Santa Paula

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Downtown Improvement Projects - Phase I

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Design Development Report

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A Vision of "Historic Downtown Santa Paula"

Santa Paula is unique to Ventura County in that many people consider it the historical "heart" of the County. Santa Paula is unique to all of Southern California in that it is an irreplaceable part of an agricultural valley that is rich in history and rural heritage. Santa Paula is unique because its community leaders and citizens have an appreciation and concern over its aesthetic heritage. It is also unique because the following planning document represents their commitment to saving this sense of history by creating both a new "economic vision" of what Santa Paula will look like in future years coupled with the "aesthetic vision" brought about by an enhancement of its past identity.

It was this sense of historical identity that was noted in a Vision Statement prepared by the Santa Paula Downtown Improvement Group in 1994. The commitment and vision of the community leaders led to the development and implementation of a consensus planning process. The Downtown Improvement Group, composed of community volunteers and leaders, used a consensus planning process to help establish a direction for the revitalization of Downtown Santa Paula. The result of their efforts is represented by the Downtown Improvement Plan. The following Design Development Report (DDR) is a continuation and refinement of the community's "conceptual" design work and their "own" vision statement.

In an era that seems so willing to surrender what it has struggled for in the past, enhancing the legacy of Santa Paula's founders seems to be an appropriate alternative to our modern era's insatiable need for strip malls and garish billboards. The vision for Historic Downtown Santa Paula can be realized with a clear and straightforward process:

- Keep the authenticity of the place by enhancing its vast supply of significant buildings and beautiful historical sites.
- With an intelligent approach to tourism, attract the out-of-town visitor to a "destination" that has entertaining and stimulating things to do.
- Enrich, nurture and educate visitor and local alike with activities related to nearby museum, theater and cultural centers.
- Provide economic restructuring in the historic downtown area that will meet the future needs of all Santa Paulans.
- Provide for a civic identity that is truly inclusive and multicultural.

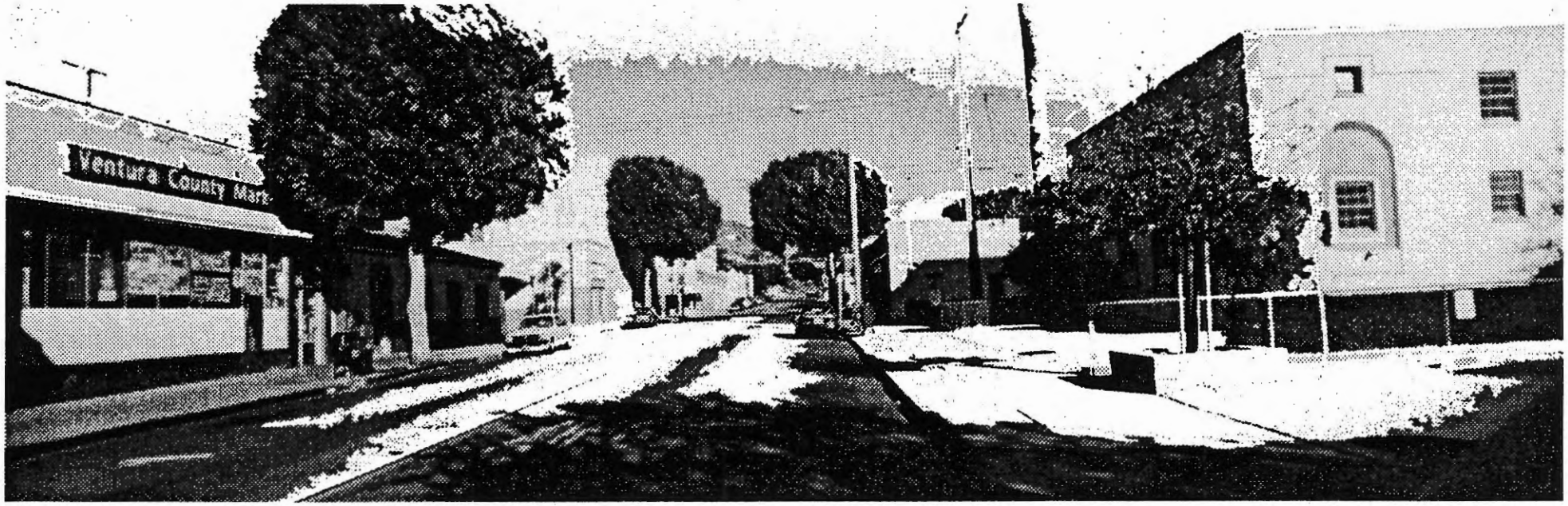
This "vision of Historic Downtown Santa Paula" should not be limited to or focused on a small geographic area of downtown properties and businesses. The history of downtown Santa Paula has always been part of a greater whole, the Santa Clara River Valley. We should not forget the relationship between Santa Paula and the hundred-or-so-square-mile region for which it serves in so many ways as the historic nucleus. Enhancing the historic "wholeness" of the entire Santa Clara River Valley should be an integral goal and opportunity. Its importance to the future of Santa Paula should not be overlooked and deserves to be part of the vision statement.

Whether we envision an open-air Farmer's Market selling the best citrus and avocados in Downtown Santa Paula or picture a steam locomotive chugging its way up the Santa Clara River Valley, the following quote from the architect, Christopher Alexander,

seems appropriate for historic Santa Paula:

> "When we look at the most beautiful towns and cities of the past, we are always impressed by a feeling that they are somehow organic . . . . Each of these towns grew as a whole, under its own laws of wholeness . . . and we can feel this wholeness, not only at the largest scale, but in every detail: in the restaurants, in the sidewalks, in the houses, shops, markets, roads, parks, gardens and walls. Even in the balconies and ornaments."

1. BACKGROUND



View North On Mill Street With Post Office On Right

Geographic Context

The City of Santa Paula is located in Ventura County, California (Fig. 1). It is one of several communities in the fertile Santa Clara River Valley, a scenic region rich in agricultural and petroleum production.

The Santa Clara River Valley corridor extends along a 40-mile section of State Highway 126 between I-5 and U.S. 101. In terms of productivity, this area is considered to be one of the leading agricultural areas in the nation. According to the February, 1996 issue of *Sunset Magazine*, the corridor is "the last great citrus-scape in Southern California."

In this geographic context, the County of Ventura and the towns of the Santa Clara River Valley are currently working together on a plan for promoting the Valley as a significant visitor destination. This plan is focused on the re-establishment of a 32-mile length of historic Southern Pacific rail line. Visitors will come to the Santa Clara River Valley to ride the train from the historic hacienda at Rancho Camulos in Piru to the historic railroad depot in downtown Santa Paula. The plan for this journey through California's rural history is being referred to as the "Heritage Trail" (see Fig. 2).

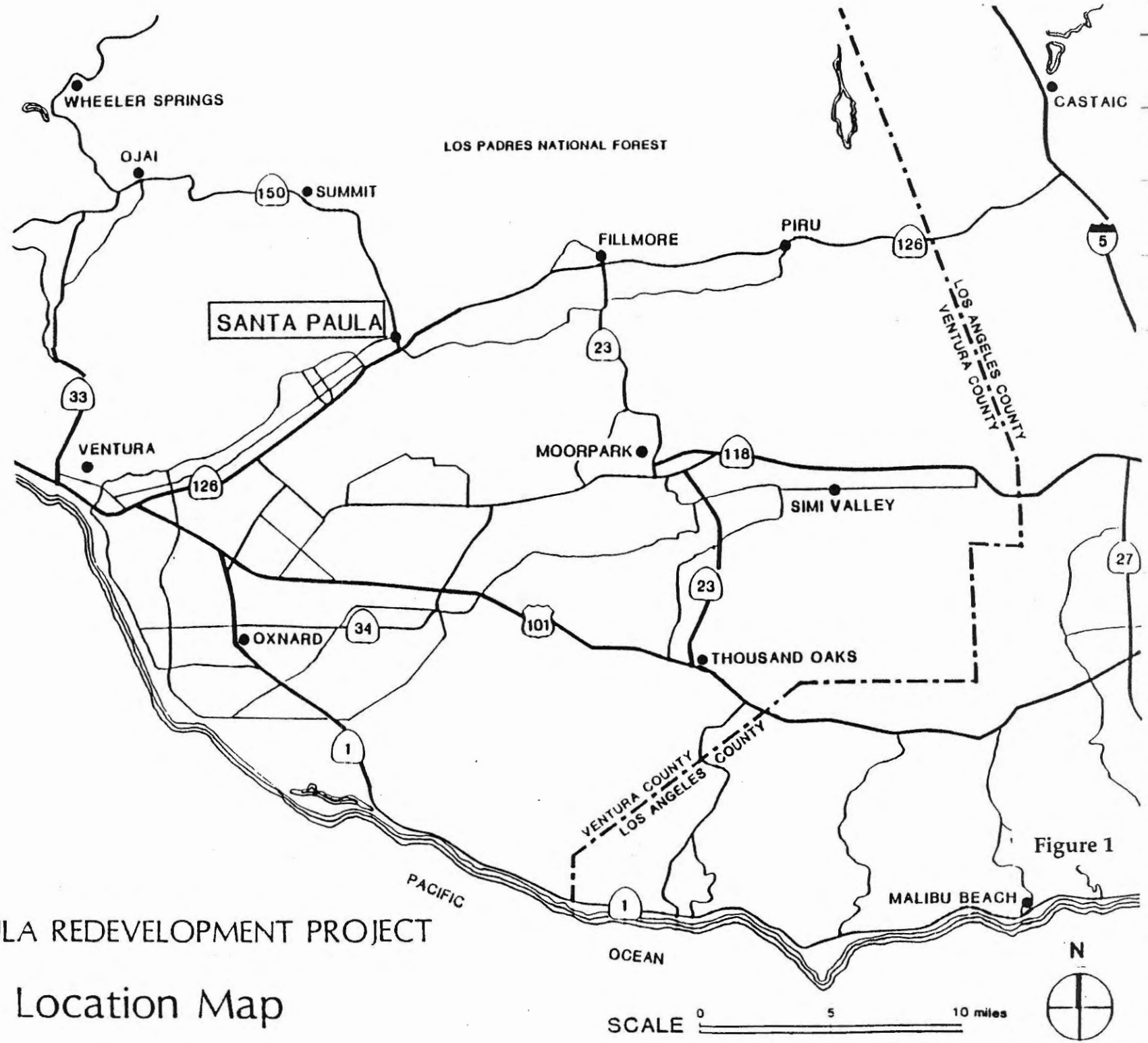


Figure 1

SANTA PAULA REDEVELOPMENT PROJECT

Regional Location Map

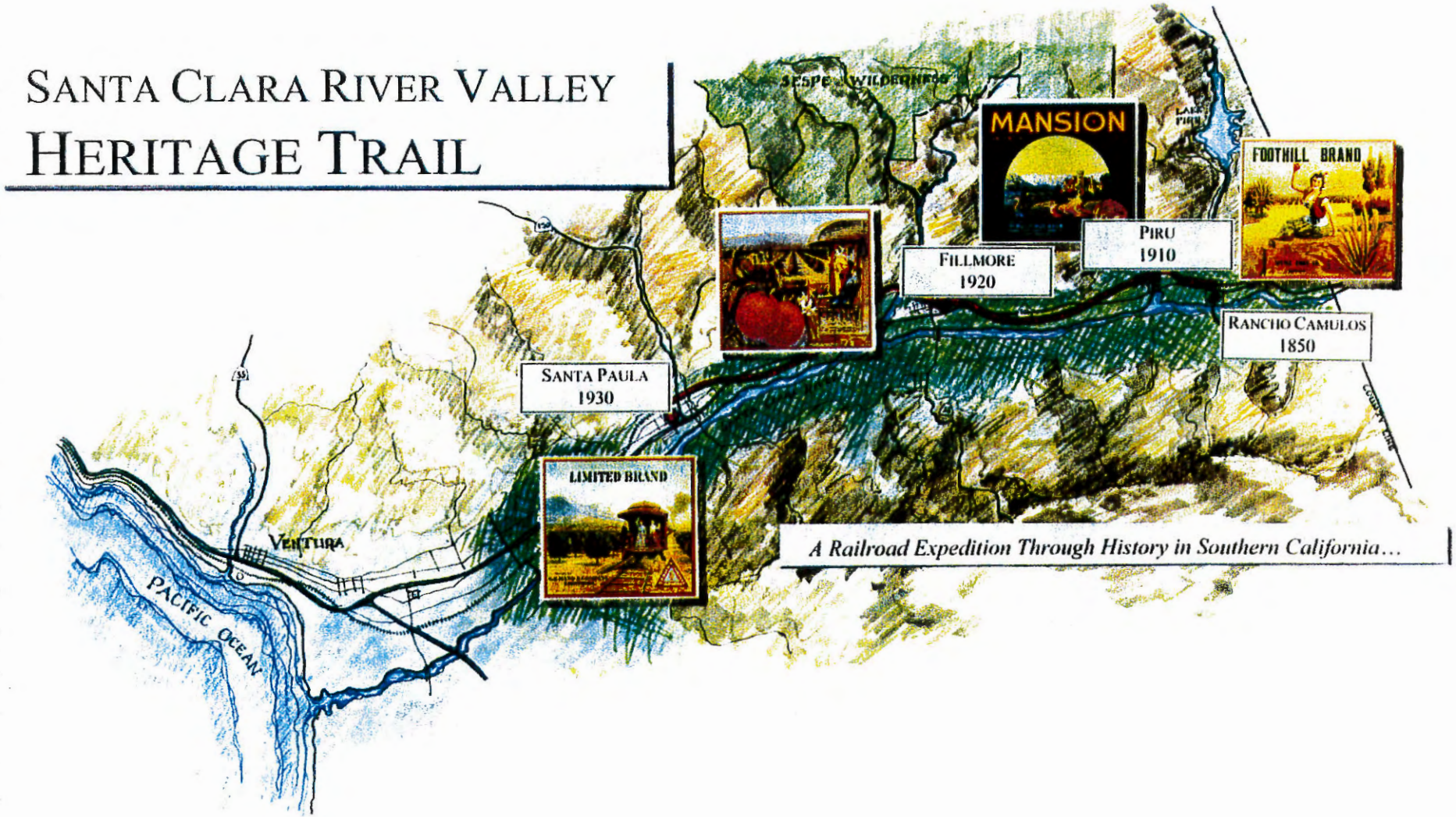


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Figure 2

History of Santa Paula's Downtown

A. Main Street

The pattern of commercial development along Santa Paula's Main Street is typical of late nineteenth century commercial development throughout the United States. Main Street served as the primary artery for commercial development with secondary development occurring on the perpendicular side streets. Buildings abutted the sidewalks and gradually filled in every available space from property line to property line. Public, religious and institutional buildings were usually designed as free standing buildings, and their special significance denoted by surrounding open space or landscaped areas. In Santa Paula, such buildings included the library, City Hall, churches and schools.

When the Santa Paula townsite was platted by Blanchard and Bradley in 1873, Main Street was called Mupu Street. By 1886 about three dozen buildings, primarily woodframe with false fronts, abutted the unpaved Mupu Street between 10th and Davis Streets. Wood plank sidewalks protected pedestrians from the pervasive dust and mud. By 1892, Mupu Street had been renamed Main Street and had pushed west to 8th Street. New commercial buildings included the Petrolia Hotel and Cleveland Hall.

Within roughly a ten year span, a large number of false front woodframe buildings had been replaced with brick and masonry buildings. The empty lots between buildings were filled in and Main Street between 10th and Davis Streets began to take on a substantial feel, reflecting the new prosperity of the oil and citrus industries. After the City incorporated in 1902, Santa Paula's first City Hall was located in a small woodframe building on Main Street near the northwest corner of Davis Street that had previously housed a bank. After the new Blanchard Memorial Library was built in 1910 at the corner of Main and 8th Streets (see Fig. 3), the City opened its new offices in the basement of this glorious, classically-styled building.

By the end of the first decade of the twentieth century, Santa Paula had

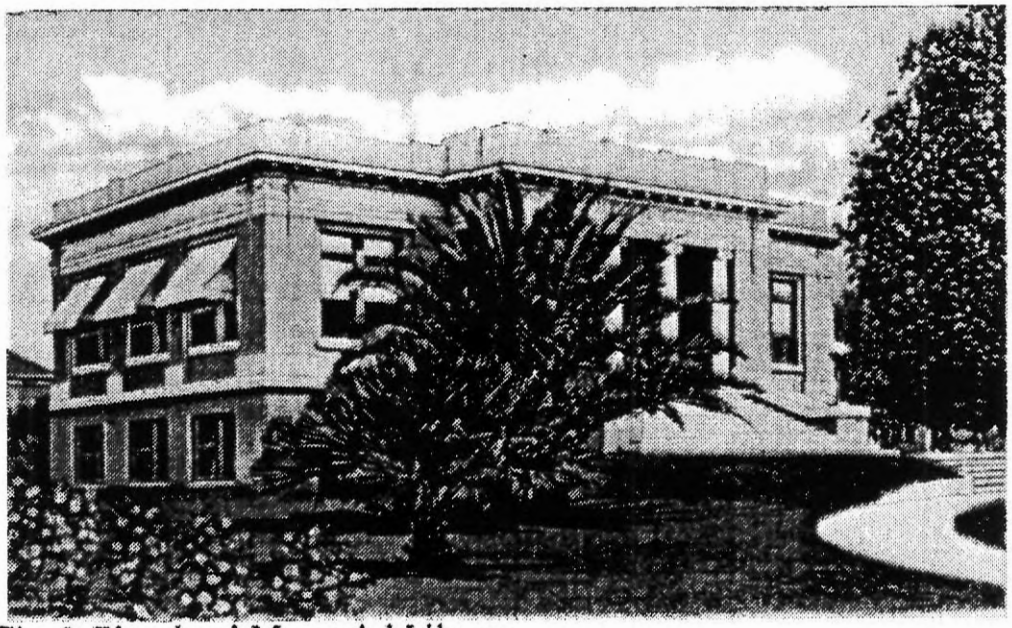


Fig. 3 Blanchard Memorial Library

fully asserted itself. A devastating fire in 1903 destroyed many of the wood frame buildings on the south side of Main Street between Davis and 8th Streets. The result was the construction of the new Oddfellow's Hall and several new brick buildings to replace the woodframe buildings lost to the fire. By 1930, Main Street between 8th and Green Streets was completely filled in, primarily with brick buildings of one and two stories. The commercial district was also expanding east of 10th Street along Main Street. The side streets were also beginning to change from residential to commercial uses.

Present day Main Street reflects the commercial development from the 1890s through the 1930s. Many of the buildings have been modernized since the 1930s, and some new buildings have been constructed west of Green Street and along 10th Street, north of Main Street. The downtown reflects a variety of architectural styles combined with a number of property types illustrating its rich history. Property types include commercial and office buildings and banking institutions reflecting the citrus and oil industries. The social and fraternal organizations are represented by the Oddfellows Hall, the Masonic Lodge and the Ebell Clubhouse. The Southern Pacific depot, the Southern Pacific Milling Company building and the Glen Tavern illustrate transportation-related properties. Religious institutions along Main Street and its side streets include the Universalist Church, the Presbyterian Church and the Christian Church.

Fig. 4 Main Street, looking east, ca. 1955

B. Residential Areas Surrounding Main Street

A significant number of single family residences, dating from the 1880s through the 1920s, remain both north and south of Main Street between 12th Street on the east and 8th Street on the west. The residences are scattered between commercial buildings in those areas primarily north of Main Street. The largest concentration of intact neighborhoods of single family

residences is found primarily south of Main Street.

East of 10th Street and south of Main Street, the residential neighborhoods are characterized primarily by single family houses dating from the 1880s through the 1920s. This area is part of the original Santa Paula town site laid out by Blanchard and Bradley in 1873. It was bounded on the north by Santa Paula Street, on the south by Ventura Street, on the east by 12th Street, and on the west by 9th Street (Mill Street). In 1892 the Orcutt and Moore Tract began development in this area and New Street was added. This street today contains a number of 1890s Folk Victorian residences.

C. Railroad Corridor

The arrival of the Southern Pacific Railroad in 1887 helped expand the growing economy of Santa Paula. In addition to its primary role of providing a vital transportation link for residents and tourists traveling both inside and outside of Ventura County, it provided access for the growers as well as the oil companies to ship their products. Packing houses and oil-related facilities were built adjacent to the tracks. The wide railroad grounds (right-of-way) were established alongside the tracks just north of Santa Barbara Street between 8th Street and Oak Street. A number of railroad-related structures and buildings once existed in the right-of-way. In addition to the main track, there were side tracks, or spurs, built to accommodate railroad-related industries. One of the spurs was built to the People's Lumber Company. Although this spur no longer exists, the People's Lumber Company Office building remains at 216 N. 8th Street. Side tracks were also built to the Southern Pacific Milling Company at 212 N. Mill Street and to the Union Oil Company Refinery east of 10th Street, as well as to various other packing house operations further east and west of the downtown. In addition to the tracks, there was a turntable, an ice house, and two water towers on the railroad grounds. The Southern Pacific Railroad Depot was built in 1887 at the southwest corner of 10th and Santa Barbara Streets. Other railroad-related operations included a pipe warehouse building and cattle corral east of Ojai Street. Today the round table, water towers, and first ice house adjacent to the railroad are gone. However, the railroad grounds, tracks, and buildings remain to reflect the importance of the railroad to Santa Paula's economic development.

The Planning Process

Through the active support of the Santa Paula City Council and the Directors of the Redevelopment Agency, the current downtown planning effort is the result of a successful public-private partnership. Working with key members of the City of Santa Paula staff, an initial community planning effort brought the Cal-Poly Mini - R/UDAT Design Charrette to Santa Paula on the weekend of October 16-18, 1992. This successful "visioning" exercise of what the San Luis Obispo students' approach would be for a revitalized Downtown sparked a renewed interest in the history and unique character of downtown Santa Paula.

With the assistance of the City's Economic Development Director, a study was made of various options for downtown redevelopment. It was apparent after the Cal-Poly Design Charrette that community participation would be important for further development of a "vision" for downtown. To establish the means for this community involvement, a "two-tiered" design process was considered that would be patterned after a successful consensus planning effort recently used by the City of San Luis Obispo. This reinforced a planning approach motto that would be often repeated; "let's not re-invent the wheel."

The Redevelopment Agency Directors approved the formation of a Downtown Improvement Group (DIG) consisting of two members from interested community clubs or organizations, as well as any member of the general public willing to make a commitment to serve on the DIG.

The DIG was charged with the development of several work products that were generated through a series of public design workshops coordinated by the Technical Design Team (TDT). The TDT served as facilitators for the Downtown Improvement Group. It included design professionals, engineers and "consensus builders" that would provide the technical support in illustrating and communicating the ideas of the DIG. All resulting work products were completed for Planning Commission, City Council, and Redevelopment Agency review and approval.

The resulting document was developed by the cooperative efforts of the DIG and the TDT, and it became known as the Downtown Improvement Plan. This planning document presented a "conceptual" plan for the downtown area with a "vision" of what they thought Downtown Santa Paula wanted to be. By working through the recommendations and ideas presented by the DIG, the Santa Paula Redevelopment Agency conceptually approved the Downtown Improvement Plan and authorized the selection of a professional design team to prepare a Master Plan and Design Development Report (DDR)for capital improvements in Downtown Santa Paula.

The DDR planning document will represent the "design" phase of the Downtown planning process. Subsequent implementation of this design effort will be closely integrated with the other three major components of successful downtown revitalization: promotion, economic restructuring, and organization.

The Specific Planning Area

The Planning Area boundary (refer to Fig. 5) generally extends from the intersection of Main and 7th Streets on the west to Main and 12th Streets on the east, and generally includes the area from the intersection of Santa Barbara and 8th Streets along the railroad right-of-way (including Railroad Avenue) to Santa Barbara and 12th Streets on the north. The south boundary generally extends from the intersection of Yale and 8th Streets on the west to the intersection of Ventura and 10th Streets on the east, and includes the two blocks of 10th Street that extend south to the off-ramps of the Highway 126 freeway. Within this Planning Area is a Downtown Residential Area that is generally outside the boundaries noted above, but which is included as a planning area because of its urban design importance. Also outside the Downtown Planning Area, the Santa Paula Airport is included as a designated planning area due to its importance as an historic resource and for its importance in drawing out-of-town visitors to Downtown Santa Paula.

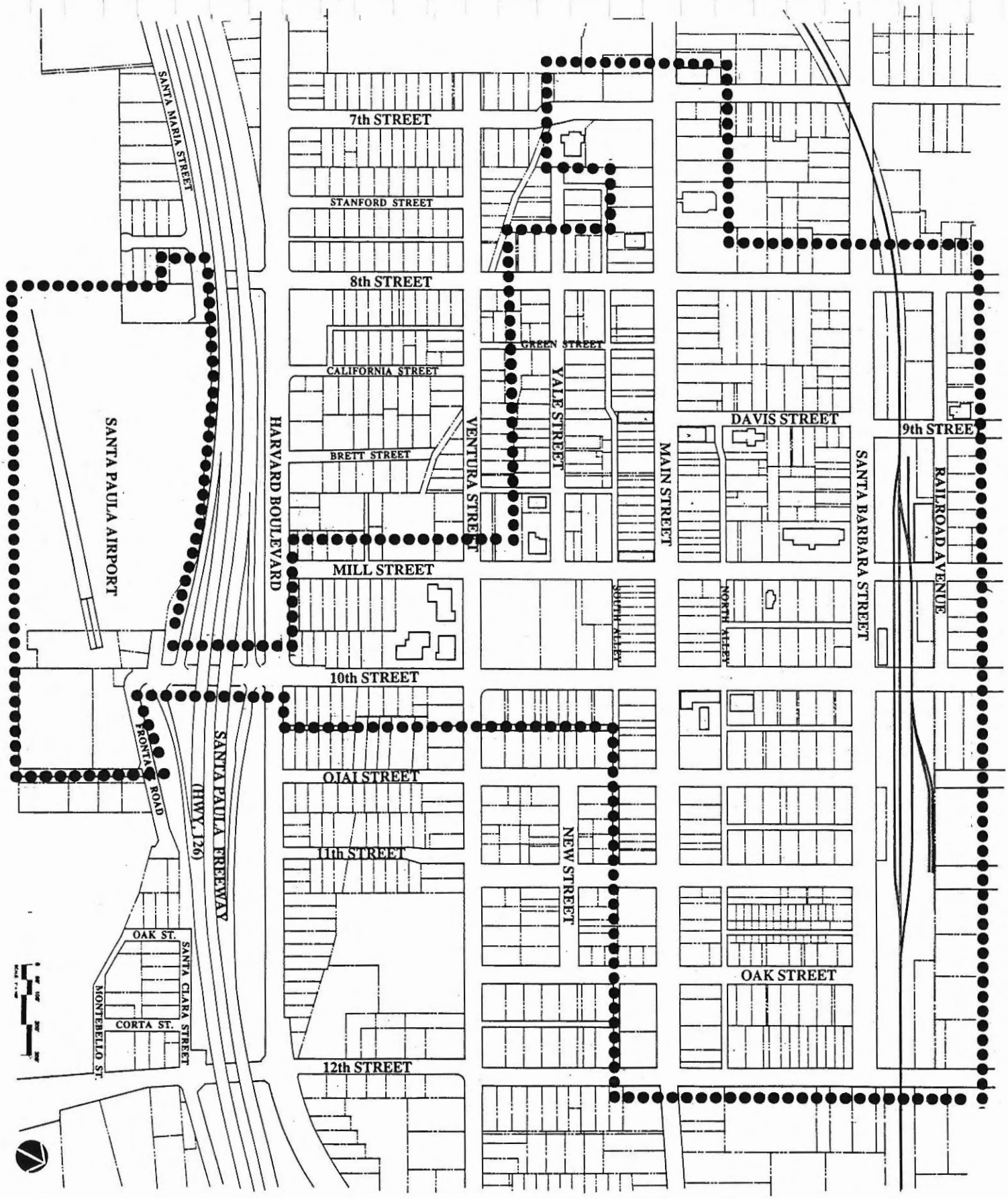


Figure 5

Leach Mounce Architects

Landscape Architecture
Civil Engineering
Transportation Engineering
Historic Resources Consultant

PLANNING AREA BOUNDARIES

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
SANTA PAULA, CALIFORNIA

CITY OF SANTA PAULA CALIFORNIA

View Across Railroad Right-Of-Way To "The Mill"

Overview of Existing Conditions

Land uses within the specific planning area are as follows. Retail/commercial businesses, services and wholesale establishments are concentrated in the Central Business District. Strip retail/commercial development fronts along the main arterials, while industrial uses are concentrated near the railroad right-of-way. Single family residential neighborhoods are also interspersed in this area. Several churches, a park, school, and public buildings (such as the Civic Center complex) are also located in this area.

Many of the commercial and residential buildings are substandard, lack seismic reinforcement, and lack adequate parking and public facilities (landscaping, lighting, sidewalks, curbs, etc.). This area exhibits negative transitional uses (residences converted to commercial uses), incompatible land uses (residential uses directly adjacent to industrial uses), excessive building density, and substandard irregular-shaped parcels.[1]

[1]Refer to"Vision 2020, General Plan Update", November 1994.

A. Today's Concerns

By far the most frequently expressed concern for the downtown area is that the retail shopping district does not attract nor sustain shoppers.

It is estimated that 46.7% (refer to Appendix E) of the spendable income of Santa Paula residents is spent in the shopping malls lying in other areas of Ventura County.

Due to the present deficiency of success potential for small businesses in the downtown area, new business start ups are few. The businesses that have succeeded supply only a limited variety of goods and services. Such lack of shopping variety spurs Santa Paula residents to take their shopping needs elsewhere for "one-stop shopping".

A cycle has been created. Shoppers go elsewhere because of limited goods and services. As shoppers go elsewhere, current businesses will not succeed, and new businesses will not come to Santa Paula to supply the goods and services needed to sustain frequent, loyal downtown shoppers.

B. Future Opportunities[2]

Santa Paula is fortunate to have a downtown area that exudes a "Hometown USA" atmosphere. The vision is to play on that atmosphere.

The leasable area of the different downtown buildings are of varied sizes, ranging from large to very small. This allows endless possibilities as to the types of businesses that can come downtown. The spaces available will allow everything from large department stores, right down to a cozy one-counter soda fountain.

Types of businesses to be encouraged for downtown are those which bring shoppers and pedestrians into the area. Those businesses that warehouse, manufacture, or are of a type that do not create walk-in traffic will be diverted elsewhere.

[2]From Cal-Poly San Luis Obispo Mini-R/UDAT Design Charrette, 1992.

Existing Street Network, Traffic Volumes and Parking

A. Street Network

The City of Santa Paula is located in the Santa Clara River Valley approximately 12 miles east of the City of Ventura (see Figure 1). Regional access to Santa Paula is provided by the Santa Paula Freeway (State Route 126), which connects to the Ventura Freeway (State Route 101) on the west and the Golden State Freeway (Interstate Route 5) on the east. Access is also provided by State Route 150, which extends northerly from Santa Paula through the Ojai Valley and eventually connects to Route 101, via State Route 33, near the City of Ventura.

The street network in the downtown area of Santa Paula is generally configured as a grid. The principal east-west streets are Harvard Boulevard, Ventura Street, Main Street, Santa Barbara Street and Santa Paula Street. The main north-south streets are Palm Avenue, 8th Street, Mill Street, 10th Street (State Route 150), and 12th Street. Route 126 is located along the southerly edge of the City. Access to the downtown area from Route 126 is provided via freeway interchanges at Palm Avenue and 10th Street. Figure 1 in Appendix D shows the major components of the street network in the downtown area.

B. Traffic Volumes

Streets in the downtown area of Santa Paula carry low to moderate daily and peak hour traffic volumes. Harvard Boulevard and Main Street, which connect to Route 126 (via Telegraph Road) on the east and Peck Road on the west, carry the majority of the east-west traffic within the downtown area. Palm Avenue and 10th Street, which connect to Route 126 on the south and residential areas on the north, carry most of the north-south traffic in the downtown area. 8th Street and 12th Street, which cross under Route 126, and Santa Barbara Street also carry moderate amounts of traffic. Average daily and p.m. peak hour traffic volumes for Route 126 and selected streets in downtown Santa Paula are listed in Table 1.

Table 1.

Street	Traffic Volumes Daily	Traffic Volumes PM Peak Hour
East-West Sts.		
Route 126	26,500	2,650
Harvard Blvd.	15,500	1,160
Ventura St.	1,900	170
Main St.	8,500	715
Santa Barbara St.	6,100	550
Railroad Ave.	400	35
North-South Sts.		
Palm Avenue	8,000	720
8th Street	3,900	350
Davis Street	900	80
Mill Street	4,200	380
10th Street	12,600	1,150
12th Street	4,600	410

C. Intersection Operation

Since traffic flow is most severely restricted at street intersections, the operation of a street network is generally evaluated by determining the level of operation of critical intersections within the network during peak traffic flow periods. In rating an intersection's ability to accommodate peak hour traffic volumes, "Levels of Service" (LOS) designations A through F are used,

with A and B indicating very good operating conditions with little or no traffic congestion, C indicating average operating conditions, and D through F indicating poor operating conditions with moderate to severe congestion. Existing levels of service and volume/capacity (V/C) ratios for selected intersections in the downtown area are listed in Table 2.

Table 2.

Intersection	LOS (V/C)
Palm Ave./Rte.126 (1-Way Stops)	B (--)
Palm Ave./Harvard Blvd (Signal)	A (0.45)
Palm Ave./Main St. (Signal)	A (0.35)
8th St./Main St. (Signal)	A (0.33)
Mill St./Main St. (Signal)	A (0.28)
10th St./Rte. 126 (1-Way Stops)	B/C (--)
10th St./Harvard Blvd. (Signal)	B (0.61)
10th St./Main St. (Signal)	A (0.47)
12th St./Harvard Blvd. (Signal)	A (0.28)
12th St./Main St. (Signal)	A (0.35)

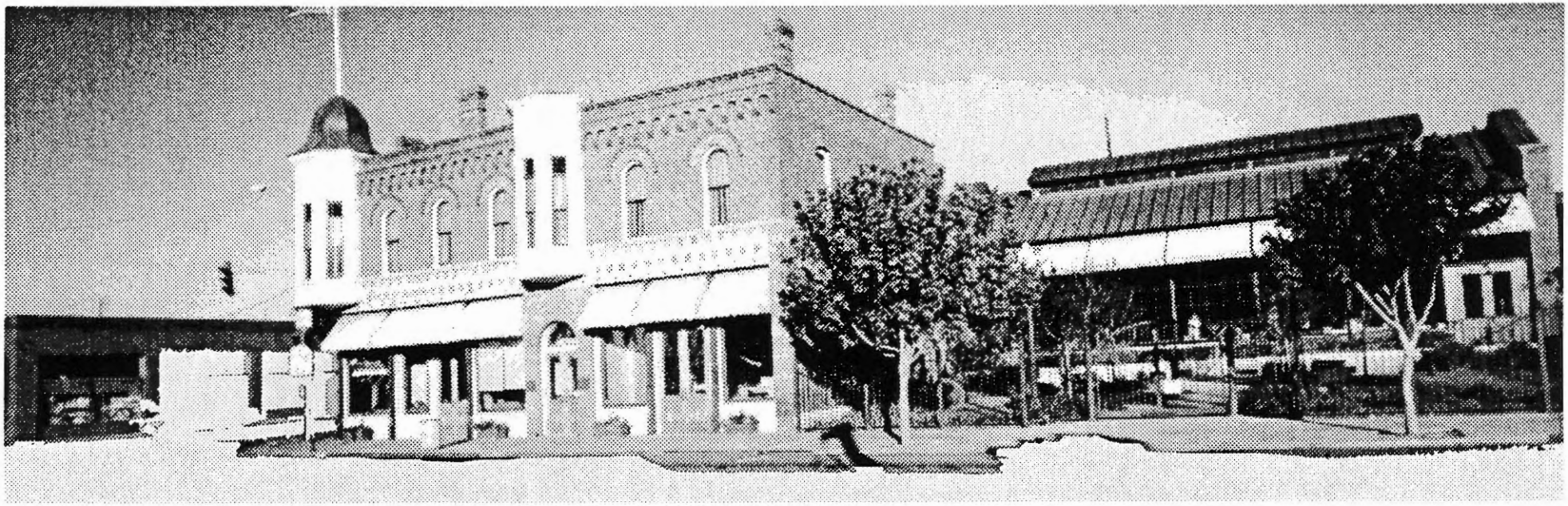
As shown above, critical intersections within the downtown area are operating at very acceptable levels of service during peak traffic periods.

D. Parking

Parking facilities in downtown Santa Paula consist of public parking lots, private parking lots, paved areas which are being used for parking, and on-street parking. A total of four City-owned public parking lots are located within the downtown area bounded by Santa Barbara Street on the north, Ventura Street on the south, 12th Street on the east and 8th Street on the west. Three of these public lots are located south of Main Street -- the 77-space Green Street Parking Lot, which is located southeast of the intersection of South Alley and Green Street, a small 15-space parking lot located south of South Alley and west of the "Santa Paula Plumbing" building (926 E. Main St.), and the 100-space South Parking Lot, which is located south of the post office and fire station between Mill Street and 10th Street. The remaining downtown public parking lot is located north of North Alley between Davis Street and Mill Street. This parking lot, which is located within the City's Parking District No. 1, provides a total of 60 parking spaces.

Other parking lots in the downtown area which function as public parking lots include the 22-space and 57-space parking lots north and south of the public library, and a small parking lot behind the Santa Paula Union Oil Museum. The locations of public parking lots in the downtown area are shown on Figure 2 in Appendix D.

3. BUILDING RESTORATION PROJECT



View Of Oil Museum At 10th & Main Street.

Building Restoration Vision Statement

Santa Paula's architectural tradition is unique. At the "historic heart" of Ventura County, the authentic condition of Santa Paula's buildings provide an opportunity to build on its ties with the past while enhancing the downtown's historic sense of place. As noted in the Santa Paula Downtown Improvement Plan, the consensus of community volunteers and leaders was that "the buildings are the most important asset in the Downtown area."

In acknowledgement of the need to preserve and enhance the heritage and irreplaceable character of the Downtown area, it is the recommendation of this Report that the Design Guidelines and Standards presented in this chapter be adopted. These Guidelines are intended to serve as the basis for Historic District Design.

In addition to the preservation of architectural landmarks, some future regulation of "architectural style" should be considered for new construction as well as for rehabilitation of existing buildings. New or "rehab'd" buildings should respect the historic context in which they are placed. It should not be the objective of these guidelines to be onerous or to suggest open imitations of any particular architectural style. Guidelines should be used to assist in the creative enhancement of the City's eclectic architectural tradition.

Architectural Styles and Periods

A variety of commercial architectural styles from the Victorian era of the 1890s through the Moderne of the 1930s can be found on Santa Paula's Main Street. The Union Oil Building (1890) is a rare example of the Victorian Queen Ann style with its corner tower and elaborate use of brick and stone (Fig. 6). After 1900, the Victorian style fell out of favor, to be replaced with more subdued, classically-inspired styles. These classical modes are sometimes difficult to categorize, but the most fully developed were often called Italian Renaissance Revival or Beaux Arts because of their use of classical surface ornament. The majority of the commercial buildings built in Santa Paula after the turn of the century escape easy stylistic classification, and can be more readily described as vernacular commercial designs.

