

SANTA PAULA DOWNTOWN STRATEGIC PLAN DOWNTOWN WORKSHOP SUMMARY November 4th and 5th, 2003

Tuesday
Evening

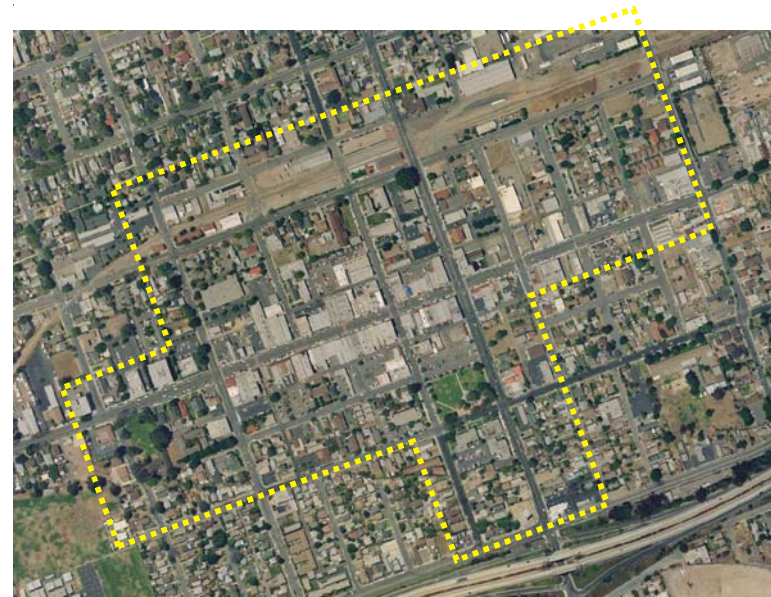
Group
Topic

TUESDAY EVENING - GROUP TOPIC DISCUSSION

The Group Topic session involved a downtown-wide planning effort to assess issues such as land use, circulation, transit, streetscape, crime, business recruitment, parking and opportunity sites for the entire Downtown Area.

Participants were divided into six working groups and given 10 minutes to respond to a series of seven questions in one or two brief thoughts with three to four words statements for each question. The balance of the time was spent reaching consensus and prioritizing the list.

Responses were articulated on large news print pads and the top two to three concepts for each question were presented at the Plenary Session.



Downtown Planning Area



Question	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Commonality
1. What are the 2 most important issues (positive or negative) that the Downtown area will face in the next 10 years?	<ul style="list-style-type: none"> - BID/PBID - Diversification and increased retail - Preservation of architectural character 	<ul style="list-style-type: none"> - Attracting new businesses/shoppers - Incorporating housing - Small crime/ maintaining secure environment 	<ul style="list-style-type: none"> - Destination type businesses (restaurants, tourism) - Lack of parking - Business attraction and retention 	<ul style="list-style-type: none"> - Strengthen sales tax generators - Strengthen tax base: <ul style="list-style-type: none"> - how to handle population growth - retail changes, i.e. internet - unity in downtown merchants - economics bringing \$\$ in - Balance population growth with unique character 	<ul style="list-style-type: none"> - Recruiting more businesses and filling vacant stores - Create vision of Downtown. Put vision in cogent policy - Create atmosphere that is welcoming, inviting and safe. Retaining and building on architecture and ambiance. 	<ul style="list-style-type: none"> - Counteract negative reaction to Downtown by educating community - Prevent future negative problems through planning and implementation - Housing/mixed use 	<ul style="list-style-type: none"> - Attracting new businesses - Incorporating housing - BID/PBID - Preservation of architectural character - Diversification and increase retail - Educate community on positive aspects - Advanced planning and implementation - Strengthen sales tax generators - Balance population growth with SP's unique character - Destination type businesses - Lack of parking - Recruiting more businesses and filling vacant stores - Create atmosphere that is welcoming/inviting/safe
2. What underutilized resources or opportunities does Santa Paula have that can be capitalized on to improve Downtown?	<ul style="list-style-type: none"> - Events and festivals which cater to Hispanic citizens - Eating places - Uncompromised downtown character and scale 	<ul style="list-style-type: none"> - Promoting ourselves - Arts focus/in Downtown - Friendly 	<ul style="list-style-type: none"> - Accentuating the unique architecture, i.e. color, material: <ul style="list-style-type: none"> - coordinating color schemes - capture high-income bracket - Capitalize on the authentic Hispanic art, music - Store featuring Ag products in the area; i.e. gift baskets 	<ul style="list-style-type: none"> - Architectural treasures - Flow among assets (theatre, river, museums, airport, golf course) - Murals and museums and theatre center 	<ul style="list-style-type: none"> - More visible murals in more places - Utilize fire station on 8th and Santa Barbara and Tower Theatre - Shuttle service from airport 	<ul style="list-style-type: none"> - Fill buildings - Small town charm - Tap creativity 	<ul style="list-style-type: none"> - Promoting ourselves - Arts focus in downtown - Events and festivals which cater to Hispanic citizens - Eating places - Fill up buildings - Increase small-town charm - SP's architectural treasures - Mixed-use/river is underutilized/downtown housing/river trails - The flow among SP's assets, i.e. theatre, river, etc. - Accentuating the unique architecture, i.e., color materials - Capitalize on the authentic Hispanic art, music, ag products - Unique mix of authentic 19th and 20th century architecture - Promote more citrus and agriculture - Fillmore and Western railroad

