while also densifying and providing affordable housing alternatives throughout the city.

Commercial land use improvements are to occur in the areas of the city that support mixed-use development, general commercial development, and industrial development. The newly proposed commercial land use designations are to meet the needs of the targeted jobs required in this scenario. The increase in jobs and available job types is to diversify the employment sector while providing more opportunities for residents to live and work in the city. By focusing development efforts in the five key growth areas, Guadalupe may experience a shift in economic vitality, enhancing the quality of life for its residents and becoming an attractive destination for visitors.
Map 5.15 Conceptual Circulation Map – Strategic Growth
6. Preferred Growth Scenario

6.1. Introduction
The Preferred Growth Scenario for 2040 is a combination of community-preferred concepts derived from the growth alternatives discussed in Chapter 5, Alternative Growth Scenarios. This chapter discusses the concepts and growth assumptions that support the Preferred Growth Scenario. The scenario directly influenced future land use allocations and circulation improvements needed to meet the needs and growth expectations of the City of Guadalupe. The Preferred Growth Scenario has further implications for each of the General Plan elements.

6.2. Concept & Proposal
The Preferred Growth Scenario is based on community feedback from community meetings, including Meeting 3 on March 7, 2018, which discussed the three Alternative Growth Scenarios. The concept of the Preferred Scenario is based on promoting business friendly environment that supports a diverse, local employment base and community character. The concept focuses on a downtown that is an economic and cultural center, a housing stock that meets the needs of an expanding population, and a balance of urban and agricultural land uses. Additionally, this scenario contains a pattern of sustainable land development that promotes efficient land use and preservation of farmland. Growth areas within this scenario include the Downtown, New Obispo Street Neighborhood, DJ Farms, Commercial and Industrial Corridor, and Northeastern Residential Neighborhood. These growth areas prioritize the utilization of vacant and underutilized parcels to facilitate development along major circulation corridors. Finally, in this scenario, circulation improvements proposed throughout the City are to increase connectivity and safety.

6.3. Vision
The vision for the City of Guadalupe is a resilient, vibrant, and expanding economy with a growing population which preserves its unique small-town character. The City would grow from the inside, rather than continuing to expand outward, relying on infill development to satisfy most of its housing and commercial needs. Incorporating a mixture of commercial and residential uses in Downtown while preserving its historic character is to create a hub for the community that is economically prosperous and uniquely Guadalupe.

An updated transportation network is to transform Guadalupe from a traditional, auto-oriented city into a more walkable city. Upgrades to circulation are to make it safe and convenient to get from one part of Guadalupe to another, with an emphasis on access to Downtown and the Commercial Core. Bike paths, crosswalks, complete streets, and railroad crossings are to help residents navigate a growing city while creating a beautiful streetscape. Finally, a bike path that connects Guadalupe to the Dunes is to make Guadalupe a desirable destination for travelers as it links the City to critical habitat and other natural resources.

Housing in the City is to be designed to meet the needs of a growing population as well as create cohesive neighborhoods. By adding primarily medium and high-density housing, and incorporating residential units in Downtown mixed-use developments, the City can accommodate housing needs while maintaining the "small town" character that residents love. Adding new parks can give future residents a place to fulfill their recreational needs and help maintain the family-friendly atmosphere that exists in Guadalupe today.
6.4. Growth Assumptions
The Preferred Growth Scenario is based on the assumptions that the City invests more resources in economic development efforts, revitalizes the downtown area, and allows for the establishment and growth of neighborhood-serving commercial areas. Pockets of commercial development throughout the City are to provide jobs for residents, attract new businesses to the area, and provide an additional source of revenue for the City.

6.4.1. Economic Development
This scenario is based on an aggressive jobs target of 2,550 jobs by 2040, or 870 more jobs than the City accommodated in 2015. Baseline jobs target assumes the proportions of jobs in Guadalupe in each sector would remain the same as the historical average composition of jobs. According to baseline targets, the majority of jobs would remain in the agriculture/industrial sector. However, during public outreach, community members expressed a desire for a more diverse and resilient economy. Therefore, this growth scenario accommodates additional growth in commercial, retail, and professional sectors. As vacant and underutilized industrial parcels become fully developed, they can accommodate the jobs targets. Prioritizing development of vacant or underutilized commercial parcels, as well as adding retail and office space in the downtown and neighborhood commercial centers can accommodate 170 additional jobs. Construction of the proposed school in the DJ Farms area, as well as increase in jobs in other sectors can accommodate 190 additional jobs.

6.4.2. Population
Emphasis on economic development and the resulting increase in available jobs in Guadalupe can attract more people than baseline population projections. Under the Preferred Growth Scenario, the City can grow to approximately 13,000 people. This represents 5,700 additional residents than the 2015 population of 7,300 and is 40% more than the 9,000 residents under baseline growth projections.

6.4.3. Housing
To accommodate population growth, the City would need additional housing. Housing projections for the City indicate the need for additional 1,250 housing units within Guadalupe; however, because the City is surrounded by Williamson Act farmland, its ability to expand in the short-term is limited. Therefore, the Preferred Growth Scenario assumes a more compact, higher density approach to housing development.

6.5. Conceptual Land Use
Map 6.1 depicts conceptual land use for the Preferred Growth Scenario with changes in land use from those identified in the Cal Poly Land Use Survey in September 2017 emphasized with darker colors and shading. These changes include mixed use development downtown; increased density in residential areas east of downtown; the conversion of industrial land use to commercial land use west of Guadalupe Street by the Amtrak station; and a mixture of mixed use, residential, public facilities, and open space south of West Main St.
6.6. Residential Land Use

The Preferred Growth Scenario includes a mix of low density, medium density, and high-density housing. However, as the City's boundaries are unlikely to expand, Guadalupe needs to accommodate growth with higher density residential uses.

The approximate share of the City's residential land uses by density appears in Table 6.1.
Table 6.1 Residential Land Uses by Density – Preferred Growth

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>Residential Density (Dwelling Units/Acre)</th>
<th>Total Acres Allocated</th>
<th>Percent of Residential Acreage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Density</td>
<td>25</td>
<td>14.4</td>
<td>3%</td>
</tr>
<tr>
<td>Medium Density</td>
<td>15</td>
<td>147.6</td>
<td>29%</td>
</tr>
<tr>
<td>Low Density</td>
<td>6</td>
<td>285.7</td>
<td>57%</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>5</td>
<td>54.0</td>
<td>11%</td>
</tr>
<tr>
<td>All Residential</td>
<td>-</td>
<td>501.7</td>
<td>100%</td>
</tr>
</tbody>
</table>

The higher density housing is to be focused in several areas of Guadalupe so that the City maintains its small town feel as it allows for growth. Future residential development is to be concentrated in the following four areas:

The downtown mixed-use corridor and surrounding residential neighborhood: The land use in the downtown Highway 1 corridor is to incorporate mixed use development with commercial and residential uses allowed concurrently on the same parcels. The land use in the surrounding neighborhood is to change from low or medium density to high density residential, prioritizing development of vacant sites.

The northeast residential area east of Mary Buren Elementary School: The City is to designate the northeast residential area to medium density residential with possible development ranging from duplexes to small apartments. Development should match the existing community character and take care to preserve the wetlands to the south as an open space and community resource.

The development of the DJ Farms Specific Plan Area: The Plan calls for designating the northernmost parcels that front Highway 166 (W Main Street) in the DJ Farms Specific Plan Area as mixed use, with the rest of the land developed according to the existing DJ Farms Specific Plan.

The agricultural land located within Guadalupe's boundaries east of Obispo St. and north of 4th Street (New Obispo Street Neighborhood): The New Obispo Street Neighborhood site is an ideal location for medium density housing ranging from small-lot single family homes to townhouses. Open space in this development should serve both the new development and the Obispo Street neighborhood immediately to the south. The City may encourage construction of a senior residential facility on a portion of this site.

Map 6.2 shows the distribution of residential land across the City.
Map 6.2 Conceptual Residential Land Use Map – Preferred Growth

6.7. Commercial Land Use
As a focal point for the Preferred Growth Scenario, commercial land use is to experience a significant increase in development to accommodate targeted expansion of the City’s employment base. The Preferred Growth Scenario concentrates commercial growth in the following four areas of the City:
Downtown: The first commercial growth area is in the proposed mixed-use developments in downtown Guadalupe. This area extends along Highway 1 from 2nd Street to Olivera Street. The community has expressed a preference for small boutique commercial development; therefore, the primary job sectors in the mixed-use developments are to include service and professional jobs while maintaining the historic small-town community character. This area is proposed to allow transient occupancy uses, with the mixed-use development in the area making downtown a more vibrant, walkable place.

Amtrak Commercial Corridor: The mixed-use development of downtown is to transition to strictly commercial uses near the Amtrak station where proximity to industrial land use makes residential developments incompatible. This commercial corridor is to extend from the southern end of downtown to 2nd Street. A gateway arch or other ornamentation is proposed for the Amtrak station area to welcome tourists and residents to Guadalupe, with the proposed commercial development linking the area to downtown Guadalupe, including new proposed tourist accommodations.

DJ Farms: The DJ Farms Specific Plan area is also envisioned to include mixed-use development along Highway 166. This change in use from purely commercial allows a more natural connection between new and old residential developments, allowing for increased density and affordability in the southern end of the City.

Neighborhood Markets: Besides the three commercial centers, the Preferred Growth Scenario proposes a number of neighborhood-serving markets that are identified on Map 6.3. These strategically selected sites are to accommodate adjacent residential neighborhoods' everyday needs and support the employment sectors of service and retail. These general commercial developments are to act as “corner stores” and enhance the neighborhood character by creating hubs of activity. Furthermore, allowing for these "corner stores" in residential neighborhoods can reduce the number of trips taken to other commercial centers such as downtown and DJ Farms.

Under the Preferred Growth Scenario, agriculture and industrial jobs would continue to be the largest employment sectors. The main industrial land use in this scenario remains south of downtown abutting the railroad tracks. To support the City’s job growth, new industrial development is to occur on existing vacant and underutilized industrial parcels. As the activity of the industrial corridor increases, the City is to require the addition of a noise barrier between the industrial corridor and the residential neighborhoods to the east and a vegetative screen surrounding the industrial corridor.

Map 6.3 shows mixed use, commercial, and industrial land use areas throughout the City.
6.8. Key Growth Areas
The various areas designated to accommodate growth in residential and commercial development resulted in creation of five focus areas for future development. Map 6.4 shows the key growth areas under the Preferred Growth Scenario.
The following sections describe these five key growth areas.

6.8.1. Downtown
A vibrant and thriving Downtown is to drive most of the City's commercial growth and accommodate some of the additional housing need. The downtown corridor along Guadalupe
Street from 8<sup>th</sup> Street to 11<sup>th</sup> Street is to be revitalized with 2 to 3 story mixed use development on existing vacant and underutilized parcels to add additional retail, office, and residential space. Vacant lots along the southern edge of Downtown are to be converted to parks to beautify the Downtown area and serve as central public gathering spaces. Additionally, the Downtown area is to prioritize reuse of underutilized historical buildings. Figure 6.1a depicts views of this growth area and proposed changes. Figure 6.1b depicts how this key growth area could look like in the future.

**Figure 6.1a Downtown Key Growth Area Changes**

![Figure 6.1a](image1)

**Figure 6.1b Downtown Key Growth Area Rendering**

![Figure 6.1b](image2)

6.8.2. **Northeast Residential Area**
Vacant lots to the northeast and surrounding downtown provide a valuable opportunity for infill development in what could be a very walkable neighborhood. The historic nature of this neighborhood provides the impetus for the ‘missing middle-range’ housing developments, such as duplexes, triplexes, bungalow courts, and courtyard apartments. Developments such as these can fit within the existing neighborhoods' architectural styles, size, and character, while providing for
higher densities. Figure 6.2a depicts views of this growth area and proposed changes. Figure 6.2b depicts how this key growth area could look like in the future.

**Figure 6.2a Northeast Key Growth Area Changes**

6.8.3. Commercial/Industrial Corridor
Most new employment, outside of Downtown, can be accommodated through increased development north of W Main Street and between Guadalupe Street and the railroad tracks as well as between the railroad tracks and Obispo Street. Commercial development along Guadalupe Street is to support the nearby Amtrak station as a multimodal station and commercial hub and contribute to the overall economic base of the City. All development along the Commercial/Industrial Corridor is to be sheltered from public view through screening with street trees and shrubs. A noise barrier surrounding the industrial land uses, such as a wall behind the vegetative screen, can protect adjacent residential developments from excessive noise levels.
Figure 6.3a depicts views of this growth area and proposed changes. Figure 6.3b depicts how this key growth area could look like in the future.

**Figure 6.3a Commercial/Industrial Corridor Key Growth Area Changes**

![Commercial/Industrial Corridor Key Growth Area Changes](image)

**Figure 6.3b Commercial/Industrial Corridor Key Growth Area Rendering**

![Commercial/Industrial Corridor Key Growth Area Rendering](image)

6.8.4. **New Obispo Street Neighborhood**
Agricultural operation at the New Obispo Street Neighborhood is not under Williamson Act. The area is proposed to be converted to a new medium density residential neighborhood when needed to accommodate the population growth and increased housing demand under the Preferred Growth Scenario not met by infill development and densification within existing neighborhoods. This new development is located adjacent to the Industrial Corridor and would need to be designed with a physical barrier to buffer residents from noise. The neighborhood is to be connected to Downtown through a pedestrian/bike trail through the conservation area north of the development and the series of parks south of Downtown. This neighborhood could accommodate senior housing and/or
senior facilities, based on community need. **Figure 6.4a** depicts views of this growth area and proposed changes. **Figure 6.4b** depicts how this key growth area could look like in the future.

**Figure 6.4a** New Obispo Street Neighborhood Key Growth Area Changes

![Figure 6.4a](image)

**Figure 6.4b** New Obispo Street Neighborhood Key Growth Area Rendering

![Figure 6.4b](image)

6.8.5. **DJ Farms**

DJ Farms is to accommodate most of the projected demand for housing. It can also accommodate 190 new jobs with the new school and commercial areas. A major change to the existing Specific Plan is to designate lots along W Main St/Highway 166 in the northern section of the property as mixed use to improve the balance between jobs and housing, increase the total number of planned housing units, and foster connectivity with existing neighborhoods to the north. **Figure 6.5a** depicts views of this growth area and proposed changes. **Figure 6.5b** depicts how this key growth area could look like in the future.

![Figure 6.5a](image)

![Figure 6.5b](image)
6.9. Circulation

The Preferred Growth Scenario envisions a safe transportation network of roadways, pedestrian walkways, and bikeways that provide accessibility to users of all transpiration modes. This network is to provide existing and future residents of Guadalupe with multiple options to get to and from any neighborhood or activity center. A combination of bike and pedestrian paths (Class I) and buffered bike lanes (Class IV) is to form a loop around Guadalupe for recreation possibilities as well as an additional connection to downtown. An additional bridge over the Union Pacific Rail right-of-way is to further enhance connectivity in the City. The Preferred Growth Alternative proposes Obispo Street as an additional north-south route for transportation. Other circulation enhancements include safety improvements along W. Main Street and Guadalupe Street. Map 6.5 displays the Preferred Growth Scenario Circulation Map.
The two main corridors through the City are Guadalupe Street and W. Main Street, which also have the highest volumes of vehicle traffic. These two corridors act as regional transportation connections as State Route 1 and State Route 166 respectively. Growth from the Preferred Scenario may increase vehicular traffic along these streets. The creation of additional routes and improvement of active transportation facilities is to help distribute and decrease potential increases
in traffic on these state highways. The City of Guadalupe has favorable conditions for active transportation; however, the main corridors lack complete sidewalks in some locations and have limited bicycle infrastructure. The Preferred Scenario proposes filling in the sidewalks gaps identified in the Cal Poly Land Use Survey, including the addition of a new sidewalk on the east side of Guadalupe Street just north of the W. Main St intersection and on W. Main Street north of the DJ Farms Specific Plan Area.

W. Main Street is classified as a shared street (Class III) in the City's Master Bike and Pedestrian Plan but lacks markings. The Preferred Scenario proposes the addition of buffered bike lanes on W. Main Street to provide cyclists with a safe bicycle route between the DJ Farms Specific Plan area and other destinations in the City, including the Guadalupe library and the Kermit McKenzie Middle School. **Figure 6.6** displays this streetscape concept.

**Figure 6.6 W. Main Street Streetscape Concept**

Additional improvements to other streets in Guadalupe are to assist in completing the bikeway network. The existing bike lanes (Class II) on Guadalupe Street do not fully protect users from vehicle traffic, especially trucks. The Preferred Growth Scenario proposes buffered bike lanes (Class IV) on Guadalupe Street, as seen in **Figure 6.7**. Bike lanes on Obispo St can help convert the street to an additional north-south route for multiple transportation modes.
A buffered bike lane (Class IV) on Guadalupe Street is achievable if parking is removed on one side of the street. If parking removal creates a shortage of parking in downtown, additional off-street parking can be provided on vacant lots throughout the downtown area such that residents and visitors have sufficient parking availability.

Two bike and pedestrian paths (Class I), one on the east side of Flower Street and one on the western city limit, are to link Guadalupe Street and W. Main Street to create a bike loop through the City, as displayed in Map 6.5. The Class I bike path on the western city limit is to continue along Snowy Plover Lane along the city limit to Downtown. This bike loop is to provide residents additional routes for bicyclists and pedestrians to access Guadalupe neighborhoods and destinations, as well as recreation opportunities.

East-west connections in the City are limited due to Union Pacific rail right-of-way and large industrial parcels in the central part of Guadalupe. The Preferred Growth Alternative proposes the addition of a pedestrian/bike bridge across the Union Pacific rail right-of-way at the 4th Street intersection to improve connectivity in the City. The additional bridge is to reduce the distance needed to travel between neighborhoods and can incentivize active transportation trips.

W. Main Street and Guadalupe Street lack marked crosswalks at most intersections. The preferred growth alternative proposes intersection improvements along these two streets, as displayed in Map 6.5. These improvements are to include the addition of crosswalks, pedestrian activated signals, and other traffic calming measures on Guadalupe Street and W. Main Street.

In the Preferred Growth Scenario, the Guadalupe Flyer is to remain the primary means of public transportation within the City and to Santa Maria. The Guadalupe Flyer averages approximately 100,000 trips annually. Increased frequency of stops along Guadalupe Street can increase ridership on the Flyer within the City. Increased use of the Flyer can reduce automobile dependency and the
impact of growth on traffic congestion. These enhancements can increase safety, connectivity, and effectiveness of the transportation network in Guadalupe; serve existing residents; and accommodate future growth in the City.

6.10. Outcomes

6.10.1. Residential Potential
The Preferred Growth Scenario is to accommodate future housing need with infill development and densification within and east of Downtown, a full buildout of the DJ Farms Specific Plan area, and the development of a new medium density residential Obispo Street Neighborhood on existing agricultural land. The City is to prioritize infill development and densification and incorporate a variety of housing types for different household incomes and sizes, ranging from single family homes in the DJ Farms area to apartments and high density mixed use Downtown. New residential development is to honor existing neighborhood character and preserve the small town feel of Guadalupe while allowing the City to accommodate population growth. Table 6.2 outlines the total residential acreages, densities, and housing unit potential under the Preferred Growth Scenario. The allocated acreage would accommodate the 2040 housing unit target of 1,250 new dwelling units with reserve space for 1,380 additional dwelling units beyond the 2040 horizon year for the Plan.

Table 6.2 Residential Potential for the Preferred Growth Scenario

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>Residential Density (Dwelling Units/Acre)</th>
<th>Total Acres Allocated</th>
<th>Maximum Residential Potential (Dwelling Units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Density</td>
<td>25</td>
<td>14.4</td>
<td>360</td>
</tr>
<tr>
<td>Medium Density</td>
<td>15</td>
<td>147.6</td>
<td>2,215</td>
</tr>
<tr>
<td>Low Density</td>
<td>6</td>
<td>285.7</td>
<td>1,715</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>4.5</td>
<td>54</td>
<td>240</td>
</tr>
<tr>
<td>All Residential</td>
<td>-</td>
<td>501.7</td>
<td>4,530</td>
</tr>
</tbody>
</table>

| Potential Residential Dwelling Units in Plan | 4,530 |
| Estimated Number of Existing Dwelling Units | 1,900 |
| Maximum Potential Additional Dwelling Units by 2040 | 2,630 |
| 2040 Target for Housing Units | 1,250 |
| Difference (Max Potential New – Targeted Need) = Reserves | 1,380 |

6.10.2. Economic Potential
The Preferred Growth Scenario plans for aggressive economic growth to increase and diversify the City's economic base and enhance the quality of life for its residents. The majority of jobs is likely to remain in the agricultural/industrial sector. The City is to continue to accommodate these jobs in the existing industrial corridor in the center of the City along the railroad tracks, with intensification of industrial land use and the utilization of vacant parcels in this corridor. The high-
density, mixed land uses in the Downtown key growth area and DJ Farms development and the commercial land use west of the Amtrak station accommodate job growth in the retail, professional, and tourism sectors for a diversified economy. Neighborhood commercial/retail sites throughout existing neighborhoods are also to accommodate job growth. The proposed additional middle school in the DJ Farms Specific Plan area is to increase employment in the public sector. Table 6.3 outlines the total acreage and job potential for the City in the agricultural/industrial, commercial/mixed use, and public facilities sectors. The allocated acreage can accommodate the 2040 target of 2,550 jobs with reserve space for 120 additional jobs.