These vernacular commercial buildings exhibit a characteristic arrangement of storefronts, upper facades and cornices, with a variety of architectural details applied to the facade. The original Limoneira Company Building (1906), at 947 East Main Street, displays a classical cornice treatment. An example of a vernacular commercial building exhibiting a Mission Revival influence is found in the landmark Oddfellows Hall (see Fig. 8).

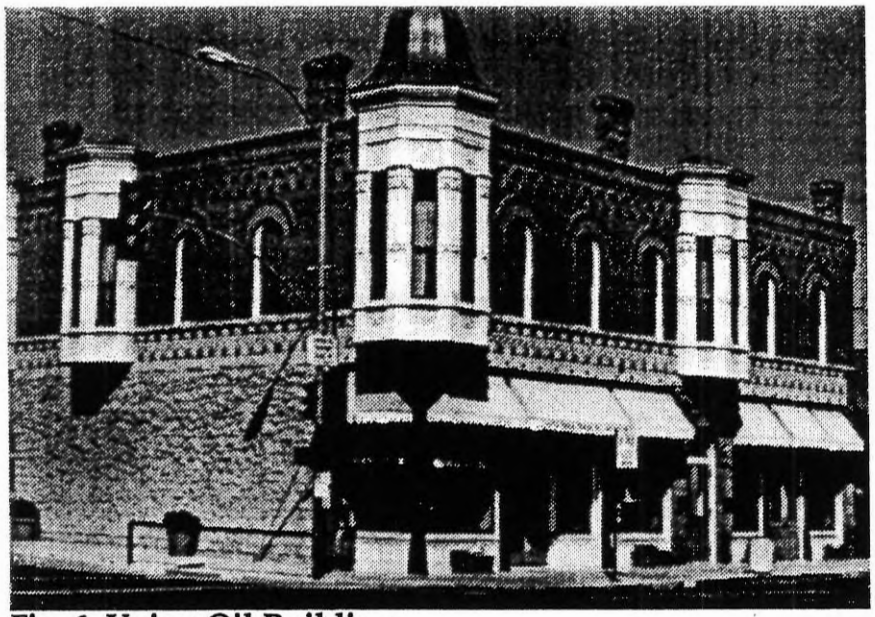


Fig. 6 Union Oil Building

Between 1920 and 1940 a significant number of new buildings were constructed and older buildings remodeled, a direct product of the economic success of the citrus and oil industries. Roy Wilson's Santa Paula architectural firm designed many of these new buildings in the popular revival styles of the period (Spanish Colonial, Mediterranean and Italian Renaissance styles). The Limoneira Building (1923) on 10th Street is an excellent example of the Mediterranean style. Beaux Arts Classicism was another popular style particularly among institutional buildings. The Farmers and Merchants Bank (1921) at 901 East Main Street, designed by the prominent Los Angeles firm of John L. Parkinson, is a fine example of this style, with its massive classical columns (Fig. 7).

The Zig-zag Moderne (Art Deco) and Streamline Moderne styles, popular during the late 1920s through the 1940s, are found to a lesser degree in a few buildings along Main Street. The Warren King Building and the Ford Garage at 12th and Main Streets are two significant examples of the Zig-zag Moderne style.

The Post-war trend towards modernism produced an almost total, conceptual revision to the practice of architecture, resulting in profound impacts on the cohesiveness of the urban fabric. The later phases of the Streamline Moderne Style, and particularly the International Style, represented a decided break with the conventional approach to scale, materials, relationship to context and urban design. Many buildings introduced during the 1950s and afterwards retreated from lot lines, introducing space for driveways on the sides lot lines, and interrupting the traditional, continuous street walls. During the post-war era, the streetscape of commercial areas began to evolve away from pedestrian scale, and towards accommodating the automobile. Numerous older buildings were altered and facades often simplified to reflect the new aesthetic.

Residential architecture reflects the variety of styles that were popular between the 1880s and the 1920s. North of Main Street a number of houses are found interspersed with commercial buildings. The houses reflect the late Victorian era seen in the Stick and the Queen Anne styles and the more simplified Folk Victorian. After the 1900s, the California or Craftsman Bungalow and Colonial Revival styles became popular, until the 1920s when the Period Revival styles flourished. The Logan House at 123 N. Mill Street represents the Stick style, whereas the Davis House at 130 South Mill Street is an excellent example of the Colonial Revival style. A number of 1890s Folk Victorian residences are found along New Street. A fine example of the California Bungalow style is found at 148 North Davis Street.

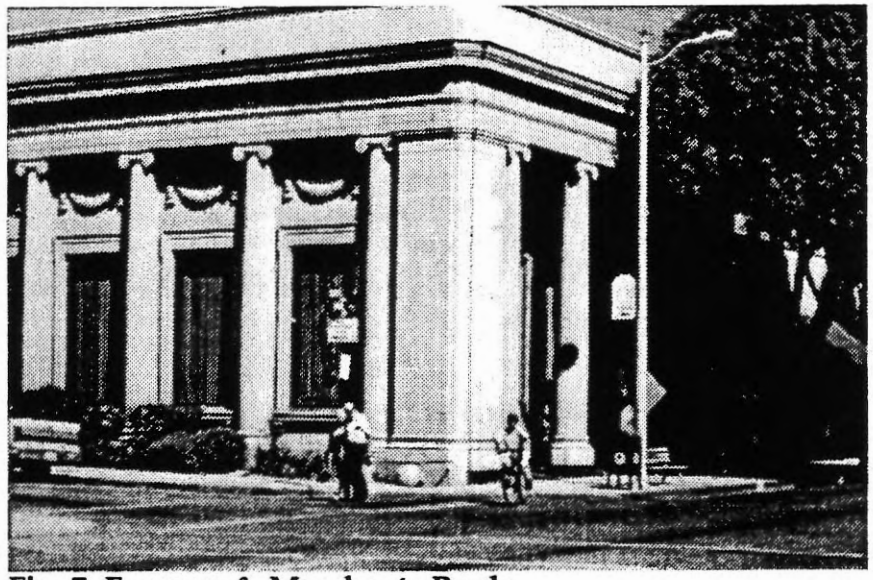


Fig. 7 Farmers & Merchants Bank

Historic Preservation

A. Historic Preservation Efforts in Santa Paula

An intensive historical survey of the downtown area was conducted in 1980 under guidelines from the State Office of Historic Preservation. Evaluating the results were members of the Santa Paula Historical Society, historian Charles Outland, and Planning Director Kristin Duncan. It was determined that the downtown is potentially eligible as a historic district. The completed survey was approved by the Santa Paula City Council and forwarded to the State Office of Historic Preservation as part of the official record.

Following the survey, the City created its own Historic Preservation Commission and Design Assistance Committee with the ability to declare landmarks and historic districts. It declared a historic district along Santa Paula Street following a series of public hearings and final approval of the City Council.

During the ensuing fifteen years since the Survey was completed, several Main Street buildings have been restored to their original appearance, thereby making a stronger case for the possibility of a National Register historic district. Generally speaking, a National Register historic district should have two-thirds of its buildings contributing to the district.

Fig. 8 Oddfellows Hall

B. Creating a Historic District in Downtown Santa Paula

1. Benefits

   a. Provides economic incentives for property owners to rehabilitate their buildings by offering a federal income tax credit, property tax relief, charitable deductions for donations of conservation easements, and the availability of grant monies (example: FEMA funds for earthquake damaged buildings).

   b. Design review will strengthen and maintain the district's historic character, protecting investments in building rehabilitations and property values.

   c. Qualifies buildings for the use of the State Historic Building Code, allowing for greater flexibility in complying with seismic retrofitting and other requirements.

   d. Will make Santa Paula unique as perhaps the only small town in Southern California whose complete downtown is listed on the National Register, providing the potential for freeway identification signs and increased tourism opportunities.

e. Enhances the overall aesthetic quality of life for Santa Paula residents.

2. Disadvantages

a. Added level of regulation when making changes to a historic building or when undertaking new construction within the historic district. For example, the Design Assistance Committee, who presently reviews changes to landmarks, might review plans for major alterations to buildings considered as contributors to the historic district. They might also review new construction plans for compatibility in size and scale to contributing buildings within the historic district.
b. Potentially greater short-run expense for construction.

C. Historic Preservation Incentives

1. Levels of landmark designations available to Santa Paula.

Economic incentives are not available for all types of designations. The following is a list of those incentives and which designations apply.

a. Local historic landmark/ district
b. State historic landmark
c. National Register historic landmark/ district

2. State Historic Building Code (a, b and c)

The State Historical Building Code (SHBC) of 1979, with amendments 1988 and 1990 (SHBC) located in Part 8 of Title 24 of the California Administrative Code, is an alternative building code providing equivalent life safety standards for repairs, alterations and additions necessary for the preservation of historic buildings. The renovation of historic buildings is often difficult when the older buildings must meet the standards of modern building codes whose regulations are designed for state-of-the-art construction technologies. Section 8-102 of the SHBC states "It is the purpose of this part to provide building regulations for the rehabilitation, preservation, restoration (including related reconstruction), or relocation of buildings or structures designated as historic buildings. Such building regulations are intended to facilitate by means of alternative solutions the restoration or change of occupancy so as to preserve their original or restored architectural elements and features; to encourage energy conservation, disabled access, and a cost-effective approach to preservation; and to provide for the safety of the building occupants. These regulations control and allow alternatives to any and all prevailing codes when dealing with qualified historical buildings or sites."

The SHBC allows public officials flexibility in applying the Uniform Building Code to historic buildings, can reduce the costs of rehabilitation, and is available for buildings which have been recognized locally as being of historic importance. "The intent of the SHBC is to save California's architectural heritage by recognizing the unique construction problems inherent in historical buildings and by providing a code to deal with these problems."

3. Federal rehabilitation tax credits (c only)

The Economic Recovery Act of 1981 created major new incentives to encourage the rehabilitation of Federally certified historic buildings. The Tax Reform Act of

1986 revised the tax incentives for preservation. The credit is 10 percent of rehabilitation expenditures for commercial buildings built prior to 1936, or 20 percent for certified historic structures. At least 20 percent of the property must be used for income-producing purposes, either residential-rental, commercial, or industrial. Additional information on the tax credits is included in Appendix A.

4. Preservation easements (a, b and c)

One of the oldest strategies for historic preservation is an historic preservation easement. An easement insures the preservation of a property's significant architectural and natural (if any) features while allowing the owner to continue to occupy and use the property subject to the provisions of the easement. A preservation easement is created by deed and is typically donated or sold to a public or private preservation organization. Either the City or a qualified preservation group can hold title to the easement, which allows the property owner a one-time tax deduction and the owner the right to review any changes to features covered by the easement.

5. Property tax reduction (a, b and c)

The Mills Act, adopted in 1972 and amended in 1984, provides for a reduction in property taxes on a historic property when certain conditions are met. Owners of designated historic properties must enter into a preservation contract directly with the local government in which the owners agree to restore the property if necessary, maintain its historic character, and use it in a manner compatible with the historic character. The City of Santa Paula should consider implementing the Mills Act. The local government has the option to choose which properties are suitable for the incentive by evaluating various factors including the significance of the building to the community, development pressure on the site, or the need for rehabilitation.

6. Preservation grants (c only)

The National Historic Preservation Act (NHPA) provides for the State of California and the Federal Government to appropriate funds for the rehabilitation of historic buildings in the National Register of Historic Places. These are

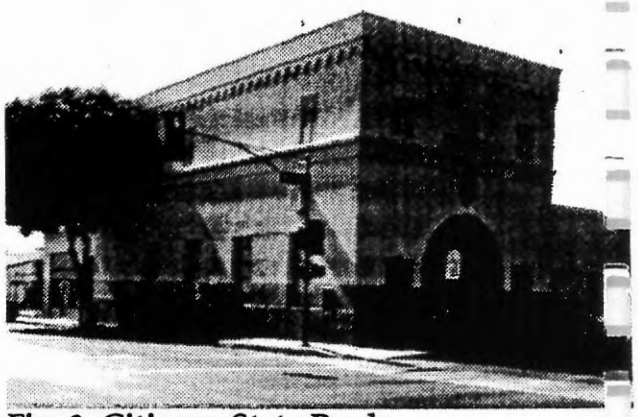


Fig. 9 Citizens State Bank

distributed on a competitive basis and require a 50/50 match. Other grants are available from time to time directly to National Register properties. The availability of these grants depends upon the level of Federal funding. There are two NHPA grant programs available for preservation purposes through local governments: the Historic Preservation Fund and the Certified Local Government Programs. These grants are mostly used for survey, National Register application and architectural drawings.

7. Marks Historical Rehabilitation Act (a, b and c)

This act provides authority for cities, counties and redevelopment agencies in

California to issue tax-exempt revenue bonds for the purpose of financing historical rehabilitation of buildings with local, state or national significance.

8. Summary of Economic Incentives for Preservation

Local preservation incentives fall into three broad categories: direct public financial assistance, public program support, and public/private partnerships.

Representative examples within each category are listed below.

a. Direct public financial assistance.
   - Property tax abatement for rehabilitated buildings
   - Grants for facade improvements and exterior maintenance
   - Fee waivers for rehabilitation work
   - Revolving loan funds for purchase and/or rehabilitation
   - Business tax credits for rehabilitated buildings

b. Program support.
   - Streetscape amenities
   - Facade improvement program
   - Design assistance
   - Technical business assistance
   - Streamlined permitting
   - Zoning flexibility
   - Historic designation
   - Infrastructure improvements

c. Public/private partnerships
   - Special events, tours, publications
   - Donated design services
   - Job training programs
   - Marketing efforts
   - Private sector loan funds
   - Conservation easement programs

D. Historic District Recommendations

1. The City of Santa Paula should pursue the establishment of a National Register Historic District in downtown Santa Paula. Both the financial benefits and the prestige of being the only downtown in Ventura County listed on the National Register will help business owners economically and will help boost tourism. A National Register designation would allow a freeway sign to be installed.

2. If a National Register Historic District is not feasible, a second alternative would be to establish a downtown local historic district. This would provide some economic incentives for property owners through the use of the previously mentioned public assistance programs. Design review would also be conducted within the historic district. A local district could be larger than the National Register district and include more buildings.

3. The City of Santa Paula should investigate amending the City's Historic Preservation ordinance to allow the City to pursue appropriate funding options.

4. The City of Santa Paula should adopt design standards for the downtown to include the historic district as well as Main Street between 10th and 12th Streets. These standards will incorporate the *Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Structures.* The Design Assistance Committee should serve as the design review committee because of its experience in historic preservation review. Signage is also important in a historic district

and needs to be appropriate to the building in order to maintain the character of the district. Some regulations also need to be enforced for signs.

5. The City of Santa Paula should identify other buildings within the downtown, but outside of the National Register District, that have potential as individual local landmarks or National Register landmarks. The Santa Paula Airport may qualify for individual listing on the National Register. This designation should be explored with the owners of the airport.

6. The City of Santa Paula should apply to be a Certified Local Government with the State Office of Historic Preservation. This would enable it to be eligible for grant monies to pursue historic surveys, national register nominations, funds for training commissioners and technical assistance, as well as other economic benefits. Typical grants range from $3,500 to $20,000.

7. The City of Santa Paula should, together with the Design Assistance Committee, develop a walking tour brochure of the historic downtown and outlying neighborhoods. A plaque program should be developed to mark the historic buildings. Presently the County of Ventura only identifies its own landmarks and the plaques are quite costly. A new approach should be developed to coordinate a plaque program and walking tour brochure. Walking tours could be offered on specified weekends at the Santa Paula Union Oil Museum and advertised outside the area.

Fig. 10 Ebell Club (Santa Paula Theater Center)

Design Guidelines and Development Standards

The following design guidelines are intended to provide the background for making sound decisions when altering a designated historic building or undertaking new construction within a potential historic district. The buildings that would fall under the design guidelines are those that have been surveyed in the Cultural Heritage Survey conducted in 1980 and updated in a survey conducted in 1995. The results of that survey are found in Appendix B.

A. Organization of Storefronts

The surface architectural treatments applied to traditional commercial storefronts has varied over time, but the visual character of the downtown streetscape remained a surprisingly consistent whole for the better part of a century. This happened because builders adhered to a set of design rules for commercial construction that produced a mutually complementary effect. These design rules are often called the three-part facade, because no matter what architectural style was selected, the front of the building was divided into three, recognizable elements: the **storefront, upper facade** and **cornice**.

1. The **storefront** is the ground floor design element. It can be thought of as the hole in the building at street-level, into which is inserted the **display windows, bulkheads,** and **door**.

   These three basic storefront elements have organizational rules themselves. A bulkhead is the solid panel at the sidewalk level supporting the merchandise display area. Bulkheads can be constructed of a wide variety of materials, but are traditionally designed to complement or enhance the architectural style of the building, with raised panels, decorative tile or brick. After 1900, the height of bulkheads tended to decrease, giving more area over to the display windows. The display windows likewise grew larger, as the technology for the production of plate glass improved.

   Display windows nearly always included a transom, the separate transparent panel located above the display area (Fig. 11). Sunlight invited into the building through the transom reflected off the ceiling, bringing natural light well into the interior. By the turn of the century, transom lights became something more than merely functional elements, and were often used as architectural

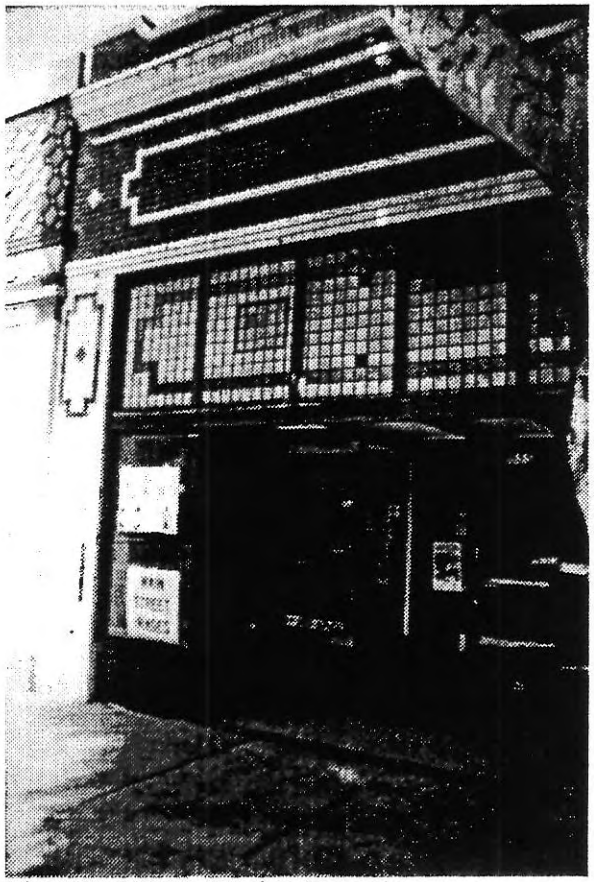


Fig. 11 955 E. Main Street

devices to enhance the visual qualities of the building. Thus, it is not unusual to find transom windows of stained glass, prism glass or other attractive, translucent materials. When their original practical functions and architectural values were forgotten, transom windows were often removed or covered in remodeling efforts.

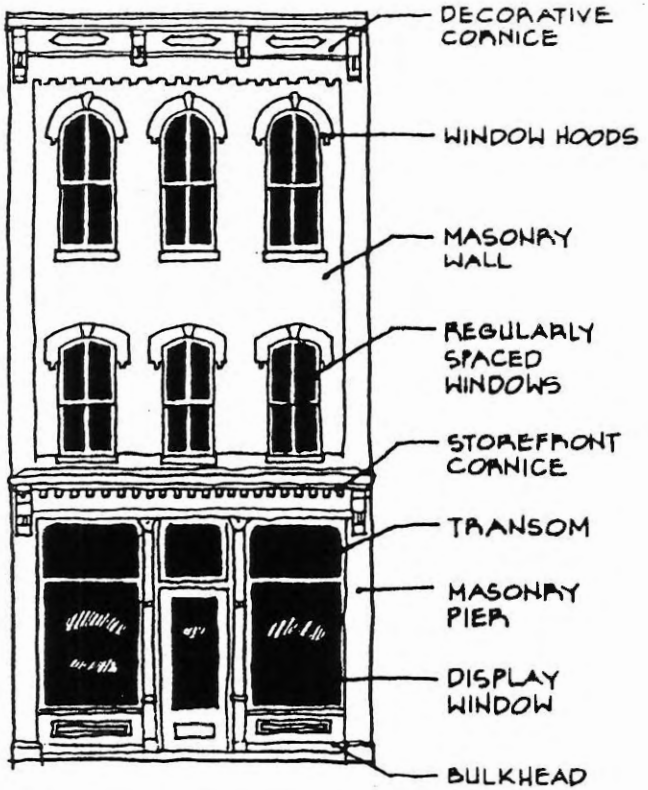


Fig. 12 Typical Architectural Elements

As with bulkheads and storefronts, the door to a commercial building traditionally provides not only an essential function, but affords an opportunity to make an architectural statement. Deep, inset entrances became more common after the turn of the century, and made possible the expansion of the merchandise display areas. The sidewalks within these deep entrances could also be splashed with inviting, polished terrazzo finishes and inscribed with the name of the business.

The storefront is usually flanked by two or more structural piers supporting the upper floors of the building. Wider storefronts will repeat the piers on a regular interval, producing a repeating rhythm down the street. The piers themselves can be solid and practical in design, or carry out the architectural scheme of the building, with the addition of corbels (brackets), cast iron pilasters or other purely decorative elements.

2. The **upper facade** is the area immediately above the storefront (Fig. 13). On a two-story building, the upper facade will showcase the second story windows, usually

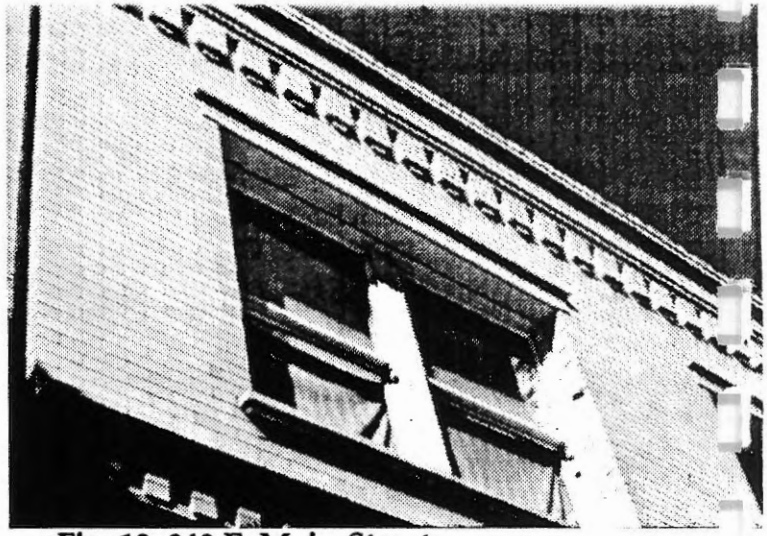


Fig. 13 949 E. Main Street

spaced regularly over the facade and repeating the rhythm established by the storefront below. The window treatments themselves can be relatively fancy or plain, depending on the architectural style of the building, but in pre-1945 buildings, they are nearly always wood sash units. The lintels above the windows, and sills below, boldly affirm the presence of the window, rather than attempt to hide it. More than merely openings in the wall, historic windows, whether they

are arched, hooded or rectangular, almost always make a clear statement about the architectural style of the building. The upper facade of a one-story building is necessarily more subdued than for taller buildings, but they are also often treated architecturally with such devices as inset panels and decorative brick patterns.

3. The upper-most element of the traditional commercial building facade is the **cornice** (Figs. 13, 14). The cornice serves to instruct the eye where the building ends and the sky begins. Depending on the style of the building, the cornice may be a highly decorative element constructed of terra cotta (glazed, fired clay), elaborately pressed tin or a brick corbel detail. Sometimes, the cornice may be as simple as single course of common brick arranged along the top edge of the building, and projecting slightly out over the upper facade. Whether expressed subtly or boldly, the cornice is an important design detail in traditional commercial construction, and nearly every building will have one. When a cornice is removed in remodeling efforts, the building usually looks somehow incomplete. The cornice may be difficult to look over, but should never be overlooked.

B. Building Details

The architectural details found on an historic building are almost always purposefully chosen, and almost never arbitrary or accidental. Taken together, the various building details not only work together to express an architectural style, but also often serve as a snapshot of a period in history, when different building materials were available, and different notions about building technology prevailed. Choices in building details also can been regarded as indicators of the prosperity of the community, and how it viewed itself during periods of growth and change.

1. The choice of **building materials** not only defines the architectural impact of the building, it also tell us quite a bit about the intent of the builders. For example, a commercial building constructed of wood suggests a desire to build at low cost and in relative haste. Wood frame commercial buildings were the norm before the turn of the century in western boomtowns largely because wood was abundant, easily shipped, milled and relatively inexpensive. The use of brick usually came later, after the opening of local brickyards. Brick buildings also visually suggest a community's prosperity, affluence, and most importantly, permanence. Buildings built of wood were prone to being taken in furious conflagrations which could easily claim a whole downtown block in a matter of hours.

Brick comes in several forms, and can be used to produce a wide variety of architectural effects (Fig. 14). Even when fancy brick is employed for a buildings visually

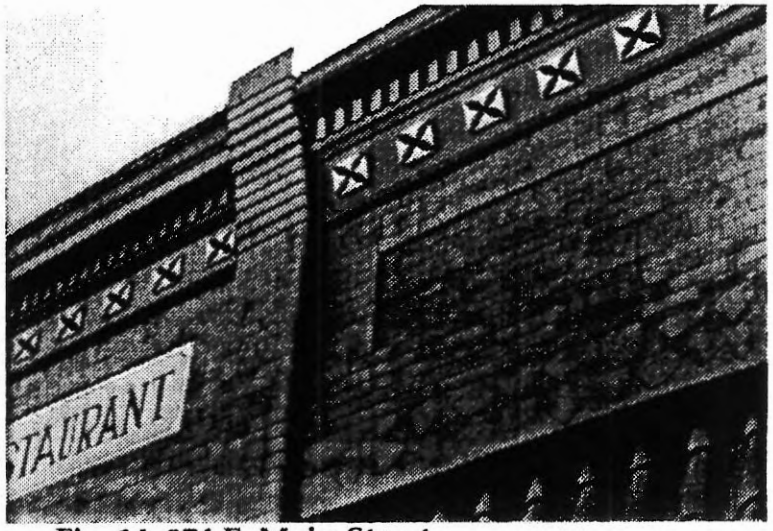


Fig. 14 974 E. Main Street

important elevations, the body of the building is usually constructed of common, red brick. The most conspicuous variations in the use of common brick are seen in the type of bond used to lay the brick, and the mortar used to bind the brick together. Much of the visual character of an historic building is produced by the color of the historic common brick, which is a deeper red than contemporary brick, and the mortar, which because of its high proportion of lime, is whiter than the mortar typically used in modern buildings. Decorative brick employed on street facades includes wire-cut (producing a rough, rustic appearance), colored (often interspersed to produce a pattern), and glazed.

Plaster (applied over common, red brick) became a popular exterior surface treatment for commercial buildings constructed during the 1920s and afterwards, particularly when a Mediterranean architectural style was desired.

Masonry construction, including sandstone and other dressed stone of various kinds, was fairly commonplace prior to the turn of the century, although its use was limited by proximity to a quarry and the availability of skilled stonemasons (Fig. 15). The visual characteristics of strength and permanence suggested by masonry are difficult to duplicate with any other building material, and it consequently has always been a favored building material for key community institutions, such as banks and churches.

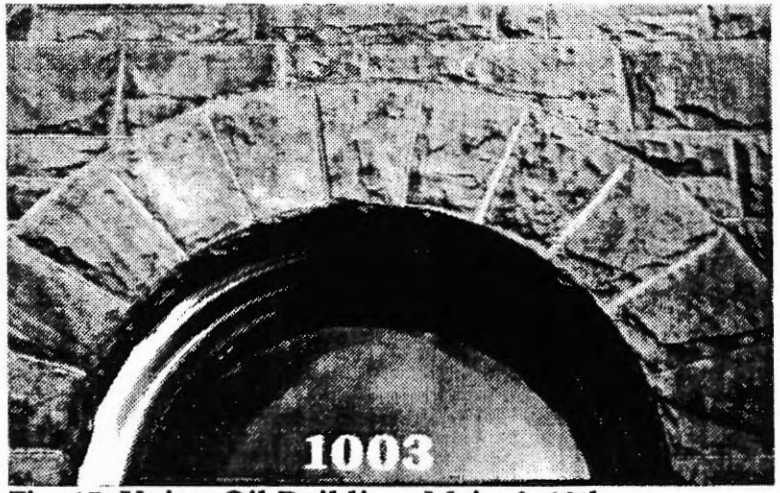


Fig. 15 Union Oil Building, Main & 10th

By the 1920s, concrete came to be used frequently as a construction material. In addition to its structural properties, architects began to discover the malleable qualities of concrete. By adding color or treating the exterior surface of the building, concrete could be made to suit a variety of architectural styles. The ability to introduce steel reinforcing rods into concrete structures increased the attractiveness of the material.

2. **Decorative elements** are attached to the body of historic buildings, and help to establish the architectural style. In historic buildings, windows, doors, transom lights, signs and awnings are all treated as integral elements of the design. Pressed sheetmetal and cast iron were common methods for embellishing historic building before the turn of the century (Fig. 16). After 1910, terra cotta tile, a fired clay material became very popular. Terra cotta's ability to be formed into an infinite variety of shapes, and take on a wide range of coloration guaranteed its longevity and widespread use as an architectural device. For example, an entire facade of a building could be sheathed with terra cotta, effectively simulating a marble finish and establishing a high style on a small investment. Unfortunately, this same ease of installation also made terra cotta

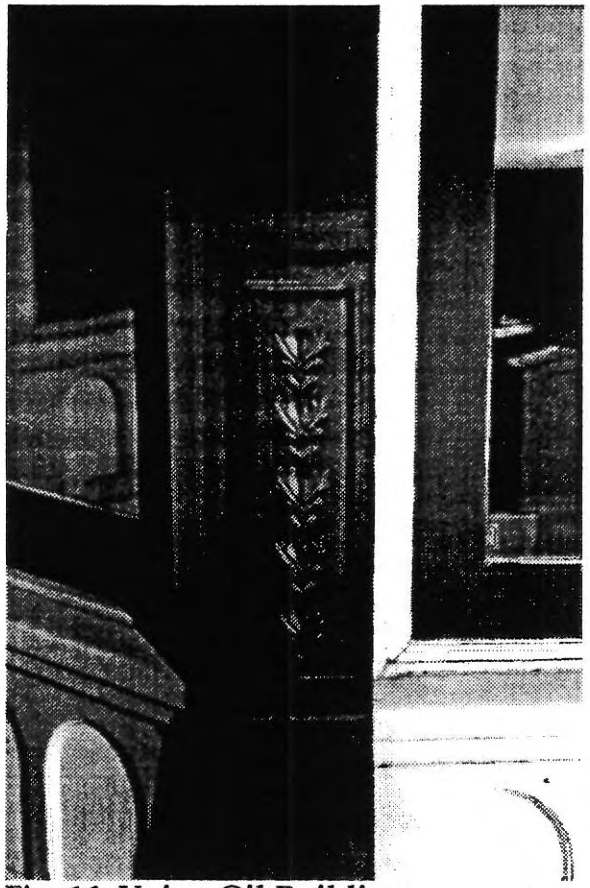


Fig. 16 Union Oil Building

and other cast materials relatively easy to remove, and subject to damage in modernization efforts.

C. Standards

Different approaches for making changes to Santa Paula's historic buildings are appropriate depending on both the integrity of the building and its historical significance. The Secretary of the Interiors *Standards for Rehabilitation* and *Guidelines for Rehabilitating Historic Buildings,* published by the U.S. Department of the Interior, defines these approaches as: protection, stabilization, preservation, rehabilitation and restoration.

1. **Protection**. To affect the physical condition of a property by defending or guarding it from deterioration, loss or attack, or to cover or shield the property from danger or injury. In the case of buildings and structures, such treatment is generally of a temporary nature and anticipates future historic preservation treatment.

2. **Stabilization**. To reestablish a weather resistant enclosure and the structural stability of an unsafe or deteriorated property while maintaining the essential form as it exists at present.

3. **Preservation**. To sustain the existing form, integrity, and material of a building or structure, and the existing form and vegetative cover of a site.

4. **Rehabilitation.** The process of returning a property to a state of utility through repair or alteration which makes possible an efficient contemporary use while preserving those portions or features of the property which are significant to its historical, architectural, and cultural values.

5. **Restoration**. Accurately recovering the form and details of a property and its setting as it appeared at a particular period of time by means of the removal of later work or by the replacement of missing earlier work.

The *Standards for Rehabilitation* also includes a set of ten, general principles applicable to the preservation of historic buildings. These are:

1. Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure, or site and its environment, or to use the property for its originally intended purpose.

2. The distinguishing original qualities or character of a building, structure or site and its environment shall not be destroyed. The removal or alteration of any historic material

or distinctive architectural features should be avoided when possible.

3. All buildings, structures and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.

4. Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.

5. Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site shall be treated with sensitivity.

6. Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplication of features, substantiated by historic, physical, or pictorial evidence rather than conjectural designs or the availability of different architectural elements from other buildings or structures.

7. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.

8. Every reasonable effort shall be made to protect and preserve archeological resources affected by, or adjacent to any project.

9. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material, and such design is compatible with the size, scale, color, material, and character of the property,

Fig. 17 Southern Pacific Railroad Depot, Santa Barbara & 10th Streets

neighborhood or environment.

10. Whenever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.

D. Building Categories

Buildings within the Downtown Santa Paula area can be classified into categories denoting their level of architectural and historical significance and what level of renovation would be best suited for these properties. Some buildings have more significance than others, and for this reason the buildings have been divided into four categories: **outstanding, notable, contributing** and **non-contributing**.

1. **Outstanding** buildings are those that have the most distinctive architecture and important historical associations, and many have either been listed on the National Register of Historic Places, or designated as local landmarks (see Fig. 17). These buildings should be restored whenever possible, and be subject to the most rigorous standards of preservation.

2. **Notable** buildings may also have a distinctive architectural style or significant historical association, but are generally less important than the outstanding examples (see Fig. 18). These buildings are important locally, and contribute significantly to the character of the downtown. Notable buildings should be restored when practical, or rehabilitated to high standards.

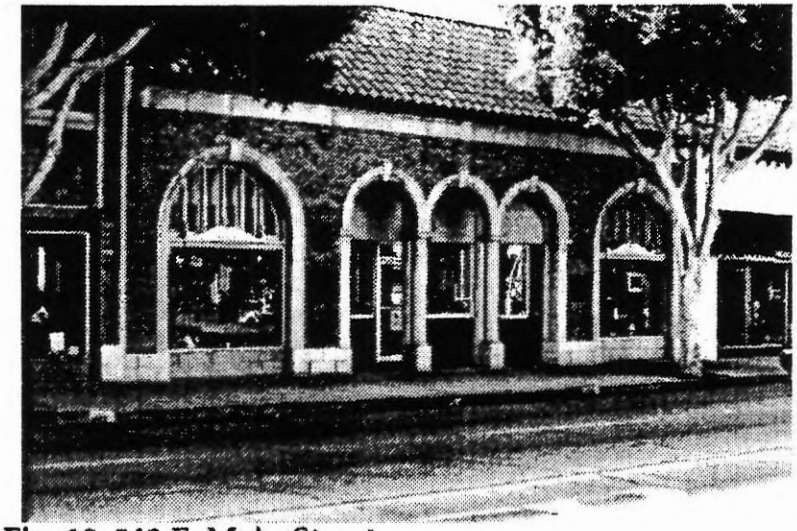


Fig. 18 848 E. Main Street

3. **Contributing** buildings are those buildings whose architectural style may be less defined or have no specific style, or that may have been subjected to reversible alterations. While they may not be individually important, contributing buildings are collectively essential to maintaining the overall scale and character of the downtown, and should ideally be rehabilitated to high standards. Some may be candidates for partial restoration, if historic building fabric is found to be hidden behind later alterations.

4. **Non-contributing** buildings are those buildings that were constructed after 1945 and/or whose architectural integrity has been lost due to severe alterations (see Fig. 19). These buildings can generally be altered without respect to concerns about historic character, but any new changes should reflect the traditional scale and details of downtown. Some post-1945 buildings may be of sufficient architectural quality to warrant preservation.

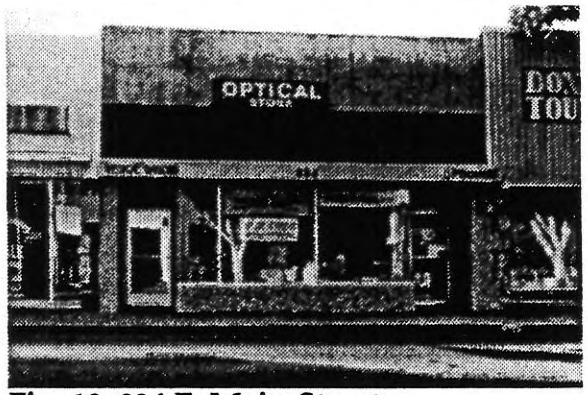


Fig. 19 924 E. Main Street

E. Building Examples

This is not a complete list, but a sampling of the four categories of buildings in Downtown Santa Paula. A complete list of downtown properties is included in Appendix B.

1. Outstanding buildings

   a. Union Oil Building, corner of Main and 10th streets, built 1890, Queen Anne style, restored (see Fig. 6).
   b. Santa Paula Water Works, Ltd. (Limoneira Company Building), 117 N. 10th Street, built 1924, Mediterranean style.
   c. Odd Fellows Building, 868 East Main Street, built 1905, Mission Revival, second floor original, first floor altered (see Fig. 8).
   d. Farmers & Merchants Bank (Mr. Nichols), 901 East Main Street, Beaux Arts style, 1921, original appearance (see Fig. 7).
   e. First National Bank (Citizens State Bank), 948 East Main Street, Mediterranean style, 1899, remodelled in 1937 (see Fig. 9).
   f. Glen Tavern Inn, 134 N. Mill Street, Craftsman style, 1911, original appearance except for detached addition on south side (see Chapter 9 divider page).

2. Notable buildings

   a. Limoneira Company Building, 947 East Main Street, built 1906, Classical revival, second floor original, first floor altered.
   b. Elektra Theater (Tower Theater), 982 East Main Street, built circa 1912, Mission style with changes to marquee and front elevation circa 1940.
   c. Wood Jewelers, 848 East Main Street, facade remodeled in 1923, Mediterranean style (Fig. 18).

3. Contributing buildings

   a. Blumenthals Dry Goods (Family Bargain Center), 814 East Main Street, built 1929.
   b. 941-943 East Main Street, built circa 1898.