Question	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Commonality
3. What kind of public area physical improvements should be developed in the Downtown? Where?	<ul style="list-style-type: none"> - Paseo - shops and incubator OR - Separate incubator - More murals 	<ul style="list-style-type: none"> - Plaza in downtown - Opportunity for housing downtown - Place of public gathering (indoor/outdoor) 	<ul style="list-style-type: none"> - Amphitheater at 76 gas station - Mercado - Redevelop 76 gas station to tie in with museum 	<ul style="list-style-type: none"> - Fountains, plazas, better facades, murals, lighting, green spaces, banners - Multi-mixed use with decorative code for second story - City code criteria for color and design in downtown 	<ul style="list-style-type: none"> - Graffiti control - Parking lots with access to streets/well lit, attractive, clean - Railroad corridor entrance to Santa Paula 	<ul style="list-style-type: none"> - Public restrooms - More landscaping - Directory signs 	<ul style="list-style-type: none"> - A plaza in downtown - Place of public gathering (indoor/outdoor) - Paseo - shops and incubator - Improve parking lots and alleys - Public restrooms - Landscaping - Fountains/plazas/better facades/murals, etc. - Mercado - Amphitheater @ 76 gas station location - Utilize railroad corridor for residences/row-type houses - Graffiti control/code enforcement
4. What underutilized resources or opportunities does Santa Paula have that can be capitalized on to improve Downtown?	<ul style="list-style-type: none"> - New restaurants (high quality) - More office (open second floor; retailers will follow) - Hardware 	<ul style="list-style-type: none"> - Restaurants/coffee houses - Dry goods/bookstore/ clothing - Diversity of restaurants 	<ul style="list-style-type: none"> - Restaurants - Clothing boutiques - Hardware store 	#NAME?	<ul style="list-style-type: none"> - Folk and ethnic art store - Sporting goods store - Pharmacy 	<ul style="list-style-type: none"> - Restaurants - Clothing shops - Trader Joe's 	<ul style="list-style-type: none"> - Dry goods (bookstore) - Restaurants (coffee shops) - New restaurant - high quality - More offices (workers) - Restaurants - Clothing shops - Restaurants ("Ojai-style") - "Olvera-style" marketplace - Restaurants - Clothing boutiques - Expand library - Good restaurant - Fools & ethnic art store