**Table 6.3 Employment Potential for the Preferred Growth Scenario**

<table>
<thead>
<tr>
<th>Economic Category</th>
<th>Jobs per Acre</th>
<th>Total Acres Allocated</th>
<th>Job Potential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ag/Industrial</td>
<td>20</td>
<td>78.3</td>
<td>1,565</td>
</tr>
<tr>
<td>Commercial and Mixed Use</td>
<td>15</td>
<td>56.1</td>
<td>840</td>
</tr>
<tr>
<td>Public Facilities</td>
<td>25</td>
<td>53.5</td>
<td>1,335</td>
</tr>
<tr>
<td>Total Job Potential</td>
<td></td>
<td></td>
<td>3,740</td>
</tr>
<tr>
<td>Existing Number of Jobs</td>
<td></td>
<td></td>
<td>1,070</td>
</tr>
<tr>
<td>Potential Additional Future Jobs</td>
<td></td>
<td></td>
<td>2,670</td>
</tr>
<tr>
<td>2040 Jobs Target</td>
<td></td>
<td></td>
<td>2,550</td>
</tr>
<tr>
<td>Difference (Total Potential-Jobs Target) = Reserves</td>
<td></td>
<td></td>
<td>120</td>
</tr>
</tbody>
</table>

### 6.11 Implications

#### 6.11.1. Land Use

The Preferred Growth Scenario did not assume annexation of additional land. Rather, this scenario proposes increasing development density in certain built-up areas of the City. This is in line with community preferences to concentrate growth within the historic sections of the City. This conversion is to take place within the five key growth areas identified in Map 6.4.

**Table 6.4** details proposed changes to land use distribution in the City compared to the distribution recorded in the Cal Poly Land Use Survey performed in September 2017. In sum, 163 more acres (23 percent) of land are allocated for residential uses in the City under this preferred growth scenario to accommodate the potential need for 1,200 new dwelling units by 2040. The majority of these new units can be provided from a build-up of the DJ Farms Specific Plan, a repurposing of the Obispo Street Neighborhood site, and infill and densification of residential areas within and east of Downtown.

The Preferred Growth Scenario calls for the conversion of existing commercial land uses to mixed use development in Downtown and in the northern section of the DJ Farms development bordering W. Main Street. This conversion of purely commercial space to mixed-use would result in 55 acres (8 percent) of increased mixed-use land and a 3 acre (2 percent) decrease in other commercial land. Although no drastic changes are proposed for the existing residential areas west and east of the

*City of Guadalupe, General Plan*
industrial corridor in the central portion of the City, this scenario proposes neighborhood commercial stores on corners in these areas (e.g., neighborhood cafes, small corner markets) to act as neighborhood hubs where residents can purchase items to meet daily needs and to create a similar traffic-reducing effect of mixed use development.

Finally, under the Preferred Growth Scenario, public facilities and open spaces would increase by 13 acres (2 percent) and 7 acres (1 percent, respectively, while agriculture, vacant, and industrial lands would collectively decrease by roughly 230 acres (32 percent).

Table 6.4 Comparative Distributions of Land in Guadalupe: 2017 Uses vs. 2040 Allocations

<table>
<thead>
<tr>
<th>Land Use</th>
<th>2017 Land Use*</th>
<th>Proposed (2040)</th>
<th>Change (2017 to 2040)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Acres</td>
<td>Percent</td>
<td>Acres</td>
</tr>
<tr>
<td>Residential</td>
<td>257.7</td>
<td>36%</td>
<td>420.1</td>
</tr>
<tr>
<td>Public Facilities</td>
<td>50.4</td>
<td>7%</td>
<td>63.2</td>
</tr>
<tr>
<td>Commercial</td>
<td>16.8</td>
<td>2%</td>
<td>13.7</td>
</tr>
<tr>
<td>Industrial</td>
<td>65.2</td>
<td>9%</td>
<td>63.7</td>
</tr>
<tr>
<td>Open Space</td>
<td>43.0</td>
<td>6%</td>
<td>49.5</td>
</tr>
<tr>
<td>Vacant</td>
<td>95.3</td>
<td>13%</td>
<td>6.0</td>
</tr>
<tr>
<td>Agriculture</td>
<td>150.6</td>
<td>21%</td>
<td>11.7</td>
</tr>
<tr>
<td>ROW</td>
<td>33.7</td>
<td>5%</td>
<td>30.8</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>0.4</td>
<td>0%</td>
<td>54.4</td>
</tr>
<tr>
<td>Total</td>
<td>713.1</td>
<td>100%</td>
<td>713.1</td>
</tr>
</tbody>
</table>

*2017 acreage is based on the Cal Poly Land Use Survey performed in September 2017.

6.11.1.2. Circulation

The multimodal circulation plan proposed under the Preferred Growth Scenario aims to increase pedestrian, bicycle, and public transit while accommodating automobile traffic patterns in the City. The growth proposed in the Preferred Growth Scenario, which includes increased tourism, can potentially increase the amount of vehicular traffic entering and within the City.

The City can mitigate the effects of a potential increase in traffic and corresponding increase in parking demand by improving alternative transportation options and capitalizing on Guadalupe's small geographic size. These improvements include providing bike parking at high demand locations, enhancing connectivity with the Amtrak station and existing transit services, and improving other alternative transportation options. These improvements can in turn create a more walkable and bikeable Guadalupe. Providing such transportation options, along with traffic calming measures, can lead to higher transit demand and can make streets safer for all users.
During public outreach, the Guadalupe community emphasized a desire to improve existing pedestrian facilities. To increase walking as a viable transportation option, the City is to fill in gaps in sidewalks, especially along West Main Street, and build another railroad overcrossing for pedestrians.

City residents also voiced their support for increasing the amount of bike paths and bike lanes within the City. These new bike facilities can create safe and direct connections between neighborhoods and downtown Guadelupe and can reduce the chance of potential conflicts with automobiles and trucks.

6.11.1.3. Environmental Justice
The Preferred Growth Scenario aims to reduce the disparate exposure of Guadalupe residents to transportation air pollutants by planning for active transportation, improving public transit, and decreasing vehicle miles traveled to work and retail areas. The City is to support active transportation by installing: (a) safe crossings at railroads, West Main Street, and Guadalupe Street; and (b) bike paths to connect neighborhoods to the downtown, the Dunes Preserve, and Santa Maria.

Active transportation can promote physical activity as well as reduce the amount of pollutants due to transportation. The Preferred Growth Scenario also aims to improve public transit by increasing the frequency of service which may promote ridership and encourage residents to reduce driving. In addition, this scenario aims to increase the amount of available jobs and housing opportunities within the City, which could decrease transportation air pollutants if some residents do not travel far for work.

Although agricultural land uses in the City limits are not expected to increase in acreage, residents in the DJ Farms Specific Plan Area could be subjected to pesticide exposure from agricultural lands surrounding the City boundary. The Preferred Growth Scenario also plans for additional 53.5 acres in public facility space to accommodate needed facilities, such as new schools and senior centers, to maintain an equitable City. Lastly, the Preferred Growth Scenario aims to increase food access by prioritizing development of vacant commercial parcels and neighborhood markets in residential areas.

6.11.1.4. Housing
As the City's population grows, the Housing Element provides policies to help keep Guadalupe affordable. These range from rehabilitation of existing structures to funding new multi-family affordable housing development.

As Guadalupe adds new housing units, a portion of the units may be developed by non-profit affordable housing developers. These affordable units can help the lowest-income members of the community, including populations of special interest such as farmworkers and seniors, and maintain access to housing that is not prohibitively expensive. As a component of these affordable housing developments, the City is to require nonprofit developers to build larger apartment units to accommodate large families and help reduce overcrowding in the City.

In developing new housing grants, the City has an opportunity to reduce future environmental impacts by embracing green building and solar technology in newly-constructed buildings. Incorporating green design into new residences can contribute to a healthy future for both the City and the planet.
6.11.1.5. Conservation

The Preferred Growth Scenario plans for environmentally sustainable new development throughout the City. This scenario proposes conservation of areas designated as wetlands in the northern part of the City and community access to the pristine habitat of the Guadalupe Dunes. Conservation considerations include biological resources, water and energy use, and greenhouse gas emissions.

Biological Resources

The City contains limited biological resources. Although there is protected habitat known to house species considered threatened, endangered, or of special concern in the area surrounding the City, these resources are scarce within City limits. The Preferred Growth Scenario prohibits development in the wetlands in the northern portion of the City, designating this area as open space with the intention of making it a park which residents can enjoy. Additionally, the majority of new commercial and housing development is infill to limit the amount of pristine land affected by population growth. The scenario proposes the accommodation of new development within City limits and protecting habitats outside these boundaries, although the agricultural practices of the farms surrounding the City could interfere with these habitats.

Water

Water quality and supply are limiting factors for growth in cities throughout California; however, Guadalupe has adequate groundwater and State Water Project allocations to accommodate population increase. The DJ Farms Specific Plan area is the primary source of new water demand in Guadalupe, which can be served by the Santa Maria Groundwater Basin through a new well and pumping stations. The Obispo Well also requires refurbishing, adding an additional water source for the City. The Preferred Growth Scenario calls for incorporation of water conservation measures through the implementation of the State mandated Model Water Efficient Landscape Ordinance and incorporating Executive Order E-37-16 for existing and new development. This action could offset some of the new water demand.

The Preferred Growth Scenario could impact water quality due to new residential and commercial development. New development in the DJ Farms Specific Plan area and intensified use within the Industrial Corridor can increase impervious surfaces, preventing water from infiltrating into the soil. This can lead to increased runoff during storm events and impact water quality within the City. Policies in the Conservation Element address this issue by requiring new development to maximize stormwater infiltration features with natural drainage systems that can contribute to a zero net increase in storm water runoff peak flows. These policies aim to protect groundwater supply and quality in the Santa Maria Groundwater Basin.

Energy and Greenhouse Gas Emissions

As growth and development increases in the City of Guadalupe, so can the demand of energy use and the production of greenhouse gas (GHG) emissions. Recent State and regional GHG emission reduction goals guide Guadalupe in developing infrastructure and land for efficient use. With new development, Guadalupe can invest in energy efficiency measures and adopt alternative forms of renewable energy such as solar and wind, while also performing building retrofits to increase energy efficiency in existing infrastructure.
New development under the preferred growth scenario is required under State building code, Title 24, to be zero net energy by 2020 for residential and by 2030 for commercial uses, causing little to no additional energy supply besides the renewable energy generated on site. By densifying the land use and increasing the accessibility of services for the residents of Guadalupe, the city can reduce its mobile transportation needs and reduce GHG emissions. Although development activities are to increase in capacity under the preferred growth scenario, potential implications on energy use and GHG emissions production could be nominal due to strategic land use planning and efficient infrastructure design.

6.11.1.6. Economic Development

The Preferred Growth Scenario could have several implications for Economic Development in the City. By allowing residential development in formerly exclusively commercial zones, particularly in Downtown, the preferred alternative can increase the number of potential shoppers near its core retail district. This mixing of retail and residential uses, in addition to providing a base of consumers for local retail, can also help drive down auto travel when more of the city’s residents are able to walk or bike to stores, businesses and jobs. The conversion of vacant and underutilized industrial parcels along the Amtrak Commercial Corridor to mixed use and commercial and light industrial uses can add retail and service sector jobs to the City. Furthermore, an increase in retail space and a new focus on developing tourist-serving businesses and facilities near the city’s AMTRAK station can draw visitors from outside the city to local stores and businesses.

Another, key feature of the preferred alternative is the continued dominance of jobs in the Agri-Industrial sector. This can result in increased nitrification of existing industrial land located in the center of the city. This intensification of land use and increase in jobs can also improve the balance between jobs and housing while maintaining an employment base familiar to residents, in addition to minimizing need for additional investments in public infrastructure such as roads and sewage.

Finally, the construction of DJ farms is set to include a school, which in addition to improving the quality of education in the City’s labor force, can generate 190 public service jobs within the City, the second highest level of job growth within any economic sector.

6.11.1.7. Open Space & Agriculture

The Preferred Growth Scenario proposes conservation of open space land and agriculture in and adjacent to the City of Guadalupe. Policies outlined in this General Plan (a) recommend that open space acts as a buffer for agricultural resources, (b) provide opportunities for recreational and outdoor activity, and (c) recommend enhancement of park amenities.

Agricultural open space is to be preserved to foster a scenic agricultural setting to benefit the community under the Preferred Growth Scenario. Concentrating development in the five key growth areas of the Preferred Growth Scenario can conserve open space and enable enhancement of existing open space areas.

Existing open space area for public use in the City is largely public park space. There are approximately 20.8 acres of public park space in Guadalupe. According to the Quimby Act, the total park acreage per 1,000 residents should be 3 to 5 Acres of open space for its 2015 population of 7,321 people. To achieve the minimum requirement of the Quimby Act, Guadalupe should have 21.96 acres of open space. This indicates there is a current deficit of 1.16 acres of parkland in the community. With population target under the Preferred Growth scenario at 12,900, there should be 38.7 acres of open space available to meet standards under the Quimby Act. The Preferred
Growth scenario proposes the addition of 3.18 acres to parks and open space within the City for a total of 24 acres of park space. Policies outlined for this element can facilitate connections to regional open space opportunities for increased access to park space while conserving agricultural and open space areas.

6.11.1.8. Noise
The Preferred Growth Scenario proposes circulation improvements to accommodate population and economic growth and promote alternative modes of transportation, which has the potential to slightly reduce traffic noise along the busiest corridors – Guadalupe Street, W. Main Street, and Obispo Street - although the sensitive land uses along these routes would still experience excessive traffic noise levels. The intensification of industrial operations in the industrial corridor could increase the amount of noise generated in this area and increase the levels of excessive noise experienced in surrounding sensitive land uses. The conversion of industrial to commercial land use by the Amtrak station can buffer most of the residences west of the commercial strip from excessive industrial noise. The vegetative barrier surrounding the industrial corridor would not significantly mitigate the noise emitted from industrial operations, although it would provide a visual barrier. Constructing a solid physical barrier around the industrial land behind the vegetative screen could protect adjacent residences from excessive industrial noise.

The new residential development proposed in four of the five key growth areas is a noise-sensitive land use and some of it could be located near noise producing areas, such as the industrial corridor, state highways, Obispo Street, and the railroad. All new residential development must adhere to state building insulation requirements to achieve 45 dB interior noise levels.

6.11.1.9. Safety
Population growth and development in the Preferred Growth Scenario has implications for Public Safety. As many new developments are proposed throughout a large portion of the City, plans for reducing and mitigating primary safety concerns and hazards need to be addressed. Reduced impacts to the health, safety, and welfare of the community can be achieved by establishing a community that is safe and resilient from unreasonable wildland and urban fire risks, flooding, earthquake, climate change, and crime. Guadalupe should additionally educate the community on safety and establish a well-prepared emergency response team.

Flooding
The Preferred Growth Scenario does not place new development in FEMA designated 100-year floodplains. With the incorporation of the California Code of Regulations, Title 19, Appendix G into Guadalupe’s building code, future development in the floodplain is to be avoided or built to State standards. The City of Guadalupe should work with the Santa Barbara Flood Control District to improve and maintain the levee system along the Santa Maria River Watershed to ensure that flood waters do not overflow from the 100-year floodplain toward the City.

Fire
Although the City is not located in a Very high Fire Hazard Severity Zone as defined by CAL FIRE, it intends to continue monitoring and reducing the potential of wildland and urban fires. With the five Key Growth Areas, as shown in Map 6.4, located in areas varying from non-wildland and non-urban fire hazard zones to high wildland and high urban fire zones, development is to be subject to preventative measures and comply to the California Fire Code. By incorporating
and reflecting upon the projected growth, new evacuation routes, military installations, peak load water supply requirements, and minimum road widths and clearances around existing and new structures are to be established and maintained.

**Climate Change and Resilience**

The Preferred Growth Scenario assumes population growth and existing critical facilities within Guadalupe are subject to climate change impacts. According to Cal-Adapt, the number of extreme heat days is projected to increase, along with overall temperature, and sporadic and intense precipitation in the future. The City of Guadalupe needs to comply with State requirements and complete a climate change vulnerability assessment and adaptation strategy to help the community adapt to climate extremes.

**Seismic**

Although Guadalupe does not consistently experience major earthquakes, it is located within a Category 4 Zone, which is the highest of the earthquake categories. According to United States Geological Survey (USGS), there is a 67 percent chance of a major earthquake within a 32-mile radius of Guadalupe within the next 50 years. Since the majority of buildings in Guadalupe are over 50 years old, many structures continue to be at risk of being damaged during the next major seismic activity. In addition, the entire City of Guadalupe is located in areas of high to moderate groundwater and high liquefaction severity. New development and revitalization of existing structures should follow the California Buildings Codes and require implementation of liquefaction mitigation techniques.

**Emergency Response**

The increase in the City of Guadalupe's population by 2040 can place additional strain on emergency services throughout the City. The City can educate the community on emergency response procedures to ensure residents and business owners can evacuate in case of emergency. Emergency response personnel have the responsibility of incorporating climate change vulnerabilities into response procedures. The increase in population requires the widening of critical rights-of-way and cross-training of emergency response personnel to protect the community from public safety concerns.

**6.11.1.10. Public Facilities and Services**

Public facilities and services in Guadalupe need expansion and improvement to accommodate future increases in population. The Public Facilities and Services element calls for additional potable water allocation, enhanced stormwater and wastewater facilities, new and expanded schools, increased presence of police, fire, and emergency services, and construction of new community gathering spaces.

**Water Supply**

Population increase under the Preferred Growth Scenario can increase demand for water in the City. Policies under this element require the City to increase its water supply to meet future demand. In addition to groundwater resources, which meet existing demand, the City can increase its use of the State Water Project (SWP) supply allocation by 60 percent to meet future demand (MKN, 6-5).
Stormwater

New development under the Preferred Growth Scenario can increase impervious surfaces and stormwater flow. Low impact development programs identified in the Policies of this element offer opportunity for the necessary attainment of MS4 Phase II and NPDES permits from the Regional Water Quality Control Board. New developments outlined in the Preferred Growth Scenario are to utilize the County of Santa Barbara Project Clean Water Stormwater Technical Guide to mitigate stormwater impacts and ensure compliance with the MS4 Phase II permit program.

Wastewater

The targeted growth under the Preferred Growth Scenario can increase amount of wastewater produced in Guadalupe. Treatment capacity in the City complies with the Statewide General Waste Discharge Requirement for Sanitary Sewer Systems (WQO No. 2006-003) Wastewater Collection. The Wastewater Treatment capacity of 0.96 MGD (million gallon per day) is expected to serve demand through 2031 (MKN 8-16). After 2031, update of the Wastewater Treatment Plant is necessary to meet future demand.

Solid Waste

The state mandated target of 70% waste diversion is to be fulfilled by programs identified in this General Plan's zero waste goal. Here, the 70% target is expected to be surpassed such that full waste diversion can be achieved by 2040.

Schools

Elementary and middle school facilities are at capacity today and would need expansion in the future. It is proposed that the City has its own high school.

Emergency Services

Under the Preferred Growth Scenario, the City of Guadalupe would need at least 10 sworn police officers and now has 11. It is advisable to maintain the police force and fire personnel to retain the standards for police and fire protection.

Civic Space

In response to community feedback, Guadalupe's increased population and community vibrancy can be supported by construction of new, strategically located community gathering spaces for farmers markets, shows, and other civic events.

6.11.1.11. Air Quality

The Preferred Growth Scenario assumes increased population which can increase vehicle traffic, thus increasing vehicle related air pollutants. However, the Preferred Growth Scenario also aims to implement a complete streets plan which can make walking and cycling in Guadalupe safe and easy. This can reduce the need for single-occupancy driving and thus transportation related air pollutants due to an increased population. The Preferred Growth Scenario also aims to improve public transit which can promote ridership and incentivize residents to reduce driving.

Additionally, the Preferred Growth Scenario aims to increase the number of available jobs while also increasing housing which can reduce the need to travel out of Guadalupe for work. Furthermore, the Preferred Growth Scenario designates portions of the Downtown, Industrial, and
DJ Farms key growth areas as mixed-use and commercial areas. Improving the jobs to housing balance and increasing the designation of mixed-use and commercial areas can reduce vehicle miles traveled due to expanded availability of economic resources locally.

6.11.1.12. Community Design
Community Design addresses the preservation and enhancement of buildings, structures, places, and landscapes within the City can contribute to its historic and cultural character. The Preferred Growth Scenario aims to accommodate future population growth and subsequent residential, commercial, and industrial development.

The Preferred Growth Scenario aims to ensure that future development does not compromise the City’s valuable historic resources, but rather promotes the rehabilitation and use of historic resources. The Preferred Growth Scenario also targets infill development to enhance the historic northern portion of Guadalupe. Infill development that is harmonious with the scale and style of existing, historic development is to be focused in Downtown and in the neighborhoods immediately to the east of Downtown.

Promoting cultural and community vitality and pride is an important facet of Community Design. Within the Preferred Growth Scenario, this can be cultivated through events that celebrate historical and cultural values while meeting the future needs of the community.

Maintaining a strong sense of place is a major consideration of the Preferred Growth Scenario. Guadalupe's sense of place can be largely attributed to its small-town atmosphere and rich architectural heritage. The Preferred Growth Scenario proposes matching new development to the historical scale and composition of Guadalupe. Strategically placing infill in northern Guadalupe and mixed-use development along Guadalupe Street and West Main Street is to maintain compact development while supporting future needs of the community. Additional medium density housing between City Hall and an existing residential neighborhood and building up of DJ Farms can also help the City grow strategically without harming the City's existing historic character.

6.11.1.13. Health
The Preferred Growth Scenario has many effects on and implications for, community health. Proposed changes to land use, circulation, housing, and recreational amenities are to provide new opportunities for active living and make use of Guadalupe’s walkable size. These changes can improve environmental health and elevate the quality of life for residents. The effects of the Preferred Growth Scenario on health are explained in the following subsections.

Land Use & Design
The Preferred Growth Scenario proposes amenities for active or non-motorized forms of transportation along with the preservation of neighborhood character. Medium, high-density, and mixed-use commercial, retail, and residential development are focused in the existing downtown and in the northern portion of Guadalupe. Under the Preferred Growth Scenario, improvements in safety and expansions of the active transportation network, as well as aesthetic improvements to the built environment are to promote walking and biking.