4. Non-Contributing buildings

   a. H & R. Block Income Tax, 912-916 East Main Street, built circa 1925.
   b. Santa Paula Plumbing, 926 East Main Street, built circa 1912.

Figure 20 identifies the four building categories described above located in the proposed historic district. Note that the map indicates the category of the parcel. Multiple uses, including parking, may occur on the parcel.

F. Seismic Rehabilitation

As noted in a previous section of this chapter, "the buildings are the most important asset in the Downtown." After the 1994 Northridge earthquake, the damage to our neighboring community of Fillmore became a "close to home" reminder of the need to preserve these valuable and irreplaceable resources. Providing a prudent approach to seismic upgrading of unreinforced masonry buildings (URM) is a key element to the revitalization of Historic Downtown Santa Paula. Table 3 lists 112 existing URM buildings that are located primarily in the downtown core area.


Santa Paula Downtown National Register Historic District (proposed)
Outstanding
Notable
Contributing
Non-Contributing
Vacant/Parking
Proposed District
Ninth St.
Railroad Ave.
1st Chris. Ch.
SP Milling Co. Bldg.
SP RR Depot
Right of Way
Southern Pacific Railroad
E. Santa Barbara St.
Fig Tree
N. Tenth St.
N. Ojai St.
N. Mill St.
Glen Tavern
Logan Hse.
Limoneira Co. Bldg.
Union Oil Bldg.
Presb. Church
Davis St.
F&M Bank
Citizen's Bank
E. Main St.
Oddfellows
Green St.
N. Seventh St.
S. Eighth St.
U.U. Church
Davis House
Rice Hse.
Yale St.
Ebell Park
Ebell Club
N
Ventura St.
~~Santa Barbara St.~~
San Buenaventura Research Associates 10/95

URM BUILDINGS IN SANTA PAULA

Qty	Site#	Site Street, City, State	Occupancy/ Use/ Sq. Ft. of Use
1	102	07th Street N. , Santa Paula, CA	A-1/ Theater/ 11766
2	111	08th Street N., Santa Paula, CA	R-1/ Residential/ 7548
3	216	08th Street N., Santa Paula, CA	B-2/ Office/ 3400
4	104	08th Street S., Santa Paula, CA	B-2/ Retail/ 1057
5	112-120	08th Street S., Santa Paula, CA	B-2/ Retail/ 1750; B-2/ Office/ 2125
6	108-112	10th Street N., Santa Paula, CA	B-2/ Retail/ 5600
7	120	10th Street N., Santa Paula, CA	B-2/ Office/ 4200
8	133	10th Street N., Santa Paula, CA	B-2/ Office/ 3200
9	106-108	10th Street S., Santa Paula, CA	B-2/ Retail/ 5000
10	230	10th Street S., Santa Paula, CA	B-2/ Restaurant/ 900
11	234	10th Street S., Santa Paula, CA	B-2/ Retail/ 1998
12	112	12th Street S., Santa Paula, CA	B-2/ Retail/ 5800
13	147	12th Street S., Santa Paula, CA	B-2/ Retail/ 3481
14	116	Davis Street, Santa Paula, CA	B-2/ Office/ 3400
15	121	Davis Street, Santa Paula, CA	A-2/ Church/ 4178
16	139	Davis Street, Santa Paula, CA	B-2/ Retail/ 2400
17	143	Davis Street, Santa Paula, CA	B-2/ Retail/ 800
18	1017	Harvard Blvd. E., Santa Paula, CA	B-2/ Retail/ 1440
19	1247	Harvard Blvd. E., Santa Paula, CA	B-2/ Restaurant/ 2808
20	303	Harvard Blvd. E., Santa Paula, CA	B-2/ Retail/ 1634
21	1008	Main Street E., Santa Paula, CA	B-2/ Retail/ 6200
22	1016	Main Street E., Santa Paula, CA	B-2/ Retail/ 2499
23	1020	Main Street E., Santa Paula, CA	B-2/ Retail/ 1250
24	1024-1028	Main Street E., Santa Paula, CA	B-2/ Retail/ 5750
25	1055	Main Street E., Santa Paula, CA	H-4/ Garage/ 7500
26	1056	Main Street E., Santa Paula, CA	B-2/ Retail/ 1600
27	1060-1072	Main Street E., Santa Paula, CA	B-2/ Retail/ 20000
28	1069-1072	Main Street E., Santa Paula, CA	A-3/ Retail/ 3000; B-2/ Retail/ 3000
29	1073	Main Street E., Santa Paula, CA	B-2/ Retail/ 5000
30	1075	Main Street E., Santa Paula, CA	B-2/ Retail/ 2400
31	1088	Main Street E., Santa Paula, CA	B-2/ Retail/ 5175
32	1117	Main Street E., Santa Paula, CA	B-2/ Retail/ 1000
33	1120	Main Street E., Santa Paula, CA	B-2/ Restaurant/ 810
34	1150	Main Street E., Santa Paula, CA	B-2/ Industrial/ 10780
35	1185	Main Street E., Santa Paula, CA	B-2/ Industrial/ 15550
36	1241	Main Street E., Santa Paula, CA	B-2/ Industrial/ 4888
37	1245	Main Street E., Santa Paula, CA	B-2/ Industrial/ 4080
38	1290	Main Street E., Santa Paula, CA	B-2/ Industrial/ 6780
39	608	Main Street E., Santa Paula, CA	B-2/ Retail/ 646
40	730	Main Street E., Santa Paula, CA	A-2.1/ Church/ 3933
41	750	Main Street E., Santa Paula, CA	B-2/ Office/ 912
42	801-811	Main Street E., Santa Paula, CA	B-2/ Retail/ 2070
43	814-820	Main Street E., Santa Paula, CA	B-2/ Retail/ 14116
44	817	Main Street E., Santa Paula, CA	B-2/ Restaurant/ 1250
45	819	Main Street E., Santa Paula, CA	B-2/ Retail/ 1250
46	823-827	Main Street E., Santa Paula, CA	B-2/ Retail/ 1020
47	824-826	Main Street E., Santa Paula, CA	B-2/ Retail/ 2400
48	834	Main Street E., Santa Paula, CA	B-2/ Retail/ 2195
49	836-838	Main Street E., Santa Paula, CA	B-2/ Retail/ 4195
50	840-848	Main Street E., Santa Paula, CA	B-2/ Retail/ 5200
51	847	Main Street E., Santa Paula, CA	B-2/ Retail/ 15060
52	851	Main Street E., Santa Paula, CA	B-2/ Retail/ 9060
53	852-854	Main Street E., Santa Paula, CA	B-2/ Retail/ 3634
54	856-858	Main Street E., Santa Paula, CA	B-2/ Retail/ 6750
55	861	Main Street E., Santa Paula, CA	B-2/ Retail/ 5110
56	866-868	Main Street E., Santa Paula, CA	B-2/ Retail/ 5000; A-2/ Theater/ 5000
57	900	Main Street E., Santa Paula, CA	B-2/ Retail/ 2000

Table 3

URM BUILDINGS IN SANTA PAULA

58	901	Main Street E., Santa Paula, CA	B-2/ Office/ 4240
59	908	Main Street E., Santa Paula, CA	B-2/ Retail/ 2990
60	910	Main Street E., Santa Paula, CA	B-2/ Retail/ 3080
61	911	Main Street E., Santa Paula, CA	B-2/ Retail/ 2800
62	912	Main Street E., Santa Paula, CA	B-2/ Retail/ 1500
63	914-922	Main Street E., Santa Paula, CA	B-2/ Retail/ 9762
64	915-919	Main Street E., Santa Paula, CA	B-2/ Retail/ 9000
65	924	Main Street E., Santa Paula, CA	B-2/ Retail/ 3952
66	926	Main Street E., Santa Paula, CA	B-2/ Retail/ 4200
67	929	Main Street E., Santa Paula, CA	B-2/ Retail/ 9044; B-2/ Office/ 9044
68	930	Main Street E., Santa Paula, CA	B-2/ Retail/ 4000
69	932-934	Main Street E., Santa Paula, CA	B-2/ Retail/ 4212
70	935	Main Street E., Santa Paula, CA	B-2/ Retail; B-2/ Warehouse/ 5500
71	938	Main Street E., Santa Paula, CA	B-2/ Retail/ 3500
72	939	Main Street E., Santa Paula, CA	B-2/ Retail/ 2580
73	940	Main Street E., Santa Paula, CA	B-2/ Retail/ 3410
74	941-943	Main Street E., Santa Paula, CA	B-2/ Retail/ 2250
75	942	Main Street E., Santa Paula, CA	B-2/ Office/ 3000
76	944-948	Main Street E., Santa Paula, CA	B-2/ Office/10000
77	945	Main Street E., Santa Paula, CA	B-2/ Retail/ 1740
78	947	Main Street E., Santa Paula, CA	B-2/ Retail/ 1350; B-2/ Office/ 1350
79	949	Main Street E., Santa Paula, CA	B-2/ Retail/ 4200; B-2 Office/ 4200
80	951-955	Main Street E., Santa Paula, CA	B-2/ Office/ 3200; B-2/ Retail/ 1840
81	957	Main Street E., Santa Paula, CA	B-2/ Office/ 1800
82	958	Main Street E., 105-109 1/2 S. Mill Street, Santa Paula, CA	B-2/ Retail/ 1147; B-2/ OfficE/1665
83	958	Main Street E., Santa Paula, CA	B-2/ Retail/ 2750
84	959-969	Main Street E., Santa Paula, CA	B-2/ Retail/ 5429
85	960	Main Street E., Santa Paula, CA	B-2/ Office/ 1050
86	962	Main Street E., Santa Paula, CA	B-2/ Retail/ 1216
87	964	Main Street E., Santa Paula, CA	B-2/ Retail/ 1216
88	968	Main Street E., Santa Paula, CA	B-2/ Retail/ 3000
89	971-981	Main Street E., Santa Paula, CA	B-2/ Retail/ 4500
90	972	Main Street E., Santa Paula, CA	B-2/ Retail/ 3000
91	974-982	Main Street E., Santa Paula, CA	B-2/ Restaurant/ 3000; B-2/ Retail/ 2200
92	984	Main Street E., Santa Paula, CA	A-2/ Theater/ 3000
93	986-988	Main Street E., Santa Paula, CA	R-1/ Residential/ 5000
94	107-111	Mill Street N., Santa Paula, CA	B-2/ Retail/ 3600
95	113	Mill Street N., Santa Paula, CA	B-2/ Retail/ 5375
96	114	Mill Street N., Santa Paula, CA	B-2/ Industrial/ 6120
97	118	Mill Street N., Santa Paula, CA	B-2/ Retail/ 3000; H-4/ Garage/ 8786
98	133	Mill Street N., Santa Paula, CA	A-1/ Church/ 8113
99	112-116	Mill Street S., Santa Paula, CA	B-2/ Retail/ 5150; B-2/ Retail/ 2100
100	120	Mill Street S., Santa Paula, CA	B-2/ Restaurant/ 2600
101	122	Mill Street S., Santa Paula, CA	B-2/ Retail/ 3000
102	439	Oak St. N., Santa Paula, CA	A-2/ Church/ 4275
103	325	Ojai Road N., Santa Paula, CA	B-1/ Warehouse/ 2485
104	113	Ojai Street N., Santa Paula, CA	B-2/ Retail/ 5000
105	124	Ojai Street N., Santa Paula, CA	B-2/ Retail/ 495
106	134-136	Ojai Street N., Santa Paula, CA	B-2/ Retail/2320
107	138	Ojai Street N., Santa Paula, CA	B-2/ Retail/ 400
108	109	Olive Street N., Santa Paula, CA	B-2/ Industrial/ 50000
109	111	Palm Avenue N., Santa Paula, CA	B-2/ Warehouse/ 30000; B-2/ Office/ 3600
110	114	Palm Avenue N., Santa Paula, CA	B-2/ Office/ 1225
111	500	Santa Barbara Street E., Santa Paula, CA	B-2/ Office/ 4000
112	803	Yale Street, Santa Paula, CA	B-2/ Office/ 1680

In Phase II of the Downtown Improvement Project, a structural analysis and risk assessment will be completed of all URM buildings within the Redevelopment Agency district boundaries. Recommendations will be prepared for the seismic upgrading of each building along with the opinion of probable costs to complete the retrofit work. To complete this ambitious and costly rehab program, the City Redevelopment Agency, in partnership with building owners, will be reviewing various sources of financing and available funding programs to assist the implementation of seismic "rehab" in a timely fashion.

G. Supplemental Design Guidelines Document

With the redevelopment of Downtown Santa Paula utilizing a preservation strategy, a simple and quality approach to design guidelines is vital to the enhancement of Downtown's historical identity. The key components of this design approach have been discussed above.

The implementation of these design guidelines must be easily understood by the architects, developers, and building owners that will be making future improvements to the historic commercial district. A useful and accessible tool for meeting this objective are the "Main Street" Storefront Guidelines that were published by the National Trust for Historic Preservation.

These Guidelines are included in Appendix C of this report under the heading of Supplemental Design Guidelines Document.

Core Area Building Signage

As noted in the Downtown Improvement Plan, downtown Santa Paula should emphasize a pedestrian oriented streetscape that enhances its historical buildings while incorporating elements that restores its overall visual continuity.
Well designed signage is critical in meeting this visual goal. The end objective of standards and design guidelines for signage should not be to foster uniformity, but to express the spirit, quality and health of the business behind the sign. Signage guidelines must enhance and complement the architectural character of a specific building, while also enriching the visual attractiveness and pedestrian scale of the downtown street. These sign guidelines are recommended as a modification to the existing sign ordinance. Additional signage guidelines are presented in Appendix C.

A. Wall Signs

Wall signage should enhance a building's architectural style and overall proportion. Signs should be located on the facade in a specific area intended for this use.

1. Flat wall signs should be aligned with major architectural elements such as storefront windows and doors.

2. Where appropriate a flush mounted sign should be framed by ornamental elements such as cornice lines, pilasters, transom windows, etc.

3. Flat or painted signs should not cover or detract from any significant architectural details.

4. Unless they are an integral part of a building facade or overall roof design, wall signs should not extend above the cornice line or into or above roof areas. A "sign board" may extend above an existing parapet if it is designed as a parapet integral with the style of the building.

5. A storefront should not have more than two signs -- one primary and one secondary, illustrated in Fig. 21.

6. A flush-mounted sign board not more than two and one-half feet high may extend the width of the storefront. The sign should be mounted somewhere above the storefront display windows and below the second-story window sills. Generally, lettering should be 8 to 18 inches high and occupy only about 65% of the sign board. Final discretionary approval of lettering size is determined by scale and proportion of the overall facade.

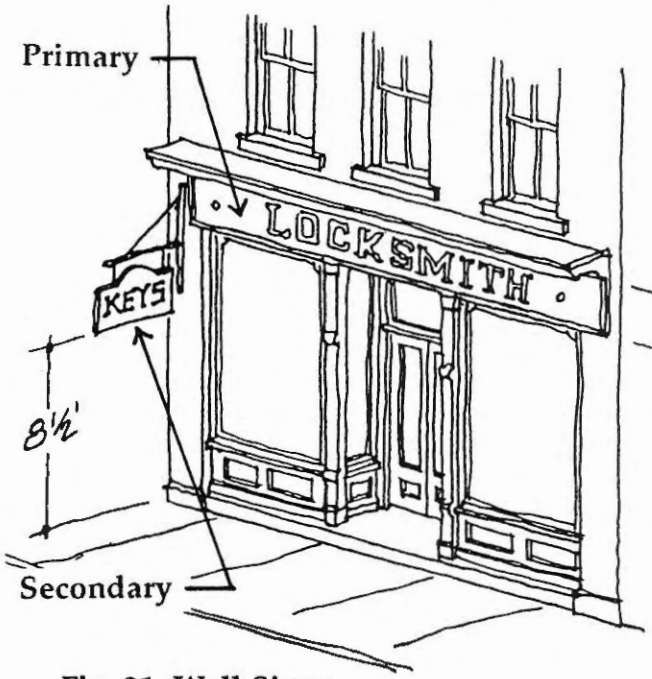


Fig. 21 Wall Signs

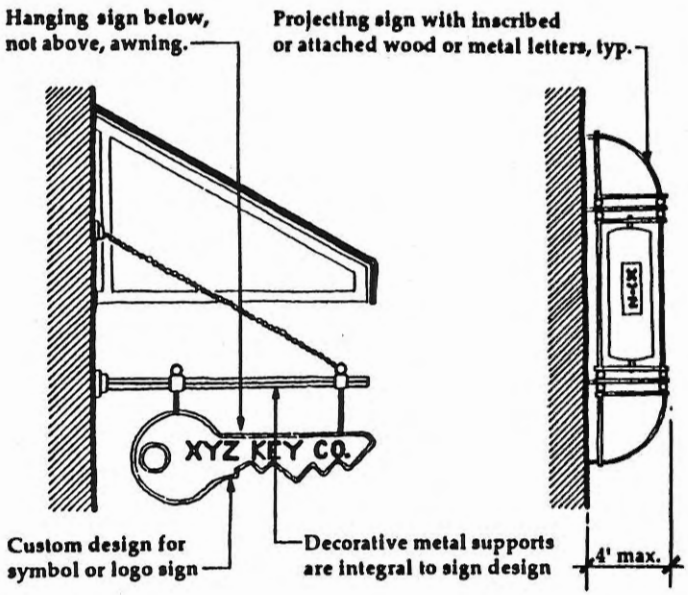
B. Projecting Signs

1. Projecting or perpendicular signage should be attached to the building so that no portion of the sign extends lower than 7'-6" above finished grade, and no further than 4'-0" from the face of building wall.

2. A proportion of at least 2:1, height to width, should be used for a slender vertically-oriented sign. Projecting signs with a horizontally-oriented message should be rectangular or square in proportion. If a hanging "blade" sign is used below an awning or fixed canopy, a proportion of at least 2:1, width to height, should be used to assure an appropriate slender ratio.

3. Projecting signs should be directly attached to the building with decorative metal supports integral with the overall design of the facade.

4. Projecting signs should not extend above the cornice line or into the roof area unless the sign is an integral part of a new facade design. If the sign projecting above a cornice line is a faithful restoration of a historically original design it should enhance existing architectural details and forms.



C. Awning and Canopy Signs

1. An awning is often used for weather protection and storefront shading and secondarily for signage. The sign area should be limited to 50 percent of the total awning or canopy area.

2. Signs on canopies should be in the form of letters or sign board integrated with the valance or canopy fascia, or freestanding letters on top and extending above the canopy fascia, if that is compatible with the design and style of the building. Valance signage should be considered as the primary sign.

3. Color combinations for awning lettering should contrast for legibility but keep to simple patterns and lettering styles. More complex textures and patterns should be discouraged.

4. Internal canopy illumination, or back-lit lighting, should be discouraged.

D. Figurative Signs

1. Signs that identify the specific type of business through the use of silhouetted objects in graphic symbols, i.e. coffee cup, key, or shoe, should be encouraged. These signs shall be considered as the secondary sign.

2. Size standards for figurative signs should comply with the same guidelines as noted for wall and projecting signage.

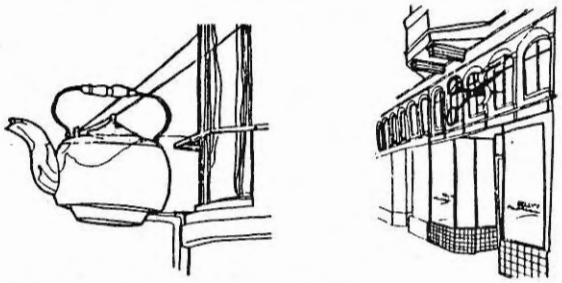


Fig. 23 Figurative Signs

4. STREETSCAPE PROJECT

View East On Main Street Towards Twelfth Street

Streetscape Vision Statement

An important part of establishing a vision of "Historic Downtown Santa Paula" is found in the enhancement of its character and image. Locals and visitors should be attracted to a traditional Main Street, not just because of the convenient mix of downtown services and businesses, but also because of the physical appearance of Main Street. This includes not only the historic building facades, but also the foreground view of street trees, light poles, wrought iron benches, and trash receptacles. The downtown "streetscape" should provide a festive, colorful atmosphere, with the opportunity to create such special effects as placing twinkle lights in the trees, flying colorful banners from historic light standards, or staging an annual parade along Main Street. Whether it is Christmas, Cinco de Mayo, the 4th of July, or a forthcoming special event at the Santa Paula Union Oil Museum, the streetscape should help attract locals and visitors back to the downtown shopping district.

Once we come to appreciate the authenticity of Santa Paula's buildings, we can realize that most of our streetscape design work is already in place.

Street Lighting, Furnishings and Landscaping

A. Street Lighting & Traffic Signalization

Historically-styled acorn street lights (Fig. 26) with colorful hanging banners will be installed per the recommended maximum spacing shown on the Downtown Improvement Plans (Figure 33 shows the recommended streetscape design for the Main Street corridor). These banners can be changed to provide a variety of visual interest according to seasonal holidays or special events which may be occuring within the downtown area (samples are shown in Fig. 27). In order to provide a better pedestrian and visual link between Main Street and the Railroad Right-of-Way, special street lighting and new street trees will be provided along Mill Street between Santa Barbara and Yale Streets. Double-acorn pole lights (Fig. 28) will be used at selected street intersections to provide for better safety, and enhanced brick paving and cut stone curbs will create visual detail and interest at pedestrian crossing zones (see Fig. 24).

The recommended precast concrete poles used for historically-styled street lights can also accommodate traffic signalization and pedestrian signals for the north-south traffic movement at 8th Street, Mill Street, and 12th Street. Traffic signalization for the traffic movements along Main Street and 10th Street require a wider "cone of vision" that will necessitate use of mast arm signals attached to existing fluted steel poles. At intersections along Highway 150 (10th St.) Caltrans may require new poles. Historically-styled tear drop luminaires would replace the existing cobra-head style fixtures providing good photometric light levels across the intersection. These existing poles are currently being used on Main Street and are deemed historically appropriate with a S-curve luminaire arm detail, a "tie-back" detail supporting the signal mast arm, and a cast steel ornamental base (Figs. 25, 29). Repainting of these steel poles would match the paint color of all other street furnishings and they will be rewired where necessary.

All of the new precast concrete light standards will be wired to meet the auxillary power needs of decorative lighting at Christmas and at special events. Consideration will also be given to the feasibility of providing audio speaker capability within the light standard luminaire support.

B. Benches and Litter Receptacles

Complimenting the historically-styled light standards will be a series of wrought iron and wood benches and steel trash receptacles to be located at selected mid-block crossings where sidewalks with enhanced brick paving have been expanded to facilitate pedestrian movements (Figs. 24, 30). The paint color for all light standards, benches and trash receptacles will match.

C. Bike Racks

Historically-styled wrought iron bike racks would be conveniently located at selected locations within the Main Street streetscape in order to both encourage local residents to use bicycles to travel to the historic downtown commercial center and to promote rental and private bicycle use among visitors to the City of Santa Paula.

D. Bollards

Cast iron-type bollards will be used in areas to provide spatial definition and "edges" to publicly-accessible spaces. Possible locations for bollards exist along the railroad linear park, around focal points such as the Morton Fig, at entrances to pedestrian paseos, and at selected street corners. Their placement should signify high-use pedestrian traffic areas.

The style of bollards should enhance and compliment other elements such as light standards, benches, tree grates and trash receptacles. An appropriate bollard design could reflect a "hitching post" style, with a cast iron finial set on a cast pipe with hitching rings and an integral detailed base, indicative of the turn of the century in Santa Paula.

E. Kiosks

Wrought iron informational kiosks will also be installed at selected locations on Main Street in order to provide both resident and visitor alike with the opportunity to review all the latest community news and events. Kiosks may accommodate on-line, interactive, computer/video terminals in conjunction with more traditional tack boards and display surfaces.

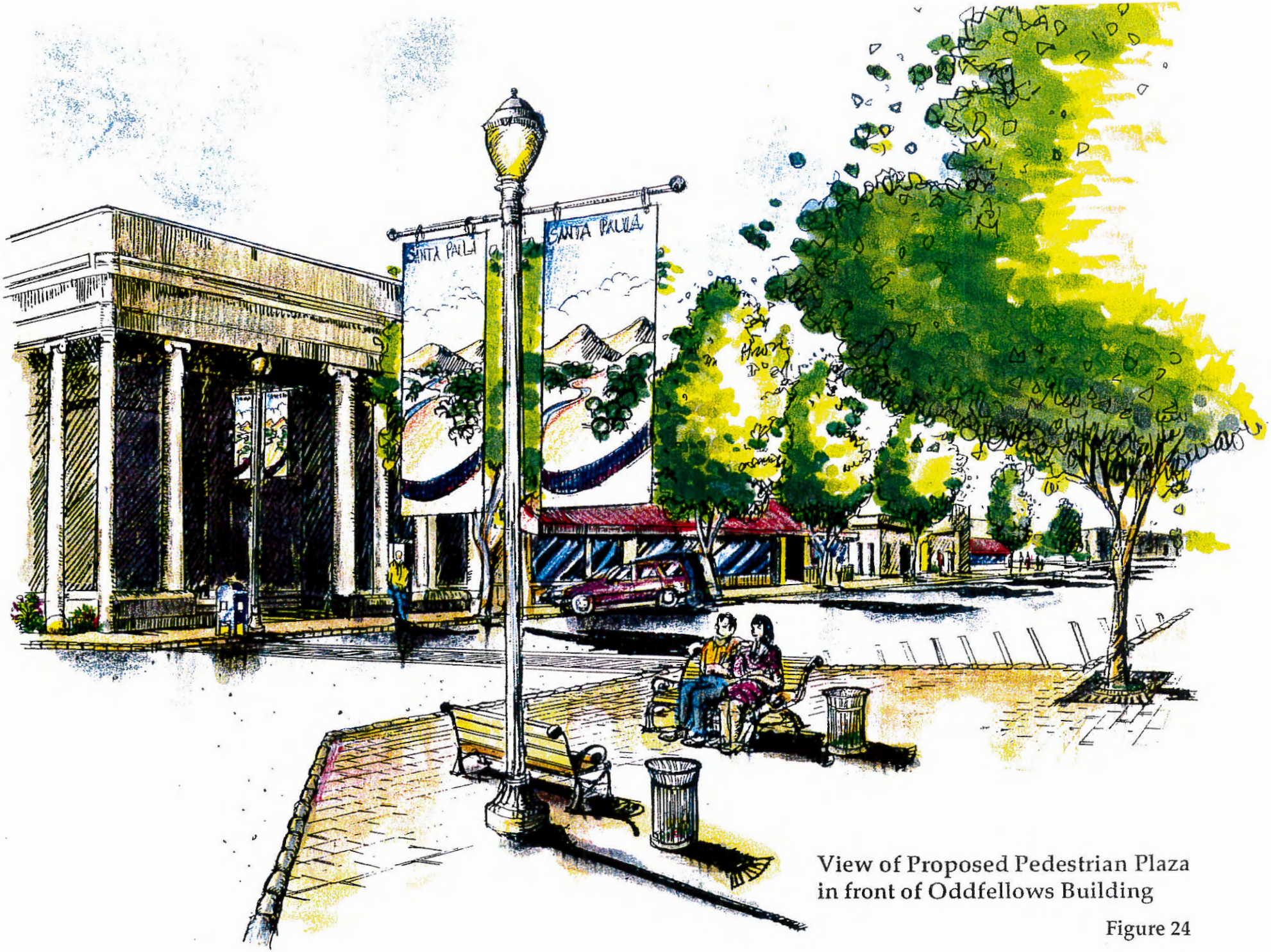
F. Landscaping

Landscaping is an integral part of the new vision for historic downtown Santa Paula and makes a significant contribution toward enhancing the pedestrian environment and attracting visitors to the City's commercial center. Visual interest, color, mass and texture are all important parts of what landscaping brings to a festive downtown experience as well as providing the opportunity to soften and enhance the existing historic architecture. Street trees make a valuable contribution to the streetscape. They provide protection from the warm sun in summer, a sense of overhead scale and enclosure for pedestrians, and a sense of identity for individual streets.

With the exception of new tree, shrub and groundcover plantings at the proposed Green Street paseo, all of the landscape development within the streetscape and right-of-way on Main Street will be limited to the use of street trees. It is proposed that existing street trees (Ficus nitida) would be replaced as part of a phased program to introduce new species of trees which are better suited for use in a downtown urban environment where sidewalk widths are limited. All new trees would be planted in 4'x4' tree wells with cast iron ornamental tree grates which are safe for pedestrian traffic.

G. Tree Grates

Cast iron tree grates shall be used to further integrate the overall appearance of the streetscape components noted above. These 4'x4' grates will have a pattern design that is appropriate in style. To further enhance the City's ability to decorate the street scene, electrical 'j-boxes' will be provided below the grates to allow for the placement of lights in the street trees.



View of Proposed Pedestrian Plaza
in front of Oddfellows Building

Figure 24

View of Proposed "Entry Monuments"
at Corner of Main and 12th Streets

Figure 25


LIBRARY
PRESBYTERIAN CHURCH
NORTH ALLEY
DAVIS STREET
FARMERS & MERCHANTS BANK (MR. NICHOLS)
EXISTING NORTH ARCADE
MILL STREET
NORTH ALLEY
LIMOSELIRO BUILDING
8TH STREET
10TH STREET
UNION OIL MUSEUM
MAIN STREET
PEDESTRIAN ACCESS
CLOCK TOWER
PEDESTRIAN ACCESS
CITIZEN'S BANK
LOBLER THEATER
SOUTH ALLEY
SOUTH ALLEY
POST OFFICE
FIRE STATION
SCHEMATIC SITE PLAN
MAIN STREET CORRIDOR
SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
SANTA PAULA, CALIFORNIA