Question	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Commonality
5. Considering that the City and the Downtown Association have limited resources, where should their efforts be focused?	<ul style="list-style-type: none"> - Education of merchants re: <ul style="list-style-type: none"> - merchandising - customer service - BID - Improve city appearance (including signs) from 126 	<ul style="list-style-type: none"> - Business retention/ business recruitment - Merchandising - Cooperative advertising 	<ul style="list-style-type: none"> - Landscape beautification, i.e. crossing areas, fronts of businesses, sidewalks - Downtown management: business attraction, retention - Business recruitment 	<ul style="list-style-type: none"> - More diversity: recognition and celebration of - Tourism - Recruit more business 	<ul style="list-style-type: none"> - Streetscape enhancement - Provide successful retailing tips/marketing/ display/bilingual - Consultant/ retailing professional 	<ul style="list-style-type: none"> - Training for shopkeepers and building owners - Guidelines for future tenants - New businesses 	<ul style="list-style-type: none"> - Business retention/ recruitment - Merchandising - BID - Improve City appearance from Hwy 126 (includes signs) - Training of businesses and owners - Guidelines for future tenants - Combine marketing efforts for existing assets - Recognize and celebrate diversity - Landscaping beautification - Downtown mgt./bus attraction and location - Provide successful retailing tips/marketing/ display - Recruit and retain businesses
6. What do we need to consider about the broader community when planning for Downtown?	<ul style="list-style-type: none"> - Highway 126 appearance <ul style="list-style-type: none"> - "Welcome" signs - Connectivity (especially with Fagan Canyon) - Job growth 	<ul style="list-style-type: none"> - Educate public re: mixed-use - Merchants/City of Santa Paula partner to stay in tune with market trends - More events in Santa Paula, consistent 	<ul style="list-style-type: none"> - Impacts of Fagan Canyon development and capturing the new residents' business - Parking, i.e. motorcycle, bicycle, etc. 	<ul style="list-style-type: none"> - Eminent domain upgrade and build in depressed areas; ex: vacant lots - Expand Downtown - Figure out how to be competitive with Oxnard, Ventura, etc. 	<ul style="list-style-type: none"> - Be accepting of broader community/work to make community best possible - Better access to parking - Cruise night/more events 	<ul style="list-style-type: none"> - Family-oriented businesses - Regional community events - Key in on local needs 	<ul style="list-style-type: none"> - Educate public re: mixed use - Merchants/City partner to stay in tune with market trends - Appearance of Hwy 126 - Connectivity (esp. with Fagan Canyon) - Job growth - Family-oriented businesses - Regional community events - Expand the Downtown to include 7th to 12th Streets - Become competitive with the larger county cities - Impacts of Fagan Canyon on development - Parking, i.e. motorcycles, bicycles - Unique in the area/focus on Downtown - More events - Better access to parking

Question	Group 1	Group 2	Group 3	Group 4	Group 5	Group 6	Commonality
7. What could I personally do to help address the problems?	<ul style="list-style-type: none"> - Talk up the good things - Spend here in the City / Downtown - Intermingle and collaborate between ethnic groups 	<ul style="list-style-type: none"> - Get involved - Leaders talk to investors - Attend meetings 	<ul style="list-style-type: none"> - Participate in community planning exercises - Promote Santa Paula outside - Address safety myth 	<ul style="list-style-type: none"> - Donate time - Encourage others - Get building owners involved 	<ul style="list-style-type: none"> - Promote good feelings with events - Shop Santa Paula - Look more deeply at different types of housing/clinics of professionals 	<ul style="list-style-type: none"> - Positive discussion about Downtown - Channel 10 information about Downtown - Donate time 	<ul style="list-style-type: none"> - Get involved - Leaders talk to investors - Talk up the good things - Spend here - Collaborate between ethnic groups - Positive discussions - Channel 10 information - Donate time - Get building owners involved - Participate in community planning exercises - Promote SP outside "verbal" - Promote SP with friends outside the community