Specifically, the downtown core is underutilized and full of vacant parcels. These types of blighted environments can discourage residents from walking or biking. The increased access to goods and services, the expanded mixed-use, and the commercial districts can lead to greater opportunities for socialization and recreation for residents of all ages. Residents in the adjacent medium-density
and low-density developments can also enjoy the health benefits of walkability, as they are still within reasonable walking distance of commercial centers. Another health co-benefit from decreased demand for automobile trips is improved air quality. Mixed-use areas create new employment opportunities for residents and promote a healthy jobs-to-housing balance. Commuting can detract from health through stress, increased air pollution, and financial burdens. New employment opportunities within walking distance of housing can give residents the option to walk or bike to work.

**Circulation**

Walkability is a major component of the Preferred Growth Scenario. The pedestrian and bicycle networks are to be strengthened by the inclusion of infrastructure such as well-paved and continuous sidewalks, additional bike lanes including a bike path to the Dunes and Santa Maria, safer pedestrian crossings, and additional railroad crossings. Residents may enjoy the positive health impacts of an active lifestyle. Creating complete streets on Obispo Street can create safe linkages for youth to get from major residential areas to Mary Buren Elementary School and the proposed middle school in the DJ Farms Specific Plan Area.

**Public Spaces**

The Preferred Growth Scenario highlights infill commercial and high-density residential development along Guadalupe Street to preserve the compact historic feel of the downtown. Additional parks and plazas in the downtown area as well as increasing commercial activity near the Amtrak station can help foster a vibrant, mixed-use, and historic downtown. The additional and improved services downtown can enhance the heart of the City’s historic culture and provide a place that welcomes community gathering such as farmers markets, festivals, or art walks. Increased areas for public gatherings can contribute to community building and heightened social capital.
7. Land Use
California Government Code Section 65302(a) requires a Land Use Element with a jurisdiction’s general plan. Through the Land Use Element, each city sets goals and policies that regulate the distribution and intensity of uses within the area its boundaries. In the City of Guadalupe these uses include: agriculture, open space, public facilities, commercial, industrial, mixed use, residential, parking lot, right-of-way, and vacant.

The following set of goals, objectives, policies, and programs meets state requirements for the City of Guadalupe and are meant to encourage responsible development within the city that is in line with the needs of the community. In particular, the list encourages the revitalization of Guadalupe's downtown through new development and growth of the tourism throughout the City. These policy statements facilitate the development of underutilized land by allowing for flexible standards that accommodate growth, without diminishing the quality of the City character.

7.1. Goals, Objectives, Policies, and Programs

**Goal LU 1:** A dense, compact, and walkable downtown that includes a mix of uses and maintains a rural, farming atmosphere and the “small town” feel.

**Objective LU 1.1:** Require first floor commercial uses to front Highway 1 in Downtown.

**Policy LU 1.1.1:** Require first floor commercial uses to front Highway 1 in Downtown.

**Program LU 1.1.1.1:** Require first floor commercial uses to front Highway 1 in Downtown.

**Program LU 1.1.1.2:** Maintain a 45 ft. / 4 story height limit.

**Program LU 1.1.1.3:** Establish a density bonus program that incentives build-up of vacant parcels to 4 stories.

**Program LU 1.1.1.4:** Establish a density bonus program that incentives existing building to expand to 4 stories.

**Objective LU 1.2:** Promote dense residential development in downtown that encourages walking to shopping, work and community destinations.

**Policy LU 1.1.2:** The city shall allow increased intensity and density for residential development in downtown.

**Program LU 1.1.2.1:** Allow residential uses first floor commercial along Highway 1.

**Program LU 1.1.2.2:** Offer density bonuses for infill opportunities in downtown for dense residential development.
**Program LU 1.1.2.3:** Allow residential/live-work housing in mixed-use developments, including first floor housing at the rear of buildings.

**Objective LU 1.3:** Reduce instances of incompatible uses in Downtown.

**Policy LU 1.2.1:** The city should not permit new industrial uses that generate excessive noise, pollution and traffic in the Downtown area.

**Program LU 1.2.1.1:** Amend the zoning ordinance to prohibit storage yards, processing facilities and other heavy industrial uses in Downtown.

**Program LU 1.2.1.2:** Require buffering and screening for developments adjacent to existing industrial uses.

**Goal LU 2:** A distribution and mix of land uses throughout the city that supports a growing community’s needs

**Objective LU 2.1:** Change permitted uses in areas of compatible use to accommodate housing.

**Policy LU 2.1.1:** Intensify residential development in the downtown area.

**Program LU 2.1.1.1:** Adopt ordinance for flexible use of parcels in downtown that do not front Highway 1.

**Objective LU 2.2:** Attract revenue generating and community serving establishments to the city by 2040.

**Policy LU 2.2.1:** Attract a hotel, motel, recreational vehicle park or similar lodging facility to the city.

**Program LU 2.2.1.1:** Designate land appropriate for the development of a lodging facility.

**Policy LU 2.2.1:** Attract a mid-size, full-service grocery store to the city by 2040.

**Program LU 2.2.1.1:** Designate locations across the city for full-service grocery store and neighborhood convenience stores.

**Objective LU 2.3:** Re-develop underutilized Industrial lands.

**Policy LU 2.3.1:** The city may accommodate commercial and residential uses in industrial areas of the city.
Program LU 2.3.1.1: Create mixed-use zones to accommodate compatible industrial, retail and residential uses.

Objective LU 2.4: Concentrate new commercial and residential development near established and/or potential transit and retail nodes/corridors.

Policy LU 2.4.1: The City shall create opportunities and incentives for mixed-use development near transit and retail corridors.

Program LU 2.4.1.1: Adopt streamlined development requirements to facilitate mixed-use development near transit stops.

Goal LU 3: A distribution of uses and building types that minimizes nuisances and increases neighborhood compatibility.

Objective LU 3.1: Reduce instances of incompatible land uses

Policy LU 3.1.1: The city shall require separation or buffering of incompatible uses from each other.

Program LU 3.1.1.1: Require screening of outside storage and industrial facilities.

Program LU 3.1.1.2: Enforce city code to eliminate incompatibilities between land uses and promote orderly and structured growth.

Program LU 3.1.1.3: Work with owners of dilapidated properties to bring their structures up to code.

Policy LU 3.1.2: The city shall adopt development standards consistent with existing character in single family residential neighborhoods.

Program LU 3.1.2.1: Adopt zoning standards for exclusively single-family residential neighborhoods that limit expansion of non-residential uses.
8. Circulation

California Government Code Section 65302(d) requires a general plan to include a circulation element to provide guidance for access and mobility within a city. The Circulation Element addresses City of Guadalupe's streets, sidewalks, bicycle facilities, public transit services, and its outside connections to the wider transportation system. This element also addresses the maintenance and quality of transportation infrastructure. The following section outlines the goals, objectives, policies, and programs that will guide the City in improving on the safety, affordability, and accessibility of transportation services within Guadalupe.

8.1. Goals, Objectives, Policies, and Programs

Goal CIR 1: A safe transportation system.

Objective CIR 1.1: Improve sidewalks and crosswalks

Policy CIR 1.1.1: Maintain a continuous and connected system of sidewalks and crosswalks.

Program CIR 1.1.1.1: Install ramps at all intersections for wheelchairs and people with disabilities

Program CIR 1.1.1.2: Repair sidewalks that are designated as poor quality; maintain existing sidewalks at their current level of quality.

Program CIR 1.1.1.3: Allocate funding from Federal and State sources for pedestrian improvements.

Program CIR 1.1.1.4: Build more pedestrian crossings on Guadalupe Street

Program CIR 1.1.1.5: Add sidewalks wherever gaps currently exist within the sidewalk network.

Objective CIR 1.2: Improve safety for cyclists and pedestrians

Policy CIR 1.2.1: Prioritize funding to improve bicycle infrastructure.

Program CIR 1.2.1.1: Allocate funding to pain all class II bike lanes within city limits green.

Program CIR 1.2.1.2: Install buffered for separated bikeways on Guadalupe street.

Policy CIR 1.2.2: Increase enforcement of traffic laws at high-conflict areas.

Program CIR 1.2.2.1: Identify major locations that lack significant traffic control infrastructure.
Objective CIR 1.3: Improve safety at railway crossings and frontages.

Policy CIR 1.3.1: Identify opportunities for grade separated crossing at intersections with railroad right-of-way

Program CIR 1.3.1.1: Allocate funding for pedestrian and cyclist overcrossing of the railroad tracks at Fourth Street.

Program CIR 1.3.1.2: Install fences alongside railroad tracks where none currently exist.

Objective CIR 1.4: Promote safe routes to schools

Policy CIR 1.4.1: Establish a safe routes to schools plan for all schools in Guadalupe

Program CIR 1.4.1.1: Work with COAST – Safe Routes to School to educate schoolchildren in Guadalupe about safe routes and bike and pedestrian safety.

Program CIR 1.4.1.2: Work with parents in the community to educate children about safe cycling practices

Program CIR 1.4.1.3: Map out safe pedestrian and bicycle routes to schools for all Guadalupe neighborhoods.

Objective CIR 1.5: Improve vehicular, pedestrian, and cyclist safety at all intersections and corridors with high rates of collisions.

Policy CIR 1.5.1: Reduce the number of vehicle injury collisions to zero

Program CIR 1.5.1.1: Perform study of high-collision intersections in Guadalupe

Program CIR 1.5.1.2: Apply for federal and state grant funding for projects that improve safety of dangerous intersections.

Goal CIR 2: A well connected transportation system

Objective CIR 2.1: Improve connections between City’s transit network and the regional transportation system.

Policy CIR 2.1.1: Partner with SBCAG to ensure consistency with RTP/SCS
Policy CIR 2.1.1.1: Partner with City of Santa Maria to promote and utilize the Guadalupe Amtrak station as a key transit node for both cities.

Policy CIR 2.1.1.2: Establish Amtrak Station as a multi-modal hub.

Policy CIR 2.1.1.3: Allocate funding for additional buses along the Guadalupe Flyer route.

Objective CIR 2.2: Improve active transportation connections to regional destinations.

Policy CIR 2.2.1: Promote pedestrian and cyclist connections to destinations outside Guadalupe.

Program CIR 2.2.1.1: Establish a Class I bike and pedestrian path to the Guadalupe-Nipomo Dunes

Program CIR 2.2.1.2: Establish a Class II bike lane to Santa Maria via Highway 166.

Program CIR 2.2.1.3: Establish a Class I bike and pedestrian path to Santa Maria via the Santa Maria Valley Railroad route.

Objective CIR 2.3: Promote a growth pattern that maximizes the utilization of existing transportation facilities and connections.

Policy CIR 2.3.1: Channel new development around the City’s current transportation corridors.

Policy CIR 2.3.1.1: Designate land along existing transportation routes as prime locations for future development.

Objective CIR 2.4: Connect all Guadalupe neighborhoods through a city bikeway network.

Policy CIR 2.4.1: Perform study of existing gaps in city bikeway network

Policy CIR 2.4.1.1: Fill in bikeway gaps in network with bike paths and bike lanes.

Goal CIR 3: A sustainable transportation system

Objective CIR 3.1: Improve the transportation experience for local and visiting cyclists travelling within and through Guadalupe

Policy CIR 3.1.1: Increase bike parking to 5% of total automobile parking stalls within the City, and 10% of automobile parking stalls downtown, by 2025.
Program CIR 3.1.1.1: Install bicycle parking at all transit stops in the City.

Policy CIR 3.2.1: All new commercial and civic developments shall provide at least 1 bicycle parking space for every 1,000 square feet of leasable area.

Program CIR 3.2.1.1: Bicycle parking should be pooled into one location where multiple businesses are located in the same shopping center.

Program CIR 3.2.1.2: Install bicycle parking at all transit stops in the City.

Program CIR 3.2.1.3: Allocate federal and state funding for bicycle parking increases and improvements.

Objective CIR 3.2: Increase bicycle and pedestrian mode share to 15% of all trips.

Policy CIR 3.2.1: Work with employers to promote commuting by carpool, cycling, and walking.

Program CIR 3.2.1.1: Establish a carpool/commuter program that reduces the number of single drivers.

Goal CIR 4: An affordable and accessible transportation system.

Objective CIR 4.1: Increase accessibility of transit to transit-dependent populations.

Policy CIR 4.1.1: Expand bus pass programs

Program CIR 4.1.1.1: Target low income, elderly, disabled, and youth residents with reduced fare transit passes.

Policy CIR 4.1.2: Increase frequency of Guadalupe Flyer at highly used bus stops.

Program CIR 4.1.2.1: Perform study of future transit demand changes due to the development of DJ Farms Specific Plan.

Program CIR 4.1.2.1: Identify new funding sources for the Guadalupe Shuttle to expand or maintain services.

Objective CIR 4.2: Maintain a transit system that allows seniors to age in place.

Policy CIR 4.2.1: Maintain dial a ride services for senior citizens.
Program CIR 4.2.1.1: Identify supplemental funding for demand-response service.
9. Environmental Justice

The Environmental Justice (EJ) Element identifies disadvantaged communities based on income level and relative exposure to environmental risks. These environmental risks include poor air, water, and soil quality as well as incompatible land uses. The EJ Element also addresses poor sanitation in homes and promotes access to healthy food, public facilities, and physical activity from recreation. The main goal of the EJ Element is to reduce the inequitable conditions associated with unfair exposure to environmental hazards. The EJ Element also focuses on promoting civil engagement in public decision-making processes. According to Government Code section 65351, during the preparation or amendment of a General Plan, the planning agency must provide two public hearings in order to provide adequate opportunity for involvement of citizens; however, the EJ Element aims to go beyond this basic requirement to bridge the gap between the City and its residents.

9.1. Goals, Objectives, Policies, and Programs

Goal EJ 1: A city able to protect its residents against pollution exposure.

Objective EJ 1.1: Enhance cooperation, communication, and coordination between the city of Guadalupe and the Santa Barbara Air Pollution Control District.

Policy EJ 1.1.1: The city shall consult the SBCAPCD before adopting any strategies of emission control measures.

Program EJ 1.1.1.1: The city should review the SBCAPCD's 2016 Ozone Plan, the 2013 Clean Air Plan, and relevant future plans and adopt any emission control measures not already in practice.

Objective EJ 1.2: Protect the community from transportation-related air pollutants.

Policy EJ 1.2.1: Protect the community from transportation-related air pollutants.

Program EJ 1.2.1.1: Consult with the SBCAPCD and SBCAG during early stages of infill development near major thoroughfares.

Program EJ 1.2.1.2: Review SBCAG's 2040 Regional Transportation Plan & Sustainable Communities Strategy and implement projects which lead to a reduction in criteria pollutant emissions from vehicles.

Objective EJ 1.3: Reduce over-concentrated industrial pollution in the downtown area.

Policy EJ 1.3.1: Work with the Highway 1 industrial owners to instill mechanisms to capture and sequester pollutants from operators.

Program EJ 1.3.1.1: Work with the Highway 1 industrial owners to instill mechanisms to capture and sequester pollutants from operators.
Objective EJ 1.4: Stabilize the sand from the Rancho Guadalupe Dunes.

Policy EJ 1.4.1: Discourage the SB County Parks Division from allowing or promoting uses on the Rancho Guadalupe Dunes that would further increase the PM2.5 and PM10 pollutants in Guadalupe.

Program EJ 1.4.1.1: Enhance the partnership with the Santa Barbara County Parks Division to formulate ideas of dune management practices.

Program EJ 1.4.1.2: Attend SBCAPCD meetings to oppose proposals for ATV use on Dunes.

Program EJ 1.4.1.2: Plant native vegetation and install sand fencing at the Dunes.

Objective EJ 1.5: Formulate land management practices that reduce air pollution.

Policy EJ 1.5.1: The city will limit development of sensitive land uses near agriculture fields until an investigation is conducted indicating the pesticides used do not have long term health effects.

Program EJ 1.5.1.1: Educate residents of Guadalupe to fill out the "Pesticide Complaint" form found on the SB Ag Commissioner's website, in order to generate an investigation of the overuse of pesticides near Guadalupe.

Program EJ 1.5.1.2: Educate residents of Guadalupe to fill out the "Pesticide Complaint" form found on the SB Ag Commissioner's website, in order to generate an investigation of the overuse of pesticides near Guadalupe.

Objective EJ 1.6: Reduce the asthma rates in Guadalupe through education and permitting decisions.

Policy EJ 1.6.1: The city should discourage permitting of any uses which would further worsen the asthma rates in the City.

Policy EJ 1.6.2: The city should educate its residents on the factors which contribute to asthma.

Program EJ 1.6.2.1: Educate residents on benefits of installing high-efficiency filtration systems in their homes to reduce indoor air toxins and asthma related issues.
Objective EJ 1.6: Reduce water pollution from all 9 contaminated groundwater sites in Guadalupe.

Policy EJ 1.6.1: The city should not permit any uses which could possibly create another contaminated groundwater source.

Policy EJ 1.6.2: The city should educate its residents on the sources of water pollution.

Program EJ 1.6.2.1: Create a partnership with the State Regional Water Quality Control Board to identify and adopt strategies to reduce pollutants in contaminated ground water.

Program EJ 1.6.2.1: Inform the residents of Guadalupe on filtration systems that can filter out contaminates present in their tap water.

Goal EJ 2: A healthy community from physical activity, recreation, and active transportation.

Objective EJ 2.1: Allocate adequate park space in the community to meet the ratio of three acres per one thousand persons.

Policy EJ 2.1.1: Abide by State standards of the Quimby Act which requires the dedication of at least three acres of park land per one thousand residents or the payment of in-lieu fees for future open space designated areas.

Program EJ 2.1.1.1: Require sufficient open space to meet the needs of new development and increased population.

Objective EJ 2.2: Establish a diversity of park options for community members.

Policy EJ 2.2.1: Park developments shall be within a quarter mile distance from all residential units.

Program EJ 2.2.1.1: Establish a park within the main commercial corridor of the City.

Policy EJ 2.2.1: Develop City parks to have an equal distribution of park space throughout the City.

Program EJ 2.2.1.1: Prioritize vacant lots to create pocket parks or mini parks throughout the City.

Policy EJ 2.3.1: Keep up quality of park space to satisfy the needs of residents.
Program EJ 2.3.1.1: Conduct biennial monitoring and surveying of park use to understand if the existing park space is meeting the community’s needs.

Program EJ 2.3.1.2: Collaborate with local organizations to develop after school recreational activities.

Program EJ 2.3.1.3: Partner with elementary and junior high schools to utilize facilities and multi-use fields.

Program EJ 2.3.1.4: Attract private developers to build a fitness center.

Objective EJ 2.3: Construct youth facilities such as sports fields and playgrounds.

Policy EJ 2.3.1: Prioritize adult and youth recreational opportunities through developmental review and capital improvement programming.

Program EJ 2.3.1.1: Administer grant opportunities to establish adequate park space and recreational facilities.

Policy EJ 2.3.2: Park facilities shall be maintained to meet adequate park design standards.

Program EJ 2.3.2.1: Maintain park amenities that are attractive to the community and families they serve.

Objective EJ 2.4: Improve Sidewalks and Crosswalks.

Policy EJ 2.4.1: Maintain a continuous and connected system of sidewalks and crosswalks.

Program EJ 2.4.1.1: Install ramps at all intersections for wheelchairs and people with disabilities.

Program EJ 2.4.1.2: Repair sidewalks that are designated as poor quality; maintain existing sidewalks at their current level of quality.

Program EJ 2.4.1.3: Allocate funding from Federal and State sources for pedestrian improvements.

Program EJ 2.4.1.4: Allocate funding from Federal and State sources for pedestrian improvements.

Program EJ 2.4.1.5: Add sidewalks wherever there are currently gaps within the sidewalk network.
Objective EJ 2.5: Improve safety for cyclists and pedestrians

Policy EJ 2.5.1: Prioritize funding to improve bicycle infrastructure.

Program EJ 2.5.1.1: Allocate funding to paint all class II bike lanes within city limits green.

Program EJ 2.5.1.2: Install buffered or separated bikeways on Guadalupe Street

Policy EJ 2.5.2: Increase enforcement of traffic laws at high-conflict areas

Program EJ 2.5.2.1: Identify and improve intersections with high rates of collisions and injuries

Objective EJ 2.6: Improve safety at railway crossings and frontages

Policy EJ 2.6.1: Identify opportunities for grade separated crossings at intersections with rail right-of-way.

Program EJ 2.6.1.1: Allocate funding for pedestrian and cyclist overcrossing of the railroad tracks at Fourth Street.

Program EJ 2.6.1.2: Install fences alongside railroad tracks where none exist

Objective EJ 2.7: Promote safe routes to schools.

Policy EJ 2.7.1: Establish a safe routes to school plan for all schools in Guadalupe

Program EJ 2.7.1.1: Work with COAST - Safe Routes to School to educate schoolchildren in Guadalupe about safe routes and bike and pedestrian safety

Program EJ 2.7.1.2: Work with parents in the community to educate children about safe cycling practices

Program EJ 2.7.1.3: Map out safe pedestrian and bicycle routes to schools for all Guadalupe neighborhoods

Objective EJ 2.8: Improve vehicular, pedestrian, and cyclist safety at all intersections and corridors with higher rates of collisions

Policy EJ 2.8.1: Reduce the number of vehicle injury collisions to zero
**Program EJ 2.8.1.1:** Perform study of high-collision intersections in Guadalupe

**Program EJ 2.8.1.2:** Apply for federal and state grant funding for projects that improve safety of dangerous intersections

**Goal EJ 3:** High awareness of healthy eating and healthy food options.

**Objective EJ 3.1:** Increase access to healthy food options to expand nutritional choices.

**Policy EJ 3.1.1:** Promote the prevalence of fresh fruit and produce so that all residences are within one-quarter mile walking distance of a healthy food store.

**Program EJ 3.1.1.1:** Permit convenience stores to carry fresh produce in compliance with health department regulations along with placement of the healthy items.

**Program EJ 3.1.1.2:** Establish nodes of neighborhood-serving retail uses within walking distance (one-quarter mile) of all residences.

**Program EJ 3.1.1.3:** Amend zoning and other restrictions to permit urban agriculture.

**Program EJ 3.1.1.4:** Establish community gardens and food cooperatives.

**Program EJ 3.1.1.5:** Work with restaurants to create a healthier dining experience for customers by highlighting healthy dishes, offering smaller portion sizes, and disclosing nutrition facts.

