

**COMMENTS RECEIVED AT PRESENTATION BY MNA AND ADE  
FROM SANTA PAULA RESIDENTS  
January 28, 2004**

Comments are listed as received, not in any other order and not evaluated.

1. In general, the recommendations and directions taken are good, and the consultant team is on the right track. In fact, there is some enthusiasm for the recommendations.
2. The idea of the automated library is not liked.
3. The notion of artist live-work downtown loft spaces should be expanded to include anyone desiring loft space, including small businesses and others.
4. Vivid colors, such as those recommended for the Mercado district, are scary. Color palettes should be carefully considered.
5. The entertainment principles are OK, but the city should not go too far along the path to "Disnification".
6. The railroad station is key, and should be completely pedestrian-friendly. People getting off the train should feel totally welcome and comfortable.
7. An organized and packaged historic tour of Santa Paula's churches will help draw visitors.
8. The report should recommend getting the many Santa Paula churches together as a group to participate in downtown revitalization.
9. The next presentation should be in less of a presentation format and more of a studio forum format, which allows detailed discussions. *(Outcome of discussions concerning this suggestion: While there will be some opportunity to adjust the consultant team's recommendations at the next workshop before the report is finalized, the next presentation will be almost final, complete with hard-to-change visuals and more rigid conclusions. Comments should be directed quickly to Charmaine Stouder to get them incorporated into those recommendations.)*
10. The impacts to traffic flow along 10<sup>th</sup> Street and ways to improve traffic conditions should be considered as the area is developed.
11. Noise conflicts between entertainment centers (e.g. evening entertainment and events) and residents are common in other communities, and should be addressed.
12. Suggestion to build upper story housing (3-4 stories) along 10<sup>th</sup> Street across from and facing Veteran's Park – for the views.
13. Between 10<sup>th</sup> & 12<sup>th</sup> on Main there is an opportunity for more mixed use building types that can over time replace existing services and auto dealers. 3-4 story buildings in the area would be acceptable as long as appropriate guidelines are developed.
14. Existing issues with parking and children playing downtown should be addressed before bringing new housing downtown.
15. The youth center idea should be elevated to a higher priority.
16. The east end of Main at Wendy's is an eyesore — both driving and by train — and this keeps travelers from stopping in Santa Paula. This is a key access point to Downtown, and should be cleaned up.
17. South Alley is an opportunity for mixed use that has egress/access to the alley. An improved alley can become a venue for festivals.

18. City Hall as it exists can be kept where it is and redeveloped as the city's key gateway.
19. Diagonal parking should be expanded all along Main Street – to 12<sup>th</sup> Street. The parking situation between 10<sup>th</sup> and 12<sup>th</sup> will improve.
20. The alleys should be built and cleaned up.
21. Consult with Library staff prior to finalizing recommendations about its relocation.
22. Another attempt to create a PBID (Property Based Improvement District) might succeed if the capacity of the Library and other non-profits to contribute are considered. Landowners who would not benefit financially from added sales should be able to contribute in-kind or at some lesser level.
23. Homes along rail should be designed so they don't conflict visually and visa-versa.
24. Accommodate bike lanes along the rail and throughout the city.
25. The vacant site behind the Mill is an opportunity site, perhaps for a park/playground.
26. If buildings with 3-4 floors are being considered, make sure the right streetscape proportions are maintained. Tall buildings should not choke the view-shed.
27. Promote tourism as one key to revitalization. Doing so is simple, it requires being at the appropriate times and places where people and tour companies that make trip decisions congregate.
28. Plant more trees. Trees are one key to vitality and people-friendliness. *(Get 1,000 Jacaranda trees for free and organize a planting program.)*