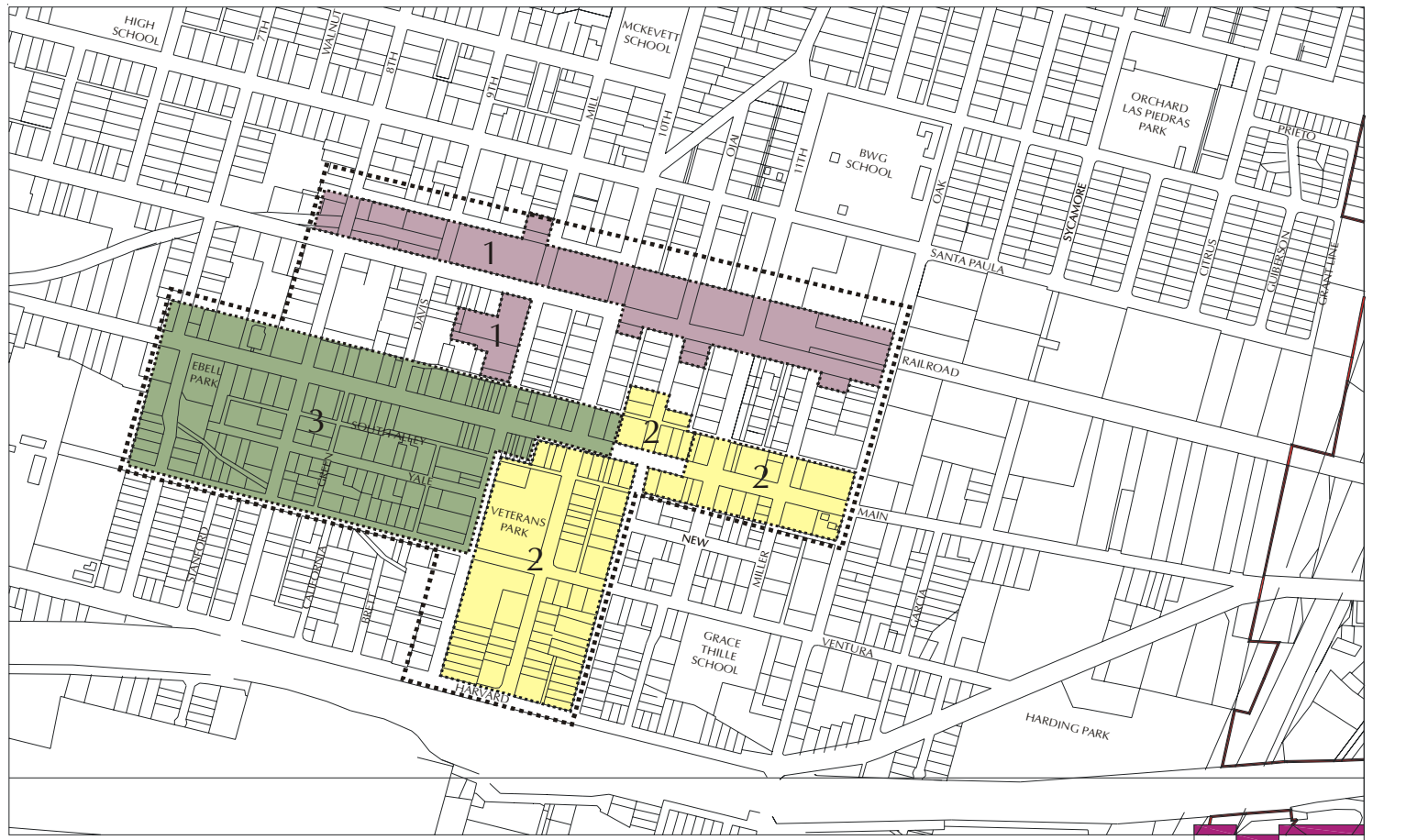


WEDNESDAY MORNING - GEOGRAPHIC SESSION

During the morning session participants were randomly assigned to three different working groups that focused on specific subareas within the Planning Area Boundary.

The groups took a one hour walking tour that had been previously developed by their designated facilitator. While on the tour, participants jotted down any impressions they had in response to a six question questionnaire.

Upon completion of the tour the groups returned to the meeting area and were given 15 minutes to summarize their thoughts for each question into 5 to 10 words. The groups then had 1 hour and 5 minutes to discuss, prioritize and record the group's ideas and thoughts. The following are their responses:



Geographic Focus Areas

0' 400' 800'

■ ■ Planning Area Boundary

Group 1

Wednesday
Morning

Group 1

1. What elements reinforce the Focus Area as an area with a “Sense of Place”?
 - Railroad
 - *Depot
 - Mill
 - Fig tree
 - *Glen Tavern
 - Rose garden
 - Churches
 - Gazebo
 - Views - mountain
 - Linear park
 - Motorcycle statue