**Program EJ 3.1.1.6:** Establish a farmer’s market with fee-free incentives for local growers and food vendors to participate.

**Program EJ 3.1.1.7:** Implement Market Match, California’s healthy food incentive program, at the farmer’s market.

**Program EJ 3.1.1.8:** Create a cooperative marketing / branding campaign that brings additional value and appeal of locally-produced foods.

**Objective EJ 3.2:** Educate the public about food assistance programs available within the community.

**Policy EJ 3.2.1:** Connect low-income households and people experiencing homelessness to food-assistance programs such as WIC, SNAP, and local food banks.
**Program EJ 3.2.1.1:** Develop a marketing campaign and materials summarizing the assistance programs to disseminate at schools, workshops, and public places.

**Program EJ 3.2.1.2:** Facilitate informational workshops with school districts, community services agencies, and healthcare providers on assistance programs.

**Objective EJ 3.3:** Enhance school-based health promotion and activities.

**Policy EJ 3.3.1:** Increase access to healthy food in school dining.

**Program EJ 3.3.1.1:** Collaborate with other organizations including local growers to offer healthy food in schools.

**Program EJ 3.3.1.1:** Include healthy food choices in school vending machines.

**Program EJ 3.3.1.1:** Foster the creation of a school garden cared for by students with support and education by local growers.

**Objective EJ 3.4:** Expand food assistance programs

**Policy EJ 3.4.1:** Increase access to local food banks.

**Program EJ 1.4.1.1:** Collaborate with local food banks to expand on distribution times to accommodate the community.

**Objective EJ 3.5:** Establish “Food as Medicine” programs.

**Policy EJ 3.5.1:** Promote health through better nutrition.

**Program EJ 3.5.1.1:** Consolidate information about classes, resources or events, which doctors/care providers can give their patients as part of their prescription.

**Program EJ 3.5.1.2:** Work with care providers and doctors to: screen for food insecurity; employ innovative strategies such as a “Veggie Prescription” or a referral to a cooking class; make referrals to CalFresh; and champion this message with other doctors and care providers.

**Goal EJ 4:** A community with equitable access to sound affordable homes.

**Objective EJ 4.1:** Rehabilitate the stock of affordable housing units.
Policy EJ 4.1.1: Assess and Address conditions of affordable housing to bring them up to standard.

Program EJ 4.1.1.1: Inspect structures to ensure they are safe for human habilitation.

Program EJ 4.1.1.2: Work with nonprofits to administer homeowner and rental rehabilitation programs.

Program EJ 4.1.1.3: Apply for funds, including CDBG grants, for the purpose of housing rehabilitation.

Goal EJ 5: Meaningful public engagement among city officials and residents.

Objective EJ 5.1: Utilize culturally appropriate approaches to public engagement.

Policy EJ 5.1.1: The city would rely on multiple outreach activities beyond formal community meetings held at City Hall to collect information from the public.

Program EJ 5.1.1.1: Collect information from residents at festivals, cultural fairs, and other community events.

Program EJ 5.1.1.2: Establish advocacy committees with members who are committed to improving Guadalupe to formulate solutions for the city.

Program EJ 5.1.1.3: Establish advocacy committees to look out for the interest and involvement of those who are disadvantaged and low-income.

Objective EJ 5.2: Utilize a variety of communication techniques and social media tools to convey information to the public.

Policy EJ 5.2.1: The city would adopt and deploy emerging communication tools.

Program 5.2.1.1: Create and continually update a City Facebook page and twitter account in order to reach additional city residents.

Objective EJ 5.3: Broaden engagement of City officials and residents.

Policy EJ 5.3.1: Provide frequent updates on activities of City officials for transparency and accountability.

Program EJ 5.3.1.1: Feature City leaders and officials at community meetings and cultural events.
Program EJ 5.3.1.2: Update social media platforms on the accomplishments of City leaders and officials.
10. Housing

In the wake of the 2008-housing crisis, while home prices in Guadalupe remain relatively low compared to the surrounding communities, median rent has risen continuously. Additionally, Guadalupe is surrounded by conservation lands and farmland protected under the Williamson Act, making expansion of the city's boundaries unlikely in the near future. In order to overcome these challenges while meeting the needs of a growing population, the Housing Element provides goals, objectives, policies, and programs to ensure fair access to affordable housing at all income levels.

10.1. Goals, Objectives, Policies, and Programs

**Goal HO 1:** A community with an adequate supply of affordable housing for all income levels.

**Objective HO 1.1:** Prepare to adopt an accessory dwelling ordinance by 2020.

**Policy HO 1.1.1:** The City shall adhere to the State mandate to permit accessory dwelling units.

**Program HO 1.1.1.1:** Pass an accessory dwelling unit ordinance.

**Objective HO 1.2:** Increase the number of available subsidized affordable housing units in the community.

**Policy HO 1.2.1:** The City shall work with nonprofit developers to provide additional deed-restricted affordable housing.

**Program HO 1.2.1.1:** Annually apply for state and federal funding to subsidize affordable housing.

**Policy HO 1.2.2:** The City shall provide incentives to increase affordable housing development.

**Program HO 1.2.2.1:** Adopt a density bonus ordinance for affordable housing developments.

**Program HO 1.2.2.2:** Offer fee waivers for affordable housing developments.

**Goal HO 2:** A community without overcrowding.

**Objective HO 2.1:** Decrease the number of families living in overcrowded dwelling units.

**Policy HO 2.1.1:** The City shall prioritize development of large apartment units.

**Program HO 2.1.1.1:** Require new subsidized affordable housing developments to include 3-bedroom apartments.
Goal HO 3: Conservation and rehabilitation of the city’s existing stock of affordable housing.

Objective HO 3.1: Assess and address current conditions of existing affordable housing.

Policy HO 3.1.1: The City shall apply for funds, including CDBG grants, for the purpose of housing rehabilitation.

Program HO 3.1.1.1: Inspect structures to ensure they are safe for human habitation.

Program HO 3.1.1.2: Work with nonprofits to administer homeowner and rental rehabilitation programs.

Objective HO 3.2: Preserve at-risk units in Guadalupe.

Policy HO 3.2.1: The City shall prioritize the retention of all at-risk units.

Program HO 3.2.1.1: Work with nonprofits to preserve affordable units at risk of conversion to market rate.

Goal HO 4: Equal access to sound affordable housing.

Objective HO 4.1: Remove and prevent discriminatory barriers to housing.

Policy HO 4.1.1: The City shall comply with state and federal laws ensuring fair access to affordable housing.

Program HO 4.1.1.1: Make nondiscrimination information available to housing providers and residents.

Program HO 4.1.1.2: Provide community members with access to up-to-date information on affordable housing.

Program HO 4.1.1.3: Provide educational programs to the public in regard to affordable housing.

Program HO 4.1.1.4: Provide Spanish translation of all housing-related materials.

Goal HO 5: Energy-efficient housing units.

Objective HO 5.1: Increase energy efficient practices.

Policy HO 5.1.1: The City shall promote use of private rooftop solar panels.
Program HO 5.1.1.1: Provide educational programs to the public in regard to sustainable practices.

Program HO 5.1.1.2: Expedite permits for residential projects which include a solar component.


Objective HO 6.1: Foster walking, cycling, and transit use in residential neighborhoods.

Policy HO 6.1.1: The City shall promote higher-density housing development in the downtown area.

Program HO 6.1.1.1: Increase maximum permitted densities in the downtown area.

Program HO 6.1.1.2: Create a mixed-use zoning ordinance.

Policy HO 6.1.2: The City shall promote convenient walking, cycling, and transit access between residential neighborhoods and community services.

Program HO 6.1.2.1: Establish sidewalk and bicycle connections from residential neighborhoods to commercial and job centers and transit stops.

Program HO 6.1.2.2: Permit neighborhood markets in residential neighborhoods.
11. Conservation

California Government Code Section 65302(d) requires a general plan to include a conservation element to provide guidance for the conservation, management, and utilization of natural resources. The conservation element addresses Guadalupe's native species and habitats, surface and groundwater resources, energy resources, and regional conservation efforts. The following section outlines the goals, objectives, policies, and programs that will guide the City in conservation of natural resources and maintenance of environmental quality within Guadalupe.

11.1. Goals, Objectives, Policies, and Programs

Goal CO 1: Protected pristine habitats to ensure the longevity of native species as the built environment develops.

Objective CO 1.1: Create habitat protection areas within City Limits.

Policy CO 1.1.1: The City shall maintain a 25-foot setback from sensitive wetland areas

Program CO 1.1.1.1: Update the City's Zoning Ordinance to incorporate a 25-foot setback from wetland areas.

Policy CO 1.1.2: The City shall discourage development in the undeveloped wetlands in the northeastern portions of the City.

Program CO 1.1.2.1: Seek Open Space easements in residentially zoned parcels that contain or abut wetland areas.

Policy CO 1.1.3: The City shall manage the use of undeveloped land in order to conserve natural habitats for wildlife.

Program CO 1.1.3.1: Develop a City Wildlife Conservation Plan.

Policy CO 1.1.4: The City shall limit harmful runoff into the Santa Maria River.

Program 1.1.4.1: Require Low Impact Development (LID) strategies in new development projects.

Objective CO 1.2: Educate the public about natural habitats in and around Guadalupe.

Policy CO 1.2.1: The City shall seek opportunities for natural habitat education.

Program CO 1.2.1.1: Partner with the Guadalupe-Nipomo Dunes Center to develop educational programs for City residents.

Program CO 1.2.1.2: Develop a natural habitat information guide for the City.

Goal CO 2: Sustainable water resources adequate for municipal supplies and natural habitat.
Objective CO 2.1: Maintain water resources that comply with Federal, State, and Regional water supply and quality standards.


Program CO 2.1.1.1: Integrate the State Model Water Efficient Landscape Ordinance into the building code.


Policy CO 2.1.2: Protect groundwater supply and surface water quality in the Santa Maria groundwater basin and the Santa Maria River.

Program 2.1.2.1: Protect aquifer recharge features and areas from degradation of water quality and recharge including riparian corridors, buffer zones, and wetlands.

Program 2.1.2.2: Collaborate with the Santa Barbara Flood Control District and Cachuma Resource Conservation District to conserve, and where feasible, create areas that provide essential water quality benefits including undeveloped open space areas, levees, and proper drainage.

Program 2.1.2.3: Require new development and redevelopment projects to maximize storm water infiltration in areas that are not subject to high groundwater by maximizing natural drainage patterns and the retention of natural vegetation and other pervious surface.

Program 2.1.2.4: Require new development to contribute no net increase in storm water runoff peak flows over, existing conditions associated with a 100-year storm event.

Policy CO 2.1.3: Coordinate with the Central Coast Water Authority to obtain State Water Project Allocations that meet Regional Water Quality Control Board quality standards.

Program CO 2.1.3.1: Collaborate with the Central Coast Water Authority to complete quarterly water quality testing by a water resources specialist.

Objective CO 2.2: Establish water conservation and recycling opportunities.
Policy CO 2.2.1: Develop a water conservation program based on community input that will keep pace with changing technology.

Program CO 2.2.1.1: Develop a recommended native, low water use, and drought tolerant plant species list in coordination with Water Wise Santa Barbara.

Program CO 2.2.1.2: Establish a funding source and framework for a turf rebate and plumbing retrofit program to reduce water consumption.

Program CO 2.2.1.3: Require efficient irrigation systems and the use of the recommended plant species list in new development landscaping.

Policy CO 2.2.2: Require water recycling technology for public facility and new development projects.

Program CO 2.2.2.1: Renovate existing irrigated parkland and public facility landscaping with non-potable water technology such as a purple-pipe system.

Program CO 2.2.2.2: Establish a funding source for a greywater incentive program for residential and commercial properties.

Goal CO 3: Conservation of energy resources and the reduction of community-wide greenhouse gases.

Objective CO 3.1: Reduce residential and nonresidential energy consumption.

Policy CO 3.1.1: Increase the public's knowledge of community-wide energy use and energy efficiency measures.

Program CO 3.1.1.1: Develop and implement a Climate Action Plan to monitor energy use and progress towards meeting State regulations.

Program CO 3.1.1.2: Biennial monitoring of community-wide energy use and reporting in updates to the City's Climate Action Plan.

Program CO 3.1.1.3: Collaborate with local utilities to make energy efficiency programs accessible to residents and businesses within the City, including but not limited to the Energy Savings Assistance Program, the New Solar Homes Partnership (NSHP), and the Self-Generation Incentive Program.

Policy CO 3.1.2: Utilize and promote residential and commercial energy efficiency financing.
Program CO 3.1.2.1: Participate in the County's property-assessed clean energy (PACE) and emPower financing for energy, water efficiency and renewable energy installations.

Policy CO 3.1.3: All new construction to become zero-net energy by 2030.

Program CO 3.1.3.1: Incorporate zero-net energy State building code, Title 24, into new residential buildings by 2020 and new commercial buildings by 2030.

Policy CO 3.1.4: Improve energy efficiency of community-wide facilities.

Program CO 3.1.4.1: Lead by example by increasing energy efficiency in existing municipal operations and facilities through retrofits.

Program CO 3.1.4.2: Offer energy audits to local businesses and homeowners through regional and State financing programs such as PACE and emPower.

Policy CO 3.1.5: Increase buildings and operations energy efficiency of businesses.

Program CO 3.1.5.1: Promote participation in the County's Green Business Program to existing and new businesses when issuing new business licenses and permits.

Objective CO 3.2: Utilize energy generated from local renewable energy sources.

Policy CO 3.2.1: Require all new development to install and utilize energy from solar photovoltaic.

Program CO 3.2.1.1: Adopt a streamlined permitting process and reduced permitting fee for new solar installation.

Program CO 3.2.1.2: Develop a solar-ready ordinance for new residential and business construction.

Program CO 3.2.1.3: Provide resources to commercial buildings and homeowners for solar photovoltaic and energy storage installations.

Policy CO 3.2.2: Increase the use of alternative energy sources such as wind and waste-to-energy.

Program CO 3.2.2.1: Promote the use of anaerobic digesters in wastewater treatment and agriculture.
Program CO 3.2.2.2: Adopt a streamlined permitting process from small-scale wind energy systems for small commercial and non-commercial use.

Objective CO 3.3: Maintain a low carbon community while meeting or exceeding state greenhouse gas reduction goals by 2030.

Policy CO 3.3.1: Comply with SB 32 to reduce greenhouse gas emissions to 40 percent 1990 levels in 2030.

Program CO 3.3.1.1: Develop and adopt a community-wide Climate Action Plan.

Program CO 3.3.1.2: Conduct a community and government operations greenhouse gas inventory on a biennial basis to monitor reduction progress.

Program CO 3.3.2.3: Pursue a diverse mixture of greenhouse reduction strategies across sectors such as transportation, energy, waste and water.

Program CO 3.3.2.4: Prioritize projects that reduce greenhouse gas emissions while also support health and economic benefits.

Program CO 3.3.2.5: Support local agencies by seeking grant funding and incentives for the implementation of greenhouse gas reduction projects.

Goal CO 4: Enhanced regional and intergovernmental conservation efforts.

Objective CO 4.1: Develop and adopt conservation plans and programs with the surrounding jurisdictions and agencies for interconnected habitat areas.

Policy CO 4.1.1: Development located within sensitive habitat areas shall notify interested local and regional resource agencies.

Program CO 4.1.1.1: Establish an interested parties referral contact list to notify local and regional resource agencies of new development projects in multiple jurisdictions.

Program CO 4.1.1.2: Develop a conservation plan for wetland and sensitive habitat areas with the Santa Barbara County Water Agency, Cachuma Resource Conservation District, and other countywide advisory groups.
Program CO 4.1.1.3: Designate a City Staff and City Council member as advocates for restoration and resource conservation to establish funding partnerships.
12. Economic Development

California state law does not mandate the implementation of an Economic Development Element as a necessary chapter within the General Plan; therefore, the element is an optional element. California Government Code Section 65303 states that a city or county may adopt “any elements or address any other subject, which, in the judgment of the legislative body relate to the physical development of the county or city.” This element seeks to create a vibrant, robust, and diversified economy that maintains the character of Guadalupe while developing and creating new economic opportunities.

By 2040, Guadalupe is projected to grow by several thousand residents, which will need a sustainable number of jobs. This increase causes a growing demand to allocate necessary space for commercial, light industrial, and tourism businesses that will promote and attract employers to the City. To help facilitate economic development, Guadalupe has prioritized development in areas such as the DJ Farms Specific Plan area south of West Main Street and the Downtown Core.

The Economic Development Element can help guide the City into an economically stable future. The strategy would attract and incentivize new businesses, create employment opportunities for local workers, increase commercial opportunities, and make the City a regional tourist destination.

12.1. Goals, Objectives, Policies, and Programs

Goal ED 1. A local economy that provides employment for residents of the City.

Objective ED 1.1 Actively participate in the regional Agricultural and Tourism economy.

Policy ED 1.1.1 Maintain partnerships with the Economic Alliance, the Santa Maria Valley Chamber of Commerce and their Economic Development Commission.

Program ED 1.1.1.1 Coordinate with these agencies to develop an economic development strategy to be updated every five years.

Objective ED 1.2 Increase the quality of jobs available to residents.

Policy ED 1.2.1 Partner with organizations to increase the quality of the local workforce

Program ED 1.2.1.1 Create a public-private partnership to provide after school tutoring of students.

Program ED 1.2.1.2 Increase English language proficiency by sponsoring English as a second language classes.

Program ED 1.2.1.3 Work with educational institutions (like Alan Hancock College) to provide employment training, re-training, and vocational education for Guadalupe residents.
Program ED 1.2.1.4 Partner with Alan Hancock College and other community colleges to increase access and completion rates of college education.

Objective ED 1.3 Achieve a 6% unemployment rate to match Santa Barbara County rates.

Policy ED 1.3.1 Attract new industries and employers to Guadalupe.

Program ED 1.3.1.1 Streamline permitting and maintain flexible standards for commercial uses.

Program ED 1.3.1.2 Establish Cultural Festivals, Parades and other Community Events as a means of stimulating business.

Program ED 1.3.1.3 Attract a grocery store to Guadalupe.

Policy ED 1.3.2 Retain and expand existing industries and employers in Guadalupe.

Program ED 1.3.2.1 Review city ordinances for impacts on businesses.

Program ED 1.3.2.2 Maintain public services sufficient to support businesses.

Program ED 1.3.2.3 Streamline municipal fee structures to promote renovations and development of existing businesses.

Policy ED 1.3.3 Improve residents access to job.

Program ED 1.3.3.1 Establish a local posting service for employers to advertise new job opportunities.

Program ED 1.3.3.2 Host quarterly job, trade and business fairs.

Goal ED 2. A vibrant tourist destination.

Objective ED 2.1 Promote Guadalupe as a historic California town.

Policy ED 2.1.1 Promote economic activities that focus on the city's small town feel and character.

Program ED 2.1.1.1 Develop a coordinated marketing and branding campaign to promote the city as a historic
destination in partnership with Santa Maria Valley Chamber of Commerce.

Program ED 2.1.1.2 Develop a monthly concert series with the Guadalupe Cultural Arts and Education center.

Objective ED 2.2 Provide travel accommodations and tourism services.

Policy ED 2.2.1 Attract travel accommodations to retain tourists.

Program ED 2.2.1.1 Streamline permitting for motels, hotels, inns, RV parks and campgrounds.

Objective ED 2.3 Develop the Amtrak Station area for tourism and transportation connections.

Policy ED 2.3.2 Guide development of the station with a specific plan.

Program ED 2.2.1.1 Streamline permitting for uses in the area compliant with specific plan policies.

Program ED 2.2.1.2 Provide density bonuses for uses in the area.

Program ED 2.2.1.3 Create a partnership to shuttle passengers from Amtrak to downtown and other attractions.
13. **Open Space**

In a General Plan, “Open space is defined as any parcel or area of land or water that is essentially unimproved and devoted to open-space use.” (Gov. Code § 65560(b)). Such lands or waters provide intrinsic value to 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. Open space contains information on different categories of open space, including: active open space for recreation, open space for recreation, management of natural and historical resources, and open space for agricultural resources. Agriculture plays a key role in the history of Guadalupe since the City’s founding, and the Williamson Act currently protects most of the land surrounding the City. Floodplains and open space areas surrounding the Santa Maria River (at the northern border of the City) are protected from development. Of the total open space area of 182.9 acres within the City, approximately 20.8 acres of land are designated for parks and recreation. State and regionally designated parks are located three to five miles west of the City to provide protected wildlife habitat and recreational opportunities for the residents of Guadalupe. The Open Space Element in this general plan will outline existing open space resources, and the issues in Guadalupe related to open space.

13.1. **Goals, Objectives, Policies, and Programs**

**Goal OS 1:** A well maintained system of City parks.

**Objective OS 1.1:** Improve amenities such as picnic areas and events space to increase park usability and safety.

**Policy OS 1.1.1:** Adopt operations and maintenance plan to guide future park amenities and existing park improvements.

**Program OS 1.1.1.1:** Work with local organizations to actively pursue Federal, State and local funding opportunities for park enhancements.

**Program OS 1.1.1.2:** Establish corps of volunteers through Guadalupe Department of Recreation to support park maintenance.

**Goal OS 2:** Adequate parks and recreational facilities to meet community needs.

**Objective PF 2.1:** Allocate adequate park space in the community to meet the ratio of three acres per one thousand persons.

**Policy OS 1.1.1:** Abide by State standards of the Quimby Act which requires the dedication of at least three acres of park land per one thousand residents or the payment of in-lieu fees for future open space designated areas.

**Program OS 2.2.1.1:** New development and increased population shall require review of sufficient open space to meet the needs of current and future residents.
Objective PF 2.2: Plan future park developments to ensure a diversity of park options for community members.

Policy OS 2.2.1: Park developments shall be within a quarter mile distance from all residential units.

Program OS 2.2.1.1: Establish a park within the main commercial corridor of the City.

Policy OS 2.2.2: Develop City parks to have equal distribution of park space throughout the City.