Figure 33

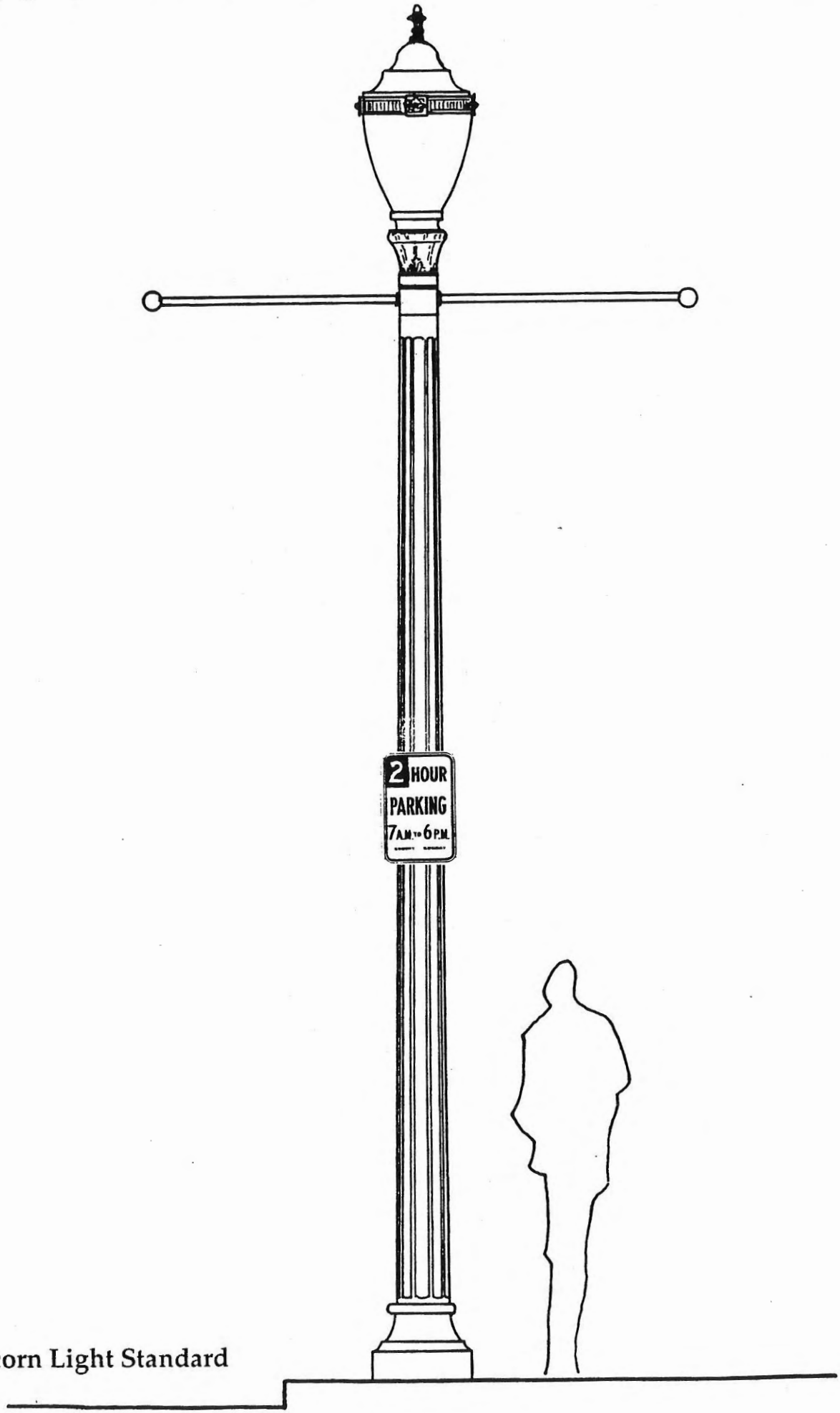


Figure 26 Single Acorn Light Standard

Sample Light Standard Banners

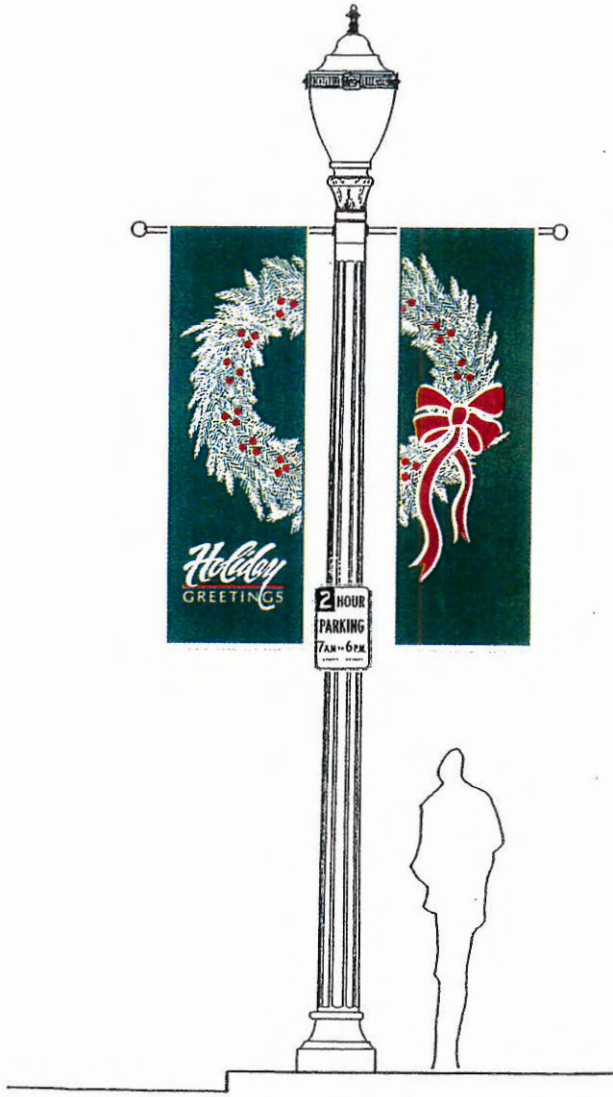


Figure 27

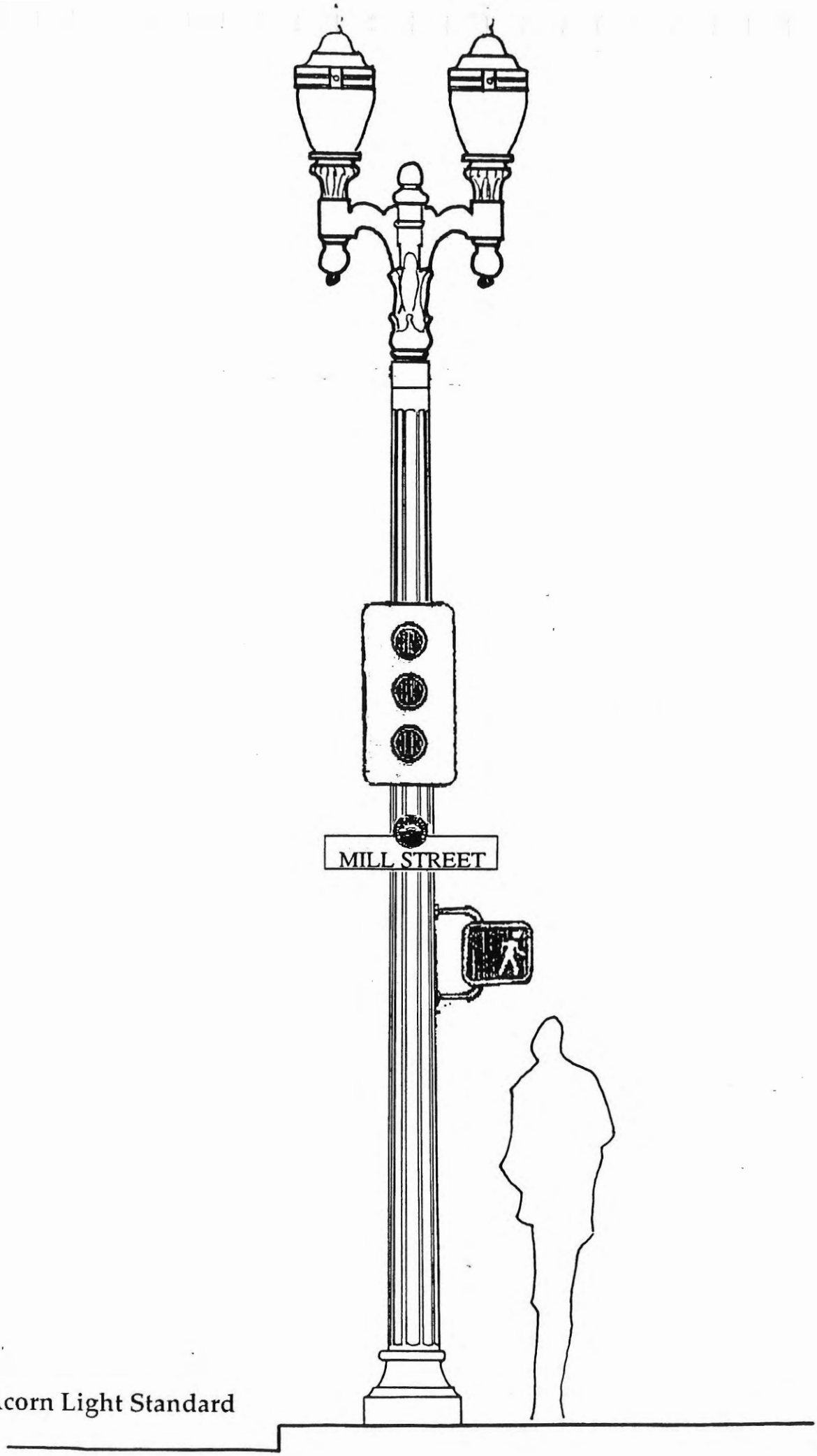


Figure 28

Double Acorn Light Standard

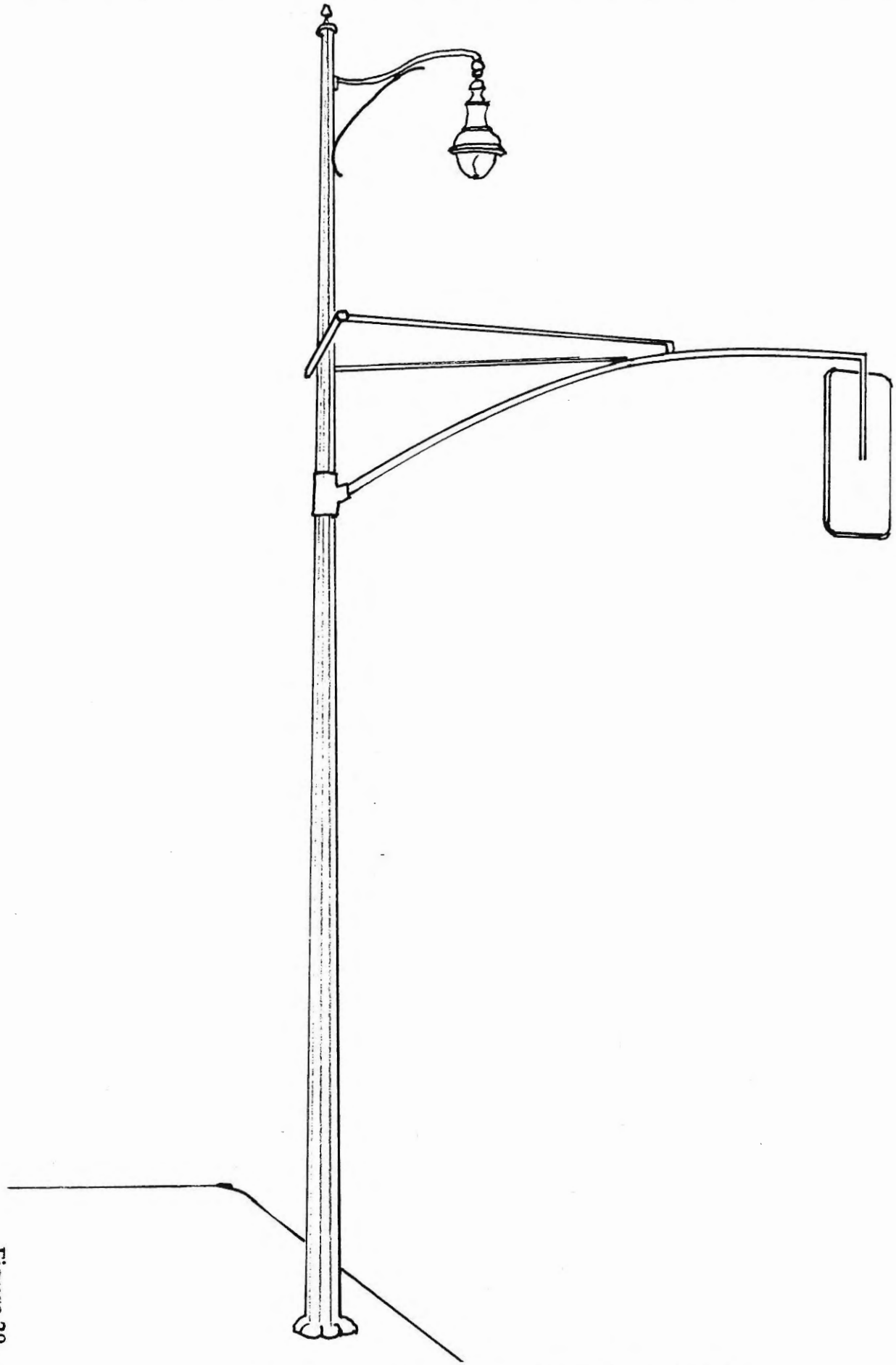


Figure 29

New Luminaire on Existing Fluted Pole with Mast Arm

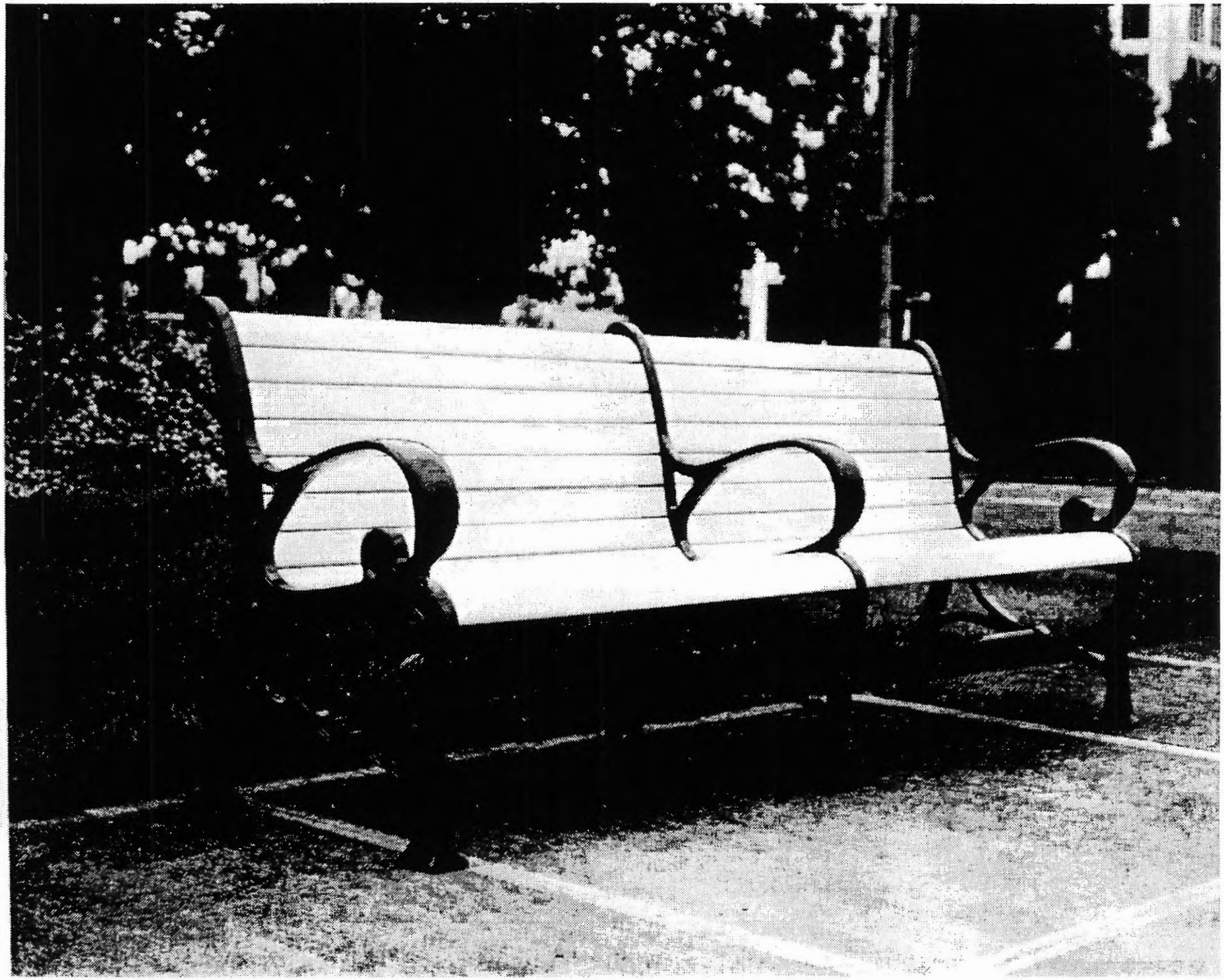


Figure 30

SAMPLE BENCH

Street Tree Planting

A. Introduction

From an historical perspective, the planting of street trees along Santa Paula's Main Street is a relatively recent event, the first fig trees (Ficus nitida) having been planted in the mid-1950s. Prior to that time contiguous individual storefronts defined the primary image of the downtown streetscape. It was when consideration was given to improving the commercial and pedestrian environment that the use of street trees was implemented. Street trees, as they did in nearby residential neighborhoods, could provide shade, visual interest, and psychological comfort in the urban setting. The regular pattern of street trees planted in tree wells within the paved right-of-way can make a significant contribution to the overall design fabric of the downtown streetscape, creating continuity and visual identity through the use of color, texture and scale.

B. Street Tree Selection Criteria

As previously identified in the Santa Paula Downtown Improvement Plan, the successful implementation of a street tree plan in the downtown area is dependent upon the proper selection and use of appropriate species of trees. To meet the goals and objectives of such a plan, the following criteria should be considered.

1. Visual Appearance: Physical characteristics such as evergreen vs. deciduous, growth habit, mature height and scale, leaf color, texture and density, and flower color are important considerations within the overall streeetscape design context. It is important that the selected street tree complement the existing building frontages, softening its' visual impact but not obscuring views of significant architectural elements and details.

2. Physical Suitablity: The successful street tree should be able to meet certain environmental requirements and physical tolerances such as microclimate conditions, temperature variations, local soil types, and vehicular emissions.

   In addition, there should be an appropriate relationship between the physical character and growth habit of the particular species of tree and the available physical space within which the tree is expected to grow. To avoid damage to adjacent pavement, underground utilities and building foundations, consideration should be given to the relative aggressiveness of the selected tree's root system and whether it is suitable for the size of the tree well or parking strip within which it is planted.

3. Maintenance Considerations: Consideration should be given to the short- and long-term maintenance costs associated with the planting of a particular species of street tree. Such issues as pruning requirements, leaf and flower litter, and water and fertilizer requirements all contribute to the cost of

maintaining a downtown streetscape program.

C. Street Tree Replacement Program

The existing fig trees (Ficus nitida) were first planted in downtown Santa Paula about 40 years ago. With a moderate to fast growth rate and broad canopies, these trees are now an integral and attractive part of the downtown streetscape along Main Street and part of 10th Street. Unfortunately, as these trees have grown and matured, they have created maintenance problems which place in question their future suitability as the most appropriate species of street tree within the City. Purple berry drop creates stains and a hazard to pedestrians. Aggressive root systems and broad trunks have resulted in physical damage to adjacent concrete sidewalks and curbs, creating the need for constant repair and replacement, adding significantly to maintenance costs and potential liability.

To mitigate the potential long-term problems created by the existing Ficus street trees, consideration should be given to developing a program of phased replacement, utilizing a new species of street trees which better meets the selection criteria outlined above. It should be recognized that any replacement of existing street trees would initially have a significant visual impact on the City's streetscape, given that any replacement trees would not initially have the physical size and presence that the existing trees have developed over a period of years. For this reason, public reaction and sentiment regarding the replacement of existing street trees may not be entirely positive.

In order to mitigate this visual impact, a phased program of street tree replacement is recommended which would replace only a select number of existing trees each year for a predetermined number of years. For example, twenty percent of existing trees could be replaced each year for a period of five years, thus lessening the visual and physical change to the City's streetscape. Or as an alternative, approximately thirty percent of existing trees could be replaced over a three year period. Phase I plantings of 24" box trees would be followed by subsequent plantings using 36" box trees. As part of the tree replacement program, approxmately 50 feet of concrete sidewalk and curb would be replaced consistant with the streetscape revitalization effort. A final phasing plan should be reviewed and approved by the City Council and the Public Works Department prior to implementation to insure public awareness and support of the program and to plan for long term capital expenditures.

For purposes of this Design Development Report, the following is a recommended list of potential street trees suitable for use as part of the streetscape design program. These trees were selected because it was felt that they best met the criteria described previously with regard to visual appearance, physical suitability and maintenance considerations. Included in the list are trees that would be recommended for use on Main Street as well as intersecting cross streets such as 10th, Mill, Davis and 8th Streets. The recommended street trees include, but are not limited, to the following:

- Stenocarpus sinuatus/Firewheel Tree (Main Street)
- Callistemon citrinus/Lemon Bottlebrush
- Lagerstroemia indica/Crape Myrtle
- Pyrus calleryana 'Bradford'/ Bradford Pear

Figures 31 and 32 show the potential appearance of Main Street with two different tree species.

D. Irrigation System

All street trees and landscape areas within the public right-of-way would be irrigated through the use of an automatic irrigation system. Automatic irrigation controller units for plantings on 7th and 8th Streets would be located in Ebell Park. Controller units for plantings between 8th and 10th Streets would be located within the Green Street Paseo.

E. Sidewalk Maintenance

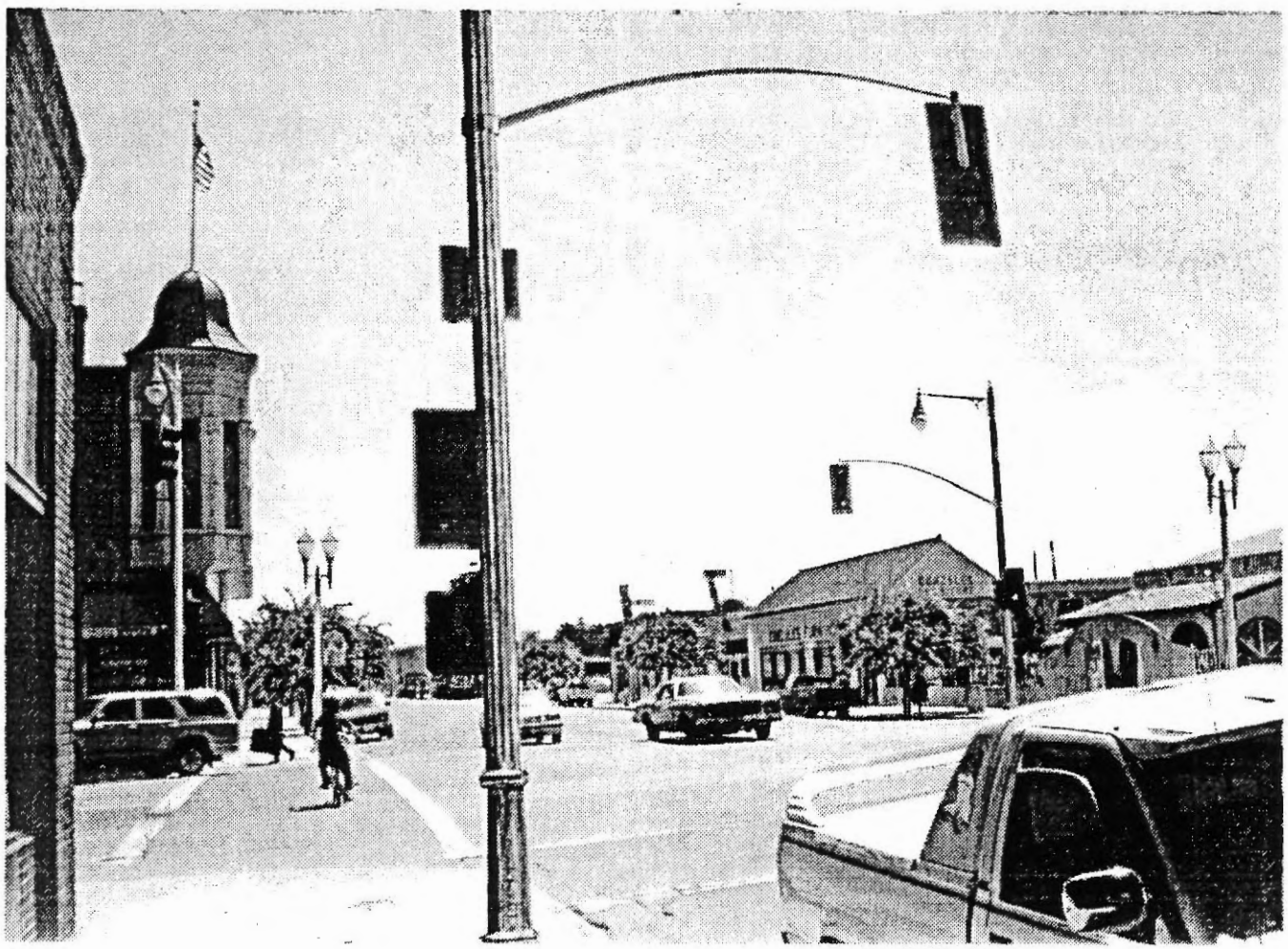
Cleanliness and neatness will be an important part of maintaining the refurbished streetscape. In addition to an automatic irrigation system along Main Street, quick coupler valves will be installed in valve boxes within the sidewalk at approximately 100 foot intervals to provide the opportunity for property owners and commercial tenants to conveniently wash down their sidewalk frontage as needed.

Street Tree Options

FIREWHEEL TREE AT 10th and MAIN STREETS

Figure 31

Street Tree Options

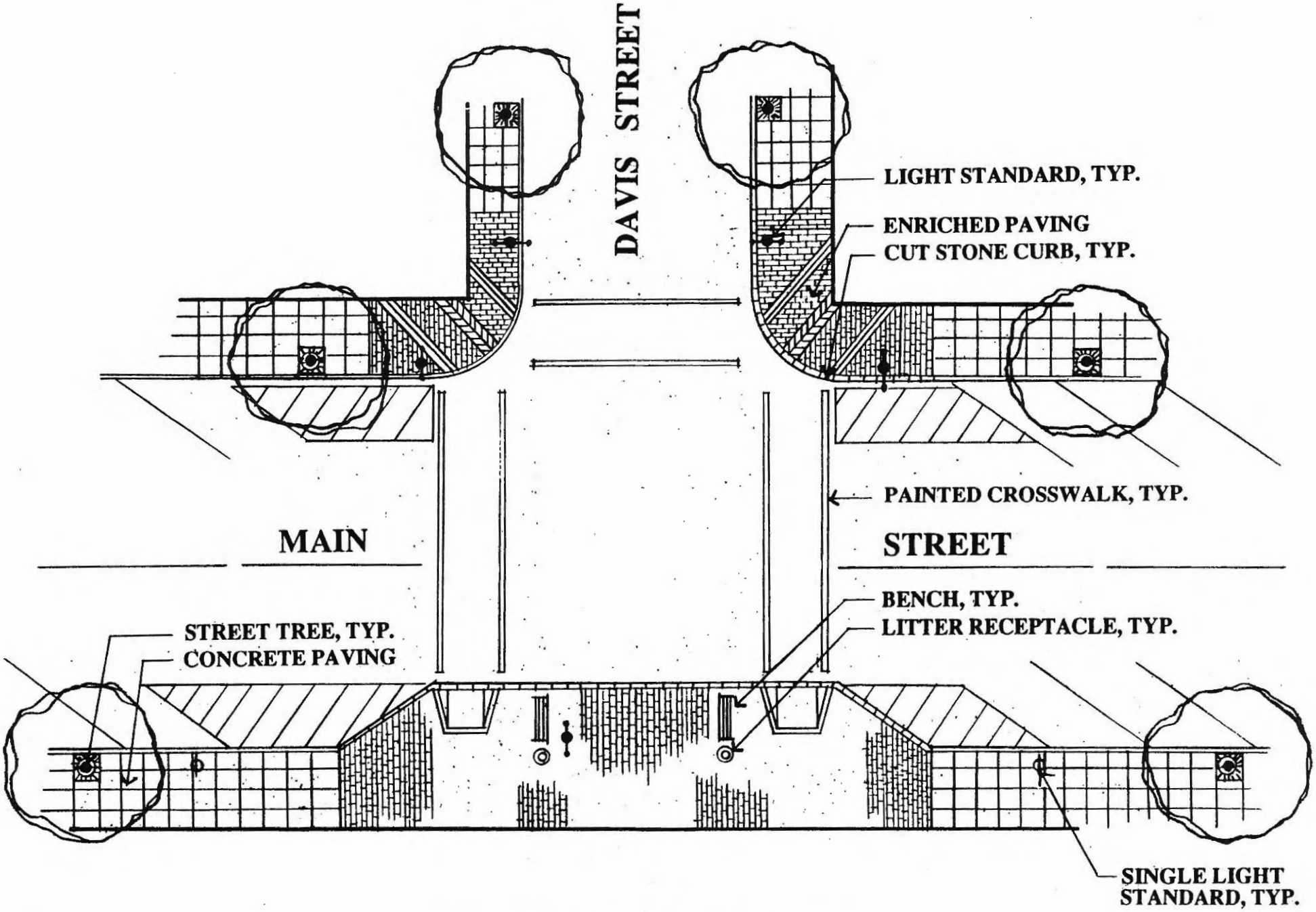


EVERGREEN PEAR TREE AT 10th and MAIN STREETS

Figure 32

Conceptual Plan

The following schematic site plan of the Main Street Corridor (Fig. 33) reflects the recommended streetscape design between the intersections of Main and 8th Streets and Main and 12th Streets. Enlarged plans of the Davis/Main Street intersection and a typical mid-block pedestrian crossing follow (Figs. 34, 35).



Pedestrian Plaza at Intersection of
Davis and Main Streets

Figure 34

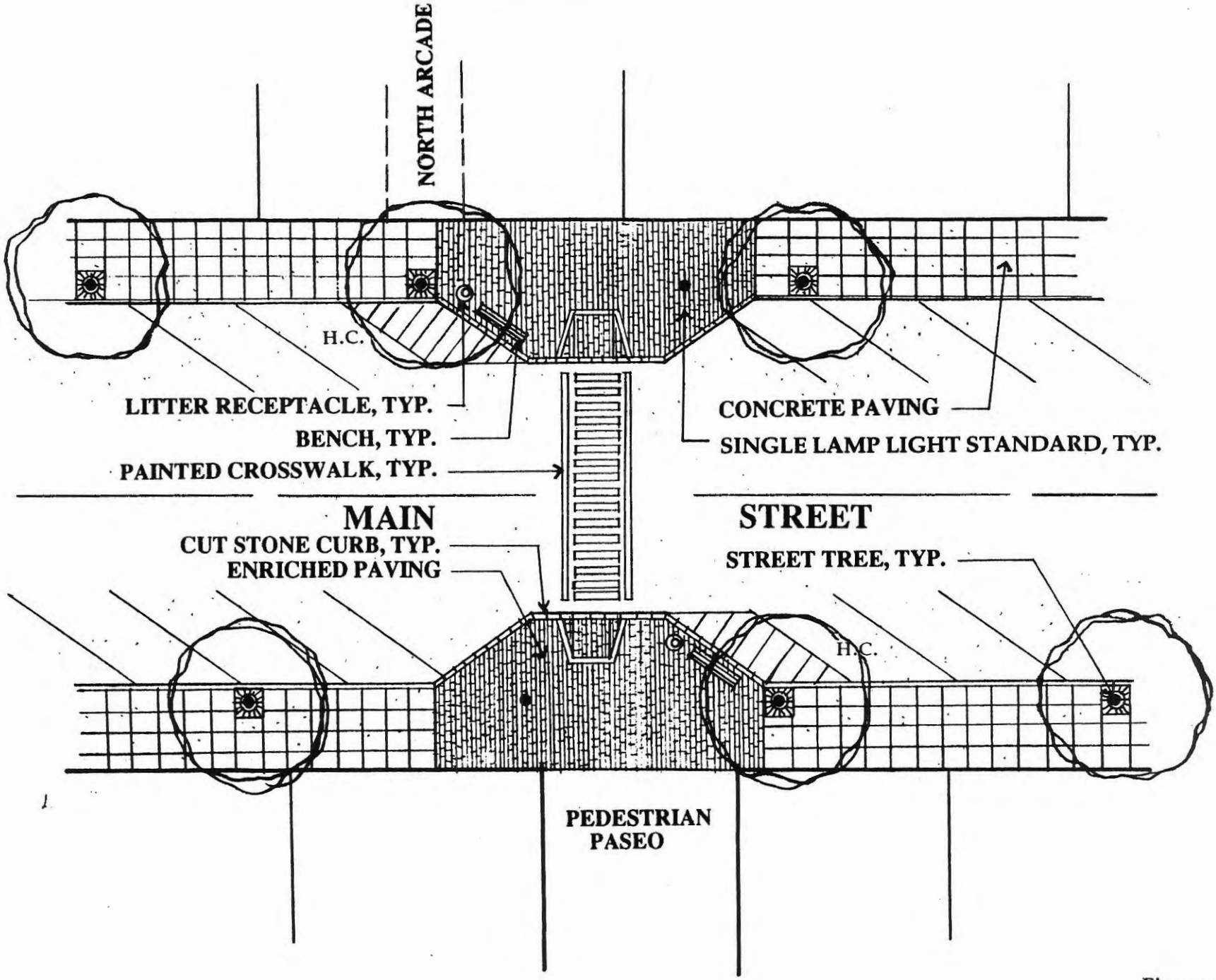


Figure 35

Mid-Block Pedestrian Crosswalk

Traffic Signage

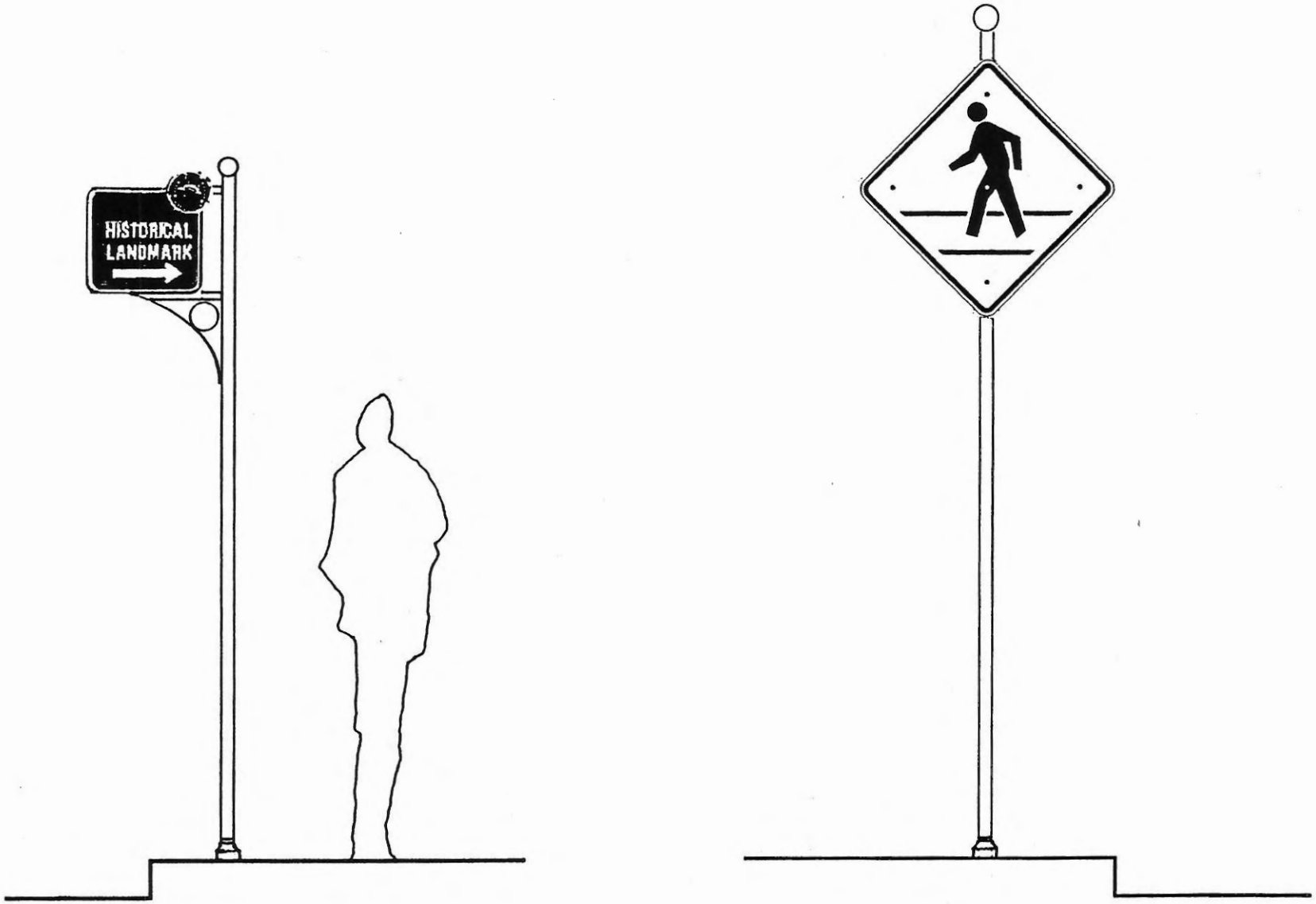
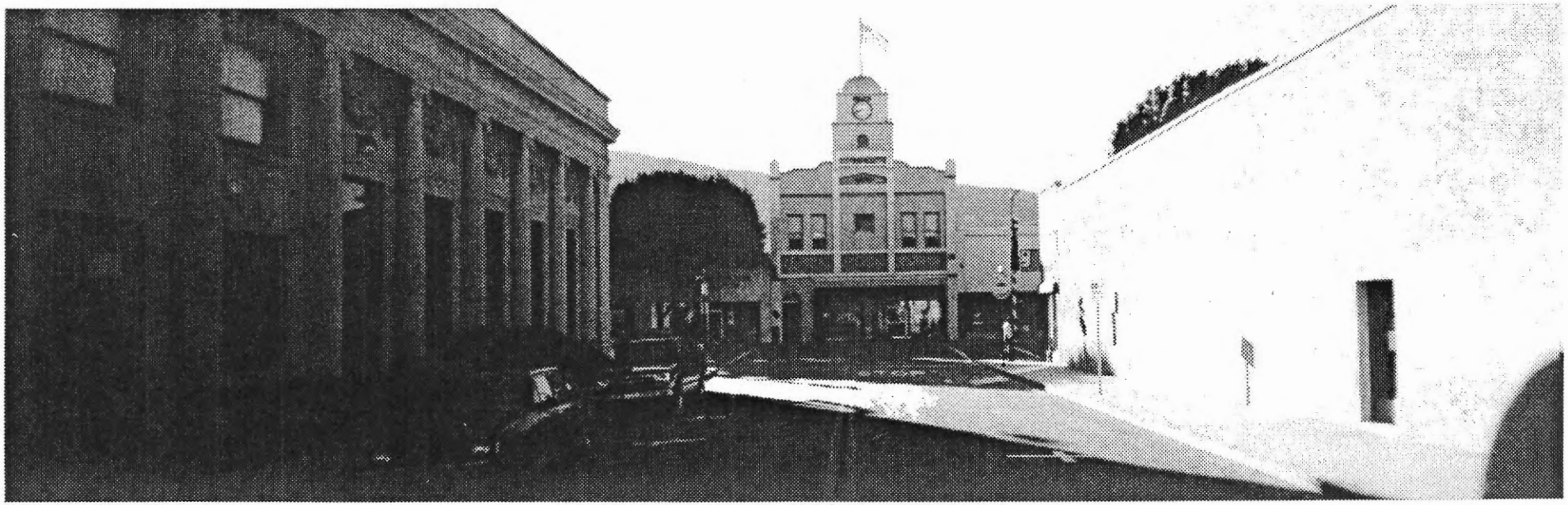


Figure 36

5. ACCESS & CIRCULATION PROJECT



View South On Davis Street Towards Oddfellows Building

Circulation Vision Statement

How people move through Downtown Santa Paula on foot or in their cars is important to the long-term success of the downtown area. When we look at successful communities, we find that their downtowns are economically healthy areas which provide good vehicular circulation, convenient and easily accessible parking, and safe pedestrian facilities. Roadways into these communities provide the out-of-town visitor with adequate directional and informational signage on major access routes, and a clear sense of arrival at the downtown area. Pedestrian walkways are provided within the downtown area supplying safe linkage between the parking lots, shopping, and business districts. Creating an overall level of comfort for all drivers and pedestrians once they arrive in Historic Downtown Santa Paula is the primary goal of the vision.

Existing Main Street Conditions

A. Street Classification and Use

Main Street in Santa Paula is a 2.6-mile long arterial street which extends from its intersection with Harvard Boulevard on the east to its intersection with Peck Road on the west. Currently, Main Street carries traffic with origins and destinations within the central part of the City and, to a lesser degree, traffic traveling through the downtown area. Based on the layout of the City's street network and the relative street widths, traffic volumes and levels of operation of downtown streets, most through traffic traversing the downtown area probably uses Harvard Boulevard or the freeway (Fig. 37).

B. Street Geometrics

Within the downtown area, Main Street is a 56-foot wide four-lane street with 12-foot wide sidewalks and parallel parking on both sides of the street.

C. On-Street Parking

A total of 79 parallel parking stalls exist on Main Street between 8th Street and 10th Street. A summary of the numbers and locations of these parking stalls is included in Table 4.

Table 4.

Block	Existing Parking Stalls
8th St. to Davis St.	
North Side	9
South Side	14
Davis St. to Mill St.	
North Side	16
South Side	19
Mill St. to 10th St.	
North Side	10
South Side	11
Total	79

D. Traffic Signals and Street Lighting

Traffic signal equipment on Main Street in the downtown area consists of 28-foot high and 10-foot high steel signal standards, signal mast arms, vehicle and pedestrian signals and mountings, pedestrian push buttons, inductive loop detectors, and Caltrans signal controller assemblies in cabinets. Most of the signal controllers and cabinets are relatively new. All standards and other signal equipment appear to be relatively old.

Street lighting equipment on Main Street in the downtown area consists of cobra-head luminaires mounted on 28-foot high steel standards. Two street lights are located at each intersection (on traffic signal standards at signalized intersections) and at one or two locations between intersections. All street lighting equipment appears to be relatively old, except for the cobra-head lamps that were replaced when the utility companies converted to high pressure sodium lamps.

Existing lighting levels along Main Street are probably adequate at intersections if appropriately-sized lamps are being used in the luminaires, but inadequate between intersections because of the spacing between the light standards. Lighting levels on Main Street are also affected

by the large canopies of the existing street trees.

E. Traffic Striping, Signing and Marking

Main Street in the downtown area is striped to provide four 10-foot wide traffic lanes (two in each direction) and two 8-foot wide parking lanes (one on each side of the street). Each parking stall is delineated with painted "T" markings. No left-turn channelization is provided on Main Street in the downtown area. Left-turn channelization is provided on the side street approaches to Main Street at 8th Street, 10th Street and 12th Street.

Pedestrian crosswalks are striped at all Main Street intersections in the downtown area and across Main Street at approximate midblock locations between 8th Street and Davis Street, and Davis Street and Mill Street. Intersection crosswalks are standard crosswalks. Midblock crosswalks have diagonal stripes for added visibility.

"PED XING" pavement markings exist on Main Street in both directions in advance of the midblock crosswalks. Warning signs exist in both directions at the midblock crosswalk locations. Stop signs and "STOP" pavement markings (unsignalized intersections) and arrow pavement markings (signalized intersections) exist on the side street approaches to Main Street. Other signs which exist along Main Street include street name signs, speed limit signs (25 MPH), two-hour parking signs, parking directional signs, and other informational signs. Existing painted curb zones along Main Street include red "NO PARKING" zones and green "20-MINUTE" zones.

F. Traffic Volumes

Based on traffic counts conducted in July, 1994 for the City's General Plan Update, Main Street in the downtown area carries approximately 7,500 to 8,500 vehicles per day Monday through Thursday, 10,000 vehicles per day on Fridays, and 6,000 to 7,000 vehicles per day on weekends. The peak traffic period on Main Street typically occurs between 4:30 P.M. and 5:30 P.M. on weekdays and during the early afternoon on Saturdays and Sundays. Daily traffic flows on Main Street in the eastbound and westbound directions are approximately balanced. Weekday p.m. peak hour traffic flows are slightly unbalanced (53 to 60 percent eastbound and 40 to 47 percent westbound). A table showing hourly and daily traffic variations on Main Street in the downtown area is included in Appendix D.

As a comparison to the existing Main Street daily traffic volumes, the two-lane section of State Street in downtown Santa Barbara carries approximately 11,000 to 12,000 per day on weekdays and 12,000 to 13,000 vehicles per day on weekends. State Street does not, however, have angle parking. Also, Main Street and California Street in the Old Town section of Ventura carry approximately 12,000 and 8,000 vehicles per day, respectively, with angle parking in place.

G. Intersection Turning Movements

Manual turning movement counts were conducted in June, 1995 on Main Street at the 8th Street, Davis Street, Mill Street and 10th Street intersections. A count summary sheet for each intersection is included in Appendix D.

As shown below in Table 5 and on the count summary streets, the peak hour left-turn volumes on Main Street are highest at 10th Street (131

vehicles per hour) and 8th Street (91 vehicles per hour).

Table 5.

Main Street Peak Hour Left-Turn Volumes

Intersection	East-bound	West-bound
8th St./Main St.	60	31
Davis St./Main St	34	--
Mill St./Main St.	29	32
10th St./Main St.	69	62

H. Vehicle Speeds

Currently, the 85th percentile speed of traffic on Main Street in the downtown area is 29 miles per hour in both directions.

I. Traffic and Pedestrian Safety

A review of vehicle and pedestrian accidents which have occurred on Main Street in the downtown area was not conducted as part of this project.

J. Other Existing Features

Other existing features on Main Street which would affect the installation of angle parking are discussed below.

1. Driveways

Three driveways exist on the north side of Main Street between 8th Street and Davis Street. Also, Green Street intersects with Main Street on the south side between 8th Street and Davis Street. These existing driveways and the Green Street intersection would have to be closed or incorporated into the angle parking design if angle parking is installed on Main Street.

2. Cross-Slopes and Curb Heights

Curb heights on Main Street in the downtown area vary from approximately 6 inches to 10 inches. Street and sidewalk cross-slopes appear to be 2 percent or less. The effects of curb heights and street and sidewalk cross-slopes on front bumper overhang need to be considered in the angle parking design.

3. Drainage

Since no underground storm drain system exists along Main Street in the downtown area, the impacts on street drainage of widened sidewalk areas at intersections and midblock locations need to be considered as part of the angle parking design. Also, the modification of existing sidewalk drains carrying roof runoff from adjacent buildings needs to be considered if curb heights are changed as part of the angle parking project.

4. Street Trees and Sign Posts

The locations of existing street trees, sign posts and other obstructions will affect the location of angle parking stalls.

5. Curb Zones

Existing "20-MINUTE" parking zones and other curb parking zones will have to be incorporated into the angle parking design or relocated to side streets.

6. Damaged Sidewalks and Curbs

Existing sidewalks are damaged, raised by the roots of adjacent street trees, or have non-historic score patterns and/or surface finishes at

many locations along Main Street. Also, existing curbs are raised or vertically displaced by tree roots. Consideration should be given to repairing damaged sidewalks and curbs as part of the angle parking project.