2. What are the BARRIERS to this “Sense of Place” in the area?
 - Vacant land
 - Unkempt properties
 - Train/tracks
 - Oil facilities
 - Cell tower
 - Remnant industries (e.g. Jazz)

3. Are there places that present special DEVELOPMENT OPPORTUNITIES?
 - *Glen Tavern
 - Santa Paula orange packing house
 - SE corner of 10th & Santa Barbara Streets
 - Library site on Santa Barbara Street
 - *Railroad ROW itself
 - Vacant lot south of “Super Dave’s”
 - Re-use of “Mill” site
 - Apartments behind “Tavern”

4. Are there specific USES that would BENEFIT the area?
 - Residential
 - Row housing
 - Apartments
 - Special night lighting
 - Fountain plaza
 - Glen Tavern – rehabbed
 - Hotel or apartments
 - Continued park/green space
 - Parking lots – well designed
 - Mixed-use



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4. **Are there specific USES that would BENEFIT the area? (CONTINUED)**
 - *Mixed-use*
 - *Office buildings*
 - *Loft apartments-reuse of packing house*
 - **City hall/civic center/library and art museum*
 - **Apartments and row houses*
 - *Park areas*
 - *Specialized retail*
 - **Outdoor seating/plaza*
 - *Hotels and hostels*

5. **What should the streetscape improvements contain that would make this area special?**
 - *Fountains and plaza*
 - *Special paving - (bricks) for 10th and Santa Barbara Street*
 - *Bike trail*
 - *Seating*
 - *Bike racks*
 - *Lighting*
 - *Landscaped boulevards with trees*
 - *Banners*
 - *Signs and plaques (way-finding)*

6. **Are there other strengths, weakness, opportunities, or threats that should be noted that have not been?**
 - *Strengths*
 - *Metro Link (future)*
 - *Mural at County Ag*
 - *Weaknesses*
 - *Too small site for Glen Tavern*
 - *Railroad bisects area #1*
 - *Crime and perceived sense of safety*
 - *Opportunities*
 - *More tourism*
 - *New tourism*
 - *New mural on packing house building*
 - *Bike racks*
 - *Lighting*
 - *Landscaped boulevards with trees*
 - *Banners*
 - *Signs and plaques (way-finding)*

Group 2

Wednesday
Morning

Group 2

1. What elements reinforce the Focus Area as an area with a “Sense of Place”?
 - Historical buildings
 - Kodenko’s auto parts (gas station)
 - Main Street core
 - Architecture, uniform material type
 - Older building architecture
 - Oil museum

2. What are the **BARRIERS** to this “Sense of Place” in the area?
 - Inconsistent land use
 - Lack of parking for auto, bike, motorcycle
 - Lack of economic vitality
 - Underused lots
 - Trashy buildings mixed in with nice buildings
 - Need for street repairs
 - Stereotype in people’s minds
 - Lack of signage
 - Lack of consumer activity
 - Lack of property maintenance/enforcement
 - Lack of commercial availability

3. Are there places that present special **DEVELOPMENT OPPORTUNITIES**?
 - Mill & Ventura (city hall area)
 - Next to theatre (10th & Main) add additional floor
 - Around oil museum – park and amphitheatre
 - East of 11th – both sides of street – specialty commercial and housing (mixed-uses)
 - 11th & Main (old golf shop)
 - 10th Street between Ventura & Main – high density modular housing and retail

4. Are there specific **USES** that would **BENEFIT** the area?
 - Restaurants (classy, etc.)
 - Something for youth (hangout, rec, restaurant)
 - More downtown housing
 - Park areas (paseo)
 - Office space
 - Mixed-use opportunities
 - Bridge across 10th Street
 - Gallery-shops
 - Enhance Veterans’ Park without skate park



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5. **What should the streetscape improvements contain that would make this area special?**
 - *Restrooms (public)*
 - *Maintain historic character*
 - *Enclose trashcans attractively/seating*
 - *More and better trees*
 - *Maps and directional signage/kiosks*
 - *Quality stylized business signage/standards, i.e., Frank's Paints*
 - *Uniformity of amenities*
 - *Entrance features*