Program OS 2.2.2.1: Prioritize vacant lots to create pocket parks or mini parks throughout the City.

Policy OS 2.2.2: Monitor how existing park space satisfies the needs of the residents and users.

Program OS 2.2.3.1: Conduct biennial monitoring and surveying of park use to understand if the existing park space is meeting the community's needs.

Program OS 2.2.3.2: Collaborate with local organizations to develop after school recreational activities.

Program OS 2.2.3.3: Partner with elementary and junior high schools to utilize facilities and multi-use fields.

Program OS 2.2.3.4: Incentivize developers to build community fitness center.

Objective PF 2.3: Construct youth facilities such as sports fields and playgrounds.

Policy OS 2.3.1: Prioritize adult and youth recreational opportunities through developmental review and capital improvement programming.

Program OS 2.3.1.1: Administer grant opportunities to establish adequate park space and recreational facilities.

Policy OS 2.3.2: Park facilities shall be maintained to meet adequate park design standards.

Program OS 2.3.2.1: Maintain park amenities that are attractive to the community and families they serve.

Goal OS 3: A scenic agricultural setting.
Objective OS 3.1: Preserve agricultural lands surrounding the Community.

Policy 3.1.1: Prohibit conversion of agricultural resources in future development.

Program 3.1.1.1: Implement ordinance of no net loss of agricultural lands or Prime Farmlands for future development.

Goal OS 4: A pristine open space environment.

Objective OS 4.1: Conserve open space land in and surrounding the Community.

Policy OS 4.1.1: Collaborate with regional, state, and local non-profit partners to maintain open space areas surrounding the City.

Program OS 4.1.1.1: Establish a network of open space.

Program OS 4.1.1.2: Work with the County of Santa Barbara and state agencies to develop recreational tourism programs.

Program OS 4.1.1.3: Permit local organization to administer recreation opportunities for residents and visitors.
14. Noise
California Government Code Section 65302(d) requires a general plan to include a noise element to provide guidance to minimize the exposure of community residents to excessive noise, especially in sensitive land use areas such as residential developments; educational, medical, and religious facilities; and wildlife habitats. Noise is defined as unwanted or disturbing sound. The noise element identifies and quantifies community noise levels on a scale that weights noise levels by duration and timing of day, such as Community Noise Equivalent Level (CNEL) or Day-Night Average Sound Level (Ldn). California Administrative Code, Title 25 limits interior community noise levels attributable to exterior sources to 45 dB. In addition, the California Office of Noise Control sets standards for acceptable community noise exposure levels based on land use type (Table 14.1).

Figure 14.1 Guidelines for Noise-Compatible Land Use

Source: (California Governor's Office of Planning and Research (OPR), 2017)
In accordance to these guidelines, the City of Guadalupe has set standards for acceptable community noise levels based on land use type (Figure 14.2).

**Figure 14.2. Noise Standards – 2002 City of Guadalupe General Plan**

![Noise Standards Table]

Source: (City of Guadalupe, 2002)

On September 30, 2017, Cal Poly performed a land use inventory that identified sensitive land uses and noise sources within the City. The main sources of noise are the Union Pacific railroad that passes through the center of town and blows its horn; traffic on State Highways 1 and 166 and main arterial streets such as Obispo Street and Eleventh Street; and industrial operations along the railroad tracks and Highway 1. Although Guadalupe is generally known as a quiet place, some of these noise-producing areas are located near sensitive land uses, creating excessive noise levels for residents. These areas experiencing excessive noise levels are listed in the table (Table 14.1).

**Table 14.1 Areas with Excessive Noise Levels in the City of Guadalupe (September 30, 2017)**

<table>
<thead>
<tr>
<th>Noise Source</th>
<th>Noise Sensitive Areas with Excessive Noise Levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial</td>
<td>Residences along Campodonico Ave. from 2&lt;sup&gt;nd&lt;/sup&gt; St. to 5&lt;sup&gt;th&lt;/sup&gt; St.</td>
</tr>
<tr>
<td></td>
<td>Residences along Obispo St.</td>
</tr>
<tr>
<td></td>
<td>Residences in the northeast corner of the City</td>
</tr>
<tr>
<td></td>
<td>Our Lady of Guadalupe Church</td>
</tr>
<tr>
<td>Railroad</td>
<td>Residences along railroad tracks</td>
</tr>
<tr>
<td></td>
<td>Guadalupe Branch Library</td>
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<tr>
<td></td>
<td>Mary Buren Elementary School</td>
</tr>
<tr>
<td></td>
<td>Kermit McKenzie Junior High School</td>
</tr>
<tr>
<td></td>
<td>Head Start Centers</td>
</tr>
<tr>
<td></td>
<td>Community Action Senior Center</td>
</tr>
<tr>
<td></td>
<td>Community Health Center</td>
</tr>
<tr>
<td></td>
<td>All seven churches from Table 11.1</td>
</tr>
<tr>
<td></td>
<td>Central Park</td>
</tr>
<tr>
<td>Traffic</td>
<td>Residences along Highway 166, Highway 1, Fifth Street, and Eleventh St</td>
</tr>
<tr>
<td></td>
<td>Guadalupe Branch Library</td>
</tr>
<tr>
<td></td>
<td>Mary Buren Elementary School</td>
</tr>
<tr>
<td></td>
<td>Kermit McKenzie Junior High School</td>
</tr>
<tr>
<td></td>
<td>Head Start Centers</td>
</tr>
<tr>
<td></td>
<td>Boys &amp; Girls Club</td>
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<tr>
<td></td>
<td>Community Health Center</td>
</tr>
<tr>
<td></td>
<td>All seven churches from Table 11.1</td>
</tr>
<tr>
<td></td>
<td>Leroy Park</td>
</tr>
</tbody>
</table>

Source: (Cal Poly Land Use Inventory, 2017; City of Guadalupe, 2002)
The following section outlines the goals, objectives, policies, and programs that will guide the City in mitigating excessive noise in sensitive areas, meeting its noise standards, and minimizing the exposure of community residents to excessive noise throughout the City.

14.1. **Goals, Objectives, Policies, and Programs**

**Goal N 1:** A quiet, peaceful community protected from excessive noise levels, especially in sensitive areas.

**Objective N 1.1:** Mitigate existing excessive noise exposure levels at the source or at the receiving site.

**Policy N 1.1.1:** Mitigate excessive industrial noise.

**Program N 1.1.1.1:** Work with industrial operations adjacent to sensitive land use types to install noise-attenuating features for their equipment and facilities.

**Program N 1.1.1.2:** Establish a noise pollution fee for industrial operations to fund a small grants program to help sensitive land uses near industrial zones to install noise barriers and/or noise-insulating materials in their buildings if they experience excessive noise levels.

**Policy N 1.1.2:** Mitigate excessive railroad noise.

**Program N 1.1.2.1:** Coordinate with the Federal Railroad Administration to designate the City of Guadalupe as a railroad quiet zone where trains do not blow their horns.

**Program N 1.1.2.2:** Establish a noise pollution fee for businesses that benefit from the railroad to fund a small grants program to help sensitive land uses near railroad tracks to install noise barriers and/or noise-insulating materials in their buildings if they experience excessive noise levels.

**Policy N 1.1.3:** Mitigate excessive traffic noise.

**Program N 1.1.3.1:** Promote alternative modes of transportation to reduce traffic volume.

**Program N 1.1.3.2:** Explore funding options to install noise barriers between the main traffic arterials (e.g., Highway 1 and Highway 166) and sensitive land uses (e.g., residences, schools).

**Program N 1.1.3.3:** Explore funding options to create a small grants program to help sensitive land uses near main traffic arterials to install noise barriers and/or noise-insulating materials in their buildings if they experience excessive noise levels.

**Objective N 1.2:** Limit future excessive noise exposure levels.

**Policy N 1.2.1:** Prohibit development of sensitive land uses and noise-producing land uses near each other.
Program N 1.2.1.1: Develop a zoning ordinance, land use policies, and a development review process that isolate noise-producing activities from sensitive land use types.

Program N 1.2.1.2: Prohibit the development of sensitive land uses adjacent to industrial zones; along railroad tracks; and near main arterial streets such as Highway 1, Highway 166, Fifth Street, and Eleventh Street.
15. Safety
As defined by the State of California Government Code §65302(g), the purpose of the required safety element is for the protection of the community from any unreasonable risk associated with manmade and natural hazards. The Safety Element addresses safety concerns relating to seismic, fire, flooding, and climate change, as well as describes the measures to reduce hazards and increase safety within the City of Guadalupe. The Safety Element includes the following components: seismic risk, flooding, wildland and urban fires, climate change adaptation and resilience, and other considerations such as crime, emergency response, and unreinforced masonry buildings.

The greatest risk facing Guadalupe are seismic hazards but flooding and climate change also pose threats to the public safety. Many of the buildings within Guadalupe lack proper earthquake retrofitting, according to California Building Code. This Chapter provides goals, objectives, policies, and programs to reduce and mitigate these primary safety concerns. This Chapter also addresses other hazards required by California Government Code §65302(g) to create a comprehensive safety approach. The implementation of measures that address each hazard can reduce the impacts to the health, safety, and welfare of the community.

The Safety Element provides the City of Guadalupe with a guide that will contribute to a community that is safe and resilient from unreasonable wildland and urban fire risks, flooding, earthquake, climate change, and crime. Guadalupe will additionally have an educated community on safety and a prepared emergency response team.

15.1. Goals, Objectives, Policies, and Programs

Goal SF 1: Protection from unreasonable risks associated with the effects of wildland and urban fires pursuant to Government Code 65302(g)(1).

Objective SF 1.1: Develop an emergency response route in case of wildland and urban fires

Policy SF 1.1.1: The City shall minimize response time to fire emergencies.

Program SF 1.1.1.1: Frequently train emergency response team to increase response efficiency during fire emergencies.

Policy SF 1.1.2: Enforce the City's Community Wildfire Protection Plan (CWPP).

Program SF 1.1.2.1: Provide an evacuation plan with alternative routes for fire emergencies

Program SF 1.1.2.2: Provide evacuation plan and route maps in city buildings and online

Policy SF 1.1.3: Initiate wildland fire prevention processes to reduce or eliminate fire hazards, risks, heat sources, and fuels in the wildland and urban interface
Program SF 1.1.3.1: Adopt ordinance to ensure defensible perimeter is maintained around residential uses located in high or very high wildfire hazard zones, as per Cal Fire guidelines.

Goal SF 2: Protection from unreasonable risks of flooding pursuant to government code section 65302(g).

Objective SF 2.1: Minimize public and private losses due to flood conditions citywide.

Policy SF 2.1.1: Minimize risks of flooding to development through development review processes.

Program SF 2.1.1.1: Review new development for compliance with Building Construction standards set forth in California Code of Regulations, Title 19, Appendix G

Policy SF 2.1.2: Locate, when feasible, new essential public facilities outside of flood hazard zones

Program SF 2.1.2.1: Maintain structural and operational integrity of essential public facilities in the event of flood hazard, and locate new essential public facilities outside of flood hazard zones

Policy SF 2.1.3: Protect the community from flooding thru levee failure

Program SF 2.1.3.1: Coordinate with the Santa Barbara Flood Control District to improve and maintain the levee system along the Santa Maria River Watershed

Objective SF 2.2: Minimize and avoid development in flood hazard areas to assure implementation of flood risk reduction measures

Policy SF 2.2.1: Implement National Flood Insurance Program (NFIP) activities

Program SF 2.2.1.1: Collaborate with FEMA to adopt California Code of Regulations, Title 19, Appendix G into the City of Guadalupe's Building Code to reduce flood hazards

Program SF 2.2.1.2: Utilize FEMA Flood Hazard Mapping tools to identify properties within the floodplain and at risk during flooding events

Program SF 2.2.1.3: For properties located within designated 100-year and 500-year flood zones, require the submittal of architectural plans prepared by a licensed architect conveying that the structure will be at least 12 inches potential flood level
Goal SF 3: A resilient community with minimized damage from climate change induced hazards.

Objective SF 3.1: Incorporate climate change impacts and adaptation into relevant plans, projects, and processes.

Policy SF 3.1.1: Protect the populations, services, and infrastructure from the impacts of climate change.

Program SF 3.1.1.1: Perform a climate change vulnerability assessment utilizing the California Adaptation Planning Guide and the most recent climate projection models out to 2100.

Program SF 3.1.2.1: Develop and adopt a Climate Adaptation Plan, based on the vulnerability assessment, that is consistent with the Safety Element and the Local Hazard Mitigation Plan utilizing the California Adaptation Planning Guide.

Program SF 3.1.2.2: Develop an Adaptive Management Plan to address the long-term impacts of climate change on critical facilities and services.

Program SF 3.1.2.3: Prioritize implementation of adaptation measure to near-, mid-, and long-term based on risk and adaptive capacity.

Program SF 3.1.2.4: Apply for hazard mitigation grants and funding to implement the Climate Adaptation Plan and Adaptive Management Plan.

Objective SF 3.2: Utilize best available science to map potential climate change impacts.

Policy SF 3.2.1: Incorporate best available science in identifying climate change related hazards.

Program SF 3.2.1.1: Upon revisions of the Safety Element, utilize best available data from NOAA, Cal-Adapt, FEMA, and the California Emergency Management Agency to identify changes in temperature, precipitation patterns, and wildfire potential due to climate change.

Goal SF 4: Protection from seismic hazards and associated soil and ground instability.

Objective SF 4.1: Promote safety for occupants in unsafe structural buildings.

Policy SF 4.1.1: Retrofit buildings over 50 years old that are deemed unsafe.

Program SF 4.1.1.1: Retrofit buildings over 50 years old that are deemed unsafe.
**Objective SF 4.2**: Mitigate liquefaction probability.

**Policy SF 4.2.1**: The City shall require new development to consider liquefaction mitigation techniques/standards.

**Program SF 4.2.1.1**: Include proof of liquefaction mitigation application in the building permitting process.

**Objective SF 4.3**: Reduce the probability of dam failure due to seismic activity.

**Policy SF 4.3.1**: Require frequent dam structural integrity tests.

**Program SF 4.3.1.1**: Improve dam structural integrity where lacking.

**Goal SF 5**: Enhanced community safety and low crime rates.

**Objective SF 5.1**: Increase youth and teen night time activity.

**Policy SF 5.1.1**: Promote adaptive reuse of sites for community-oriented activities.

**Program SF 5.1.1.1**: Increase the number of community recreational areas throughout the City.

**Policy SF 5.1.2**: The City shall increase the number of community recreational areas.

**Program SF 5.1.2.1**: Incentivize adaptive reuse development for community-oriented activities.

**Objective SF 5.2**: Update and maintain quality of parks.

**Policy SF 5.2.1**: The City shall improve the conditions of local parks.

**Program SF 5.2.1.1**: Regularly inventory the conditions local parks.

**Program SF 5.2.1.2**: Renovate local parks so grass areas are even, equipment is safe, and adequate lighting is available.

**Objective SF 5.3**: Decrease or remove vandalism throughout the City.

**Policy SF 5.3.1**: Promote a sense of communal protection.

**Program SF 5.3.1.1**: Establish weekend volunteer groups to give back to the community through service activities.
Program SF 5.3.1.2: Provide necessary equipment to remove vandalism.

Program SF 5.3.1.3: Promote neighborhood watch programs for residential areas aimed at empowering neighborhoods to watch for and report suspicious activity.

Goal SF 6: Reliable emergency response and prevention capabilities.

Objective SF 6.1: Enhance emergency response and connectivity throughout Guadalupe

Policy SF 6.1.1: The City shall improve emergency medical response capabilities and options

Program SF 6.1.1.1: Require at least 1 firefighter who is cross trained as a paramedics or emergency medical technician be on duty at the Guadalupe Fire Station at all times.

Program SF 6.1.1.2: Coordinate with Marian Regional Medical Center to improve ambulance response times in Guadalupe.

Policy SF 6.1.2: The City shall enhance emergency response connectivity and response times throughout City boundaries.

Program SF 6.1.2.1: Require new development to provide adequate access to emergency vehicles, including adequate widths, turning radii, hard standing areas, and vertical clearance.

Program SF 6.1.2.2: Develop a plan to widen critical rights-of-way that do not provide adequate clearance for emergency vehicles. For areas that are not feasibly accessible to emergency vehicles, develop a continency plan to reach and evacuate people in need of treatment.

Program SF 6.1.2.3: Implement a text message alert system for natural and manmade hazards near and within the City, including text-to-911 capabilities.

Program SF 6.1.2.4: Maintain emergency response times to under 15 minutes (the national average) within the City limits.

Objective SF 6.2: Refine emergency preparedness and response to address climate impacts.

Policy SF 6.2.1: The City shall increase awareness of climate change impacts and subsequent emergency response procedures.
Program SF 6.2.1.1: Develop a climate change risk educational workshop series to demonstrate the potential impacts to the community and how residents and business owners should respond.

Program SF 6.2.1.2: Incorporate climate change vulnerability and adaptation into emergency response plans and procedures.
16. Public Facilities

The goals, objectives, policies, and programs outlined in the Public Facilities Element adhere to federal, state, and local standards and are formulated through numerous community engagement efforts. This is an optional element but recommended by the Governor’s Office of Planning and Research to address the need to provide adequate public services and facilities, accommodate future population growth and associated utilities demand, and create a high quality of life for residents of Guadalupe. The purpose of the Public Facilities Element is to plan for future community needs and ensure that service capacity in Guadalupe is adequate. This element provides the policy basis to guide long-range documents, such as a capital improvement program and utility master plans. Specific public facilities and services covered in this element include water supply, wastewater, stormwater, solid waste disposal, police, fire, emergency services, school facilities, and library facilities.

16.1. Goals, Objectives, Policies, and Programs

Goal PF 1: A City with improved storm and wastewater infrastructure and associated public services.

Objective PF 1.1: Maintain and carry out Wastewater Master Plan activities.

Policy PF 1.1.1: The City will follow recommendations of the 2015 Wastewater Master Plan in order to improve effluent quality and meet permit and regulatory requirements.

Program PF 1.1.1.1: Prioritize action on recommendations in Master Plan and develop phasing and project timeline.

Objective PF 1.2: Achieve compliance with stormwater regulation through NPDES compliance

Policy PF 1.2.1: Develop and adhere to Stormwater Master Plan in order to comply with NPDES Stormwater permit requirements.

Program PF 1.2.1.1: Develop a Waste Load Allocation Attainment Program (WAAP) to meet stormwater permitting requirements.

Policy PF 1.2.2: Implement ordinance requiring low impact development strategies (LID) and best management practices (BMP) for new developments within the City.

Program PF 1.2.2.1: Require DJ Farms Specific Plan and future development projects to prepare and adhere to project specific stormwater infrastructure (LID) plans.

Goal PF 2: A City with sufficient and enhanced school facilities.
Objective PF 2.1: Work with Guadalupe Union School District to establish a high school in Guadalupe.

Policy PF 2.1.1: Site the High School, with school district and community involvement, such that it is easily accessible by students and their families with safe routes to the school.

Program PF 2.1.1.1: Create action task force comprising officials of City, Guadalupe Union School District and community members to identify appropriate siting.

Policy PF 2.1.2: Require the high school to include athletic facilities for interscholastic competition.

Program 2.1.2.1: Construct new athletic facility for future high school facility.

Program 2.1.2.2: Coordinate with youth sports programs and organizations to use the facilities for practices, games, and other events.

Objective PF 2.2: Work with Guadalupe Union School District to enhance existing school facilities at Mary Van Buren Elementary and Kermit McKenzie Junior High.

Policy PF 2.2.1: Require compliance of both school sites with per pupil square footage and service requirements.

Program PF 2.2.1.1: Execute construction of expanded school facilities.

Policy PF 2.2.2: Improve athletic facilities on both campuses, as needed.

Program PF 2.2.2.1: Conduct assessment for needed additional space.

Program PF 2.2.2.2: Construct facility to be communally used by both school facilities and community for different sports and activities.

Goal PF 3: A safe community.

Objective PF 3.1: Increase capacity for police, fire, and emergency services within the City.

Policy PF 3.1.1: Maintain minimum personnel to population ratios for police, fire, and emergency services.

Program PF 3.1.1.1: Hire full time, part time, and volunteer service individuals in accordance with fiscal responsibility to maintain service ratios.
**Policy PF 3.1.2:** Retain effective response times of police, fire, and emergency services.

*Program PF 3.1.2.1:* Construct new or add to existing critical response facilities commensurate with changes in population size and distribution.

**Goal PF 4:** An active and engaged youth through extracurricular and after school opportunities.

**Objective PF 4.1:** Implement youth-focused small grant program.

*Policy PF 4.1.1:* Pursue after-school/summer programs fostering high educational achievement such as reinstituting the MATHCOUNTS Competition and Odyssey of the Mind programs.

*Program PF 4.1.1.2:* Implement MATHCOUNTS, robotics, STEM, and/or tutoring clubs at school facilities.

*Policy PF 4.1.2:* Promote early vocational training.

*Program PF 4.1.2.1:* Incorporate vocational training and tradesmanship opportunities in middle and high school programs.

*Program PF 4.1.2.2:* Create vocational pathway for solar, wind, and other occupations through after-school organizational activities.

**Objective PF 4.2:** Collaborate with school administrators to create youth engagement plan.

*Policy PF 4.1.1:* Facilitate elementary-middle-high school athletics pipeline through shared coaching and facilities.

*Program PF 4.1.1.1:* Maintain that same coaches of athletics through pipeline. I.e. MVB, KMJHS, GHS Bobcats with same colors and traditions and coaches.

*Program PF 4.1.1.2:* Common branding

*Policy PF 4.1.2:* Provide opportunities for youth to be more involved in civic process.

*Program PF 4.1.2.1:* Facilitate programming allowing for shadowing City officials and attending public meetings.

*Program PF 4.1.2.2:* Create youth advisory council (Advisory body) expanded youth voice in Citywide actions.
Goal PF 5: A cohesive, active community, through facilitation of public events in civic spaces.

Objective PF 5.1: Develop community events and share on public events calendar.