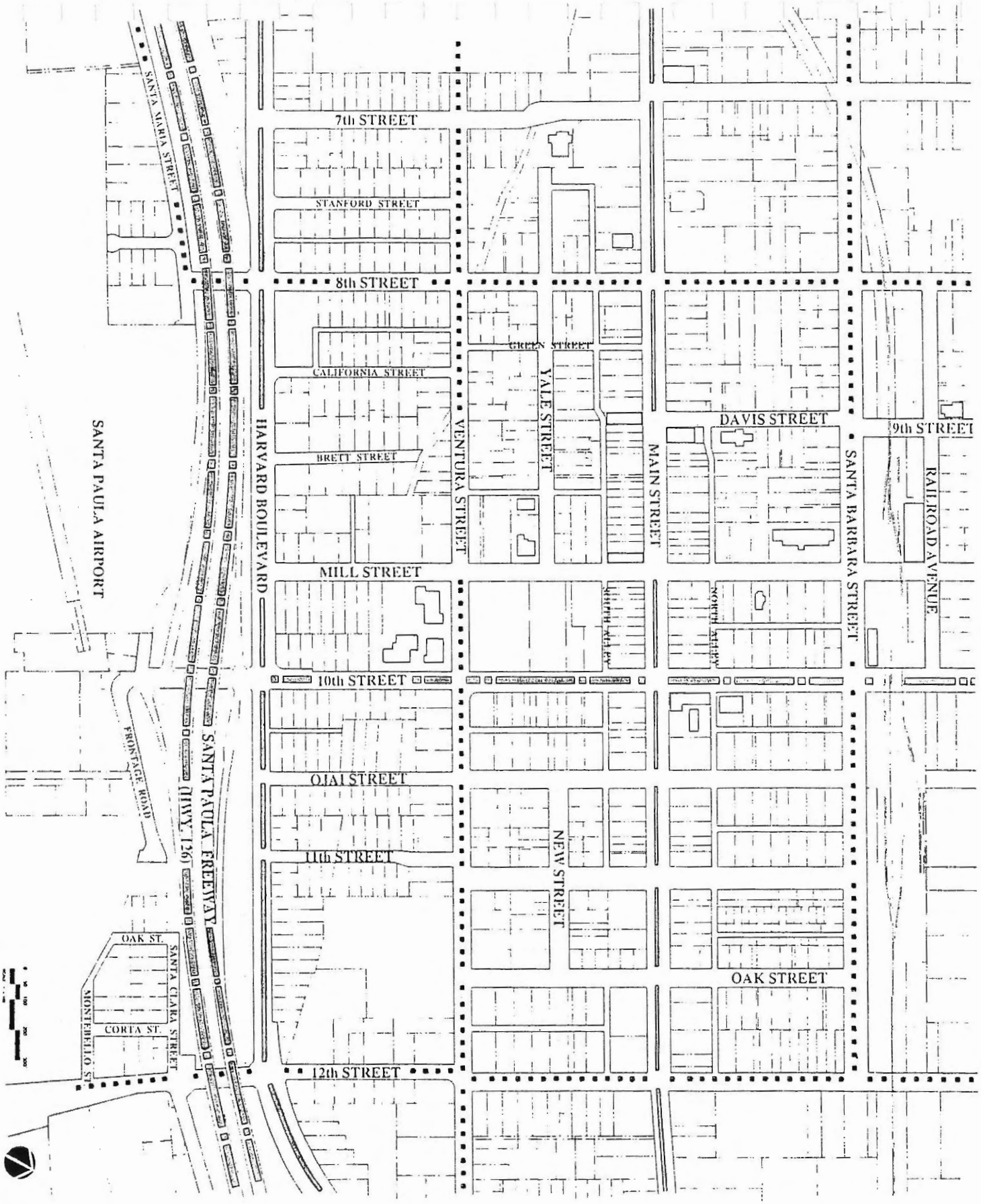


Figure 37

HIGHWAYS
ARTERIALS
COLLECTORS

Leach Mounce Architects

CIRCULATION ELEMENT

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
SANTA PAULA, CALIFORNIA

Proposed Main Street Improvements

A. Project Components

The installation of angle parking on Main Street between 8th Street and 10th (possibly extending to 12th Street) in downtown Santa Paula is an important part of the City's proposed Downtown Improvement Project. A conceptual plan of the angle parking project for the section of Main Street between 8th Street and 10th Street, has been developed by the consultant team and reviewed with City staff and the Downtown Improvement Group (DIG). As shown on the conceptual plan (Fig. 33), the angle parking project will include the following improvements:

1. Widened sidewalks with enhanced paving at midblock locations and opposite Davis Street.
2. Sidewalk returns with enhanced paving at intersections.
3. New historically-styled traffic signal standards and upgraded traffic signal equipment.
4. New and remodeled historically-styled street light standards.
5. 9-foot wide, 35-degree parking stalls.
6. Handicap parking stalls at midblock locations.
7. Traffic striping including left-turn channelization on Main Street approaching 8th Street and 10th Street.
8. Painted intersection and midblock crosswalks.
9. Paseos connecting Main Street with off-street public parking lots.
10. New street furniture (benches, trash receptacles, etc.)
11. Future phased street tree removal and replacement.

The approach of the consultant team in preparing the conceptual angle parking design has been to keep the design as simple as possible in order to preserve the historic features of Main Street, keep construction costs reasonable, and maintain existing drainage patterns.

B. Angle Parking Layout

A number of Main Street angle parking conceptual designs were prepared by the consultant team. These designs included stall angles of 35 and 45 degrees, and a combination 60 degree/parallel parking configuration. Included as part of each design were various types and combinations of intersection channelization and widened sidewalk areas at intersections and midblock locations. The team decided, based on safety, ease of parking, cost, historic considerations, and other cities' experiences with downtown angle parking, that 35-degree parking with 9-foot wide stalls and widened sidewalk areas only at the midblock locations and opposite Davis Street was the appropriate design approach. Figure 33 shows the geometric features of the design.

Main Street in Santa Paula has a curb-to-curb width 56 feet and a half-street width of 28 feet. Adding 2 feet for front bumper overhang yields an available W1 distance (front of car to centerline of street dimension) of 30 feet on each side of the street. Based on the City's parking design

standards, a W1 distance of 30 feet is adequate for 35-degree angle parking. Other design standards exist which allow a parking angle of up to 45 or 50 degrees for a 30-foot W1 distance. The trade offs are, of course, an increased number of parking spaces with 45 or 50 degree parking versus increased parking ease (entering the stall) and safety (exiting the stall) with 35 degree parking. Also, the street lane width would be less with 45-degree parking than with 35-degree parking (13.2 feet compared to 14.8 feet, respectively), which would affect the driveability of the street for motorists.

The size of the design vehicle used in the angle parking design is 16.5 feet long and 5.83 feet wide. This is a little larger than an average full-size vehicle. At 35 degrees, the projected length of the design vehicle (VP distance) is 15.2 feet (includes 1 foot of clearance). Subtracting 15.2 feet from the 30-foot W1 distance leaves a street lane width of 14.8 feet. Therefore, at a stall angle of 35 degrees, the combined width of the two traffic lanes on Main Street would be approximately 30 feet (14.8′ + 14.8′ = 29.6′). At a stall angle of 45 degrees, this width would be approximately 26 feet. An argument could be made that the narrower lane widths would result in reduced traffic speeds, but the consultant team feels that the safety benefits of 35-degree parking outweigh any slight reduction in speed that might occur. Also, bicycle riders need a place to ride where they will feel reasonably safe, and the 15-foot lane width provides this space better than the 13-foot lane width. Wider lanes also provide more room for longer vehicles to park in the angle stalls, or for vehicles to park without pulling all the way to the curb.

As shown in Figure 33, 35-degree parking stalls are proposed on both sides of Main Street except approaching 8th Street and 10th Street where parallel parking will be installed on the right side of the street in order to provide room for left-turn channelization. An alternative to this configuration would be to provide parallel parking on both sides of Main Street approaching intersections. This would allow for different lane configurations (i.e. a 12-foot wide right-turn lane and 10-foot wide through and left-turn lanes).

Crosswalks have been provided at all intersections and at two midblock locations as shown in Figures 33, 34 and 35. At intersections, these crosswalks are standard painted crosswalks consisting of two 12-inch wide white lines, 11 feet center to center. At midblock locations, additional "ladder" striping has been added to improve the visibility of the crosswalks for the motorist.

On the downstream side of the crosswalks, a minimum of 15 feet has been provided between the end of the closest parking stripe and the crosswalk line. This space provides room for drivers parked in the end stalls to exit the stall without backing into the crosswalk. The space between the end stall and the crosswalk will be bordered and cross-hatched with 8-inch wide painted white lines. The face and top of the curb abutting this cross-hatched area will be painted red.

On the upstream side of all intersections, a similar cross-hatched area wil be striped so that clear sightlines are provided between approaching motorists and pedestrians beginning to cross the street. At the midblock crosswalk locations, it was assumed that pedestrians would stand at the edge of the protruding widened sidewalk and that no up-stream cross-hatched area would be required for visibility.

Handicap stalls have been located on each side of the street at midblock locations. This allows easy access to the curb ramp in the widened sidewalk area for handicapped parkers.

C. Traffic Signals

New traffic signal equipment will be installed at the 8th Street/Main Street, Mill Street/Main Street and 10th Street/Main Street intersections. At the 8th Street and Mill Street intersections, historically-styled tear drop luminaires will replace the existing cobra-head style fixtures. New vehicle and pedestrian signals and mountings, and pedestrian push buttons will be installed. Traffic signal equipment will also be mounted on two street light standards at each intersection. At the 10th Street/Main Street intersection, two additional mast arm standards will be required. Figure 38 shows the layout of the signal and lighting standards at that intersection.

Historically-styled traffic signal and lighting standards are available in steel (with decorative cast aluminum components), cast iron, cast aluminum, cast concrete and fiberglass. Any of these materials would be acceptable for signal standards which do not have signal arms. At locations requiring signal arms, only steel standards and concrete standards would work. Steel standards of the kind depicted in the Caltrans Standard Plans can accommodate signal arms up to 55 feet in length. Typically, concrete standards are limited to signal arm lengths of 20 to 25 feet. For the existing lane configurations on Main Street at the 8th Street, Mill Street and 10th Street intersections, 20-foot long signal arms would be adequate. If left-turn phasing is installed in the future at any of these intersections, 30-foot long signal arms would be required. If left-turn phasing is installed in the future on 10th Street at Main Street, 40-foot long signal arms would be required.

If the City desires to establish a standard design for historically-styled traffic signal and street light standards to be used in all or part of the City, it should make certain that the design is suitable for the full range of pole sizes which will be used in the future. Also, decorative signal equipment used at intersections on 10th Street and other state-owned and maintained intersections within the City will have to meet Caltrans design requirements and be approved by Caltrans.

The City may reuse existing fluted-style traffic signal and lighting standards where they exist at downtown intersections. It is important, however, that these standards be compatible with other historically-styled signal standards which are used in the downtown area.

Because of their age, existing underground traffic signal conduit and wiring will probably have to be replaced as part of the signal reconstruction work at the 8th Street, Mill Street and 10th Street intersections. Existing signal controllers, controller cabinets and loop detectors (if not damaged during construction) will be re-used, pending further inspection.

The City should consider installing underground conduit for traffic signal interconnect as part of the project on streets where future signal coordination is desired (i.e. Main Street and 10th Street). This conduit could be installed in the street lighting conduit trench at very little additional cost.

D. Street Lighting

As currently envisioned, intersection lighting at the 8th Street/Main Street, Mill Street/Main Street, and 10th Street/Main Street intersections will consist of two down-facing luminaires mounted at a height of approximately 30 feet on the traffic signal standards (Fig. 29), and two double-globe "acorn-style" luminaires mounted at a height of approximately 18 feet on Ameron "Victorian II" concrete lighting standards (Fig. 28). According to the Caltrans Traffic Manual, the minimum lighting level at urban intersections should be 0.15 horizontal footcandles within the area bounded by the crosswalks, and 0.6 horizontal footcandles at the center of the intersection.

In addition to the lighting standards located at each intersection, additional Ameron "Victorian II" lighting standards with single-globe "acorn-style" luminaires (Fig. 26) will be installed along both sides of Main Street between 8th Street and 10th Street. These standards will be located based on the lighting level the City desires along the street and sidewalks. Recommended illumination levels for downtown streets range from 0.9 to 2.0 average horizontal footcandles at uniformity ratios (average-to-minimum footcandles) of 4:1 to 6:1. Ameron should be able to provide the City with illumination analyses for any combination of pole spacing and lamp size. The City should make certain that adequate lighting is provided at midblock crosswalk locations.

E. Left-Turn Channelization

As shown in Figure 33, left-turn channelization will be installed on the Main Street approaches to 8th Street and 10th Street. Left-turn lanes will be needed at these intersections because of the volumes of left-turning vehicles and the reduction of traffic lanes on Main Street from four to two. The length of all left-turn lanes shown on the plan is 50-feet. Bay tapers are 60-feet long and approach tapers were designed using an approach speed of 25 to 30 miles per hour.

F. Parking Summary

Installing angle parking on Main Street between 8th Street and 10th Street will result in an increase of 12 parking spaces distributed as shown in Table 6.

Table 6.

Parking Stalls

Block	Existing	Proposed
8th St. to Davis St.		
North Side	9	12
South Side	14	18
Davis St. to Mill St.		
North Side	16	21
South Side	19	21
Mill St. to 10th St.		
North Side	10	11
South Side	11	8
Totals	79	91

G. Striping, Signing and Markings

As shown in Figure 33, traffic striping on Main Street will consist of a centerline stripe, left-turn channelization stripes at 8th Street and 10th Street, crosswalk stripes, parking stall stripes, cross-hatched handicap loading/ unloading areas, and cross-hatched areas defining the ends of angle parking areas.

Regulatory, warning and directional signing on Main Street will consist of

standard sign panels mounted on the new lighting standards or on historically-styled sign posts.

All necessary pavement markings will be installed as part of the project.

H. Traffic Volumes

Main Street in the downtown area currently carries up to 10,000 vehicles per day on weekdays and 6,000 to 7,000 vehicles per day on weekends.

Traffic volumes on Main Street may decrease somewhat if angle parking is installed as through motorists divert to Harvard Boulevard or other east-west streets. Conversely, traffic volumes downtown may increase as a result of downtown redevelopment and increased business activity. Future traffic volumes on Main Street are difficult to forecast. It is imagined that these two effects will cancel each other and that future volumes will equal present volumes.

I. Vehicle Speeds

The 85th percentile speed of traffic on Main Street in the downtown area is 29 miles per hour. It is difficult to determine how this speed will change if Main Street is converted to two lanes of traffic and angle parking. Vehicle speeds may decrease due to the change in character of Main Street, the increased parking friction, and the reduced efficiency of traffic signal coordination. Or speeds may increase due to the increase in the width of the traffic lanes from 10 feet to 15 feet. Or the factors affecting vehicle speed may offset one another and the speeds remain the same. City staff believes that speeds will most likely be somewhat lower.

If angle parking is installed on Main Street as a trial installation, the City should consider conducting "before" and "after" speed surveys to evaluate the effects of the project on traffic safety.

J. Intersection Operation

The installation of angle parking on Main Street in the downtown area will not significantly affect the levels of service at Main Street intersections. Existing and projected levels of service (LOS) and volume/capacity (V/C) ratios during peak traffic periods assuming existing traffic volumes are shown in Table 7.

Table 7.

Intersection	LOS (V/C) Existing	LOS (V/C) Proposed
8th St./Main St.	A(0.33)	A(0.37)
Mill St./Main St.	A(0.28)	A(0.41)
10th St./Main St.	A(0.47)	A(0.59)

A level of service calculation sheet for each intersection is included in Appendix D.

K. Traffic Safety

The primary role of traffic engineers is to improve safety and reduce congestion on streets and highways. Since on-street parking impedes traffic flow, reduces street capacity and is a major contributor to the total number of traffic accidents in downtown areas, traffic engineers often find it difficult to endorse on-street parking. To compound matters, the accident rate for on-street angle parking is typically higher than the accident rate for parallel parking.

Angle parking simplifies and speeds up the act of parking; however, backing out of an angle parking stall is more hazardous than leaving a parallel stall. The principal hazard in angle parking is the lack of adequate

visibility for drivers during the back-out maneuver. Other hazards include the driver who stops suddenly when a vehicle ahead is in the process of backing out of a parking stall, and the driver who turns left across the opposing traffic lane to park in an angle stall on the other side of the street. Fortunately, most parking-related accidents are the low-injury "fender-bender" type.

Angle parking also presents special problems because of the varying lengths of vehicles. The extra lengths of pick-up trucks, vans and recreational vehicles may cause these vehicles to extend into the street and interfere with through traffic.

On the positive side, angle parking generally yields more parking spaces in a given length of curb space than parallel parking, drivers or passengers exiting the left side of a vehicle parked in an angle stall do not present the accident problem that exists when exiting the left side of a vehicle parked in a parallel stall, pedestrians crossing midblock from between vehicles parked on an angle are walking toward oncoming traffic which is somewhat safer than crossing from between parallel parked vehicles, parkers prefer angle parking, and merchants like close, convenient curb parking. Also, many communities have angle parking in their downtown areas and successfully live with its advantages and disadvantages.

One reference source[1] suggests that on-street parking can be installed with minimal adverse results if the following conditions are met:

1. The street carries primarily local traffic, usually indicated by low traffic volumes and vehicular speeds of 15 to 20 miles per hour.

2. The street is not a major through-route. (A street of less than three to four miles is not usually a through-route.)

3. The street is a through-route, but a nearby parallel street can be used for through traffic instead, allowing the subject street to serve local traffic.

4. The street has sufficient width (a minimum of 50 to 60 feet) to comfortably accommodate angle parking maneuvers.

5. The street is geared toward pedestrians, with a substantial building density, zero lot line development and a critical mass of retail activity.

For the most part, the Main Street project meets these conditions.

If angle parking is installed on Main Street, the City should consider conducting "before" and "after" accident studies to evaluate the effects of the project on traffic safety.

1. The Parking Handbook for Small Communities, John D. Edwards, 1994.

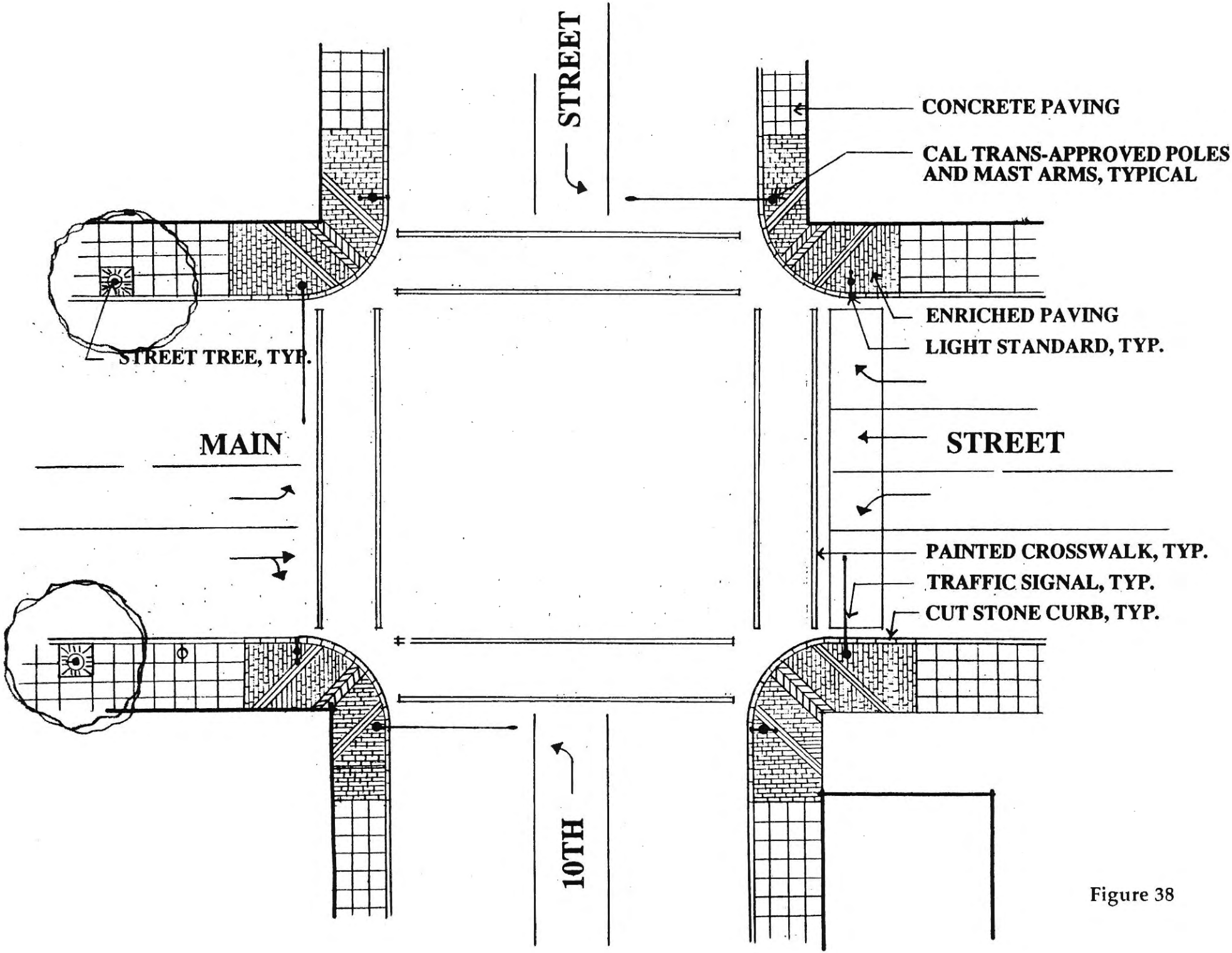

STREET
CONCRETE PAVING
CAL TRANS-APPROVED POLES AND MAST ARMS, TYPICAL
ENRICHED PAVING
LIGHT STANDARD, TYP.
STREET TREE, TYP.
MAIN
STREET
PAINTED CROSSWALK, TYP.
TRAFFIC SIGNAL, TYP.
CUT STONE CURB, TYP.
10TH

Figure 38

Angle Parking Survey

In order to determine how on-street angle parking functions in other communities in California, ten cities with on-street angle parking in their downtown areas were surveyed. Of the ten cities to which questionnaires were sent, responses were received from seven. Copies of the questionnaire and the responses received are included in Appendix D. A brief summary of each response is included below. Photographs of the parking in the towns studied follow these summaries (Figs. 39-46).

City of Dinuba (Population: 12,800)

The City of Dinuba has always had angle parking on streets in its downtown area. The width of the streets with angle parking is 56 feet with 10-foot wide sidewalks. The parking stall width and angle are 9 feet and 39 degrees, respectively. No vehicle or pedestrian accident problems have been experienced. Vehicular speeds are lower on streets with angle parking.

City of Hanford (Population: 30,900)

The main streets in downtown Hanford were converted from parallel parking to angle parking. The widths of these streets are 56 feet with 12-foot wide sidewalks and 60 feet with 10-foot wide sidewalks. Parking stall angles are 37.5 degrees on the 56-foot wide streets and 40 to 45 degrees on the 60-foot wide streets. All parking stalls are 9 feet wide. Vehicular speeds decreased and accident rates increased on the more heavily-traveled streets after the conversion to angle parking. No pedestrian accident problem has been experienced. Angle parking in Hanford was installed at the request of downtown merchants. Employee use of the angle parking stalls in the downtown area is a problem.

City of LeMoore (Population: 13,600)

The City of LeMoore has downtown streets which have always had angle parking and others which were converted from parallel parking. These streets are 56 feet wide with 12-foot wide sidewalks. The parking configuration on these streets is 60-degree parking on one side of the street and parallel parking on the other side. The angle parking stalls are 9 feet wide. Vehicular speeds on the streets with angle parking are lower than speeds on streets with parallel parking. No pedestrian accident problem has been observed. Downtown merchants were generally in favor of the conversion to angle parking. Delivery trucks double parking behind the angle parking stalls is a problem.

City of Reedley (Population: 15,800)

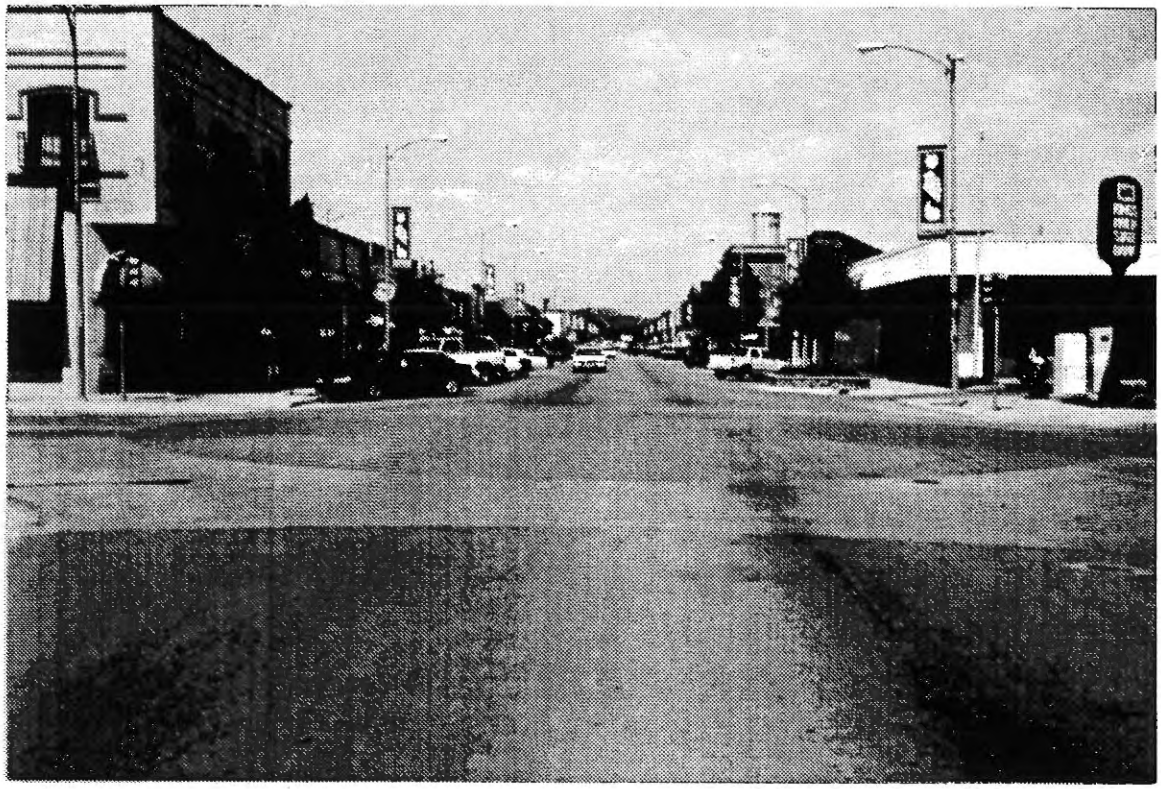
The City of Reedley has always had on-street angle parking in its downtown area. The width of the streets with angle parking is 56 feet with 10-foot wide sidewalks. The parking stall width and angle are 10 feet and 33 degrees, respectively. Left-turn channelization has been installed at all but one intersection. In 1992, the angle parking was changed to an angle of 45 degrees to increase the number of parking stalls. The downtown merchants requested that the parking stalls be changed back to the original 33 degree angle.

Cities of Selma (Population: 14,800) and Fowler (Population: 3,500)

The cities of Selma and Fowler have always had on-street angle parking in their downtown areas. The width of the streets with angle parking is 56 feet. The parking stall angle is 45 degrees and the stall width is 9 feet. Traffic volumes are relatively low and vehicular speeds are approximately 25 miles per hour on streets with angle parking. No vehicular or pedestrian accident problems have been observed. The downtown merchants are pleased with the on-street angle parking.

City of Ventura (Population: 91,600)

Main Street and California Street in downtown Ventura were converted from parallel parking to angle parking many years ago. Angle parking was recently installed on two additional blocks. The width of both streets is 54 feet with 13-foot wide sidewalks. The existing stall angle is 30 degrees (formerly it was 45 degrees) and the stall width is 9 feet. The traffic volumes on Main Street and California Street are 12,200 and 8,000 vehicles per day, respectively. The parking-related accident rates in downtown Ventura are the highest in the City. Recent changes (stall angle reduction, vegetation removal and lighting improvements) may reduce the accident problem. Vehicular speeds on Main Street and California Street are in the 25 to 30 miles per hour range. Downtown merchants generally are in favor of the on-street angle parking.



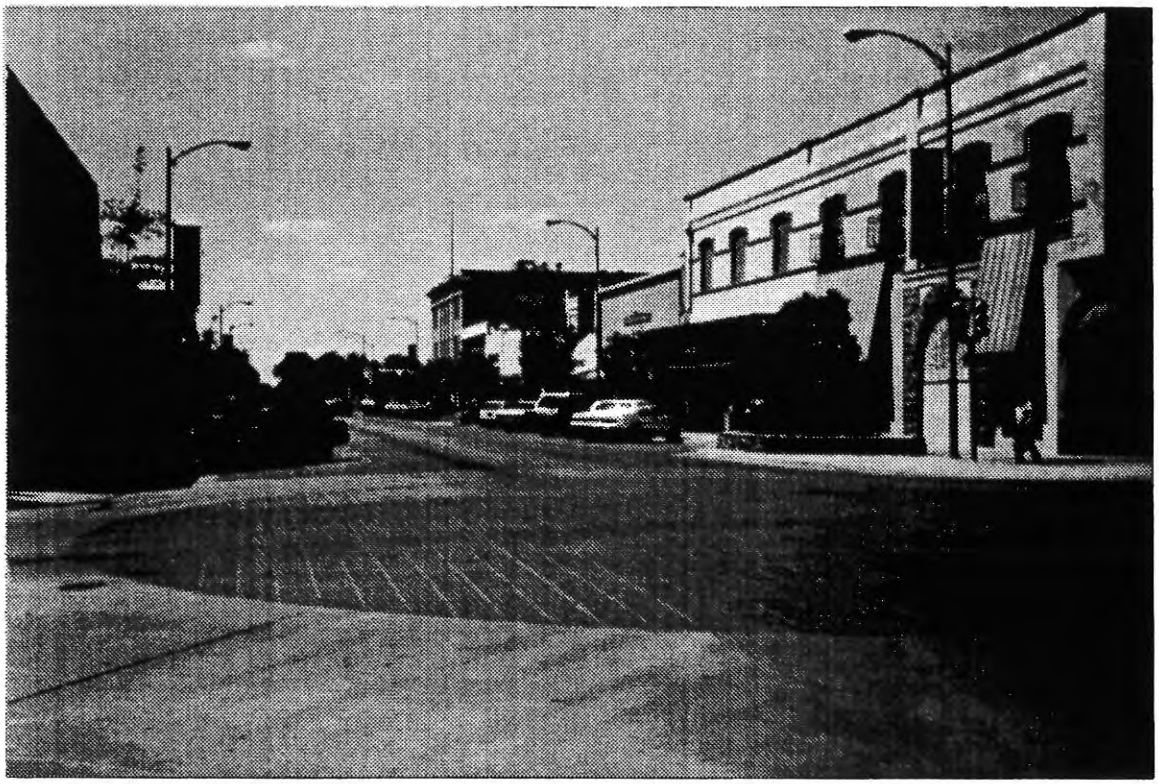


Figure 39

DOWNTOWN ANGLE PARKING
Dinuba, California

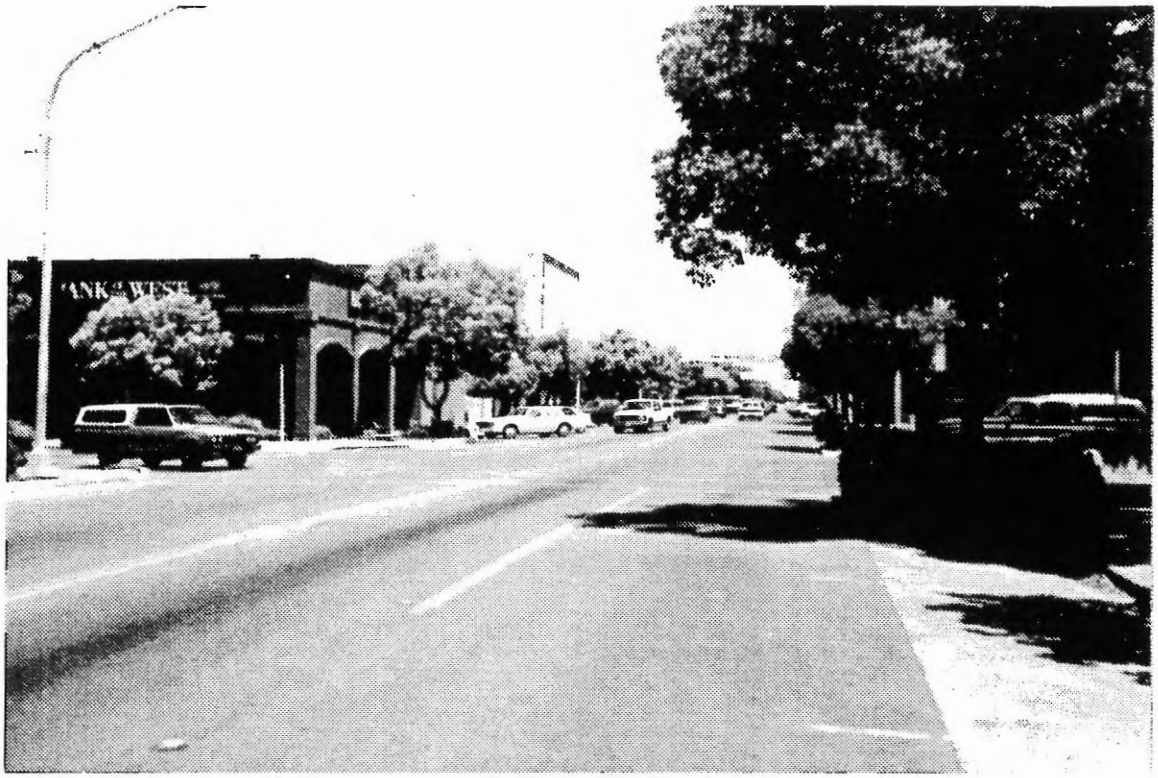


Figure 40

DOWNTOWN ANGLE PARKING
Hanford, California

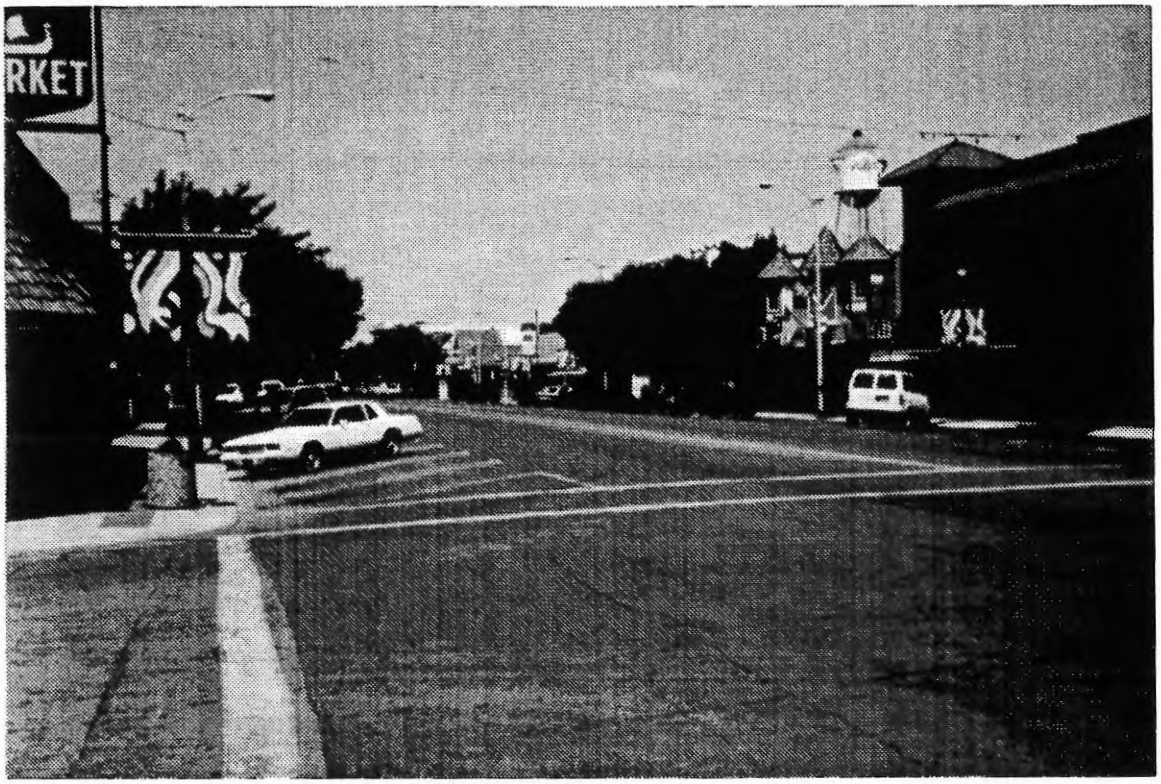


Figure 41

DOWNTOWN ANGLE PARKING
Kingsburg, California

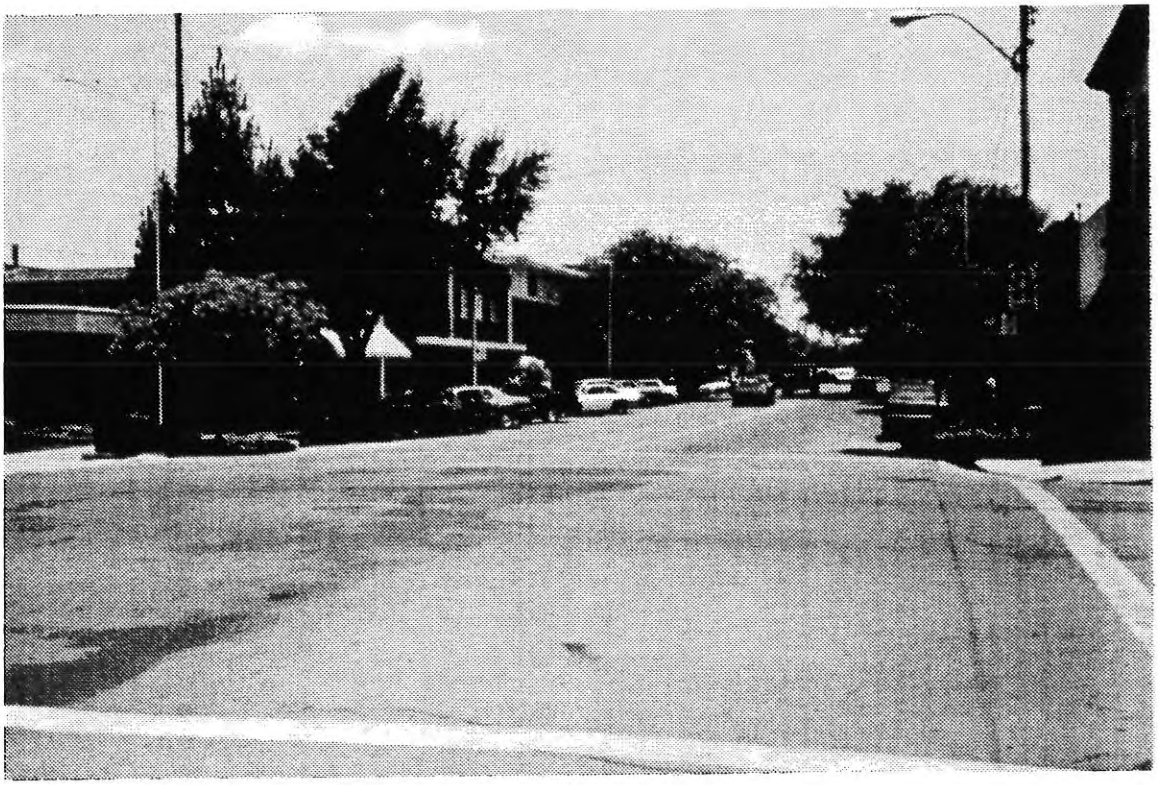
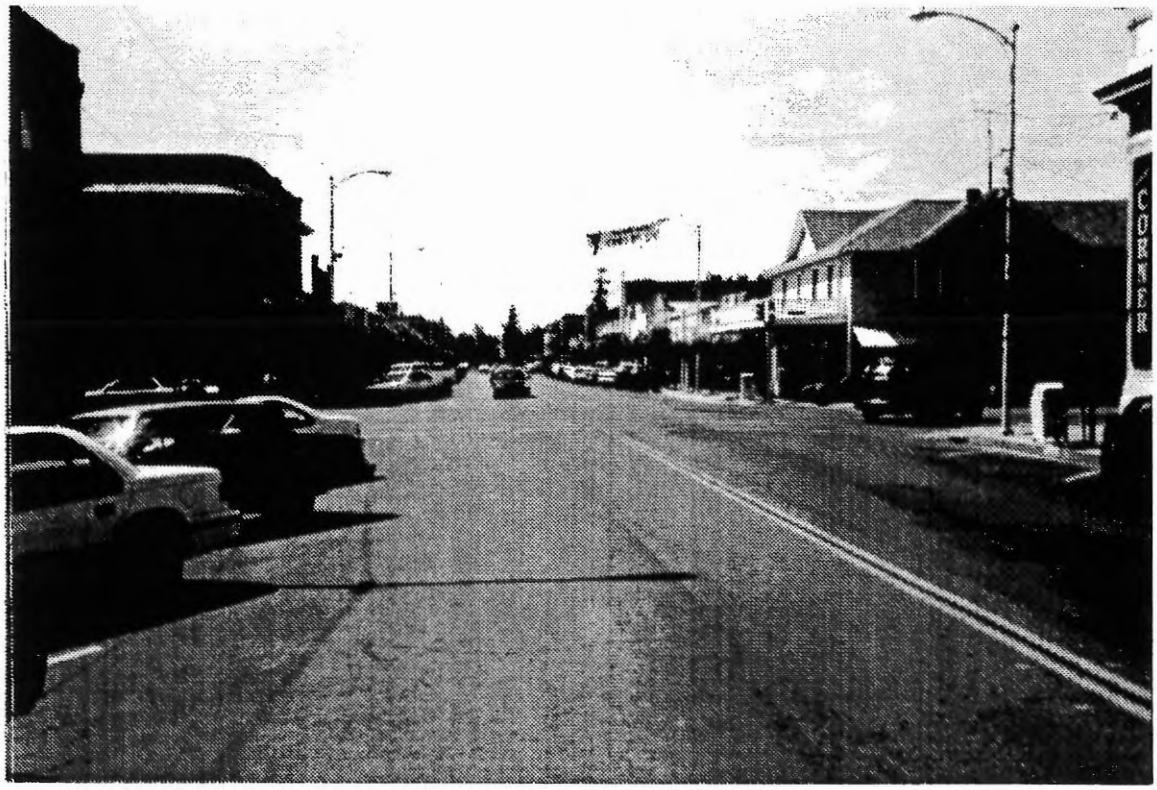