6. **Are there other strengths, weakness, opportunities, or threats that should be noted that have not been?**
 - *Safety – better lighting and bicycle patrol and walking patrol. More police – need safety. Police on horses – especially for events*
 - *Need evening activities that are safe: theater, restaurants, etc.*
 - *Mercado concept*
 - *Lighting of alleys*
 - *Area for entertainment – amphitheater – bands, singing groups*
 - *Trolley shuttle for events*

Group 3

Wednesday
Morning

Group 3

1. **What elements reinforce the Focus Area as an area with a “Sense of Place”?**
 - Existing store fronts 8th - 10th
 - Ebell building park
 - Music downtown
 - Original building facade
 - Clock tower
 - Lack of enhancement of parking

2. **What are the BARRIERS to this “Sense of Place” in the area?**
 - Guidelines/community vision. Lack of plan
 - Inconsistent uses of building/under-utilized buildings
 - Current zoning
 - Restrooms
 - Lack of signage
 - Lack of architecture

3. **Are there places that present special DEVELOPMENT OPPORTUNITIES?**
 - Infill
 - ▶ Mixed-use
 - ▶ Commercial
 - ▶ Guidelines
 - Parking lots/under-utilized
 - ▶ *More destination parking
 - Directory signage
 - Outside theatre at Ebell Park
 - Fill vacant building
 - Mixed-use commercial/residential (guidelines)
 - Northeast corner of 8th and Main - mixed use
 - South parking lot
 - Green Street parking lot/residential
 - Re-zone 7th/11th - Ventura

4. **Are there specific USES that would BENEFIT the area?**
 - Retail Mix
 - ▶ Harry and David agricultural type store
 - ▶ Quality authentic Mexican craft/art
 - ▶ Upscale office space
 - Residential-variety of types
 - Parking deck
 - Restaurant
 - Trader Joes



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5. **What should the streetscape improvements contain that would make this area special?**
 - *Enforcement of maintenance regulations*
 - *New architecture should respect Santa Paula*
 - *Landscape in parking/Green Street alley/and access to parking*
 - *Entrance features on 10th Street*

6. **Are there other strengths, weakness, opportunities, or threats that should be noted that have not been?**
 - *Strength - "Existing Urbanism"; under-utilized site through zoning/redevelopment*
 - *"Goal develop" Specific Plan*
 - *Bike patrol officers*
 - ▶ *Police in downtown, parking lots*
 - *Faster action on code enforcement*
 - *Maintenance of buildings/sites/junk storage*
 - *No adequate public participation*

Tuesday Evening Participants

Boyd, Greg
Chamberlain, John
Crouch, Dora
Garcia, Gloria
Garcia, Richard
Hause, Mike
Herrera, Robert
Krause, Mary Ann
Lang, John E.
Manzano, Anna Marie
Merewether, Loretta
Miller, Michael
Reich, Art
Suggs, Gordon
Suggs, Joy
Turturro, John
Tushla, Connie
Wright, Joanne
Wright, Peter
Pulido, Anita
Joe Marquez
Esther Marquez
Garfield, Jim
Nasalroad, Gary

Wednesday Morning Participants

Boyd, Greg
Chanberlain, John
Crouch, Dora
Garcia, Gloria
Garcia, Richard
Hause, Mike
Herrera, Robert
Krause, Mary Ann
Lang, John E.
Manzano, Anna Marie
Merewether, Loretta
Miller, Michael
Reich, Art
Suggs, Gordon
Suggs, Joy
Turturro, John
Tushla, Connie
Wright, Joanne
Wright, Peter

Participants

Thank
You

Facilitators

Wally Bobkiwicz
Charmaine Stouder
Thomas H. Bartlett
Stephen R. Stuart
Melissa Grisales

Sign In / Reception

Penny Small

Translation

Anna Arroyo
Gladys
Carlos Lugo

City Staff

Tai Le, Mapping
Teresa Young, Public Works Superintendent/Depot
Jack Garcia, Depot Setup and Cleanup
Trini Bonilla, Depot Setup and Cleanup
Louise Rangel, Depot