Policy PF 5.1.1: Facilitate festivals, gatherings, and community activities at City's public facilities.

Program PF 5.1.1.2: Schedule fresh food farmers market and cultural events on regular basis in civic space.

Program PF 5.1.1.3: Provide additional staffing and maintenance services to address expanded use of enhanced public facilities.

Program PF 5.1.1.4: Provide City-support for pocket parks and underutilized parcels for public event use.

Goal PF 6: A Sustainable water supply for community.

Objective PF 6.1: Use State Water Project allocation to meet future water supply needs.

Policy PF 6.1.1: Coordinate directly with State Department of Water Resources and regional Water Boards to secure additional State Water Project allocation.

Program PF 6.1.1.1: Develop adjusted volume of allocation request to reflect future need.

Program PF 6.1.1.2: Request determined future allocation from Department of Water Resources for State Water Project.

Objective PF 6.2: Improve operability of city-owned water wells and critical delivery infrastructure.

Policy PF 6.1.2 Follow schedule of recommended upgrades in Water Master Plan as needed to accommodate future growth.

Program PF 6.1.2.1: Add one additional City well or supply source with a capacity of 800 gallons per minute, in accordance with recommendation in water plan.

Program PF 6.1.2.2: Restore Bonita Reservoir storage tank to operability.

Goal PF 7: A Zero Waste Community.
Objective PF 7.1: Design and implement zero waste plan.

Policy PF 7.1.1: Comply with state mandated waste diversion goals through zero waste plan implementation.

Program PF 7.1.1.1: Provide technical assistance and education to community members on good waste management protocols, including composting, through public engagement efforts.

Program PF 7.1.1.2: Coordinate with waste management contractor to develop their action towards zero waste community goal.

Program PF 7.1.1.3: Phase out use of plastic bags, single use water bottles, and plastic straws through Single Use Plastic Ordinance.
17. Air Quality

The Air Quality Element (AQ Element) describes the City’s air quality conditions through air quality monitoring data, emission inventories, and listing significant sources of pollution. The City’s main source of air pollution originates from inhalable particles, with diameters of 10 micrometers and smaller. These particles come from both agriculture dust, such as tillage and harvesting, and the sand from the Rancho Guadalupe Dunes Preserve. The quality of the air relates to the health of a community, especially in sensitive populations such as the young, elderly, and people with heart disease or respiratory problems. The AQ Element aims to safeguard public health by reducing exposure to harmful air pollutants.

17.1. Goals, Objectives, Policies, and Programs

Goal AQ 1: A clear community understanding of the sources of air pollution.

Objective AQ 1.1: Report ambient air quality conditions to residents of Guadalupe.

Policy AQ 1.1.1: Once the sources of air quality issues are discovered, the city shall not hold the information from the residents of Guadalupe.

Program AQ 1.1.1.1: Post on the website and offer a text message, automated call, or email service of periodic air quality conditions to the residents of Guadalupe.

Objective AQ 1.2: Educate the residents of Guadalupe on the contents of air pollution both indoor and outdoor and the meaning of messages.

Policy AQ 1.2.1: The city shall communicate the air pollution issues to the public.

Program AQ 1.2.1.1: Host informational meetings to explain meanings of messages.

Program AQ 1.2.1.2: Educate residents on benefits of installing high-efficiency filtration systems in their homes to reduce indoor air toxins.

Goal AQ 2: A community able to monitor air quality.

Objective AQ 2.1: Install an air quality monitor station within city limits.

Policy AQ 2.1.1: The community will take advantage of AB 617: Community Air Protection Program for funding support.

Program AQ 2.1.1.1: Work with the SBCAPCD to build an air monitoring station in Guadalupe.

Goal AQ 3: Conservation of energy resources and the reduction of community-wide greenhouse gases.
**Objective AQ 3.1:** Enhance cooperation, communication, and coordination between the city of Guadalupe and the Santa Barbara Air Pollution Control District.

**Policy AQ 3.1.1:** The city shall consult the SBCAPCD before adopting any strategies of emission control measures.

**Program AQ 3.1.1.1:** The city should review the SBCAPCD's 2016 Ozone Plan, the 2013 Clean Air Plan, and relevant future plans and adopt any emission control measures not already in practice.

**Objective AQ 3.2:** Enhance the partnership with the Santa Barbara Agricultural Commissioner to formulate land management practices that reduce air pollution.

**Policy AQ 3.2.1:** The city shall limit development of sensitive land uses near Main Street and State Highway 1 in accordance with the SBAPCD 2013 Clean Air Plan.

**Program AQ 3.2.1.1:** Educate residents of Guadalupe to fill out the "Pesticide Complaint" form found on the SB Ag Commissioner's website, in order to generate an investigation of the overuse of pesticides near Guadalupe.

**Program AQ 3.2.1.2:** Collaborate with the SB Ag Commissioner to enforce DPR 16-004 on agriculture operations within a quarter mile radius of school sites.

**Objective AQ 3.3:** Consult with the SBCAPCD and SBCAG during early stages of infill development near major thoroughfares to protect the community from transportation-related air pollutants.

**Policy AQ 3.3.1:** The city shall limit development of sensitive land uses near Main Street and State Highway 1 in accordance with the SBAPCD 2013 Clean Air Plan.

**Program AQ 3.3.1.1:** When prioritizing areas for infill development, work with the SBCAPCD to identify locations of toxic air contaminants.

**Program AQ 3.3.1.2:** Review SBCAG's 2040 Regional Transportation Plan & Sustainable Communities Strategy and implement any feasible policies which are appropriate for improving the air quality in Guadalupe.

**Objective AQ 3.4:** Enhance the partnership with the Santa Barbara County Parks Division to formulate ideas of dune management practices that can stabilize the sand from the Rancho Guadalupe Dunes.
Policy AQ 3.3.1: Discourage the SB County Parks Division from allowing or promoting uses on the Rancho Guadalupe Dunes that would further increase the PM2.5 and PM10 pollutants in Guadalupe.

Goal AQ 4: Attainment for all criteria pollutants of National Air Quality Standards (NAAQS) and the State Ambient Air Quality Standards (SAAQS).

Objective AQ 4.1: Work with the SBAPCD to continue to meet attainment status for all six criteria pollutants outlined by the National Air Quality Standards (NAAQS).

Policy AQ 4.1.1: The city shall not permit any uses which would increase the chances of not meeting attainment status for any of the NAAQS six criteria pollutants.

Objective AQ 4.2: Work with the SBAPCD to meet attainment status for all ten criteria pollutants outlined by the State Ambient Air Quality Standards (SAAQS).

Policy AQ 4.1.1: The city shall not permit any uses which would further worsen PM10 or Ozone concentrations within the city.
18. Community Design
California Government Code Section 65302(d) allows a general plan to include a community design element to provide guidance for the aesthetics, historical preservation, cultural resources, and other features such as way-finding within a community. The Community Design Element addresses Guadalupe's streetscape design, signage, historical and cultural resources, and building design standards. The following section outlines the goals, objectives, policies, and programs that will guide the City in the aesthetics of Guadalupe’s built environment and its approach to Guadalupe’s rich and diverse cultural heritage.

18.1. Goals, Objectives, Policies, and Programs

Goal CD 1: A vibrant community.

Objective CD 1.1: Establish a farmer’s market in the downtown core.

Policy CD 1.1.1: Work with local farmers and retailers as partners in developing a regional program.

Program CD 1.1.1.1: Adopt guideline for registration and participation at a farmer’s market.

Objective CD 1.2: Implement building frontages that are pedestrian friendly and inviting in appearance.

Policy CD 1.2.1: Promote development that interacts with the public realm.

Program CD 1.2.1.1: Offer easier permitting procedures for developers to fill underutilized and infill sites that meet the city’s objective.

Objective CD 1.3: Develop and maintain public spaces that encourage activity.

Policy CD 1.3.1: Provide opportunities for a variety of new or expanded public spaces throughout the city.

Program CD 1.3.1.1: Expand the existing downtown plaza.

Policy CD 1.3.2: Prioritize a vibrant street front for improved pedestrian access, shopping, dining and informal gathering spaces.

Program CD 1.3.2.1: Allow businesses to easily provide outdoor dining where space permits.

Program CD 1.3.2.2: Allow businesses the opportunity to purchase parklets for additional outdoor space.

Goal CD 2: A community with a sense of place.
Objective CD 2.1: Enhance public spaces to act as focal points for the neighborhoods surrounding them.

Policy CD 2.1.1: Provide amenities within existing public spaces.

   Policy CD 2.1.1.1: Establish community events where the community comes together to build features within public spaces.

Objective CD 2.2: Improve on wayfinding.

Policy CD 2.2.1: Continue to allocate funding for signage maintenance in the City.

   Program CD 2.2.1.1: Designate gateways into the City.

   Program CD 2.2.1.2: Install wayfinding signs at major intersections to direct people toward attractions such as downtown, the Amtrak station, City Hall, and the dunes.

Goal CD 3: A community that reflects cultural heritage.

Objective CD 3.1: Treat Guadalupe as a venue to promote the cultural diversity of the Central Coast.

Policy CD 3.1.1: Promote cultural events within Guadalupe.

   Program CD 3.1.1.1: Advertise existing cultural events.

   Program CD 3.1.1.2: Work with Allan Hancock College, nonprofits, and other organizations as partners in expanding existing cultural events.

   Program CD 3.1.1.3: Analyze what holidays do not have major community event in the region and establish an event within Guadalupe for that day.

Objective CD 3.2: Expand and maintain public art.

Policy CD 3.2.1: Promote public art throughout the City.

   Program CD 3.2.1.1: Organize volunteers to touch up existing murals.

   Program CD 3.2.1.2: Establish a competition for artists to paint new murals throughout the City.

Goal CD 4: A community with a small-town, historic feel.
Objective CD 4.1: Maintain the historic nature and current size of Guadalupe.

Policy CD 4.1.1: Promote usage of historic buildings.

Program CD 4.1.1.1: Create and maintain a register of historic places.

Program CD 4.1.1.2: Develop a walking tour of historic properties, mostly consisting of rehabilitated historic buildings.

Policy CD 4.1.2: Be a supportive partner to developers who rehabilitate, restore and then utilize historic buildings.

Program CD 4.1.2.1: Match potentially struggling businesses to older less valuable buildings in need of a tenant.

Objective CD 4.2: Create a downtown that is visually distinctive, vibrant and combines a variety of uses.

Policy CD 4.2.1: Promote a mixture of commercial and residential uses in downtown.

Program CD 4.2.1.1: Reduce or redevelop surface parking lots with two-story minimum residential developments or convert to public open space where appropriate.

Policy CD 4.2.2: Incorporate references to the City’s regional and historic setting in design of structures and public places downtown.

Program CD 4.2.2.1: Provide developers with a list of distinct Guadalupe traits, such as the dunes, the railroad, the agrarian landscape, etc.

Goal CD 5: An aesthetically pleasing community.

Objective CD 5.1: Landscape streets throughout the community.

Policy CD 5.1.1: Adopt multiple avenues of funding for additional streetscape improvements.

Program CD 5.1.1.1: Establish programs for adopting trees, planters, and benches.

Policy CD 5.1.2: Each block in Guadalupe should have at least one tree planted along it.

Program CD 5.1.2.1: Evaluate street tree grates annually to ensure root health.
Program CD 5.1.2.2: Develop streetscape plans for Highway 1 and W. Main Street/Highway 166.

Objective CD 5.2: Create and maintain design standards for new construction.

Policy CD 5.2.1: New development should be consistent in scale and theme with current neighborhoods.

Program CD 5.2.1.1: Establish guidelines (architectural, massing, etc.) for how to measure an infill development's appearance as compared to the surrounding lots.

Policy CD 5.2.2: Incorporate the City seal in public facilities and public spaces.

Program CD 5.2.2.1: Identify, preserve and enhance views of major landmarks, community facilities, and natural open space when designing all private and public projects.

Objective CD 5.3: Treat streets and sidewalks as wide and inviting linear parks with street trees, ample seating, bike parking, lighting and public art.

Policy CD 5.3.1: Clearly define street and sidewalk maintenance responsibilities for both the City and private landowners.

Program CD 5.3.1.1: Adopt a plan for coordinated street furnishes as street improvements are made.

Policy CD 5.3.2: Prevent cars and parking from dominating visuals to maintain the small-town character of Guadalupe.

Program CD 5.3.2.1: Consolidate surface parking, where cars are screened from view, wherever possible.
19. Health
The Health Element identifies measures of physical, mental, and social wellness in Guadalupe. The element addresses adequate access to healthy foods, medical services, public transit and safe active transportation, quality housing, recreation and open space, safe neighborhoods and public spaces, and environmental quality. A proportion of Guadalupe residents suffer from chronic diseases such as diabetes and asthma. Vulnerable populations include: low-income individuals and families, medically underserved populations, individuals with chronic conditions, minority groups, and the youth and elderly. Elderly health issues are a rising concern as the City’s aging population is projected to grow. With a growing senior population, access to transportation, health care, and recreation will become increasingly important.

The purpose of the Health Element’s goals, objectives, policies, and programs is to address the health issues and challenges of the City. All other elements influence the City’s health goals, in order to provide a comprehensive health plan.

19.1. Goals, Objectives, Policies, and Programs

**Goal HE 1:** High awareness of healthy eating and healthy food options.

**Objective HE 1.1:** Increase access to healthy food options to expand nutritional choices.

**Policy HE 1.1.1:** Promote the prevalence of fresh fruit and produce so that all residences are within one-quarter mile walking distance of a healthy food store.

**Program HE 1.1.1.1:** Permit convenience stores to carry fresh produce in compliance with health department regulations along with placement of the healthy items.

**Program HE 1.1.1.2:** Establish nodes of neighborhood-serving retail uses within walking distance (one-quarter mile) of all residences.

**Program HE 1.1.1.3:** Amend zoning and other restrictions to permit urban agriculture.

**Program HE 1.1.1.4:** Establish community gardens and food cooperatives.

**Program HE 1.1.1.5:** Work with restaurants to create a healthier dining experience for customers by highlighting healthy dishes, offering smaller portion sizes, and disclosing nutrition facts.

**Program HE 1.1.1.6:** Establish a farmer’s market with fee-free incentives for local growers and food vendors to participate.

**Program HE 1.1.1.7:** Implement Market Match, California’s healthy food incentive program, at the farmer’s market.
**Program HE 1.1.1.8:** Create a cooperative marketing / branding campaign that brings additional value and appeal of locally-produced foods.

**Objective HE 1.2:** Educate the public about food assistance programs available within the community.

**Policy HE 1.2.1:** Connect low-income households and people experiencing homelessness to food-assistance programs such as WIC, SNAP, and local food banks.

**Program HE 1.2.1.1:** Develop a marketing campaign and materials summarizing the assistance programs to disseminate at schools, workshops, and public places.

**Program HE 1.2.1.2:** Facilitate informational workshops with school districts, community services agencies, and healthcare providers on assistance programs.

**Objective HE 1.3:** Enhance school-based health promotion and activities.

**Policy HE 1.3.1:** Increase access to healthy food in school dining.

**Program HE 1.3.1.1:** Collaborate with other organizations including local growers to offer healthy food in schools.

**Program HE 1.3.1.1:** Include healthy food choices in school vending machines.

**Program HE 1.3.1.1:** Foster the creation of a school garden cared for by students with support and education by local growers.

**Objective HE 1.4:** Expand food assistance programs

**Policy HE 1.4.1:** Increase access to local food banks.

**Program HE 1.4.1.1:** Collaborate with local food banks to expand on distribution times to accommodate the community.

**Objective HE 1.5:** Establish “Food as Medicine” programs.

**Policy HE 1.5.1:** Promote health through better nutrition.
Program HE 1.5.1.1: Consolidate information about classes, resources or events, which doctors/care providers can give their patients as part of their prescription.

Program HE 1.5.1.2: Work with care providers and doctors to: screen for food insecurity; employ innovative strategies such as a “Veggie Prescription” or a referral to a cooking class; make referrals to CalFresh; and champion this message with other doctors and care providers.

**Goal HE 2:** Accessible healthcare services and programs.

**Objective HE 2.1:** Improve access to regional healthcare centers, County health facilities, and vulnerable populations in Guadalupe through transit.

**Policy HE 2.1.1:** Empower health champions.

Program HE 2.1.1.1: Seek input from public health specialists when writing/updating the General Plan and/or any other City plans that could potentially impact health conditions and outcomes (e.g., physical activity, nutrition, or health determinants).

**Policy HE 2.1.2:** Promote coordination among local health systems and entities.

Program HE 2.1.1.1: Foster the creation of development of mobile clinics or remote health care (e.g., E-Health Care, Clinics on Wheels) to reach the widest population of users.

**Objective HE 2.2:** Develop a reporting and monitoring system for health indicators.

**Policy HE 2.2.1:** Collaborate with the County Public Health Department and major health facilities to develop a citywide health report card.

Program HE 2.2.1.1: Assess periodically the health of Guadalupe residents and distribute findings about changes in health status.

**Objective HE 2.3:** Increase the number of residents who see a Primary Care Provider annually.

**Policy HE 2.3.1:** Promote equity in healthcare access.

Program HE 2.3.1.1: Provide more support services and education specific to Spanish speaking populations, families, and farm workers.

Program HE 2.3.1.2: Distribute bilingual educational information, through multiple means including social media, about when to seek
medical care and when to use emergency room, urgent care, and other levels of care.

**Objective HE 2.4:** Increase the number of residents who maintain a healthy weight and decrease the number of residents in the obese category.

**Policy HE 2.4.1:** Address physical and mental health for better health outcomes and a healthier community.

**Program HE 2.4.1.1:** Work with County Health Department to organize health education and awareness campaigns.

**Program HE 2.4.1.2:** Partner with local businesses, school districts, and community organizations to develop healthy and active lifestyle awareness.

**Program HE 2.4.1.3:** Conduct walkability audits to determine needed improvements in existing infrastructure.

**Program HE 2.4.1.4:** Regularly understand the number of people walking, biking, and taking public transportation by using a standardized monitoring tool and distribute the findings to the community.

**Goal HE 3:** A safe and active transportation and recreation network for all users.

**Objective HE 3.1:** Establish connected open spaces and recreational activities for the population to encourage healthy and active lifestyles.

**Policy HE 3.1.1:** Promote community and family-based activities that lead to healthy and active lifestyles.

**Program HE 3.1.1.1:** Expand parks and open space consistent with the Open Space Element.

**Program HE 3.1.1.2:** Establish a walking/biking trail to the Dunes that includes workout stations along the way.

**Objective HE 3.2:** Establish a network of “Complete Streets” that accommodates all travel modes appropriate to their function.

**Policy HE 3.2.1:** Promote safety and comfort, in movement of people of all ages and physical abilities.

**Program HE 3.2.1.1:** Increase sidewalk connectivity throughout the City.
Program HE 3.2.1.2: Improve transit service with bus lanes, signal prioritization, “next-bus” read outs at bus stops, and equip bus stops with amenities such as benches, shelter, lighting, and multi-lingual maps and schedules.

Policy HE 3.2.2: Increase access to non-motorized transportation options to promote healthy living and provide mobility alternatives.

Program HE 3.2.2.1: Establish connected bicycle network.

Program HE 3.2.2.2: Provide pedestrian and bicycle amenities such as bicycle parking, streetscape improvements, and traffic calming measures

Program HE 3.2.2.3: Establish innovative solutions such as a bicycle coalition or bicycle share program.

Program HE 3.2.2.4: Foster bicycle safety through education programs targeting bicyclists and motorists and promotional events such as bicycle rodeos and free helmet distribution events.

Goal HE 4: A safe community.

Objective HE 4.1: Provide a high-quality pedestrian network for residents to walk and bike safely and comfortably.

Policy HE 4.1.1: Create safety within the built environment.

Program HE 4.1.1.1: Create pedestrian corridors with traffic calming measures such as bulb-outs, street trees, and widened sidewalks.

Program HE 4.1.1.2: Take steps to make the existing at-grade rail crossings safer and more attractive for pedestrians and vehicles. Work with the railroad to secure rail facilities from general public access in order to prevent pedestrian access and crossings at unauthorized locations.

Program HE 4.1.1.3: Maintain existing pedestrian safety features and increase safety at roadway crossings throughout the City through the addition of marked crosswalks, high-visibility markings, and physical improvements such as crossing islands, raised crosswalks, curb extensions, reduced radii at intersections, perpendicular curb ramps and other measures known to improve pedestrian safety.
Program HE 4.1.1.4: Establish Safe Routes to School for other schools in Guadalupe outside of the DJ Farms area. Prioritize improvements for locations with the highest safety concerns.

Program HE 4.1.1.5: Actively seek State and Federal funding to support the Safe Routes to School plan.

Policy HE 4.1.2: Promote natural surveillance and public presence.

Program HE 4.1.2.1: Improve lighting throughout the City to promote safer neighborhoods after dark. Facilities should be designed to have adequate lighting, signage, and hours of operation.

Program HE 4.1.2.2: Work with restaurants and cafes to create outdoor seating areas to activate the sidewalk.

Objective HE 4.2: Reduce harmful outdoor exposures.

Policy HE 4.2.1: Limit contributors to asthma in the community and the outdoor workplace.

Program HE 4.2.1.1: Add surface roughness in the Dunes to disrupt wind flow and sand movement and decrease the movement of dust across the City.

Program HE 4.2.1.2: Promote alternative forms of transportation to reduce air pollution.

Program HE 4.2.1.3: Promote agricultural buffer zones and crop coverage to protect the community from air and water quality issues from dust, chemical use, and other industrial processes involved.

Objective HE 4.3: Provide a range of safe, clean, comfortable and affordable housing alternatives.

Policy HE 4.3.1: Maintain the availability of an adequate supply of quality housing units to meet the needs of all income levels.

Program HE 4.3.1.1: Require new projects to include a range of housing types such as single-family residences, townhomes, condominiums, and rental units.

Program HE 4.3.1.2: Work with the county and other social service agencies to link needy families with housing assistance programs.
Program HE 4.3.1.3: Educate the public on housing options and available housing assistance programs.