Figure 42

DOWNTOWN ANGLE PARKING
LeMoore, California



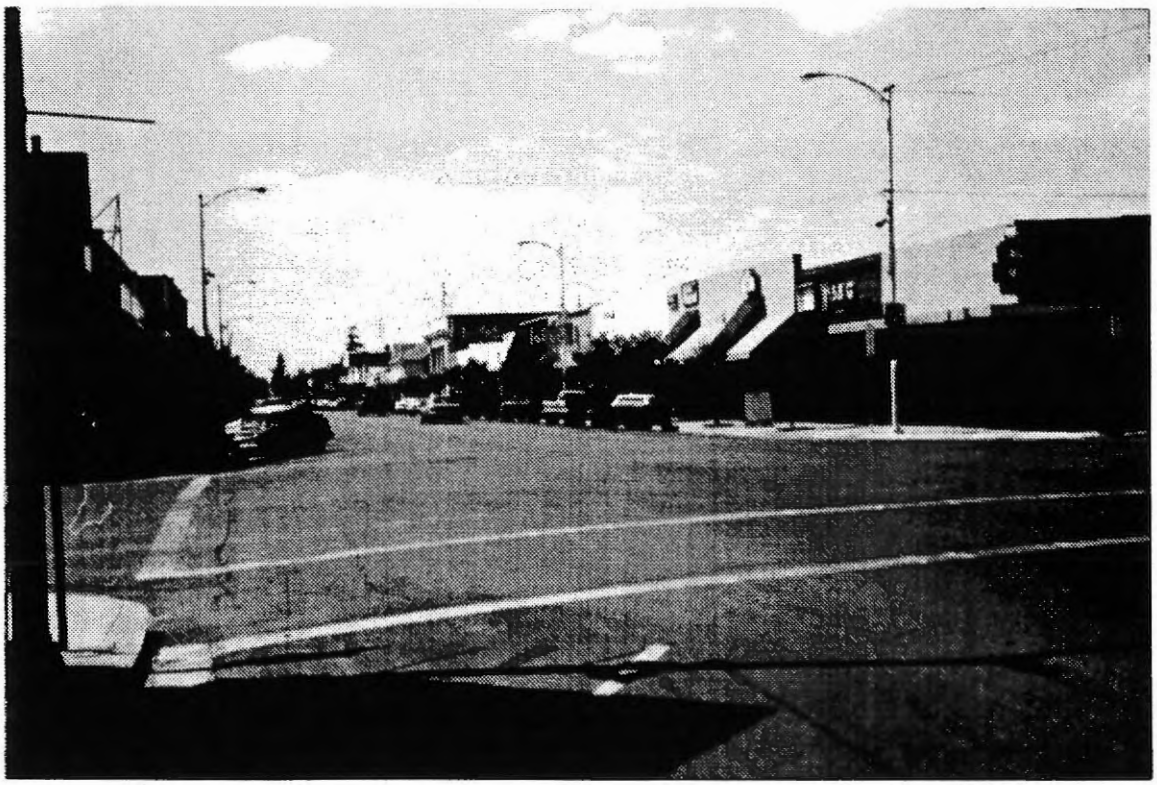


Figure 43

DOWNTOWN ANGLE PARKING
Reedley, California

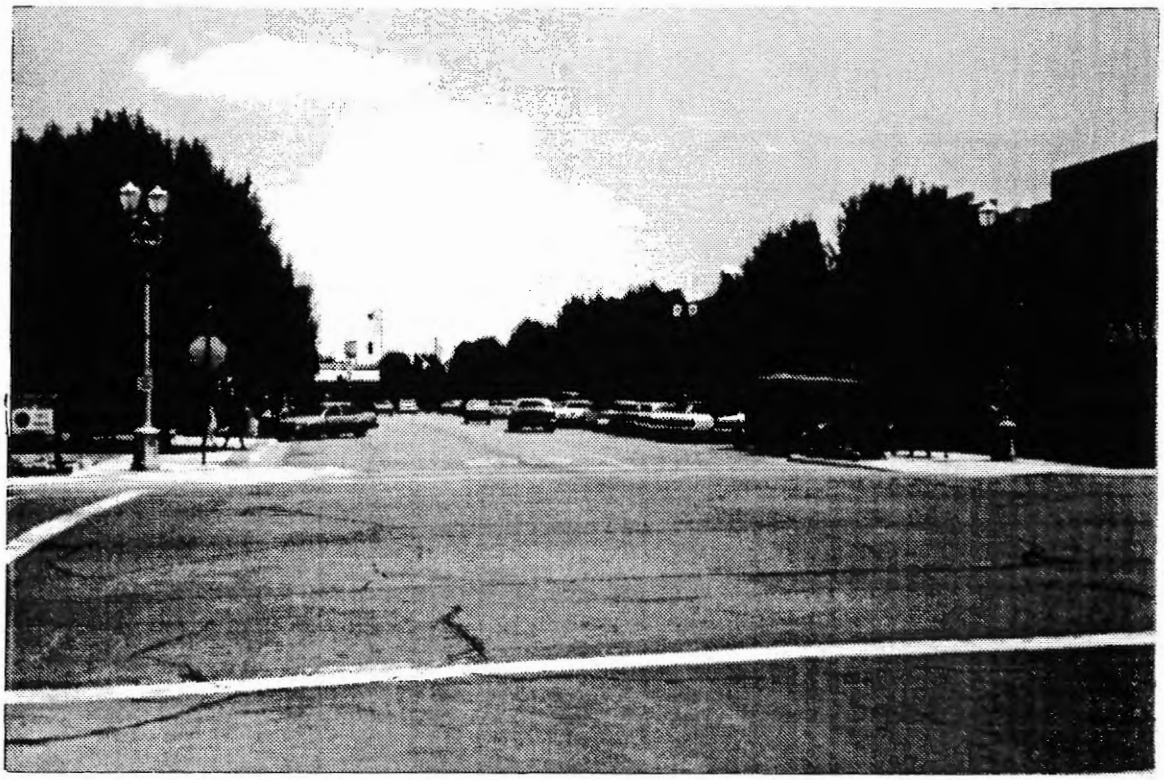


Figure 44

DOWNTOWN ANGLE PARKING
Selma, California

Figure 45

DOWNTOWN ANGLE PARKING
Sonoma, California

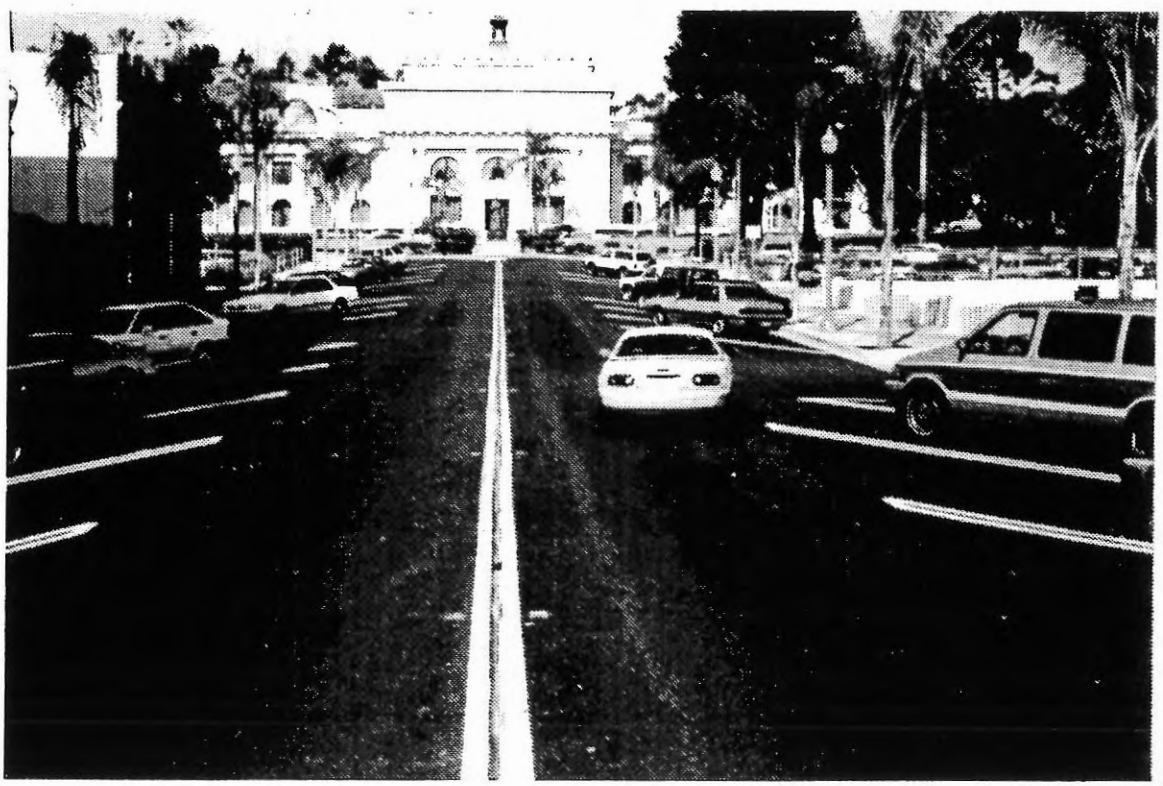


Figure 46

DOWNTOWN ANGLE PARKING
Ventura, California

Street Closure Project

A. Mill Street and 9th Street

An important component of the proposed Railroad Right-of-Way Project (described in Chapter 6) is the closure of Mill Street and 9th Street across the railroad right-of-way between Santa Barbara Street and Railroad Avenue. Removing these street segments will allow the railroad right-of-way to be developed as a continuous linear park between 8th Street and 10th Street. A conceptual plan of the proposed park is shown in Figure 60.

Mill Street and 9th Street in the vicinity of the railroad right-of-way are low-volume north-south streets which connect the downtown area with the residential areas north of the railroad tracks. Mill Street extends from Mill Park on the north to Harvard Boulevard on the south. 9th Street begins at Loma Vista Place on the north, becomes Davis Street south of Santa Barbara Street, and ends at Main Street. Both streets are classified as "Local Streets" in the City's General Plan. Existing average daily and P.M. peak hour traffic volumes for both streets are shown in Table 8.

Table 8.

Street Segment	Traffic Volumes Daily	P.M. Peak Hour
Mill Street		
@ Railroad	1,900	175
S/O Main Street	4,200	380
9th Street		
@ Railroad	700	65
Davis Street	900	80

As shown above, both Mill Street and 9th Street/Davis Street carry very low traffic volumes north of the downtown area. South of Main Street, Mill Street carries substantially higher traffic volumes and is an important link between Harvard Boulevard and Main Street.

In order to study the effects of closing Mill Street and 9th Street at the railroad right-of-way, manual turning movement counts were conducted on Santa Barbara Street and Railroad Avenue at 9th Street/Davis Street, Mill Street and 10th Street. A count summary sheet for each intersection is included in Appendix D. Also, machine traffic counts were conducted on Mill Street and 9th Street at the railroad tracks. Hourly traffic volume summary sheets for each street are included in Appendix D.

The proposed street closures will cause through traffic currently using Mill Street and 9th Street north of the downtown area to use 8th Street or 10th Street to cross the railroad tracks. Since the street system in this area of Santa Paula is a grid, these diversions will generally be able to be made without any significant increase in trip length or travel time by selecting any one of a number of alternate routes to 8th Street or 10th Street. Because so many potential alternate routes exist, it is impossible to determine exactly how traffic flow would change as a result of the proposed street closures. It is possible, however, to do a "worst-case" analysis of traffic flow changes assuming all motorists would use Railroad Avenue and Santa Barbara Street to reach either 8th Street or 10th Street. A comparison of "before" and "after" levels of service (LOS) for

this "worst-case" condition at critical intersections in the vicinity of the proposed street closures are shown below in Table 9.

Table 9.

Intersection	LOS "Before"	LOS "After"
Santa Barbara St./ 10th Street	A	A
8th St./Main St.	A	A
Mill St./Main St.	A	A
10th St./Main St.	A	A

As shown above, the proposed street closures would not cause any significant change in the levels of service at critical intersections in the vicinity of the closures assuming a "worst case" traffic diversion scenario. Also, the operation of other intersections in the area, which are currently operating at very good levels of service, would not be significantly affected by the closures.

Considering the relatively low volumes of traffic on Mill Street and 9th Street, and the numerous alternate routes which are available to motorists, the proposed street closures will not significantly affect traffic flow in the downtown area. An interim or alternative concept has been developed which would treat these two streets more like driveways than streets. This scheme is illustrated in Figure 47.

B. Ventura Street

Included in the Downtown Improvement Project is the proposed closure of Ventura Street between Mill Street and 10th Street. Closing this segment of the street will allow Veterans Memorial Park on the north side of the street to be joined with the City Hall site on the south side of the street. Currently, a bus stop serving VISTA and SCAT buses exists in this block of Ventura Street. The closure may include provisions for bus ingress/ egress and the development of a transit court near the location of the existing bus stop.

Ventura Street is divided into two segments. The easterly segment extends from Harvard Boulevard on the east to 7th Street on the west. The westerly segment extends from 4th Street on the east and Marin Road on the west. The segment of Ventura Street between Harvard Boulevard and 8th Street is classified as a "Collector Street" in the City's General Plan. Other segments of Ventura Street are classified as "Local Streets." Existing average daily and P.M. peak hour traffic volumes for Ventura Street in the vicinity of the proposed closure are shown in Table 10.

Table 10.

Street Segment	Traffic Volumes Daily	Traffic Volumes P.M. Peak Hour
Ventura Street		
E/O 10th St.	1,900	170
Btwn. 10th St. and Mill St.	1,500	135
W/O Mill St.	1,100	100

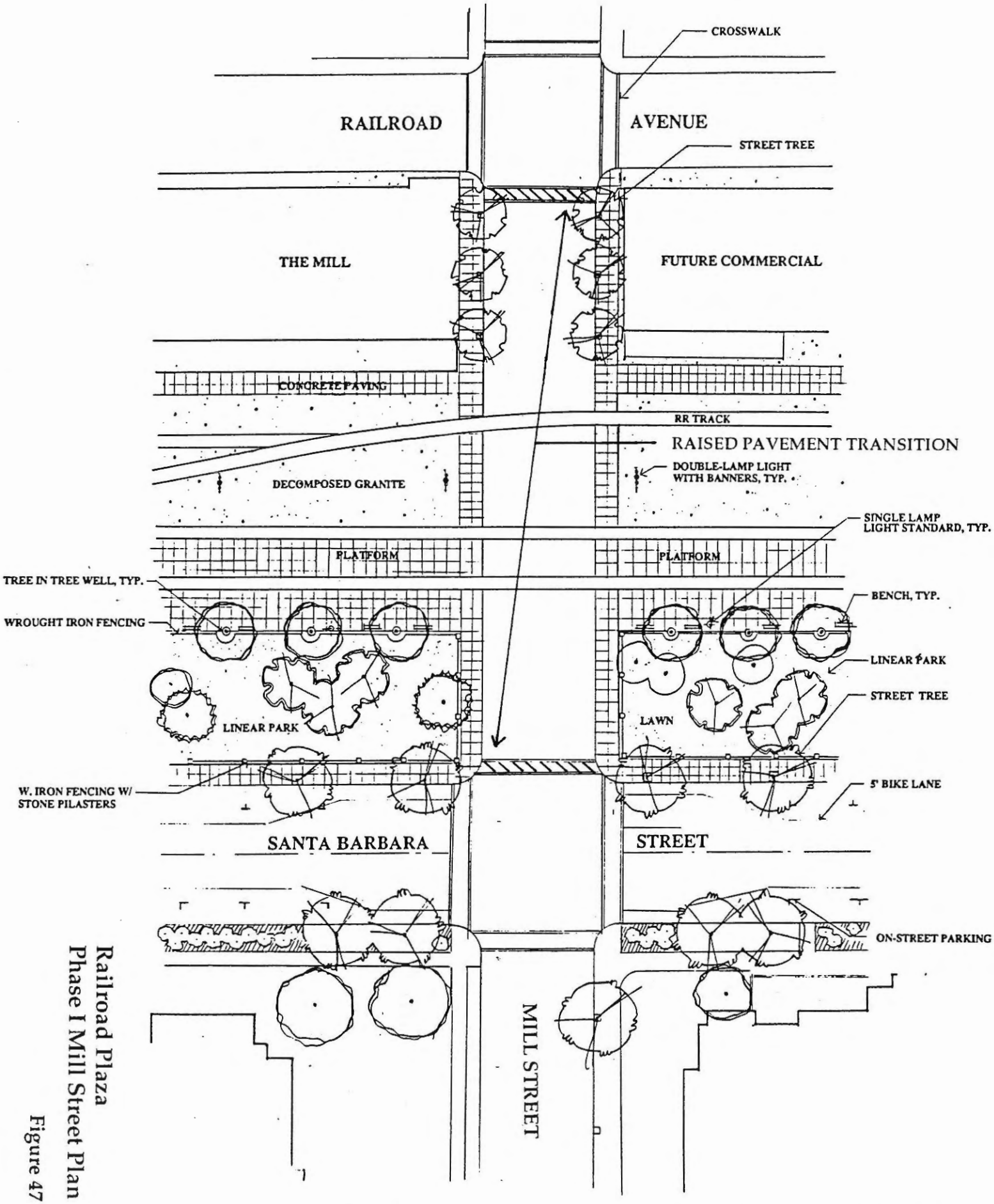
As shown above, Ventura Street carries very low traffic volumes on the one-block segment proposed for closure and on the blocks east and west of 10th Street and Mill Street, respectively.

In order to evaluate the effects of the proposed closure, manual turning movement counts were conducted at the Ventura Street/10th Street and Ventura Street/Mill Street intersections. Also, machine traffic counts were conducted on the segment of Ventura Street between 10th Street and Mill Street. Count

summary sheets for the manual and machine counts are included in Appendix D.

Because of the low traffic volumes carried by Ventura Street and the numerous alternate routes which are available to motorists, the proposed street closure will not significantly affect traffic circulation in the area. The 10th Street/Harvard Boulevard intersection is currently operating at Level of Service B. The proposed closure and resultant diversion of traffic will not significantly change this level of operation. Other intersections in the vicinity of the closure are also operating at very good levels of service and will continue to do so if the closure is implemented.

If angle parking is installed on Main Street, the City should consider delaying the closure of Ventura Street until after any changes in traffic flow on streets in the downtown area resulting from the angle parking project have been evaluated.



Railroad Plaza
Phase I Mill Street Plan

Figure 47

Proposed Parking Lot Improvements

A. Introduction

Adequate, convenient parking is an important element of the proposed Downtown Improvement Project. Currently, there is an insufficient amount of parking available in the downtown area to serve the needs of businesses, customers and employees. Most of the parking areas that do exist are a patchwork of public parking lots, private parking lots, and paved areas which are being used for parking. These areas are inefficiently designed and lack adequate, properly designed ingress/egress points, vehicular circulation and provisions for truck loading/unloading, and trash storage at the rears of stores. Also, these areas are poorly identified, have substandard lighting and do not provide safe, convenient pedestrian connections to the rears of abutting businesses and to Main Street.

The solution to these problems in the near-term is to combine and redesign existing parking areas to increase the availability and convenience of parking in the downtown area and to begin to correct the other parking-related difficulties discussed above. The long-term solution to downtown parking is to provide adequate , well-designed public parking lots in each block along the Main Street corridor and to work toward establishing separate employee parking areas, bus and tram service, and other modes of transportation (biking, walking etc.) and parking strategies which will provide alternatives to parking downtown and help control the overall parking demand in the downtown area.

Four parking areas were studied as part of the Downtown Improvement Project. These parking areas are discussed in detail below.

B. 926 E. Main Street Parking Lot

This parking lot will be located behind the old Santa Paula Plumbing building which is scheduled for conversion to a pedestrian paseo connecting South Alley to Main Street. The limits of the parking lot project will be South Alley on the north, Yale Street on the south, 909 Yale Street on the west, and the rears of the group of buildings fronting on the west side of Mill Street on the east. The parking lot presently consists of a small public parking lot, three private parking lots, a public alley connecting South Alley and Yale Street, and the current Santa Paula Plumbing building.

As shown in Figure 48, the proposed parking lot, which requires the removal of a portion of the current Santa Paula Plumbing building, will combine the existing public and private parking lots into one large parking area. The parking lot is configured with east-west parking bays and aisles, and main driveways on South Alley and Yale Street. The plan includes perimeter and internal landscaped areas. Parking lot lighting will also be provided.

Pedestrian facilities within the parking lot include a small refuge island and sidewalk located south of South Alley aligning with the end of the proposed paseo to Main Street, and a 6 to 7-foot wide sidewalk along the north side of the alley to provide pedestrian circulation in an east-west

direction and to the rears of existing businesses.

The proposed parking lot will provide a total of 80 parking spaces.

C. Green Street Parking Lot

The Green Street Parking lot will be located on both sides of Green Street, south of South Alley, north of Yale Street, and east of 8th Street. The parking lot site currently consists of a public parking lot and a private parking lot.

As shown in Figure 48, the proposed parking lot will combine the two existing parking lots and create one parking lot with improved efficiency and internal circulation. Access to the parking lot will be from Yale Street and 8th Street. Pedestrian facilities within the parking lot will consist of a sidewalk connecting the proposed Green Street Paseo on the north and Yale Street on the south, and a sidewalk along the north side of South Alley connecting 8th Street, the Green Street Paseo, and businesses east and west of the parking lot. The parking lot design will include perimeter and internal landscaped areas, and improved lighting.

The Green Street Parking Lot will provide a total of 114 parking spaces.

D. Library Parking Lot

This parking lot design involves expanding the parking lot at the public library to the south towards Main Street and improving the efficiency of the existing parking lot east of the library lot adjacent to Davis Street. The area into which the library lot will expand currently consists of two private parking lots and a portion of a private parcel containing two structures.

As shown in Figure 49, the proposed parking lot will remove the two structures on the private parcel and combine the area with the library parking lot and the two smaller private lots. Driveways to the expanded parking lot will be provided on 8th Street, Main Street and Davis Street. The expanded lot will include perimeter and internal landscaped areas and parking lot lighting. In anticipation of a future paseo "infill" project, an entry gateway will be constructed at Main Street, and a pedestrian walkway will connect the Library to Main Street.

This parking lot will provide a total of 136 parking spaces.

E. Glen Tavern Inn Parking Lot

This parking lot will be located west of the Glen Tavern Inn and 114 Mill Street, east of the Presbyterian Church, north of North Alley, and south of a group of buildings fronting on Santa Barbara Street. The parking lot presently consists of a public parking lot and two smaller undeveloped private parking lots.

As shown in Figure 49, the proposed parking lot will combine the existing public and private parking lots into one large parking area. The lot is configured with north-south parking bays and aisles, and main driveways on Mill Street and Davis Street (via North Alley). The plan includes perimeter and internal landscaped areas, improved lighting, and a pedestrian sidewalk along the rears of the buildings south of North Alley.

The proposed parking lot will provide a total of 164 parking spaces.

In the future, the City should consider acquiring two or three of the properties fronting on Santa Barbara

Street which abut the north side of the proposed parking lot. Extending the parking lot to Santa Barbara Street would improve access to the lot from Santa Barbara Street, provide needed parking for the Railroad Plaza Project, and form a parking connection between Main Street businesses and Railroad Plaza.

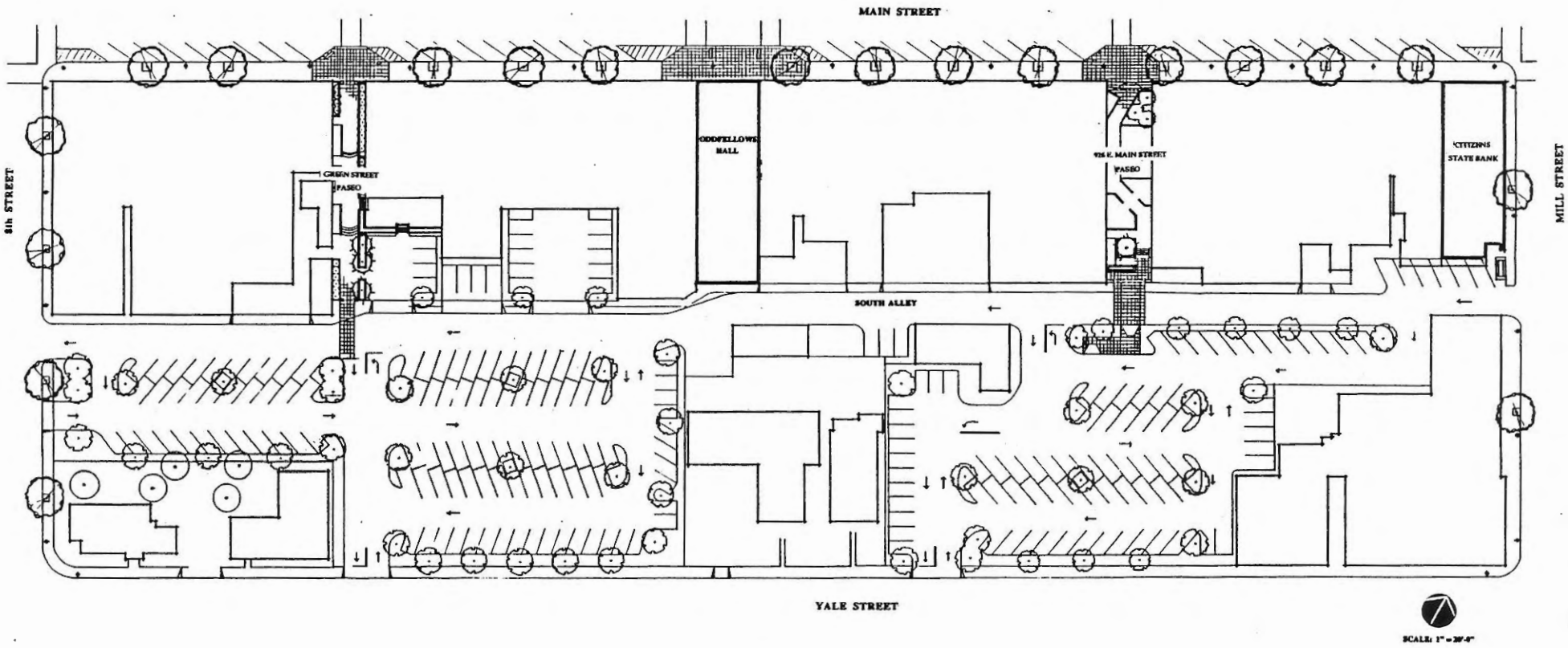
F. Parking Design Standards

The City's dimensional standards for parking lots appear to be older standards which provide parking bay widths and aisle widths which exceed the widths necessary for today's vehicles, especially in the important 60 to 70 degree angle range. Newer standards, one version of which was used to design the parking lots included in this report, provide updated dimensional requirements and a wider range of parking angles and stall widths which result in more efficient parking lot designs. Handicap parking in accordance with current ADA standards will be provided.

The City may want to consider parking time limits, such as two-hour parking for customers close to stores, and unlimited parking for employees in more outlying areas of the lots.

G. Future Study

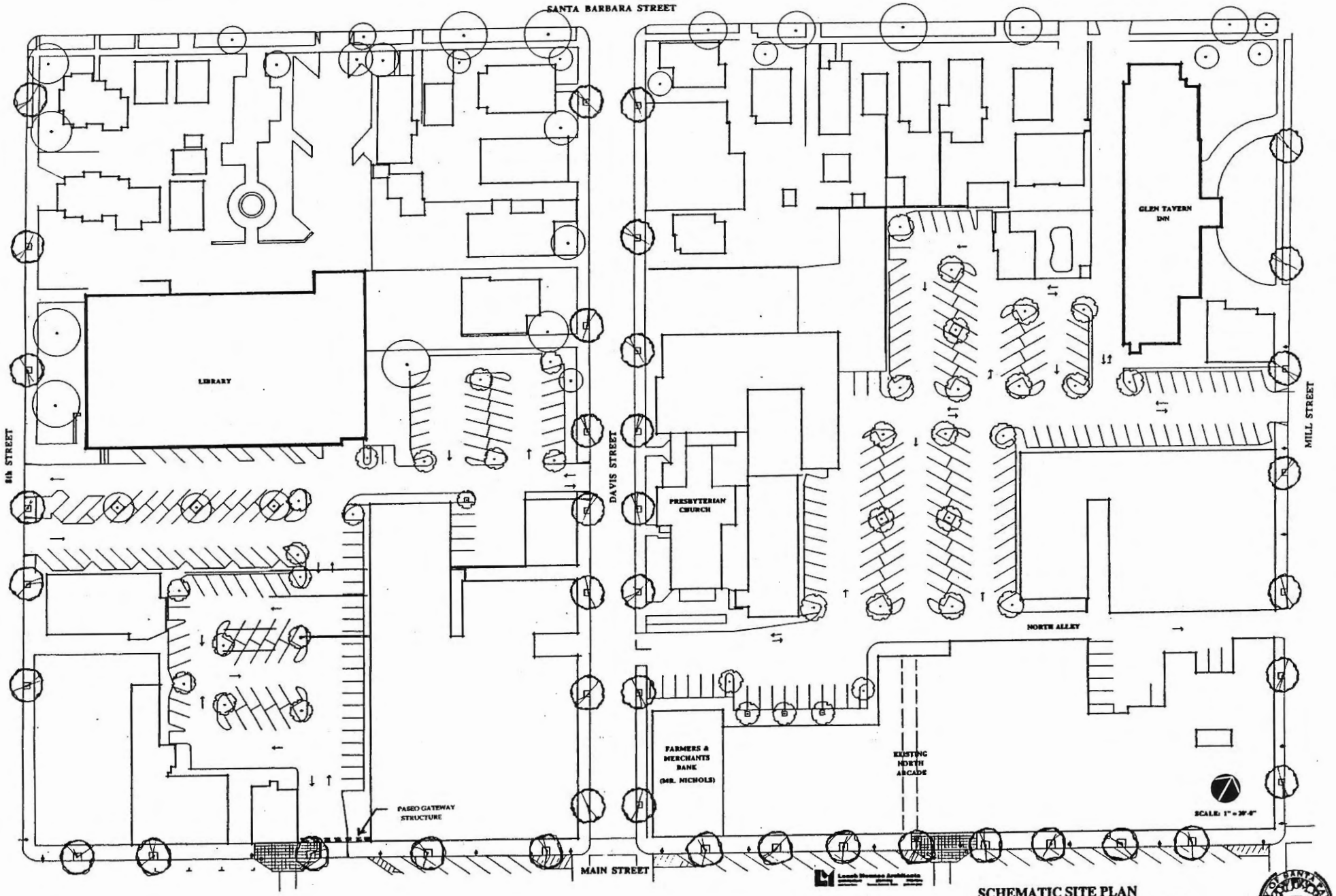
Further consideration of parking lot improvements east of 10th Street will be provided in a subsequent study.



SCHEMATIC SITE PLAN
SOUTH ALLEY PARKING LOTS

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
SANTA PAULA, CALIFORNIA

Figure 48



SCHEMATIC SITE PLAN
NORTH ALLEY PARKING LOTS

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
SANTA PAULA, CALIFORNIA

Figure 49

Transit Facilities

A. Existing Transit Facilities

The transit operator currently serving the City of Santa Paula includes the new VISTA commuter express bus service and the VISTA dial-a-ride service. The main transit facility (bus stop) serving the downtown area is presently located on Ventura Street across from City Hall and adjacent to Veterans Memorial Park.

B. Future Transit Facilities

According to the Vision 2020 General Plan Update, about two-thirds of Santa Paula residents commute to work outside of the City. The most frequent destination is the City of Ventura, followed by unincorporated areas in Ventura County. Until a significant increase in local employment opportunities is realized, a significant amount of commuting can be expected. In addition to this jobs-housing imbalance, another potential traffic and air quality concern is the future increase of Highway 126 traffic due to the four lane widening east to Interstate 5 and the future increase in tourist traffic into the Santa Clara River Valley.

With the purchase of the 32-mile long Santa Paula Branch of the Southern Pacific railroad right-of-way, the opportunity exists to develop a **multi-modal transit center** that would serve the entire Santa Clara River Valley. With the development of the "Heritage Trail" tourism concept along this 32-mile corridor, one must recognize the importance of protecting the natural resources that make this rural valley a potential tourist destination. In simple terms, good air quality in the future will be good for the local economy. By encouraging the use of alternative ways of traveling such as bus service, carpooling, bicycling, walking, or the use of a future Metrolink service, the physical environment in Ventura County will continue to be a valuable resource.

Another opportunity for transit improvement in the Downtown area is the utilization of an **electric or gas shuttle trolley service**. With regular scheduled service that would "loop" around Historic Downtown Santa Paula, the trolley would be a convenient way for out-of-town visitors to get an overview of significant historical buildings and points of interest such as the airport.

Initial transit service for Downtown Santa Paula will focus on **bus service** along Main Street and Santa Barbara Street, adjacent to the proposed railroad linear park. Bus stops and/or bus turnouts will be provided at appropriate locations along this east-west transit corridor.

A future multi-modal transit facility will be located along the north side of the railroad right-of-way between 10th Street and 12th Street. A **Metro-Link commuter rail line** will be served by a train station platform and a convenient commuter parking lot. With a circulation system that will allow thru access from 10th to 12th Streets, the transit facility will serve as the destination and transfer point for all VISTA buses in the area.

Alternative options of travel for the Santa Clara River Valley will include the use of a **Regional Trails & Pathways Master Plan** that was

recently adopted by the Ventura County Board of Supervisors. Although an actual bike path alignment has not yet been approved for the Valley, preliminary planning by the County recommended a bike path to follow the railroad along its 32 mile length. The Downtown Improvement Plan provides for future implementation of the regional bike path system by accommodating a pedestrian and bicycle trail along the Railroad Linear Park.

Storm Drainage Improvements and Plan

Santa Paula is situated in the Santa Clara River watershed. The City is located on the northerly bank of the Santa Clara River and generally slopes up away from the river to the north. The general drainage pattern for Santa Paula consists of runoff accumulating in the hills to the north above the town, and draining in a southerly direction towards the river. The approach that has been developed to convey drainage through town is to intercept as much drainage as the subsurface drainage system can accommodate, and direct the remaining water overland through town via the street system. Based on observations by the City's Public Works Department, the subsurface drainage system has capacity under normal conditions but reaches capacity and only accepts a portion of the water under extreme events. The recent extreme rain events of 1995 were observed to be conveyed through town via a combination of surface and subsurface drainage ways with some minor flooding at specific locations. During the high flow rain events it was observed that the U.S. 126 highway, which bounds the southerly side of the City, tends to be a restriction in the overall drainage conveyance system.