Program HE 4.3.1.4: Engage with local growers to provide adequate housing for farmworkers.

Goal HE 5: A strong sense of community among residents.

Objective HE 5.1: Promote social activities for community residents

Policy HE 5.1.1: Foster a sense of community.

Program HE 5.1.1.1: Allow and encourage residents to apply for street closure permits for neighborhood block parties and community wide social events that strengthen neighborhood cohesion.

Program HE 5.1.1.1: Create public plazas with seating, art, and play features near shopping and business districts.

Program HE 5.1.1.1: Build diverse public spaces that provide pleasant places for neighbors to meet and congregate. Support development of small-scale neighborhood nodes that provide a range of neighborhood-serving retail, public amenities and services to residents within walking distance of their homes.

Program HE 5.1.1.1: Sponsor and support a variety of community events focused on health and wellness such as jog-athons, weight-loss programs, fitness programs, and similar activities. Include health themes at summer and holiday activities.

Policy HE 5.1.2: Foster opportunities for community collaboration.

Program HE 5.1.2.1: Establish places for community members to come together to build partnerships with business, community groups, the police, other local agencies and local governments.

Program HE 5.1.2.2: Designate affordable, accessible, and flexible central gathering/meeting spaces that individuals and community groups can rent for a variety of social, cultural, educational, and civic purposes.

Program HE 5.1.2.3: Continue to involve residents in neighborhood development efforts, including issues concerning safety, neighborhood character, planning and revitalization.

Policy HE 5.1.3: Reinforce and strengthen the identity of the City to increase residents' social cohesion.
Program HE 5.1.3.1: Instill a sense of ownership, community pride and civic respect as a means of improving the safety and image of the City.

Program HE 5.1.3.2: Expand public events and activities, such as community-wide social events, that strengthen the overall identity of the City.

Program HE 5.1.3.3: Implement streetscape plans in high pedestrian areas that increase street landscaping and greenery; and place street furniture, public art and other features to entice pedestrian activity.

Program HE 5.1.3.4: Generate opportunities to maximize the use of streets as outdoor rooms for pedestrians to walk and socialize.
20. Appendices

20.1. Appendix A: Community Meeting Feedback Materials

20.1.1. Community Meeting #1: Focus Groups

20.1.1.1. Land Use

![Bar chart for Land Use Q1: What are the strengths regarding Land Use in Guadalupe?](chart1)

- Character: 12 votes
- Location: 7 votes
- Potential: 3 votes

![Bar chart for Land Use Q2: What are the weaknesses regarding Land Use in Guadalupe?](chart2)

- Commercial Opportunities: 6 votes
- Integration of Development: 2 votes
- Parking: 1 vote
20.1.1.2. Circulation
Q2: What are the Weaknesses Regarding Circulation in Guadalupe?

<table>
<thead>
<tr>
<th></th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congestion</td>
<td>5</td>
</tr>
<tr>
<td>Lack of bike paths</td>
<td>1</td>
</tr>
<tr>
<td>Parking</td>
<td>4</td>
</tr>
<tr>
<td>Access to the destinations outside Guadalupe</td>
<td>7</td>
</tr>
</tbody>
</table>

Q3: What are Some Areas for Improvement Regarding Circulation in Guadalupe?

<table>
<thead>
<tr>
<th></th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit</td>
<td>1</td>
</tr>
<tr>
<td>General circulation infrastructure</td>
<td>5</td>
</tr>
<tr>
<td>Access and parking at the Guadalupe Dunes</td>
<td>2</td>
</tr>
</tbody>
</table>
20.1.1.3. **Environmental Justice**

**Q1: What are the Strengths Regarding Environmental Justice in Guadalupe?**

<table>
<thead>
<tr>
<th>Subject</th>
<th># of Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Programs</td>
<td>1</td>
</tr>
<tr>
<td>Diversity of People</td>
<td>3</td>
</tr>
<tr>
<td>Strong Community</td>
<td>4</td>
</tr>
</tbody>
</table>

**Q2: What are the Weaknesses Regarding Environmental Justice in Guadalupe?**

<table>
<thead>
<tr>
<th>Subject</th>
<th># of Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of Community Engagement</td>
<td>20</td>
</tr>
<tr>
<td>Inconsistent Enforcement</td>
<td>4</td>
</tr>
<tr>
<td>Access to Education</td>
<td>4</td>
</tr>
<tr>
<td>Air Quality</td>
<td>4</td>
</tr>
<tr>
<td>Access to Fresh Foods</td>
<td>3</td>
</tr>
</tbody>
</table>

**Q3: What are some areas for Improvement Regarding Environmental Justice in Guadalupe?**

<table>
<thead>
<tr>
<th>Subject</th>
<th># of Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>More Youth Programs</td>
<td>5</td>
</tr>
<tr>
<td>Improve Community Engagement</td>
<td>12</td>
</tr>
<tr>
<td>Markets with Fresh Food</td>
<td>2</td>
</tr>
<tr>
<td>Air Quality Monitoring</td>
<td>4</td>
</tr>
</tbody>
</table>
20.1.1.4. Housing

Q1: What are the Strengths Regarding Housing in Guadalupe?

- Opportunities for Growth: 1
- Relatively Affordable: 3
- Strong Neighborhood: 3
- Small Population: 1

Q2: What are the Weaknesses Regarding Housing in Guadalupe?

- Affordable Workforce Housing: 3
- Housing Options: 3
- Poverty: 1

Q3: What are Some Areas for Improvement Regarding Housing in Guadalupe?

- Infill Opportunities: 1
- Develop Affordable Workforce Housing: 2
- Shelters: 2
- Provide Low-Income Housing: 2
20.1.1.5. Conservation

Q1: What are the Strengths Regarding Conservation in Guadalupe?

<table>
<thead>
<tr>
<th>Subject</th>
<th># of Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diverse Flora and Fauna</td>
<td>1</td>
</tr>
<tr>
<td>Agricultural lands</td>
<td>3</td>
</tr>
<tr>
<td>Pristine Environments</td>
<td>7</td>
</tr>
<tr>
<td>Diverse Bird Species</td>
<td>3</td>
</tr>
</tbody>
</table>

Q2: What are the Weaknesses Regarding Conservation in Guadalupe

<table>
<thead>
<tr>
<th>Subject</th>
<th># of Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor Use of the Beach and Dunes</td>
<td>1</td>
</tr>
<tr>
<td>Poor Water Management</td>
<td>1</td>
</tr>
</tbody>
</table>
20.1.1.6. Economic Development
20.1.1.7. **Open Space**

**Q1: What are the strengths regarding Open Space in Guadalupe?**

<table>
<thead>
<tr>
<th>Subject</th>
<th># of Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weather</td>
<td>1</td>
</tr>
<tr>
<td>Beautiful Beaches</td>
<td>5</td>
</tr>
<tr>
<td>Pristine Environment - Dunes</td>
<td>3</td>
</tr>
<tr>
<td>Hiking in Guadalupe</td>
<td>2</td>
</tr>
<tr>
<td>Access to Beaches</td>
<td>1</td>
</tr>
<tr>
<td>Fish and Foul</td>
<td>2</td>
</tr>
<tr>
<td>Bird Sanctuary</td>
<td>1</td>
</tr>
<tr>
<td>Hardworking Maintenance Workers</td>
<td>1</td>
</tr>
</tbody>
</table>

**Q2: What are the weaknesses regarding Open Space in Guadalupe?**

<table>
<thead>
<tr>
<th>Subject</th>
<th># of Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>No trails</td>
<td>2</td>
</tr>
<tr>
<td>Lack of funding for Parks and Rec</td>
<td>3</td>
</tr>
<tr>
<td>Lack of maintenance</td>
<td>6</td>
</tr>
<tr>
<td>Poor quality</td>
<td>4</td>
</tr>
<tr>
<td>Not much to do for youth and families</td>
<td>10</td>
</tr>
</tbody>
</table>
20.1.1.8. Noise

**Q1: What are Strengths Regarding Noise in Guadalupe?**

- 14: Quiet

**Q2: What are Weaknesses Regarding Noise in Guadalupe?**

- 1: Trains are loud
20.1.1.9. **Safety**

Q3: What are Some Areas for Improvement Regarding Noise in Guadalupe? (0 comments received)

What are the Strengths Regarding Safety in Guadalupe?

- Low Crime: 14
- Safety: 27
- Small Town Feel: 5
- Peaceful: 2
- Sense of Community: 4
- Friendly: 3
20.1.1.10. Air Quality
Q2: What are the Weaknesses Regarding Air Quality in Guadalupe?

- Poor Air Quality: 3 comments
- Dusty Roads: 3 comments

Q3: What are some areas for Improvement Regarding Air Quality in Guadalupe?

- Air Quality Monitoring: 2 comments
- Improve Smell: 2 comments
20.1.1.11. Public Facilities

Q1: What public infrastructure or services can use the most improvement?

<table>
<thead>
<tr>
<th>Public Facility</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police, Fire, and Emergency Services</td>
<td>16</td>
</tr>
<tr>
<td>Water Supply and Quality</td>
<td>17</td>
</tr>
<tr>
<td>Wastewater Treatment</td>
<td>17</td>
</tr>
<tr>
<td>Solid Waste Management</td>
<td>12</td>
</tr>
</tbody>
</table>

Q2: What educational programs or facilities need expansion?

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Facilities</td>
<td>18</td>
</tr>
<tr>
<td>After School / Extracurricular Activities</td>
<td>18</td>
</tr>
<tr>
<td>Libraries</td>
<td>8</td>
</tr>
</tbody>
</table>
20.1.1.12. Community Design

Q3: How can the City best serve the needs of the community?

Q1: What are the strengths regarding community design in Guadalupe?
Q2: What are the weaknesses regarding community design in Guadalupe?

- Communication: 6 votes
- Dilapidation: 9 votes
- Inactivity: 12 votes
- Lack of Vision: 8 votes
- Reputation: 2 votes

Q3: What are some areas for improvement regarding community design in Guadalupe?

- Beauty: 8 votes
- Enrichment: 7 votes
- Diversity: 2 votes
- Downtown: 7 votes
- Public Art: 2 votes
- Signage: 3 votes
- Tourism/Events: 14 votes
20.1.13. Health

Q1: What Are Strengths Regarding Health in Guadalupe?

- Youth programs: 1
- Diverse community: 2
- Supportive community: 8
- Small town closeness: 22
- Guadalupe has moved beyond its seedy past: 7

Q2: What Are Weaknesses Regarding Health in Guadalupe?

- Low variety of doctors: 2
- Limited grocery shop options: 10
- Dust from roads, poor air quality: 3
- Dunes-trash from visitors: 2
- Not enough youth activities: 18
20.1.2. Community Meeting #2: Emerging Directions

20.1.2.1. Land Use
Land Use Q1: Where would you like development in Guadalupe to be concentrated?

- **NORTH END**: 19 votes
- **CENTRAL GUADALUPE**: 28 votes
- **SOUTH END**: 7 votes
Land Use Q2: What type of development would you like to see more of in Guadalupe?

Land Use Q3: How should development be concentrated downtown?
20.1.2.2. **Circulation**

**Circulation Q1: What alternative form of transportation do you prefer?**

<table>
<thead>
<tr>
<th>Mode of Transportation</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Guadalupe Flyer</td>
<td>18</td>
</tr>
<tr>
<td>Cycling</td>
<td>17</td>
</tr>
<tr>
<td>Walking</td>
<td>15</td>
</tr>
<tr>
<td>Amtrak</td>
<td>15</td>
</tr>
</tbody>
</table>
Circulation Q2: What type of transportation improvement would you prioritize?

- Safer bikeways: 20 votes
- Traffic calming (speed humps & textured pavement): 6 votes
- Pavement resurfacing: 21 votes
- Increased parking downtown: 20 votes

Circulation Q3: What destination would you like to see improved access to?

- Santa Maria: 17 votes
- The Guadalupe Dunes: 15 votes
- The Five Cities region: 8 votes
20.1.2.3. Environmental Justice

Environmental Justice Q1: Which type of pollution is the biggest threat to the health in Guadalupe?

- Air Pollution: 29 votes
- Water Pollution: 22 votes
- Pesticide Pollution: 38 votes
- Facility Pollution: 2 votes
Environmental Justice Q2: What should the city invest in to create a more equitable environment?

<table>
<thead>
<tr>
<th>Option</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional schools</td>
<td>27</td>
</tr>
<tr>
<td>Programs to weatherize and modernize homes</td>
<td>14</td>
</tr>
<tr>
<td>More parks</td>
<td>19</td>
</tr>
<tr>
<td>Trails and pathways to encourage outdoor exercise</td>
<td>17</td>
</tr>
<tr>
<td>Bikeable and walkable streets</td>
<td>13</td>
</tr>
</tbody>
</table>
Environmental Justice Q3: What type of healthy food option would you favor?

- New Grocery Stores: 27 votes
- Community Gardens: 18 votes
- Community Market or Farmer's Market: 25 votes
- Work with existing stores to sell healthier food options: 10 votes

Environmental Justice Q4: What would you do to help bridge the gap between the city and its residents?

- Volunteer at community events: 25 votes
- Volunteer to distribute information door-to-door: 5 votes
- Volunteer to serve on an advisory committee: 15 votes
20.1.2.4. Housing

Housing Q1: What type of housing development would you like to see in Guadalupe?

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single-family Detached Homes</td>
<td>16</td>
</tr>
<tr>
<td>Duplexes or Row Homes (Town Homes)</td>
<td>16</td>
</tr>
<tr>
<td>Small Apartment Complexes</td>
<td>21</td>
</tr>
</tbody>
</table>
Housing Q2: What type of affordable housing would you like to see in Guadalupe?

- Apartments: 18 votes
- Secondary Dwelling Unit: 21 votes
- Mobile Homes: 8 votes

Assume that the City of Guadalupe has enough resources to help some, but not all, of these special needs population.

Which population should be given the highest priority?

- Low income
- Persons with disabilities
- Single-parent households
- Farmworkers
- Homeless persons

*Low income = below poverty level, very low income = 50% of poverty level.
Housing Q3: Assume that the City of Guadalupe has enough resources to help some, but not all, of these special needs population. Which population should be given the highest priority?

<table>
<thead>
<tr>
<th>Population</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seniors</td>
<td>21</td>
</tr>
<tr>
<td>Persons with disabilities</td>
<td>11</td>
</tr>
<tr>
<td>Single-parent households</td>
<td>16</td>
</tr>
<tr>
<td>Linguistically isolated households</td>
<td>19</td>
</tr>
<tr>
<td>Farm workers</td>
<td>23</td>
</tr>
<tr>
<td>Homeless persons</td>
<td>3</td>
</tr>
</tbody>
</table>

20.1.2.5. Conservation
Conservation Q1: What is your top conservation priority?

<table>
<thead>
<tr>
<th>Priority</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preservation of Wildlife Habitat</td>
<td>15</td>
</tr>
<tr>
<td>Energy Conservation</td>
<td>11</td>
</tr>
<tr>
<td>Water Conservation</td>
<td>18</td>
</tr>
</tbody>
</table>

Conservation Q2: What is your top water conservation priority?

<table>
<thead>
<tr>
<th>Priority</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recycling Water</td>
<td>9</td>
</tr>
<tr>
<td>Sustainable Groundwater Supply</td>
<td>17</td>
</tr>
<tr>
<td>Reduction of Groundwater Pollution</td>
<td>16</td>
</tr>
</tbody>
</table>
Conservation Q3: What is your top energy conservation priority?

<table>
<thead>
<tr>
<th>Priority</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renewable Energy Use</td>
<td>20</td>
</tr>
<tr>
<td>Energy Efficient Buildings</td>
<td>8</td>
</tr>
<tr>
<td>Compact, Mixed-Use, and Walkable Neighborhoods</td>
<td>21</td>
</tr>
</tbody>
</table>
Conservation Q4: Which type of these conservation activities are you willing to use?

- Energy Efficient Technology (Energy-Star Appliances): 8 votes
- Drought-tolerant Landscaping: 21 votes
- Low-flow Water Fixtures: 14 votes

Conservation Q5: Why would you want to conserve the Guadalupe-Nipomo Dunes?

- Outdoor Recreation: 8 votes
- Natural Beauty and Habitat Preservation: 21 votes
- Economic Opportunities: 13 votes
20.1.2.6. Economic Development

![Economic Development Diagram]

Conservation Q6: How would you want the city to conserve natural habitats?

- Development within City Limits: 14 votes
- Designated Natural Preservation Areas: 16 votes
- Connect Natural Areas: 8 votes

What type of economic activity is most needed in Guadalupe?

- Tourism
- Healthcare Services
- Agriculture and Related Technologies
- Manufacture and Service
- Retail and Wholesale
- Construction and Real Estate
- Manufacturing and Related Technologies
- Transportation and Storage
- Education and Training
- Information Technology
- Finance and Real Estate
- Professional and Business Services
- Government and Public Administration
- Entertainment, Recreation, and Amusement
- Accommodation and Food Services
- Personal Services
- Other

Voting Results:

- Tourism: 11 votes
- Healthcare Services: 9 votes
- Agriculture and Related Technologies: 7 votes
- Manufacture and Service: 6 votes
- Retail and Wholesale: 5 votes
- Construction and Real Estate: 4 votes
- Manufacturing and Related Technologies: 3 votes
- Transportation and Storage: 2 votes
- Education and Training: 1 vote
- Information Technology: 0 votes
- Finance and Real Estate: 0 votes
- Professional and Business Services: 0 votes
- Government and Public Administration: 0 votes
- Entertainment, Recreation, and Amusement: 0 votes
- Accommodation and Food Services: 0 votes
- Personal Services: 0 votes
- Other: 0 votes

Total Votes: 37
Economic Development Q1: What type of economic activity is most needed in Guadalupe?

<table>
<thead>
<tr>
<th>Economic Activity</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism</td>
<td>29</td>
</tr>
<tr>
<td>Healthcare Services</td>
<td>15</td>
</tr>
<tr>
<td>Agriculture &amp; Related Industries</td>
<td>5</td>
</tr>
<tr>
<td>Science and Tech</td>
<td>13</td>
</tr>
<tr>
<td>Skilled and Vocational Trades</td>
<td>17</td>
</tr>
<tr>
<td>Retail and Service</td>
<td>15</td>
</tr>
</tbody>
</table>
Economic Development Q2: What type of commercial development should Guadalupe promote?

- Small Boutique: 22 votes
- Large Supermarket: 24 votes
- Suburban Retail: 4 votes

Economic Development Q3: What type of tourism should Guadalupe promote?

- Outdoor Recreation/Natural Resources: 16 votes
- Antique and Historic Downtown: 25 votes
- Culturally Based Ethnic Food: 11 votes
20.1.2.7. Open Space

Open Space Q1: What type of parks does Guadalupe need?

- Open fields: 17 votes
- Sports fields: 27 votes
- Play parks: 18 votes
Open Space Q2: What type of park amenities would you prefer in Guadalupe?

- Sports Grounds: 14 votes
- Picnic Areas: 10 votes
- Playgrounds: 19 votes
- Event Space: 19 votes

Open Space Q3: What type of recreational pathways would you prefer in Guadalupe?

- Bike Paths: 18 votes
- Pedestrian Paths: 20 votes
- Nature Trails: 24 votes
20.1.2.8. Noise

Noise 1: Which type of noise bothers you the most?

<table>
<thead>
<tr>
<th>Noise Source</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horn from Railroad Trains</td>
<td>29</td>
</tr>
<tr>
<td>Industrial Businesses with Machinery</td>
<td>7</td>
</tr>
<tr>
<td>Street Traffic</td>
<td>18</td>
</tr>
</tbody>
</table>
Noise 2: What type of development would you like to see more of in Guadalupe?

- Railroad Quiet Zone: 24 votes
- Noise Barriers Between Noisy Businesses and Houses: 13 votes
- Noise Insulation for Noisy Businesses and/or Houses: 7 votes
20.1.2.9. **Safety**
Safety Q1: What Safety issues need the most attention?

- Crime: 16 votes
- Roadway Safety: 16 votes
- Park Safety: 20 votes
- Flooding: 21 votes
- Earthquake and Building Safety: 34 votes
- Fire Hazards: 5 votes

Safety Q2: Which climate change impacts should be addressed?

- Reduced Precipitation: 25 votes
- Heat Waves: 21 votes
- Increased Wildfire Risk: 8 votes
- Biodiversity Threats: 21 votes
Safety Q3: Where in Guadalupe do you feel unsafe (red stars)?

- Schools & Parks: 10 votes
- Downtown: 4 votes
- North Guadalupe: 3 votes
- West Guadalupe: 3 votes
- East Guadalupe: 7 votes
20.1.2.10. Air Quality
City of Guadalupe, General Plan

Air Quality Q1: Your choice for primary strategy to reduce air pollution is...?

<table>
<thead>
<tr>
<th>Choice</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cap the number of harmful industrial facilities</td>
<td>9</td>
</tr>
<tr>
<td>Alternatives to private auto use</td>
<td>9</td>
</tr>
<tr>
<td>Limits on pesticide application</td>
<td>30</td>
</tr>
<tr>
<td>Add surface roughness to Guadalupe Dunes</td>
<td>4</td>
</tr>
<tr>
<td>Controlled tillage &amp; harvesting</td>
<td>14</td>
</tr>
</tbody>
</table>

Air Quality Q2: Your choice to limit exposure to polluted air is...?

<table>
<thead>
<tr>
<th>Choice</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buffer zones between harmful land uses and sensitive areas</td>
<td>7</td>
</tr>
<tr>
<td>Reroute commercial trucks away from sensitive areas</td>
<td>18</td>
</tr>
</tbody>
</table>
20.1.2.11. Public Facilities

Public Facilities Q1: What public infrastructure or services can use the most improvement?

<table>
<thead>
<tr>
<th>Service</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police, Fire, and Emergency Services</td>
<td>16</td>
</tr>
<tr>
<td>Water Supply and Quality</td>
<td>17</td>
</tr>
<tr>
<td>Wastewater Treatment</td>
<td>17</td>
</tr>
<tr>
<td>Solid Waste Management</td>
<td>12</td>
</tr>
</tbody>
</table>
Public Facilities Q2: What educational programs or facilities need expansion?

<table>
<thead>
<tr>
<th>Facility Type</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Facilities</td>
<td>18</td>
</tr>
<tr>
<td>After School / Extracurricular Activities</td>
<td>18</td>
</tr>
<tr>
<td>Libraries</td>
<td>8</td>
</tr>
</tbody>
</table>

Public Facilities Q3: How can the City best serve the needs of the community?

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant and Funding Opportunities for Local Organizations</td>
<td>12</td>
</tr>
<tr>
<td>Holding Event to Bring the Community Together</td>
<td>20</td>
</tr>
<tr>
<td>Making the Permit Process Easier for Local Businesses</td>
<td>9</td>
</tr>
</tbody>
</table>
20.1.2.12. Community Design

Community Design Q1: What type of features would you like to see downtown?

- Public plaza: 17 votes
- Murals and public art: 28 votes
- Parking: 3 votes
Community Design Q2: What streetscape amenities would be appropriate for Guadalupe?

- Street trees for shade and beauty: 24 votes
- Bulb-outs to narrow street crossings: 11 votes
- Benches, bus stops & waiting areas: 13 votes

Community Design Q3: What cultural activities would you like to see around Guadalupe?

- Farmer’s markets: 27 votes
- Cultural festivals: 17 votes
- Ecological focused events at dunes (camping, nature hikes): 6 votes
20.1.2.13. Health

Health Q1: What will encourage you to choose more healthy food options?

<table>
<thead>
<tr>
<th>Option</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Gardens and Farmers Markets</td>
<td>20</td>
</tr>
<tr>
<td>Healthy Food Markets</td>
<td>18</td>
</tr>
<tr>
<td>Healthy Restaurant Options</td>
<td>11</td>
</tr>
</tbody>
</table>
Health Q2: Which of these will encourage you to be more active?

<table>
<thead>
<tr>
<th>Recreation Facilities/Exercise Stations in Parks</th>
<th>Nature Trails and Paths</th>
<th>Bikeable/Walkable Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>19</td>
<td>17</td>
</tr>
</tbody>
</table>

Votes
Health Q3: What type of health facilities would you like to see?

- Family Practice: 19 votes
- Alternative Medicine: 8 votes
- Urgent Care: 21 votes

Health Q4: What type of health care specialties are most needed in Guadalupe?

- Vision: 15 votes
- Women’s Health: 18 votes
- Chiropractic: 7 votes
- Physical Therapy: 11 votes
- Dental: 22 votes
- Mental Health: 11 votes
20.1.3. Community Meeting #3: Growth Alternatives

20.1.3.1 Historic Growth Scenario

HISTORIC GROWTH CRELICIENTO HISTORICO

CONCEPTUAL LAND USE MAP • MAPA DE USO DEL SUELO CONCEPTUAL
Key Growth Areas • Areas Claves de Crecimiento

GROWTH ASSUMPTIONS
SUPOSICIONES SOBRE EL CRECIMIENTO
- Construction of pipeline projects
- Expansion of industrial and agricultural industries
- No new investment or demand for public transportation
- No new investment of demand for bicycle or pedestrian infrastructure
- Partial build-up of DJ Farms area
- Highway 1 remains the primary location of industrial facilities
- Retain existing commercial uses on Highway 1 and expand commercial uses on Main St.
- Auto-oriented development.

OUTCOMES OF GROWTH
RESULTADOS DEL CRECIMIENTO
- Housing types to be medium-density, single-family detached homes
- Industrial activity to be concentrated along HWY 1
- Commercial activity to remain dispersed throughout the city
- The primary mode of transportation to remain auto-oriented
- Majority of new development in DJ Farms
- Majority of new employment to be agricultural and industrial
- Continued level of service (frequency and number of bus stops)
- Limited pedestrian and bicycle infrastructure
20.1.3.1.1 Key Outcome Preferences
Historic – Key Outcome Preferences
Histórico – preferencias sobre los resultados clave

- Majority of New Development in DF Farms Area
  - Like / me gusta: 15
  - Dislike / no me gusta: 14

- Majority of New Employment will be Agricultural and Industrial
  - Like / me gusta: 13
  - Dislike / no me gusta: 16

- Continued Level of Service (Frequency and Number of Bus Stops)
  - Like / me gusta: 14
  - Dislike / no me gusta: 15

- Limited Pedestrian and Bicycle Infrastructure
  - Like / me gusta: 9
  - Dislike / no me gusta: 20
Historic – Key Outcome Preferences
Histórico – preferencias sobre los resultados clave

- Medium-Density Residential Development
  - Like / me gusta: 13
  - Dislike / no me gusta: 14

- Industrial Presence along Highway 1
  - Like / me gusta: 12
  - Dislike / no me gusta: 17
20.1.3.2. Revitalization Scenario

CONCEPTUAL LAND USE MAP • MAPA DEL USO DEL SUELO CONCEPTUAL
Key Growth Areas • Areas Clave de Crecimiento

GROWTH ASSUMPTIONS
SUPUESTOS DE CRECIMIENTO

• Population increase of 3,469 by 2040
• 900 new housing units
• 540 new jobs in diverse sectors
• Increased travel between Guadalupe neighborhoods

OUTCOMES OF GROWTH
RESULTADOS DE CRECIMIENTO

• Revitalized Guadalupe core through development of vacant parcels and existing buildings
• Increased housing density and diversity
• Improved connectivity between neighborhoods and existing activity centers
CONCEPTUAL CIRCULATION MAP • MAPA DE CIRCULACIÓN CONCEPTUAL

Legend
- Railroad
- Railroad Overcrossing
- Amtrak Station
- Bus Stop
- Bus Route
- State Highways
- Improved Pedestrian Crossing
- Class I Bike Path
- Class II Bike Lane
- Class IV Separated Bikeway
- City Boundary
- Sphere of Influence
20.1.3.2.1 Key Outcome Preferences

Revitalization – Key Outcome Preferences
Revitalización – preferencias sobre los resultados clave

- Increase residential infill in northern Guadalupe
  - Aumentar crecimiento de viviendas en el parte norte de Guadalupe
  - Like / me gusta: 27
  - Dislike / no me gusta: 1

- Increase connectivity between residential neighborhoods and downtown
  - Aumentar conectividad entre barrios residenciales y el centro de la ciudad
  - Like / me gusta: 28
  - Dislike / no me gusta: 0

- Prioritize reuse of underutilized historical buildings
  - Priorizar reuso de edificios históricos infrasutilizados
  - Like / me gusta: 29
  - Dislike / no me gusta: 0

- Convert commercial land to mixed-use
  - Cambiar uso del suelo comercial al uso mixto
  - Like / me gusta: 21
  - Dislike / no me gusta: 8
Revitalization – Key Outcome Preferences
Revitalización – preferencias sobre los resultados clave

3. An additional connection over the railroad tracks at 4th Street


Like / me gusta: 22
Dislike / no me gusta: 5

6. Establish safe bicycle routes for all neighborhoods of Guadalupe.

Like / me gusta: 28
Dislike / no me gusta: 0

7. Provide safer pedestrian crossings along West Main Street.
7. Proporcione pasos de peatones más seguros en calle principal oeste: West Main st.

Like / me gusta: 26
Dislike / no me gusta: 1

8. Increase commercial activity near Amtrak Station.
8. Aumentar actividad comercial cerca de la estación de Amtrak.

Like / me gusta: 28
Dislike / no me gusta: 1
20.1.3.3. Strategic Growth Scenario

CONCEPTUAL LAND USE MAP • MAPA DE USO DEL SUELO CONCEPTUAL
Key Growth Areas • Áreas claves de crecimiento

GROWTH ASSUMPTIONS
SUPUESTOS SOBRE EL CRECIMIENTO

- Population growth of over 5,600 people
- 1,200 new housing units
- Aggressive job targets
- Compact, high density development
- Neighborhood-serving commercial centers

OUTCOMES OF GROWTH
RESULTADOS DE CRECIMIENTO

- Vibrant, mixed use, historic downtown
- Parks and plazas downtown
- Develop Pan-American site for housing
- Increased employment
- Neighborhood markets
- Enhanced safety at key intersections (HWY 166)
- City-wide bike/pedestrian network
CONCEPTUAL CIRCULATION MAP • MAPA DE CIRCULATION CONCEPTUAL
20.1.3.3.1 Key Outcome Preferences

Strategic Growth – Key Outcome Preferences
Crecimiento estratégico – preferencias sobre los resultados claves

1. Vibrant, Mixed Use, & Historic Downtown
   1. Vibrante centro histórico de mixto uso
   
   Like / me gusta
   • 24
   Dislike / no me gusta
   • 3

2. Parks and Plazas Downtown
   2. Parques y plazas en el centro
   
   Like / me gusta
   • 26
   Dislike / no me gusta
   • 1

3. High Density Downtown
   3. Centro de alta densidad
   
   Like / me gusta
   • 19
   Dislike / no me gusta
   • 8

4. Mixed Use Adjacent to Highway 166
   4. Uso mixto junto a la carretera 166
   
   Like / me gusta
   • 19
   Dislike / no me gusta
   • 6
Strategic Growth – Key Outcome Preferences
Crecimiento estratégico – preferencias sobre los resultados claves

5. Develop Pan American Seed into New Neighborhood
5. Construir un nuevo vecindario en Pan American Seed

- **Like / me gusta**
  - 16
- **Dislike / no me gusta**
  - 10

6. Senior Housing at Pan America Seed Site
6. Vivienda para personas mayores en el sitio de Pan American Seed

- **Like / me gusta**
  - 19
- **Dislike / no me gusta**
  - 6

7. Neighborhood Markets
7. Tiendas de barrio

- **Like / me gusta**
  - 23
- **Dislike / no me gusta**
  - 4

8. Increase in Jobs
8. Trabajos adicionales

- **Like / me gusta**
  - 24
- **Dislike / no me gusta**
  - 2
Strategic Growth – Key Outcome Preferences
Crecimiento estratégico – preferencias sobre los resultados claves

9. COMPLETE STREETS ON OBISPO STREET
Like / me gusta
25
Dislike / no me gusta
2

30. SAFE CROSSINGS AT RAILROAD & HWY 166
Like / me gusta
25
Dislike / no me gusta
2

11. EXCLUSIVE BIKE PATH LOOP CONNECTING NEIGHBORHOODS WITH DOWNTOWN
Like / me gusta
24
Dislike / no me gusta
2

12. BIKE PATH CONNECTION TO DUNES & SANTA MARIA
Like / me gusta
25
Dislike / no me gusta
2
20.1.4. Community Meeting #4: Preferred Growth Scenario
CIRCULATION
Circulación

CONCEPTUAL CIRCULATION MAP • MAPA DE CIRCULATION CONCEPTUAL

KEY OUTCOMES:
1. Exclusive bike path loop connecting neighborhoods with downtown
2. Safe pedestrian crossings and sidewalks for key intersections and roads
3. New bike and pedestrian bridge over railroad tracks at 4th Street
4. Separated bikeway on W. Main Street and on Guadalupe Street
5. Bike path connection toward Guadalupe Dunes and Santa Maria
20.1.4.1. General Concepts

General Concepts
Conceptos Generales

KEY OUTCOMES

1. Develop neighborhood markets.
   Desarrollar mercados vecinales.

   LIKE: ME Gusta: ____________________________
   DISLIKE: NO ME Gusta: ______________________

   Additional Comments: _______________________

2. Increase in the diversity of jobs.
   Aumentar la diversidad de trabajos.

   LIKE: ME Gusta: ____________________________
   DISLIKE: NO ME Gusta: ______________________

   Additional Comments: _______________________

3. Fencing along railroad in northern Guadalupe.
   Instalar cercas a lo largo de las vías de tren en el norte de Guadalupe.

   LIKE: ME Gusta: ____________________________
   DISLIKE: NO ME Gusta: ______________________

   Additional Comments: _______________________

4. Designate city with a railroad quiet zone.
   Designar una zona tranquila de ferrocarril.

   LIKE: ME Gusta: ____________________________
   DISLIKE: NO ME Gusta: ______________________

   Additional Comments: _______________________

City of Guadalupe, General Plan
General Concepts
Conceptos Generales

1. Fencing along railroad in northern Guadalupe.
2. Instalar cerca a lo largo de las vías de tren en el norte de Guadalupe.

<table>
<thead>
<tr>
<th>Like / me gusta</th>
<th>Dislike / no me gusta</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>6</td>
</tr>
</tbody>
</table>

3. Designate city with a railroad quiet zone.
4. Designar una zona tranquila de ferrocarril.

<table>
<thead>
<tr>
<th>Like / me gusta</th>
<th>Dislike / no me gusta</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>5</td>
</tr>
</tbody>
</table>
20.1.4.2. Circulation

5. Exclusive bike path loop connecting neighborhoods with Downtown.
   Exclusivo circuito de ciclovías para conectar barrios con el centro.

6. Safe pedestrian crossings on HWY 1, Obispo St, and Flower St.
   Pasos de peatones seguros en Highway 1, Obispo Street, y Flower Street.

7. Safe pedestrian crossings on Highway 1 in downtown.
   Pasos de peatones seguros en Highway 1 en el centro.

8. New bike and pedestrian bridge over railroad tracks at 4th St.
   Nuevo puente para peatones y bicicletas sobre las vías de tren en 4th Street.
9. Separated bikeway on W. Main St and on Guadalupe St.
   Ciclovía separada en West Main Street y Guadalupe Street.

10. Bike path connection toward Guadalupe Dunes and Santa Maria.
    Conexión de ciclovía con las Dunas de Guadalupe y Santa María.

11. Complete sidewalk gap between Obispo and Flower St.
    Completar la acera entre Obispo Street y Flower Street.

12. Increase frequency of Guadalupe Flyer.
    Aumentar la frecuencia del Guadalupe Flyer.

Check if you like or dislike this feature:

LIKE: ME GUSTA: ☐
DISLIKE: NO ME GUSTA: ☐

Additional Comments:
## Circulation

### Circulación

9. Separated bike lane on W. Main St and on Guadalupe St.
10. Bike path connection toward Guadalupe Dunes and Santa Maria.

<table>
<thead>
<tr>
<th>Like / me gusta</th>
<th>Dislike / no me gusta</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>20</td>
<td>0</td>
</tr>
</tbody>
</table>

10. Conexión de ciclovía con las Dunas de Guadalupe y Santa María.

11. Complete sidewalks gap between Obispo and Flower St.
12. Increase frequency of Guadalupe Flyer.

<table>
<thead>
<tr>
<th>Like / me gusta</th>
<th>Dislike / no me gusta</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>2</td>
</tr>
<tr>
<td>17</td>
<td>1</td>
</tr>
</tbody>
</table>
20.1.4.3 Downtown

DOWNTOWN
Centro de la Ciudad

KEY FEATURES:
1. Vibrant, mixed use and higher density downtown
2. Reuse underutilized historic buildings
3. Walkable and pedestrian focused streetscapes
4. Parks and plazas
13. Vibrant, mixed-use, and higher density downtown.
13. Vibrante centro de uso mixto y alta densidad.


15. Walkable and pedestrian focused streetscapes.
15. Calles transitables enfocadas en peatones.

16. Parks and plazas downtown.
16. Parques y plazas en el centro.
Downtown
Centro de la ciudad

11. Vibrant, mixed-use, and higher density downtown.
11. Vibrante centro de uso mixto y alta densidad.
12. Like / me gusta
   17
   Dislike / no me gusta
   2

13. Like / me gusta
   19
   Dislike / no me gusta
   1

15. Walkable and pedestrian focused streetscapes.
15. Calles transitables enfocadas en peatones.
14. Like / me gusta
   19
   Dislike / no me gusta
   0

16. Parks and plazas downtown.
16. Parques y plazas en el centro.
13. Like / me gusta
   18
   Dislike / no me gusta
   2
20.1.4.3. Northeast Residential Area

NORTHEAST RESIDENTIAL AREA
Area Residencial Noreste

KEY FEATURES:
1. Preservation of residential character
2. Prioitize residential infill development
3. Small-scale medium density housing
17. Preservation of residential character.
   17. Preservación del carácter residencial.

18. Prioritize residential infill and secondary units.
   18. Priorizar el relleno residencial y las unidades secundarias.

19. Small scale medium density housing
   19. Vivienda de mediana densidad en pequeña escala.

Check if you like/dislike the future:

LIKE: ME GUSTA: [ ]
DISLIKE: NO ME GUSTA: [ ]

Additional Comments:

_________________________________

_________________________________

_________________________________

_________________________________

_________________________________
Northeastern Residential
Residencial Northeastern

17. Preservation of residential character.
17. Preservación del carácter residencial.

18. Prioritize residential infill and secondary units.
18. Priorizar el relleno residencial y las unidades secundarias.

Like / me gusta
Dislike / no me gusta

19
1

16
3
20.1.4.4. Commercial / Industrial Corridor

KEY FEATURES:

1. Increased employment
2. Efficient use of underutilized parcels.
3. Vegetative buffer to screen off Industrial area.
4. Expand commercial activity near Amtrak station.
24. Increased employment opportunities.

25. More efficient use of underutilized parcels.
25. Uso más eficiente de las parcelas subutilizadas.

26. Vegetative buffer to screen off industrial activities.
26. Amortiguador vegetativo entre la tierra industrial y residencial.

27. Expand commercial activity near Amtrak Station.
27. Expandir la actividad comercial cerca de la estación Amtrak.

Check if you like/dislike this feature:

LIKE: ME GUSTA:  

DISLIKE: NO ME GUSTA:  

Additional Comments:

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Commercial/Industrial Corridor
Corredor Comercial/Industrial

24. Increased employment opportunities.

25. More efficient use of underutilized parcels.
25. Uso más eficiente de las parcelas subutilizadas.

Like / me gusta
19

Dislike / no me gusta
1

Like / me gusta
18

Dislike / no me gusta
1

26. Vegetative buffer to screen off industrial activities.
26. Amortiguador vegetativo entre la tierra industrial y residencial.

27. Expand commercial activity near Amtrak Station.
27. Expandir la actividad comercial cercas de la estación Amtrak.

Like / me gusta
18

Dislike / no me gusta
2

Like / me gusta
19

Dislike / no me gusta
1
20.1.4.5. New Obispo Street Neighborhood

NEW OBISPO STREET NEIGHBORHOOD
Nuevo Vecindario de la Calle Obispo

KEY FEATURES:

1. Convert agricultural areas to medium density residential neighborhood if needed.
2. Foster continuity with nearby neighborhoods.
3. Add senior housing opportunities.
4. Recreational use of adjacent wetland open space.
NEW OBISPO STREET NEIGHBORHOOD
NUEVO BARRIO CALLE OBISPO
KEY OUTCOMES

20. Convert agricultural areas to medium density residential neighborhoods, if needed.
20. Convertir las áreas agrícolas a un vecindario de densidad media si se necesita.

21. Foster continuity with nearby neighborhoods.
21. Fomentar la continuidad con los vecindarios cercanos.

22. Add senior housing opportunities.
22. Agregar oportunidades de vivienda para personas mayores.

23. Recreational use of adjacent wetland/open space.
23. Uso recreativo del espacio abierto de los humedales.

Check if you like/dislike this feature:

LIKE: ME GUSTA: 

DISLIKE: NO ME GUSTA: 

Additional Comments:

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New Obispo Street Neighborhood
Nuevo Barrio Calle Obispo

20. Convert agricultural areas to medium density residential neighborhoods, if needed.
20. Convertir las áreas agrícolas a un vecindario de densidad media si se necesita.

21. Foster continuity with nearby neighborhoods.
21. Fomentar la continuidad con los vecindarios cercanos.

Like / me gusta

Dislike / no me gusta

10
9

18
2

New Obispo Street Neighborhood
Nuevo Barrio Calle Obispo

22. Add senior housing opportunities.
22. Agregar oportunidades de vivienda para personas mayores.

23. Recreational use of adjacent wetland open space.
23. Uso recreativo del espacio abierto de los humedales.

Like / me gusta

Dislike / no me gusta

17
2

19
1
20.1.4.7  DJ Farms

**DJ FARMS AREA**  
*Area de DJ Farms*

**KEY FEATURES:**

1. Build up of DJ Farms Specific Plan to accommodate increase in the city’s housing stock.


3. New school, new parks, and other public facilities.
DJ Farms

KEY OUTCOMES

28. Build-up of DJ Farms to accommodate most new housing stock
28. Desarrollo de DJ Farms para acomodar la mayoría de las nuevas viviendas

29. Addition of mixed-use in northern DJ Farms adjacent to Highway 166.
29. Desarrollo de uso mixto en el norte de DJ Farms adyacente a Highway 166

30. New school, new parks, and other public facilities.
30. Nueva escuela, nuevos parques, y otras instalaciones públicas.
**DJ Farms**

28. Build-up of DJ Farms to accommodate most new housing stock.
29. Development of DJ Farms to accommodate the majority of new developments.

<table>
<thead>
<tr>
<th>Like / me gusta</th>
<th>Dislike / no me gusta</th>
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**DJ Farms**

30. New school, new parks, and other public facilities.
31. Nueva escuela, nuevos parques, y otras instalaciones públicas.

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<th>Like / me gusta</th>
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<td>19</td>
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20.2. Appendix B: School Outreach

What do you like about Guadalupe?

![Bar chart showing likes for Guadalupe]
What do you dislike about Guadalupe?

![Bar chart:](chart.png)

- (blank)
- water
- trains
- too small
- too cold
- streets/traffic
- small
- parks
- old
- not enough stores
- no pool
- no playground
- new homes
- lack of healthcare
- fields
- crime
- creek
- bridge
- beaches
- beach
- abandoned
What can improve Guadalupe?

- YMCA
- upkeep
- Starbucks
- specialty business
- restaurants
- renovate
- plazas
- playground
- other
- movie theatre
- more stores, gamestop
- more stores
- more parks
- make it bigger
- hospital
- high school
- grocery
- fix Jack O'Connell, skatepark
- fix Jack O'Connell
- add a pool

Total

0 5 10 15 20 25 30 35 40