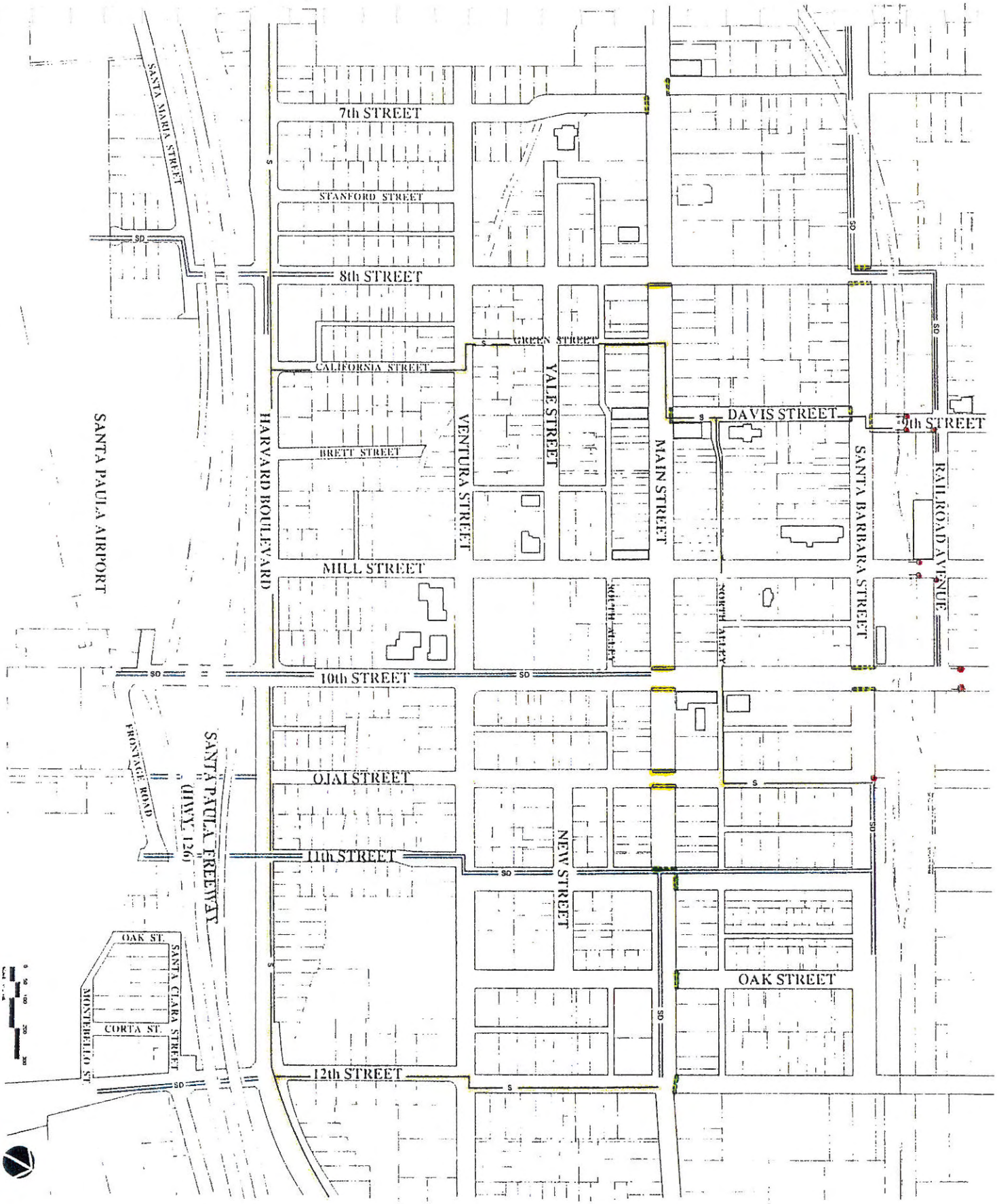
The drainage in the project planning area is typically intercepted by the primary east-west portion of the subsurface drainage system which is located in Railroad Avenue. The goal of this portion the subsurface drainage system is to intercept water cascading down from the upper (northerly) reaches of town. This portion of the subsurface drainage system was constructed to alleviate the damming effect of the railroad and reduce the volume of surface drainage reaching Main Street to the south. Based on observations of the Public Works Department, this portion of the subsurface drainage system has an adequate amount of capacity and is intended to be used for drainage collected on the railroad site between 10th and 8th Streets. Field observations have concluded that the Railroad Avenue portion of the City's subsurface drainage system overloads at about the same capacity as the Caltrans subsurface drainage conveyance system for U.S. 126 along Harvard Street to the south. The Public Works **Department** has stated an interest in eliminating or modifying storm drains crossings under the tracks at 10th, Mill and Davis Streets with the proposed improvements around the Railroad Station property.

To date, interception of surface water on 10th Street has been marginal. This has been attributed to the steep incline on 10th Street and sole reliance on subsurface drains. The Public Works Department is currently working on plans to improve the interception of water coming down 10th Street. The primary concern with the volume of surface drainage coming down 10th Street is the impact to the 10th St./Main St. intersection. The Union Oil Building is currently subject to inundation during relatively low intensity drainage events. This is apparently due to the high street crown (the crown is above the top of curb on the north side of the street) and a lack of surface flow capacity. The Public Works Department is evaluating alternatives for the installation of a cross gutter to take

drainage across Main Street to mitigate the problem.

The general philosophy for handling drainage on Main Street is to allow the surface water traveling north to south on 10th, Mill and 8th Streets to continue across the street via cross gutters to reduce the volume traveling longitudinally on Main Street. One reason for this approach is the anticipated reduction in the Main Street longitudinal surface drainage capacity due to the proposed reduction in curb height to accommodate proposed angle parking. Some of the streets currently have cross gutter depressions in the street asphalt concrete surface. The long term objective is to place concrete cross gutters at each of these intersections to effect the goal of reducing the interception of surface water flowing south by Main Street. Another part of the drainage philosophy is to prevent water from entering Davis Street from Santa Barbara Street. This would reduce flows on Main Street at Davis Street since Davis does not continue south of Main Street. Also planned for the City's drainage system is a 1.5 acre retention basin located on the west side of 12th Street, south of Santa Paula. The retention basin is proposed to have an 18" pipeline connecting to the existing subsurface drainage system located at the 12th St. /Main St. intersection. No subsurface drainage system is currently located in Main Street (running east-west) and none is proposed at this time.

Specific drainage improvements needed in the downtown area are shown on Figure 50, and include cross gutters at various locations, flow restriction on Davis at Santa Barbara Street, additional inlets on Railroad Avenue at 9th, Mill and 12th Streets, and modification of drains on the railroad right-of-way.



S — SEWER

SD — STORM DRAIN

NEW INLET & LATERAL

NEW CONC. X-GUTTER

REPLACE AC SWALE W/ NEW CONC. X-GUTTER

Leach Mounce Architects

DRAINAGE & WASTEWATER INFRASTRUCTURE

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
SANTA PAULA, CALIFORNIA

Figure 50

Public Parking Lot Signage

A. Downtown/Main Street

Directional signs guiding motorists to Main Street should be installed on all major routes leading to the downtown area. These signs should consist of eastbound and westbound overhead signs on Route 126 at the 10th Street (Route 150) interchange supplemented by standard Caltrans guide signs on the freeway off-ramps and 10th Street. Overhead signs would have "Downtown Santa Paula" added to the "10th Street/150" message on the existing sign, if space permits. If space is not available, a new sign would need to be fabricated and installed. Guide signs on the off-ramps and 10th Street would read "Downtown" or "Historic Downtown." All signs installed on State highways would have to conform to Caltrans standards.

"Downtown" directional signs should also be installed on Palm Avenue between Route 126 and Main Street, and on Main Street between East Telegraph Road and 12th Street.

B. Other Points of Interest

Directional signs guiding motorists to other points of interest in Santa Paula could also be installed on 10th Street and other streets in the downtown area. These points of interest include Railroad Plaza, the Santa Paula Union Oil Museum, and the Airport.

C. Parking Lots

It is important that downtown parking lots have well-conceived signs and graphics, especially in areas where signs are the primary means of providing direction and information to drivers. The first signs a driver should encounter are a series of street signs guiding the driver to the parking facility. It is desirable that these signs have a uniform design so that the driver becomes familiar with and recognizes the message. Often the standard international parking symbol, "P", is incorporated into the sign design.

The next sign the driver should encounter is the sign at the entrance to the parking lot. This sign is important to identify the parking lot and the entrance location, especially if the entrance is difficult to see among retail stores or other driveways. Other signs may be placed at the entrance, where applicable, to inform the driver of the type of parking facility, parking hours, fees, etc.

Once past the parking lot entrance, the driver should be guided through the lot with appropriate signs and pavement markings. Regulatory signs ("STOP", "20-MINUTE PARKING", "LOADING ZONE", etc.) should be installed as needed in the parking lot. All regulatory signs should conform to State of California requirements for regulatory signs. Also, directional signs ("PASEO TO MAIN STREET --->", "MUSEUM --->", "GREEN STREET --->", etc.) should be installed to help to guide the parker once he has left his car.

Conceptual designs for parking lot signage are shown in Figure 51.

Parking Signage

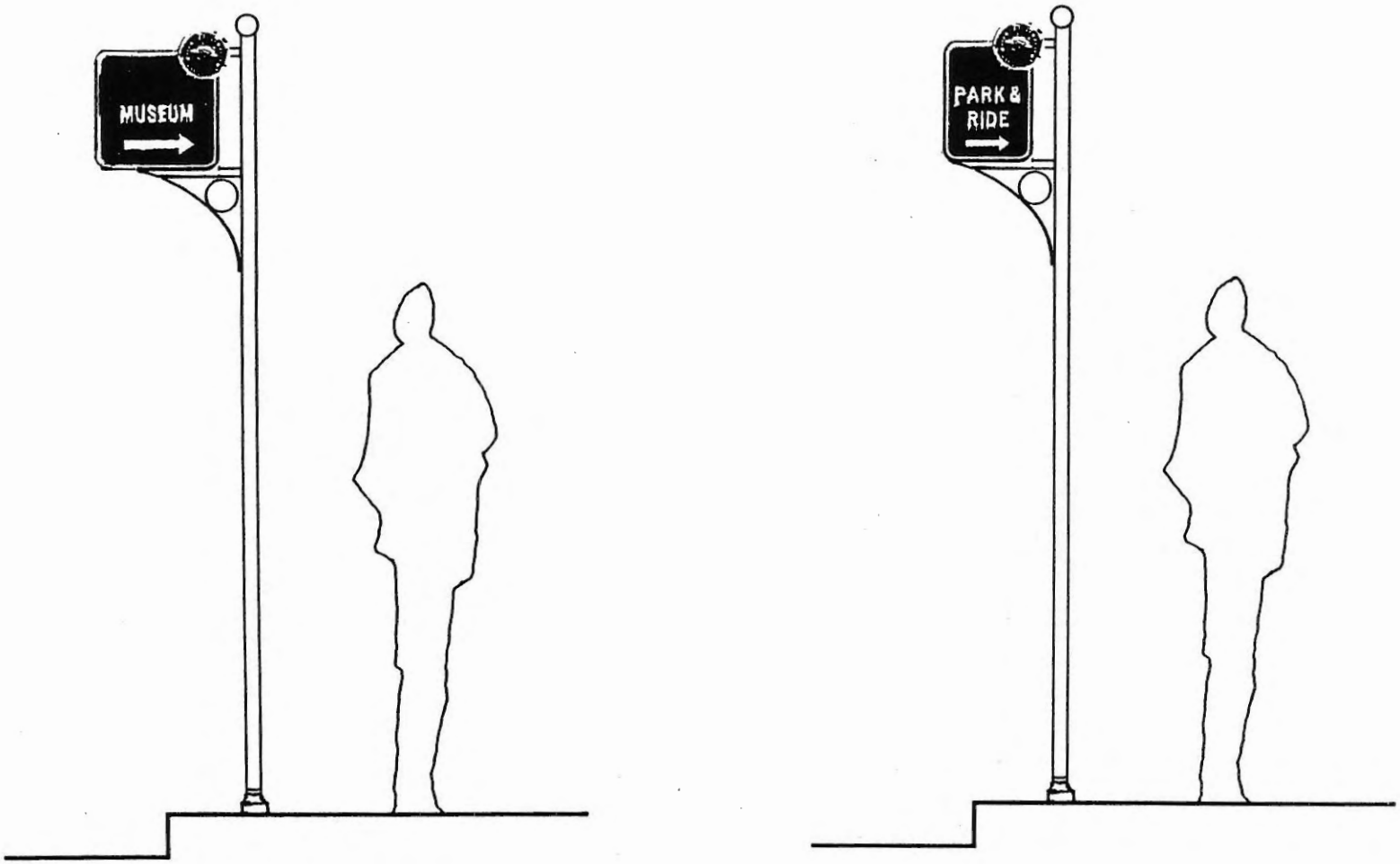


Figure 51

Downtown "Entrance Signage"

The early development of a conceptual layout for the Downtown Improvement Plan required a determination of where the boundaries and entry points were located into the downtown area. To clearly define the downtown and give it a "sense of place," physical and psychological entry points should be clearly identifiable for both the motorist and the pedestrian.

Entrance signage is required along the 10th Street north and south entry corridor. The primary access to Downtown Santa Paula from Highway 126 is along this Caltrans right-of-way that is used by both local Santa Paula traffic and motorists heading to Ojai. An opportunity exists for a primary "entry gateway" sign to be located east of Veterans Memorial Park that will provide excellent visibility and orientation for the motorist turning off the freeway (Fig. 52). The distinctive design of this entry gateway will serve as a landmark element that should help "pull" passing motorists off the freeway and entice them to drive further north towards Main Street and the Railroad Depot.

To further define the boundaries of downtown, identification signage can be provided as entry monuments at the intersection of Harvard Blvd. and 10th Street adjacent to the exit ramps from Hwy. 126 (Fig. 53); they will serve as entrance statements at the Main Street/7th Street and Main Street/12th Street intersections (see Fig. 25); and entry monuments will be located at the corner of 10th Street and Railroad Avenue adjacent to the railroad right-of-way (Figs. 54, 63).

Identification signage can also be used at entry points defining an historical district.

Freestanding identification signage can help orient out-of-town visitors and give them a sense that this is a place worth stopping to see.

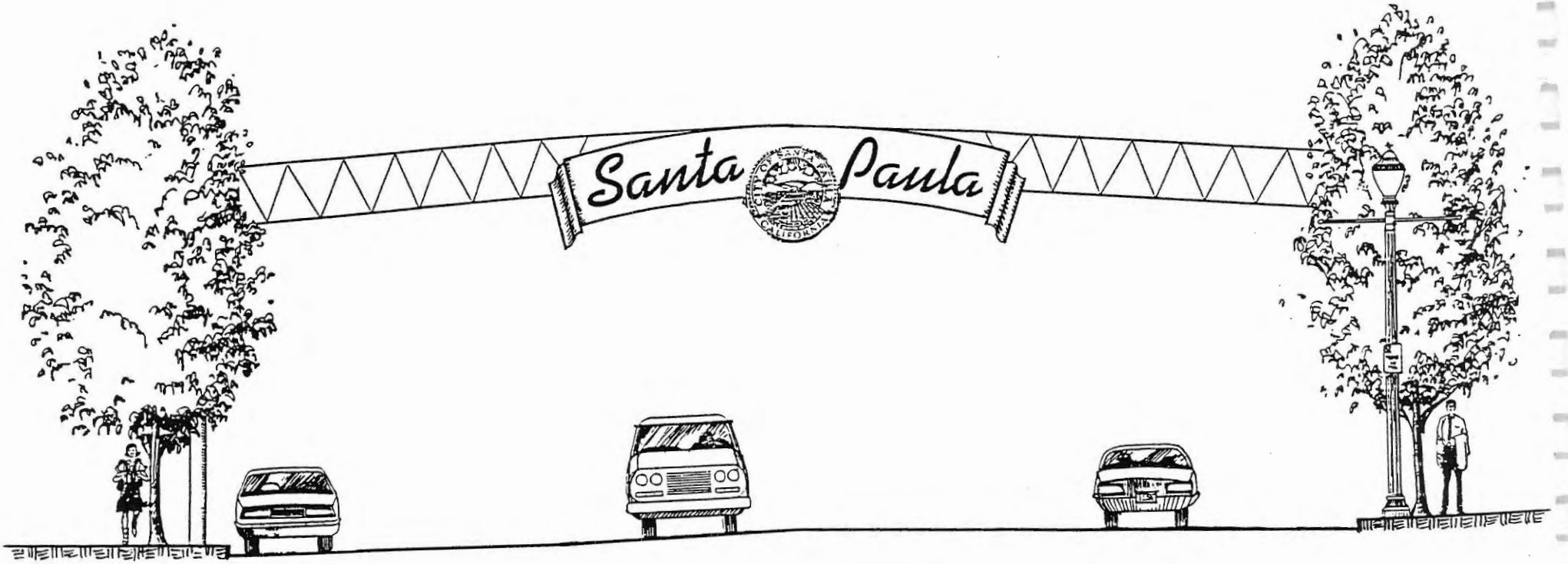
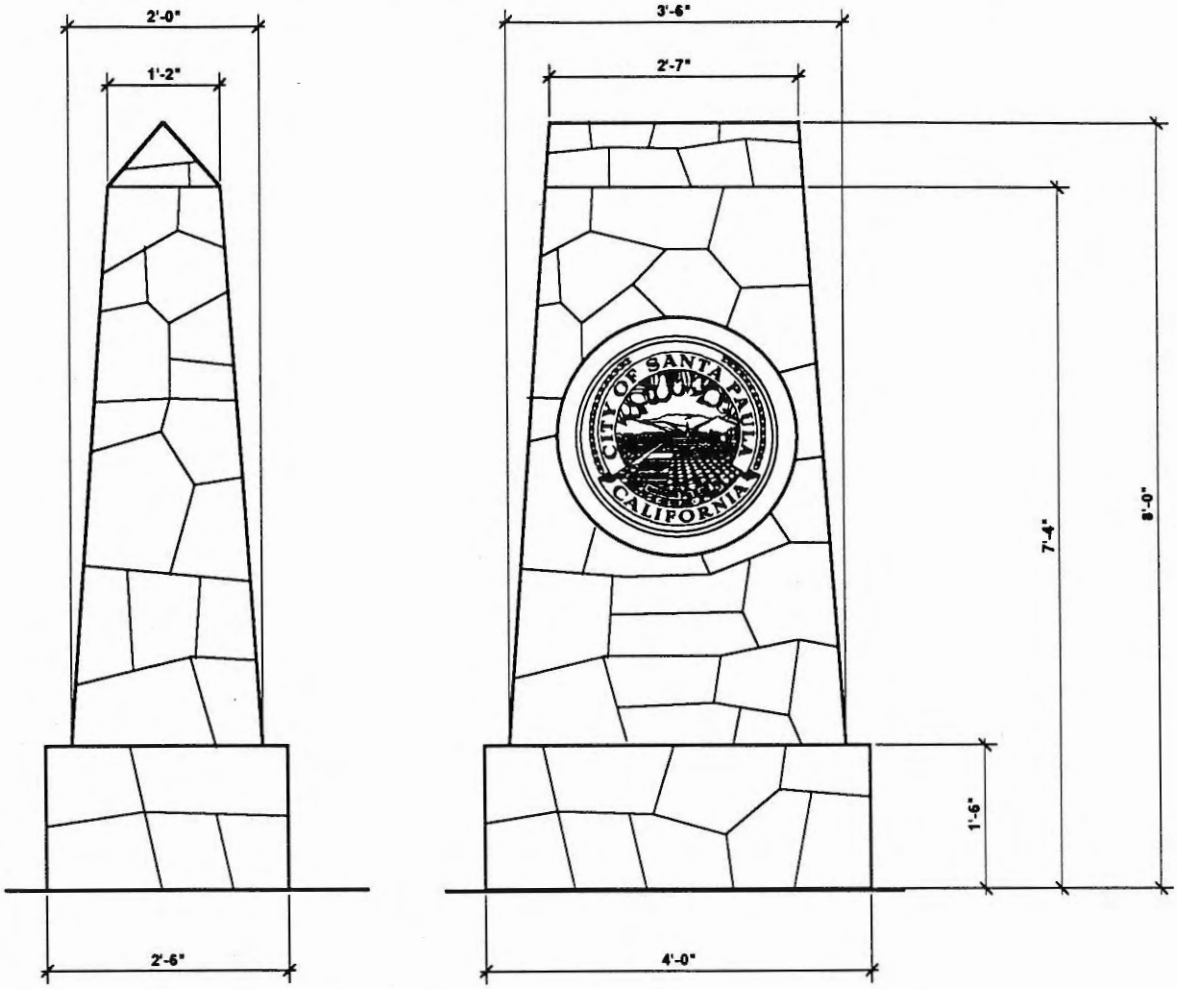
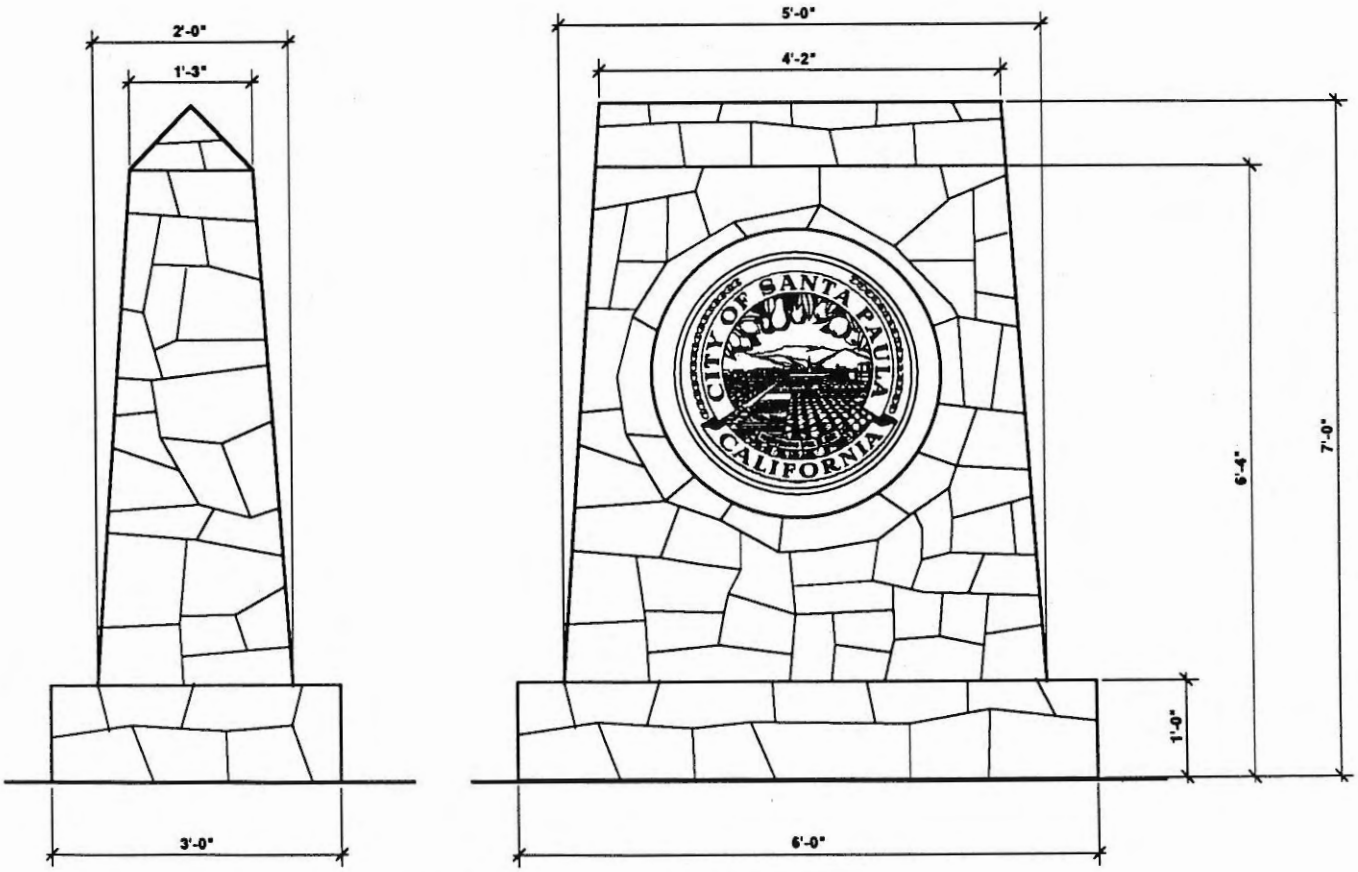


Figure 52

Entry Gateway Sign



ENTRY MONUMENT



MONUMENT AT RAILROAD PLAZA

Entry Monument Signs

Figure 53

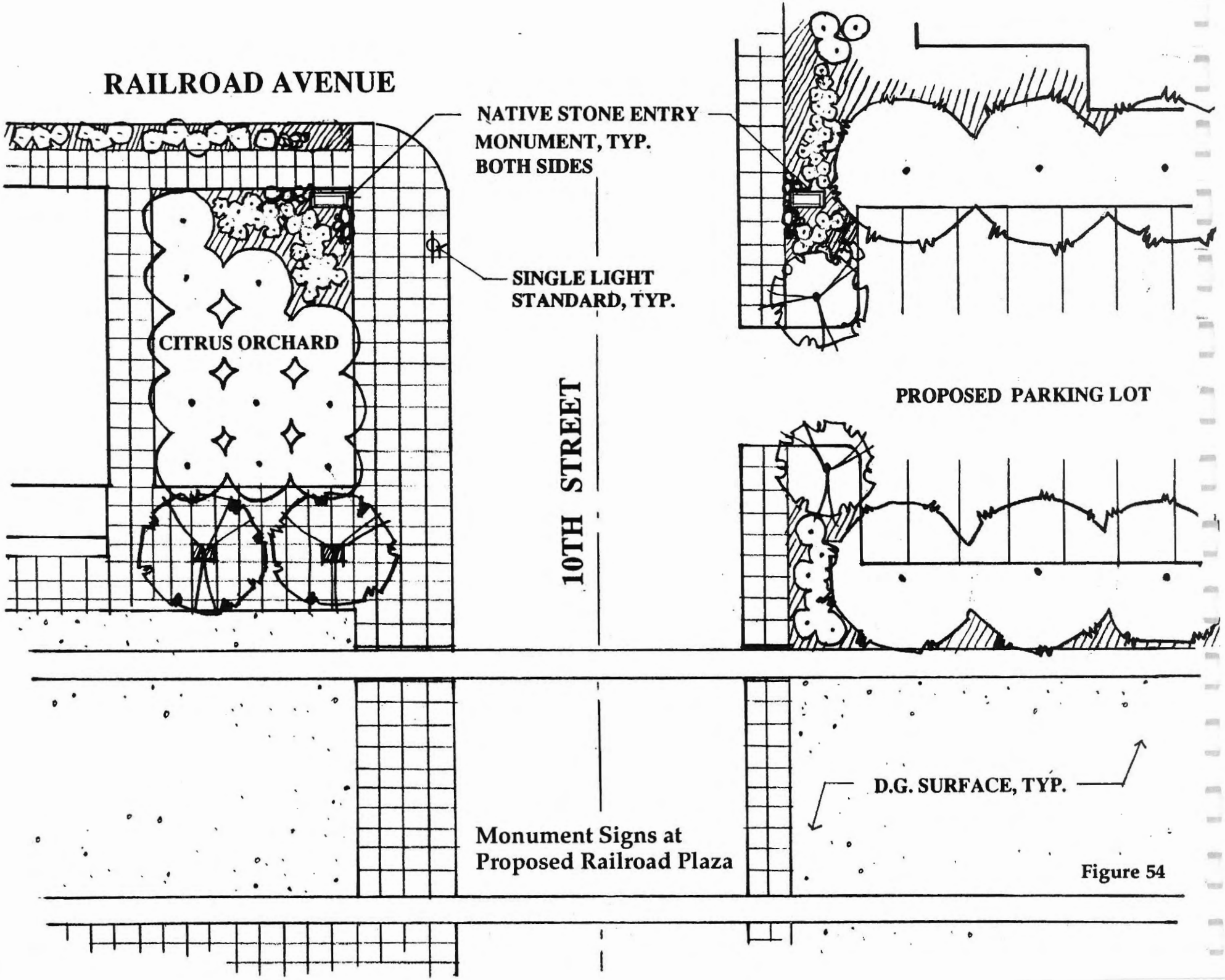
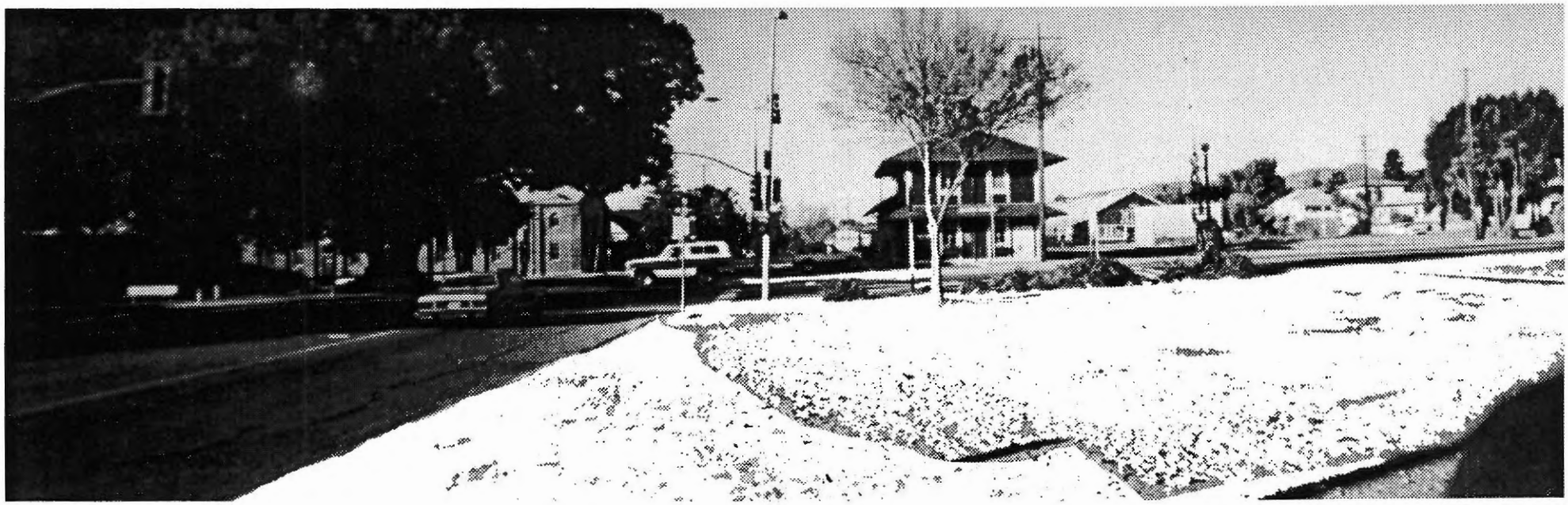

RAILROAD AVENUE
NATIVE STONE ENTRY MONUMENT, TYP. BOTH SIDES
SINGLE LIGHT STANDARD, TYP.
CITRUS ORCHARD
10TH STREET
PROPOSED PARKING LOT
D.G. SURFACE, TYP.
Monument Signs at Proposed Railroad Plaza

Figure 54

6. RAILROAD RIGHT-OF-WAY PROJECT



View West On Santa Barbara Street Towards Depot

Railroad Right-of-Way Vision Statement

The vision of Railroad Plaza encompasses a variety of images and activities for both local residents and visitors alike. Visitors to the City might arrive by car or perhaps more likely by historic train which has Santa Paula as one of its stops as it travels through the Santa Clara River Valley between Ventura and the area east of Piru. The restored railroad depot, which houses a visitor center, is the center for all activities at Railroad Plaza. With enriched brick paving around the depot at the corner of 10th and Santa Barbara Streets, this area is also complemented with historically-styled light standards and traffic signals, and wrought iron benches around a circular planter at the west end of the depot adjacent to the proposed linear park.

Fig. 55 Existing Railroad Right of Way and Depot

History of Santa Paula Branch Line and Santa Paula Railroad Depot

A. A Brief History of the Santa Paula Branch[1]

From the 1850's until the 1920's and 30's, railroads were America's lifeline. Whether located on a main trunk line or a secondary branch, communities depended on railroads for their connection to the outside world. Towns bypassed by railroads often withered and died as their residents moved a few miles to be closer to these vital transportation links. It was not unusual for citizens in promising areas to band together to build short line railroads to connect to the nearest main track, or to lobby the major railroads into building a branch to their communities. It was just such an effort in the mid-1880's, begun by Thomas R. Bard, which led to construction of the railroad from Saugus through Santa Paula and Ventura to Santa Barbara. (In 1890, Bard became the first president of the Union Oil Company, first headquartered in what is now the Santa Paula Union Oil Museum.) Eventually, Bard and other major landowners in the Santa Paula - Port Hueneme area convinced the Southern Pacific RR that sufficient traffic would be generated to warrant constructing a branch. While the right-of-way was being secured, Chinese grading crews and Irish track gangs began arriving in Saugus around mid-April, 1886. After several interruptions, work on the line was begun in earnest by the end of the summer.

As construction proceeded westward, new towns sprang up at Piru, Fillmore and Sespe. Although promoted by the 'Big Four' owners of the Southern Pacific, Sespe never developed as expected. The depot was open only a few years, and the Post Office closed in 1932; by that time most of the residents had long since moved to nearby Fillmore or west to Santa Paula. Piru and Fillmore survived, however, and grew in importance as the citrus industry made possible by rail transportation thrived in the Valley. Santa Paula, already a major agricultural center, received a big boost from the arrival of the rails early in 1887. Train service got off to a shaky start however, as unusually heavy rains disrupted traffic several times during the next few weeks. The Santa Paula depot, shipped in sections from Sacramento, was ready for occupancy by its first agent, Fred Corey, at the end of March. Water towers for the thirsty locomotives were located in Piru, Fillmore and Santa Paula; the latter also boasted a small turntable and basic engine service facilities.

The first locomotive arrived in Ventura by the end of April, 1887. Construction continued northward, with service established to Carpenteria on July 1st and the first train to Santa Barbara arriving on August 19th. The tracks were extended north to Ellwood, a ranching and oil center just south of Gaviota, by December. For the next fourteen years, Ellwood was the end of the line as difficult terrain and the depression of the 1890's put a halt to further construction for a time. Rails had been extended south from San Francisco through Salinas to Templeton and Santa Margarita by 1889, but it was not until early May of 1894 that trains reached San Luis

[1]Russell B. Sperry, Secretary, The Santa Clara River Valley Railroad Historical Society, Inc., based in part on the writings of David F. Myrick.

Obispo from the north. This line was extended to Surf, where a branch heads off to Lompoc, in 1896. Another four years were needed to complete construction along the rugged seaside cliffs south of Surf; connection of SP's Coast Line from Los Angeles through to San Francisco was finally celebrated near Gaviota, with the driving of the last spike on the final day of December in the year 1900.

Traffic on the line through the Santa Clara River Valley increased greatly in 1901, as it was now part of a main north-south link between two of California's largest cities. Local traffic continued to grow as well, since the trains made it profitable to ship the region's agricultural products to markets in the east. Meanwhile, T.R. Bard had continued in his efforts to persuade the Southern Pacific to build a line to serve his extensive holdings to the south of the original route. Completion of the 7,369 foot Santa Susana tunnel in 1904 allowed a more direct route from Santa Barbara to Los Angeles to be established. The new line split off at Montalvo in southeast Ventura, and headed south to Oxnard (where the Ventura County Railway branches off to Port Hueneme). It then turned east through Camarillo and Moorpark, then through Santa Susana and its tunnels to the San Fernando Valley, and connected to the original line at Burbank Junction. The old route via Fillmore and Santa Paula was soon relegated to branch line status, with most through traffic now diverted to Oxnard and Santa Susana. Two passenger trains from L.A. to Santa Barbara via Fillmore and Santa Paula remained on the schedule until mid-1934, however, and the branch continued to originate hundreds of carloads of citrus each year, well into the 1950's.

By the 1960's, much of the citrus grown in the Santa Clara River Valley was being shipped by trucks on the tax-supported Interstate highway system. As the costs of doing business increased, the railroad's service to smaller shippers declined, and the frequency of trains on the branch dropped even further. In 1979, heavy rains washed out sections of the line east of Piru and west of Saugus. Permission was granted in 1984 for abandonment of the railway line east of Piru; the right-of-way between Rancho Camulos and Saugus was purchased by the Newhall Land & Farming Company. Most of the rails were torn out, except for a short stretch near Castaic leased to Short Line Enterprises for their use in running trains for movie work. With traffic declining on the remainder of the branch, it seemed just a matter of time until the entire line would be gone.

In 1991, Newhall Land & Farming terminated their leases with Short Line and other movie set providers near Castaic. In the course of looking for a new home, Short Line had approached the cities of Fillmore and Santa Paula. Fillmore was looking for a way to boost its economy, and assisted Short Line in moving there and setting up for movie, tourist and dinner train operations. Meanwhile, the Ventura County Transportation Commission had been considering the future mass-transit needs of the County, and recognized the potential value of a rail corridor through the Valley. With the help of a letter-writing campaign by the Santa Clara River Valley RR Historical Society, VCTC's application for a share of Federal ISTEA transportation funding was approved, and efforts are now well under way for the purchase of the branch. Long-term plans call for the eventual rebuilding of the railroad through to Santa Clarita for use by MetroLink. Meanwhile, the income generated by Short Line's movie operations and tourist trains is already having a very positive effect on the local economy. Both Fillmore and Santa Paula are planning to renovate their downtowns and

railroad yards to maximize their appeal to visitors. Fillmore has approved development of a railroad interpretive center focused on a turntable and roundhouse, while in Santa Paula the historic depot is expected to house a small museum (featuring several artifacts from the 1994 RR Heritage exhibit at the Santa Paula Union Oil Museum) and to become the centerpiece of a railroad-oriented park and shopping complex.

B. Santa Paula Railroad Depot -- Historical Perspective

The Ventura County Cultural Heritage Board sponsored an in-depth survey of Ventura County Cultural Resources about 15 years ago. It has identified prominent landmarks and historical buildings within the county. Santa Paula Railroad Depot is an important landmark located in the center of the City of Santa Paula. The depot was completed in the early part of 1887. The redwood building was pre-fabricated in Sacramento, and transported by rail to Santa Paula. Its style is typical of other stations of the same vintage, as they were all designed by Southern Pacific to maintain uniformity throughout their railroad network. As was customary, the train station master and his family lived in the upstairs apartment.

Historically the building is significant because it is one of the few depots in Ventura County that remains unaltered and on its original site. The Depot forms part of a historical district that includes the Main Street commercial area, the Glen Tavern, The Mill, the California Walnut Growers Warehouse, and the First Christian Church. All of these structures are within a six block radius and are important visual reminders of Santa Paula's growth, development and cultural heritage. Santa Paula's Train Station (Depot) is the last in the County still remaining at its original site and completely intact. In 1972, it was designated a landmark by the County Cultural Heritage board. We are all very proud of our unique historical treasure and propose to integrate it into a broad based Downtown Improvement Plan.

The Depot building has a square shaped two story portion with overhanging pyramidal roof topped with two brick chimneys. The remainder of the building is a long single story portion with gabled roof. Sheathed in redwood shiplap siding, the building's primary ornamentation are the carved brackets under the wide eaves and the planter boxes beneath the multi-paned double hung windows. A shed roof supported by brackets covers the first floor windows. Sliding double doors appear on the single story building with loading docks on southwest and north end. The building has been maintained in its original condition by the Santa Paula Community Trust who owns the building and leases land from Southern Pacific Transport Company.

From the day the station opened, it has been a main attraction and a center of activities. In the early days, the trains arrivals brought the latest news as told by the engineer or crew, mail freight, out-of-town guests, or new settlers. For the enterprising young boys, there was money to be made from the gawking Eastern tourists. Enroute to the station, they would buy oranges from local ranchers for a penny a piece, and then hawk their produce for "two for a nickel or five for a dime."

In 1890, Benjamin Harrison, on a whistle-stop campaign across the nation, gave a rousing speech from the back of his private car. It was not uncommon for the engineer to arrive with a barrel of salted fish; a "gift"

from local men away fishing, who had flagged-down the train, so that their families and friends could enjoy the "catch". During the Spanish-American War and the two World Wars, teary-eyed families, friends and sweethearts waved their men off to the battle fronts. And often locals would travel to Los Angeles for shopping or to the theater - so convenient were the train schedules. Even though 1934 was the last year of the passenger service, and 1975 marked the end of the freight service, the station continues to be of a point of interest. Movie companies often use it and tourists regularly photograph it.

The Station is still in use by the local Santa Paula people. The Santa Paula Area Chamber of Commerce and the Santa Paula Society of Arts now occupy the station for their offices and gallery.

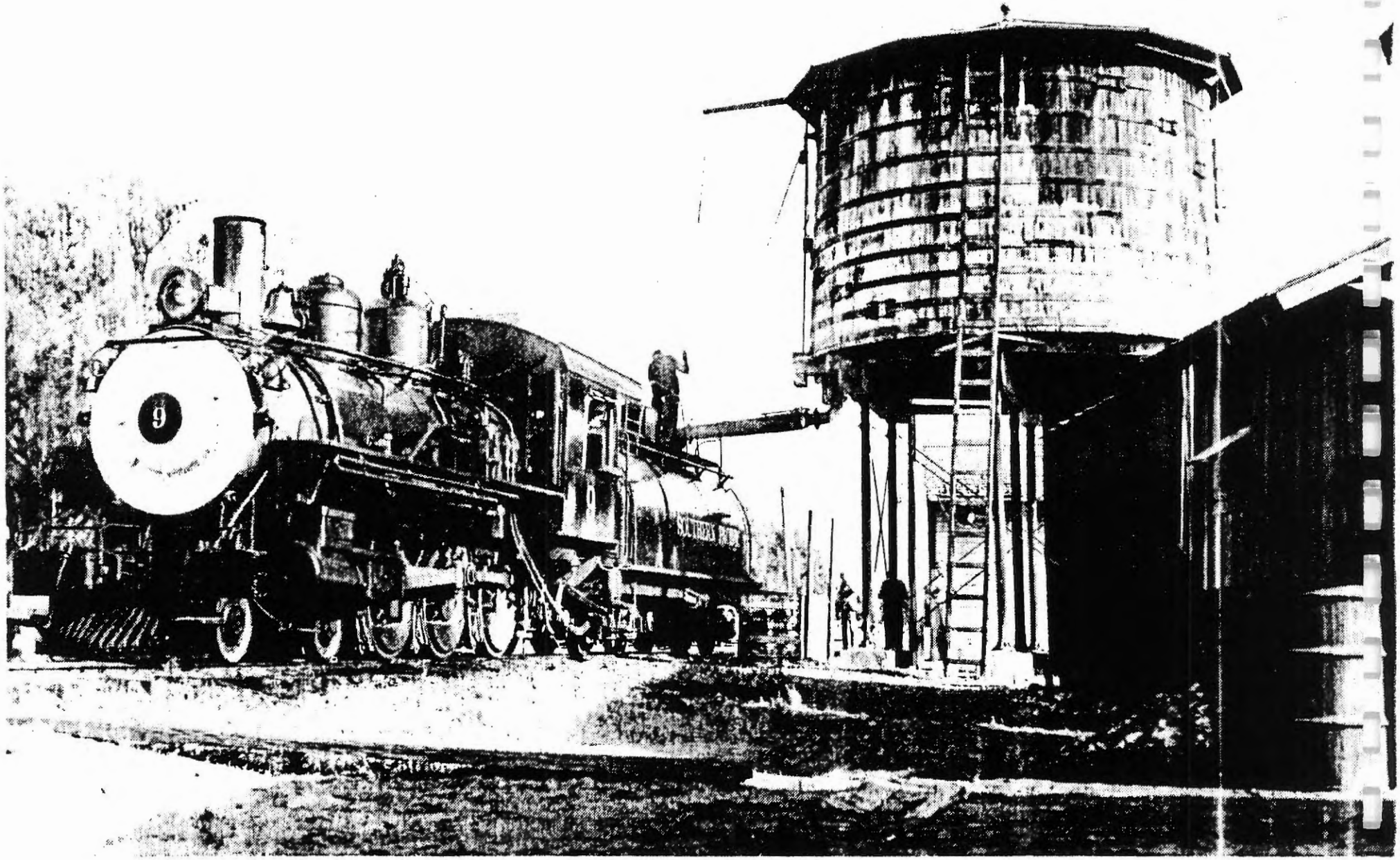


Figure 56

Historic Railroad Engine and Water Tank

Figure 57

Historic Caboose and Water Tank

Design and Objectives

With the purchase of the 32-mile long Santa Paula Branch of the Southern Pacific railroad right-of-way, the opportunity to realize the development of "Railroad Plaza" at the historic depot is presented. Railroad Plaza and the adjacent linear park will play an integral part of the economic revitalization of historic downtown Santa Paula. Its value as an appealing and attractive historic resource, as well as its physical proximity to the commercial district along Main Street, will help to make Railroad Plaza a unique cultural and commercial center for both residents of Santa Paula and for visitors who come to the City seeking to participate in various community activities and attractions.

As it is with the physical revitalization of the historic downtown and Main Street, an important part of establishing a vision of Railroad Plaza is found in the enhancement of its visual character and image. The Santa Paula railroad depot itself will serve as the inspiration and historic centerpiece of the revitalization effort. The opportunities for developing the depot and the adjacent railroad right-of-way property as a visitor destination center are significant and the accompanying linear park will create a valuable recreational open space to add to the series of parks which currently exist within the City (Fig. 59).

To accommodate the anticipated length of the train, a new **paved platform** will be constructed extending from the depot at 10th Street west to 8th Street. Along the length of the platform are historically-styled light standards, wrought iron and wood benches and trash receptacles provided for the benefit of the users of Railroad Plaza (Fig. 60, 61).

To compliment the historic The Mill retail establishment, another **commercial building,** with appropriately historic architectural character, will be constructed north of the tracks with a variety of retail stores and restaurants which are oriented out onto the public plaza space created by the commercial buildings on the north and the depot and train platform on the south. A public restroom facility will be incorporated as part of the new commercial building. This **central plaza** space will serve as the central gathering space for community festivals and activities centering around trains and the important part that they have played in Santa Paula's history. The plaza is characterized by decomposed granite surfacing and pendant light standards and banners located down the middle of the space (Fig. 62). These items will be quick-coupled and removable to accommodate film crews.

At the east end of the new commercial building and at the corner of Railroad Avenue and 10th Street will be located a **stone entry monument** and sign designating entry into the City of Santa Paula and its historic district. As a backdrop to the monument, a small grove of citrus trees will be located to celebrate the City's heritage as "Citrus Capital of the World" (Fig. 63).

Another important and integral part of the railroad right-of-way project is the development of a **linear park** between the railroad platform and Santa Barbara Street, extending west from the depot to 8th Street and east from 10th Street to 12th Street.

Envisioned is an attractive park space with lawn and spreading canopy trees where local residents or visitors can come and enjoy a passive outdoor setting for walking, picnicking or simply viewing the trains as they arrive in town. The park space east of 10th Street will have a **bike path** which meanders through the lawn area from east to west. At 10th Street, the bikeway will enter onto Santa Barbara Street along an approved bike lane westerly to 7th Street where it will rejoin the a bike path within the railroad right-of-way. The westerly portion of the linear park will be passive in nature with lawn and a variety of flowering and evergreen canopy trees.

As part of the development of Railroad Plaza, the **historic wooden railroad water tank** which was located adjacent to the tracks just east of the 10th Street crossing, will be reconstructed in its original location.

As part of an **interim design plan**, the roadway **crossings at Mill and 9th Streets will remain open**, rather more like a driveway crossing than a street crossing, and will be integrated with the proposed platform and linear park plan improvements. Pedestrian sidewalks and street trees will be a part of this interim plan (Fig. 47).

It is the ultimate intent of the park plan to close the street crossings at Mill and 9th Streets so that the linear park can be one contiguous green space from the depot west to 8th Street. At these crossing areas will be located focal design elements within the park space such as a gazebo/bandstand and major fountain (Fig. 60).

Fronting the linear park space along Santa Barbara Street will be **new sidewalks** with tree wells for street trees, historically-styled light standards, and steel trash receptacles. Separating the sidewalk from the park frontage will be a **low wrought iron fence with cut stone pilasters** at 20' spacing. Pedestrian access to the park from Santa Barbara Street, besides at the depot, will be through openings at Mill, a mid-point opening, Davis, and Ojai Streets. A low wrought iron fence with similar openings will separate the train platform and the park space.

Parking for Railroad Plaza will be provided at three major locations. Parallel parking will be designated along Santa Barbara Street with drop-off zones for taxis, handicapped vans and shuttle buses. A parking lot with approximately 32 stalls will be developed west of The Mill commercial building. This lot will be smaller to accommodate additional outdoor retail space at The Mill. An additional parking lot with approximately 92 stalls will be developed north of the tracks on 10th Street fronting the existing church and packing warehouse. This lot will ultimately be part of the Metrolink Station. Prior to construction of the new commercial building, an interim Phase I open parking plaza will be provided to accommodate farmers markets and crafts faires. The paving surface will be compatible with the decomposed granite surface used in Railroad Plaza.

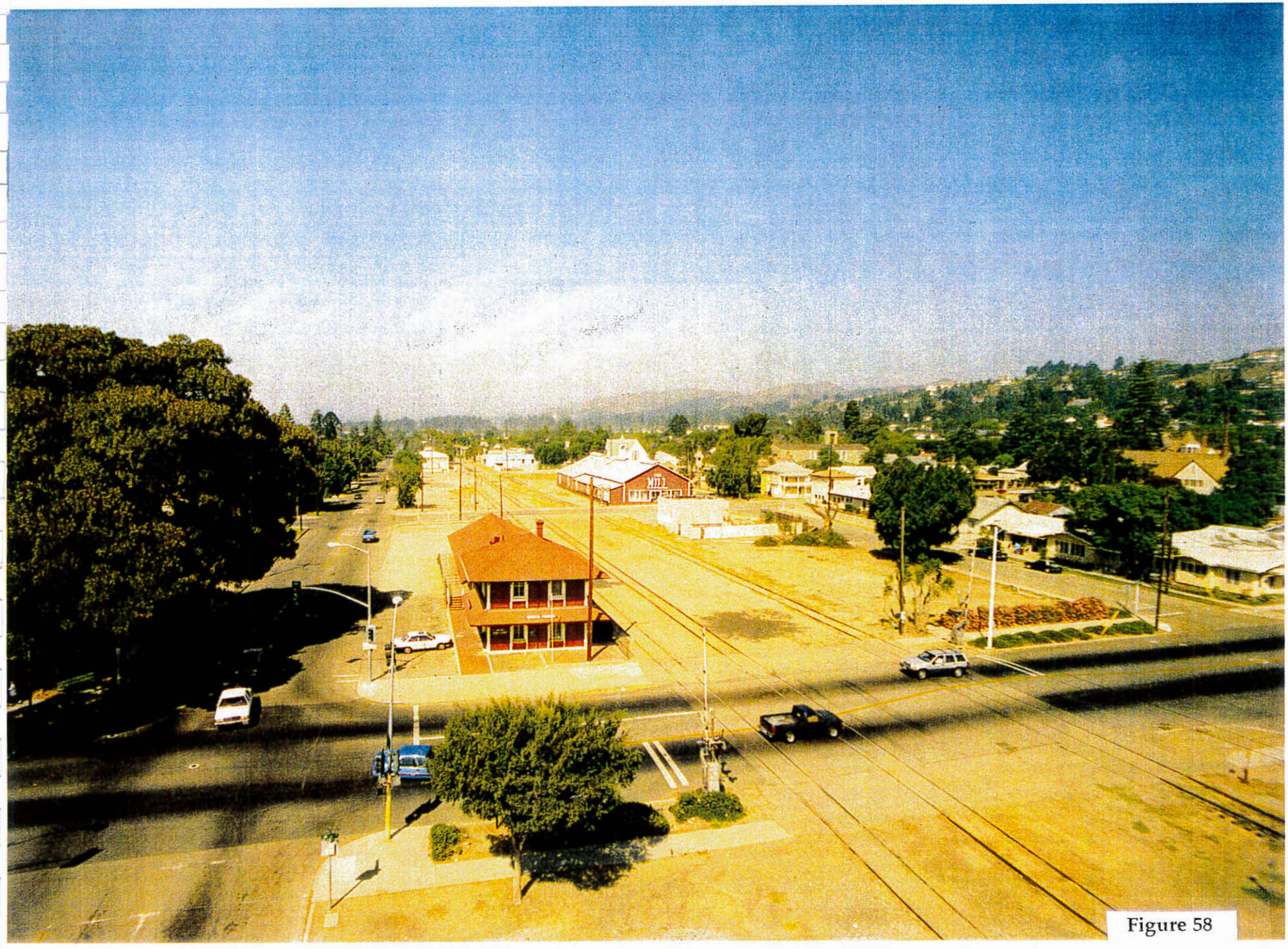
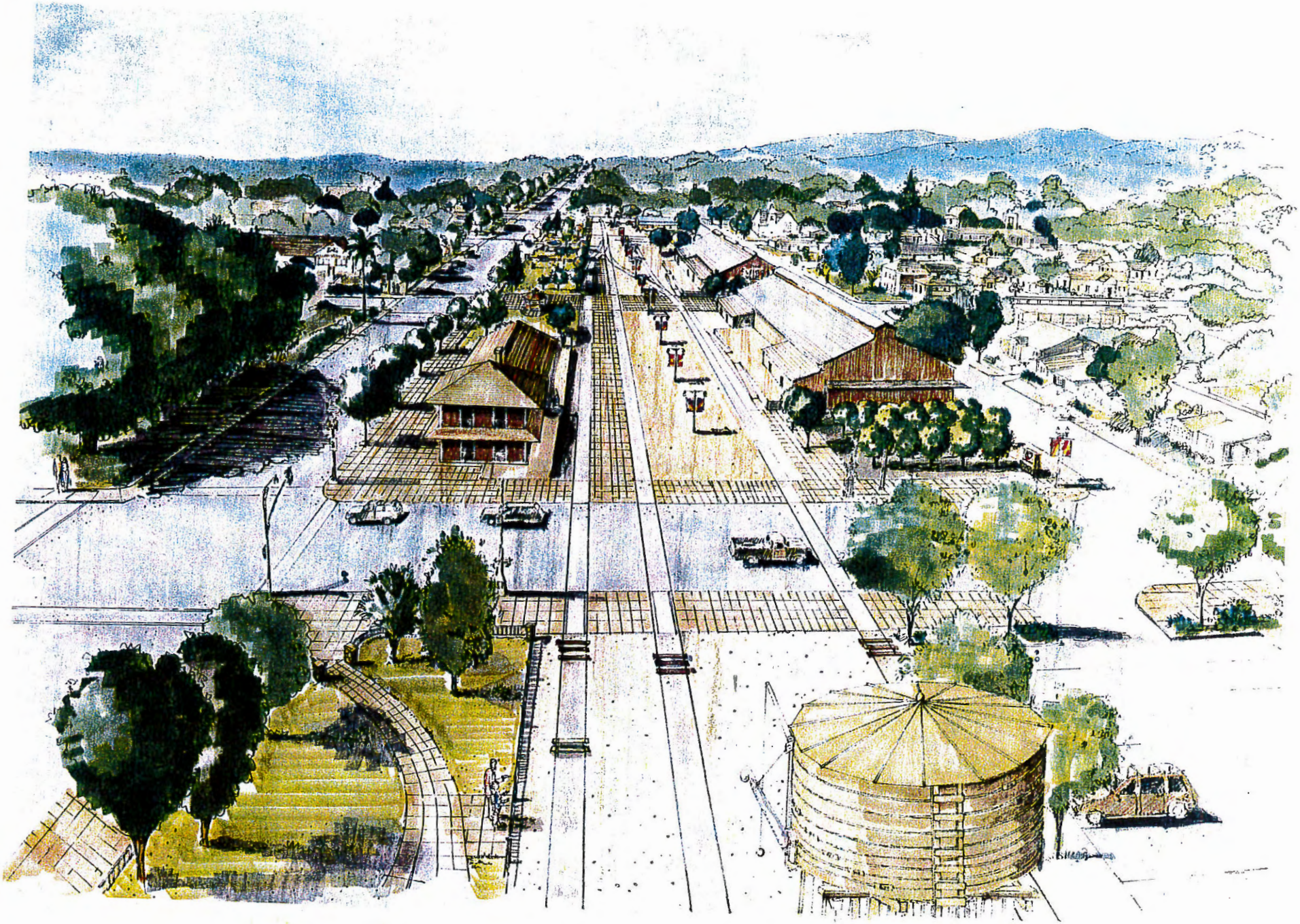


Figure 58

Existing Railroad Right of Way



RAILROAD PLAZA
BIRD'S EYE PERSPECTIVE

Leach Mounce Architects
architecture planning interiors
1885 Knoll Drive Ventura, California 93106 (805) 656-3622

Figure 59


RAILROAD
AVENUE
SANTA
BARBARA
STREET
SCHEMATIC SITE PLAN
RAILROAD PLAZA
SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
SANTA PAULA, CALIFORNIA

Figure 60

View of Proposed "Railroad Plaza"

Figure 61

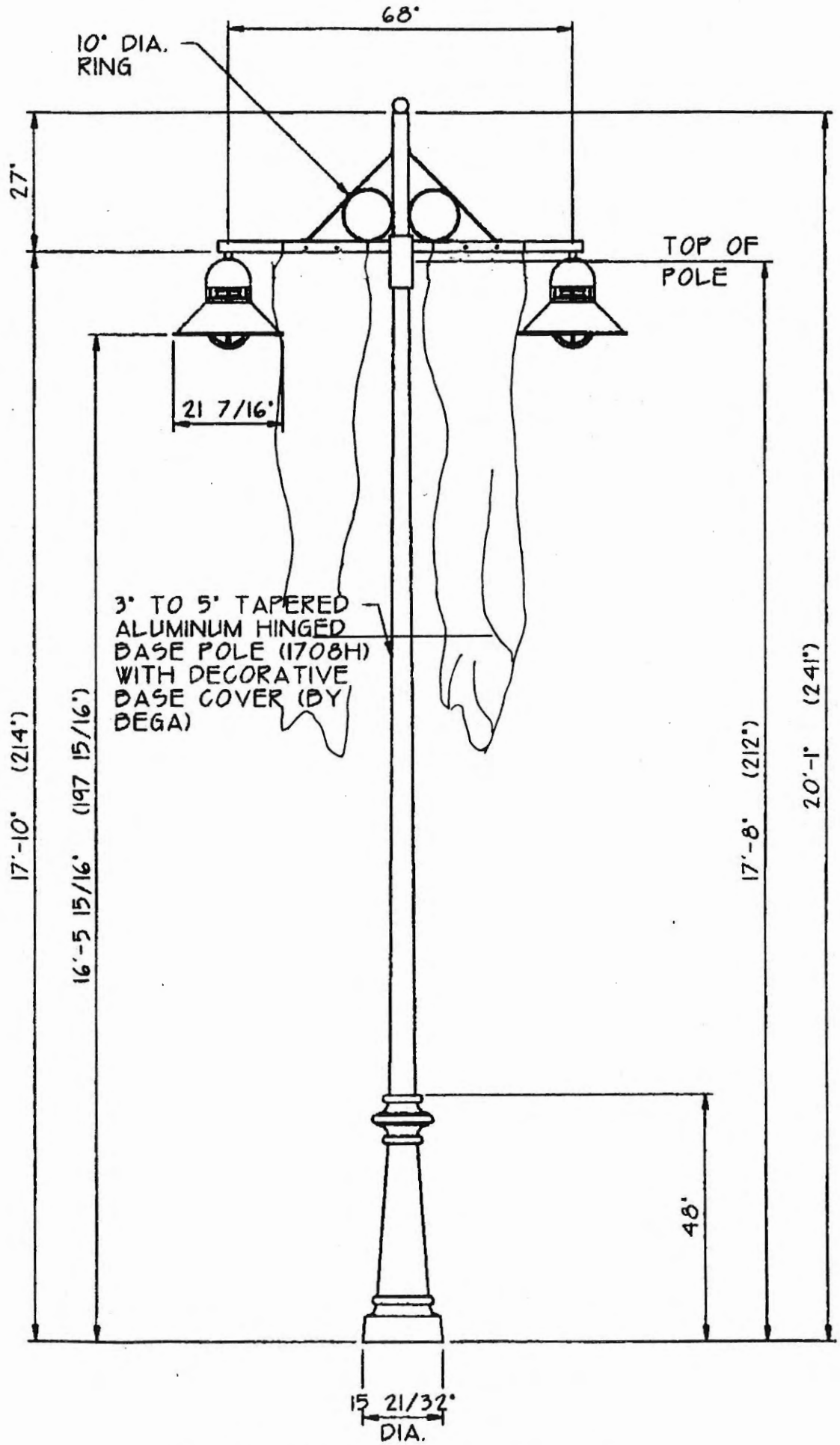


Figure 62

Pendant Lights for Railroad Plaza

View of "Railroad Plaza" Looking South from Corner of 10th Street and Railroad Avenue

Figure 63

Pre-Phase I Improvements at Railroad Right-of-Way

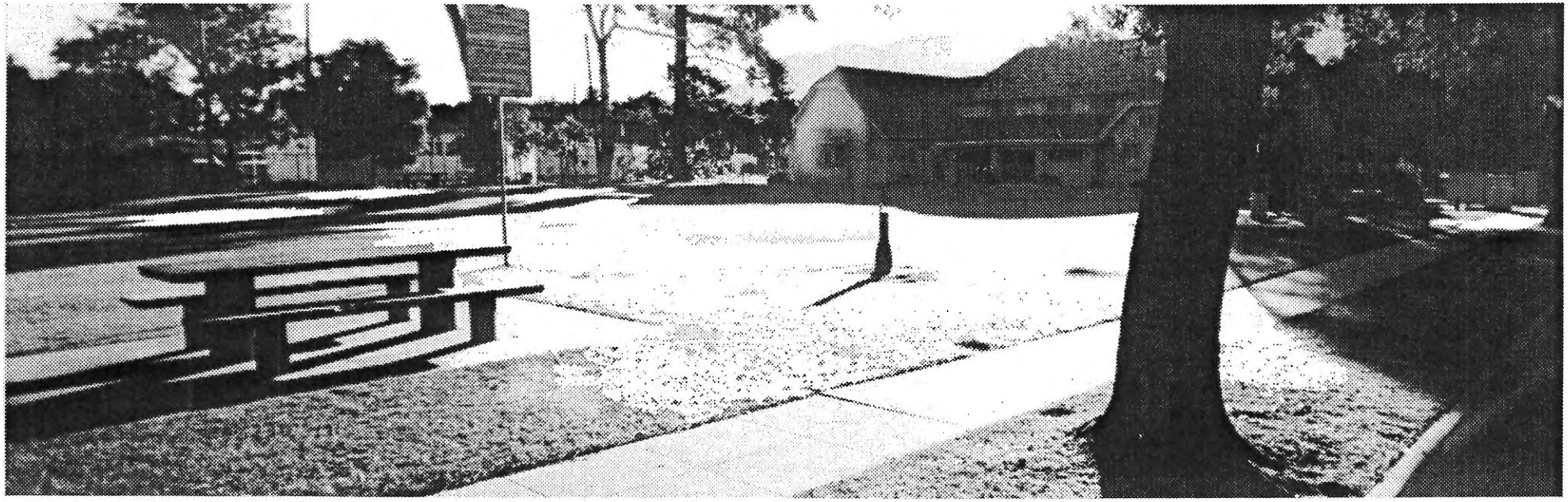
As the Phase I railroad right-of-way project is developed along Santa Barbara Street, the proposed linear park west of the depot will displace two public parking lots as well as the current venue for the weekly Farmer's Market.

An opportunity exists for the interim use of vacant property along Railroad Avenue, between 10th and Mill Streets, as a "replacement parking lot" until which time the proposed commercial building at that location becomes an economic reality. This interim parking lot would not only provide a convenient parking area for visitors using the Short Line Enterprises rail operation, but also would provide an expanded location for the Farmer's Market.

The design of a "pre-phase I" project along Railroad Avenue will be straight forward and attractive. Landscaping will be provided around the perimeter of the parking area, inclusive of street trees along Railroad Avenue, and a small citrus orchard is proposed for the corner of 10th Street and Railroad Avenue. Space will be provided for future construction of the native stone entry monument sign (illustrated in Figure 63). In addition, a lawn area combined with a small rose garden will provide an inviting and colorful look at the east end of the interim parking lot. A cost effective approach for surfacing the parking area would utilize crushed rock road (CRR) base.

As part of this pre-phase I work, crushed rock road base will also be used for an interim railway "platform" at Railroad Plaza. Until the new paved platform is constructed between 10th and 9th Streets, the CRR base will provide a safe and attractive walking surface for people getting to and from the Short Line trains.

7. PEDESTRIAN PASEOS AND PARK DEVELOPMENT



View Across Ebell Park Towards Santa Paula Theater Center

Paseo and Park Vision Statement

The public and private activity spaces are what create a sense of place in our communities. In picturing the most beautiful town or city we have experienced, we might envision a picturesque white church or a neo-classical City Hall sitting across from a traditional town square. Local citizens are going about their daily business or just "hanging around" the local ice cream shop watching the world go by. This vision might be of a small town we remember as a child or it might be a vision from a trip we took with our spouse to Vermont during the autumn color season. This image of a "traditional New England village" might compare to someone else's vision of a bustling Pike Street Market in Seattle with the sounds, smells, and sight of hundreds of people checking out fresh fish counters or brightly colored rows of fresh fruit and vegetables, all perfectly displayed and mounted like some sort of public art exhibit. Whatever the town or city of choice and favor, chances are good that what makes these places really work is the quality of their public spaces. Some of these pedestrian spaces may be included as part of privately developed projects. A landscaped plaza or a park can create a wonderful gathering place for the community.

The following chapter addresses the importance of providing paseos for the strolling pedestrian; parks for picnics, playgrounds, open air markets, etc.; and public art for the cultural enrichment of the entire community.

Paseo and Park Design Objectives

A. Green Street Paseo

Pedestrian "paseos" in Downtown Santa Paula will help provide a shopper a convenient connection between parking lots at the backs of stores and storefront entries on Main Street. Good pedestrian circulation is an essential component to the long-term success of the downtown area. This landscaped paseo will also provide an attractive plaza that adjacent shops and restaurants might take advantage of by creating outdoor retail space or outdoor dining areas. Green Street has the opportunity of becoming a pedestrian active area (Fig. 64).

The design of the Green Street Paseo will have increased visual appeal with a simple landscape plan enhanced by decorative paving and historically-styled light fixtures that compliment the new streetscape on Main Street. A wrought iron architectural element will accent the paseo entrance and give it visual interest and pedestrian scale. The enhanced decorative paving will extend into South Alley to form a controlled "intersection" that will alert drivers to the pedestrian crossing.

The conversion of Green Street into a pedestrian paseo will bring about other opportunities such as the creation of a community plaza or mercado with the combined use of the existing public parking lot and South Alley right-of-way. This site could be used for craft fairs, farmers markets, festivals and special events that would not require the closing of Main Street to vehicle use. The more uses a downtown site can provide, the more potential revenue and service it can generate for the community.

B. 926 Main Street Paseo

The Santa Paula Redevelopment Agency has recently acquired the former "Santa Paula Plumbing" building at 926 Main Street. The location of this building provides an opportunity to provide another mid-block pedestrian paseo in accordance with the recommendations of the Downtown Improvement Plan. This new pedestrian connection between South Alley and Main Street will provide a convenient access point for the reconfigured public parking lot to the south while also providing an enclosed walkway that serves new shops or "retail incubators" with 150 s.f. - 300 s.f. leasable areas. By remodeling this building into an inviting and pedestrian friendly space, the new paseo will facilitate public circulation while also stimulating retail activity and providing new revenue for the City.

The proposed improvements (Fig. 65) will include a complete seismic upgrade of the existing roof structure and existing party wall bracing with new diaphragm anchors at front and rear walls. Three existing skylight openings will be enlarged to provide additional natural daylighting for the public walkway below. As a demonstration of the Design Guidelines for the downtown core district, a remodeling of the original storefront will uncover existing transom windows on the building facade and realign the display window bulkheads and entrance door to follow the original recessed storefront. The new "enclosed" paseo will have interior visual appeal with the restoration of existing brick walls,

refinishing of existing wood plank flooring, exposed wood trusses below the new ridge skylights, and appropriate artificial lighting that enhances the open truss ceilings. Appropriate interior landscaping will also enhance the light and airy feeling of this sun-filled public paseo.

Another option being considered (shown in Figure 66) is an open paseo, in which the existing roof is removed. Architectural entry gateways off of Main Street and South Alley will serve to draw in the passing pedestrian.

C. Park Development

A key component of the conceptual Downtown Improvement Plan was the notion that public parks should be conveniently located on all four sides of the downtown area. The west end of Main Street is currently "anchored" by the beautiful and historic Ebell Park situated in front of the Santa Paula Theater Center (Fig. 10). The south side of the downtown area has Santa Paula's version of a "town square" with Veterans Memorial Park situated in front of the Civic Center.

A new linear park, north of downtown, will be proposed along the existing railroad right-of-way (see project description in Chapter 6). A new park for the east end of Main Street, yet to be located, will complete the "ring of parks around downtown."

These parks should serve as community gathering places. It is important that they instill within the community a sense of civic pride and a source of social vitality. Because of their convenient location to the downtown area they will also be an attraction for visitors. The parks should provide an element of economic vitality by creating venues for special events such as farmers markets, open-air concerts, arts and crafts fairs, and associated retail opportunities such as hot dog stands, bike rentals, balloon vendors, etc.

The vitality of an "active park" described above is compatible with the linear park uses at Railroad Plaza, and the special events at Veterans Memorial Park which currently make it a more vital and active park. In contrast, Santa Paula should also provide "passive park" space that affords areas for rest and relaxation. Ebell Park is an excellent example of open space that lends itself to more passive activity. The new park proposed for the east end of the Downtown should provide for more passive use depending on its final location and size.

D. Art in Public Places

The City of Santa Paula has a great tradition of collecting art and has also been home to many noted California artists. In this tradition, Santa Paula's public buildings and civic spaces provide an opportunity and, indeed, create a need for works of art and craft. Public art projects can be an enhancement of civic identity and, in the case of Historic Downtown Santa Paula, provide an important reflection of its citizens and their rural heritage.

One of the first steps in establishing a public art program would be the formation of an Art Taskforce Committee. This group would explore the feasibility of the Santa Paula community supporting art in public places, and if so, what would the funding sources be, how would a site be selected, and how would the art and artist be chosen.

In the past history of great towns and cities it was taken for granted that art, architecture, and civic spaces would complement each other. With the revitalization of Downtown Santa Paula we have the chance to once

again integrate art into the pattern of everyday life.

Pedestrian Paseo Conceptual Plans

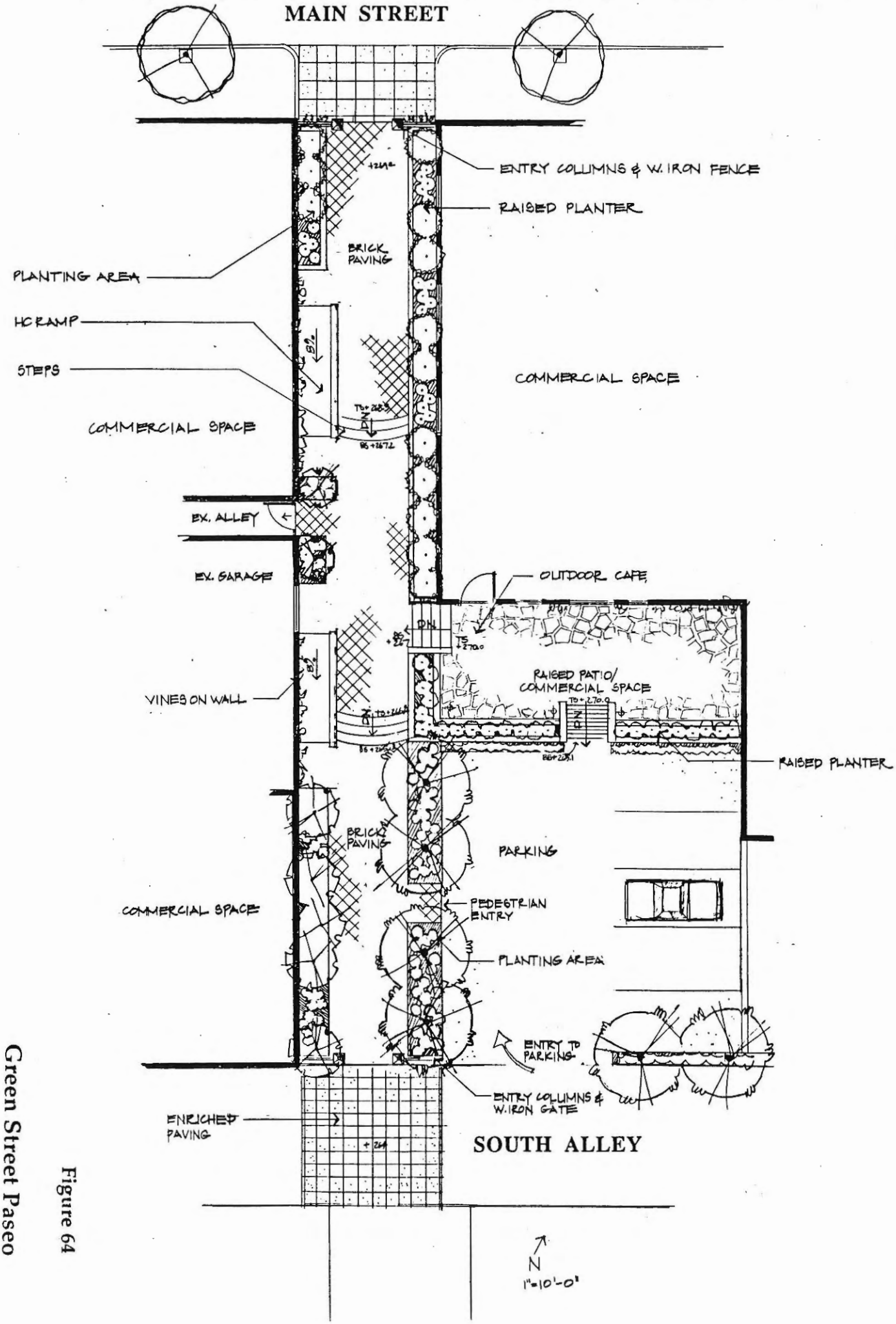
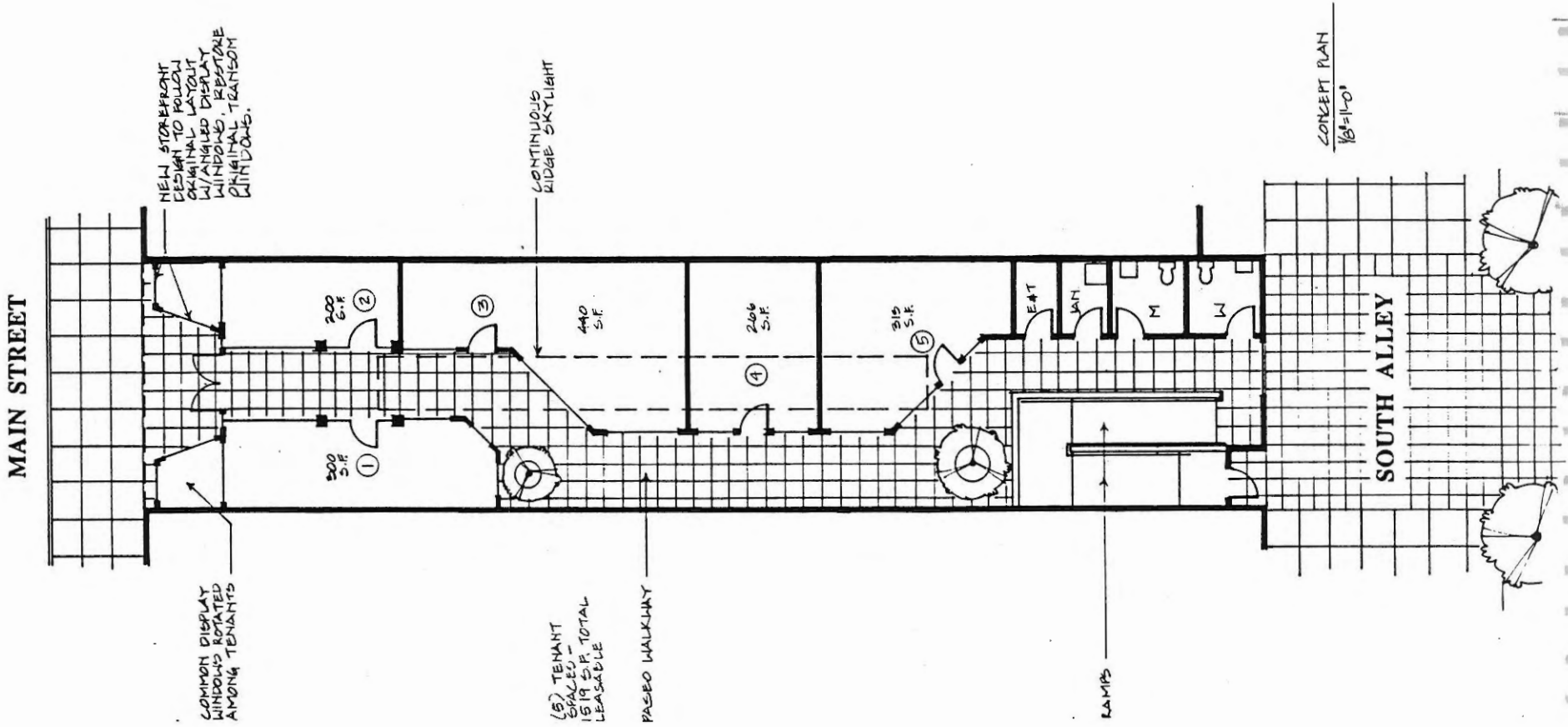


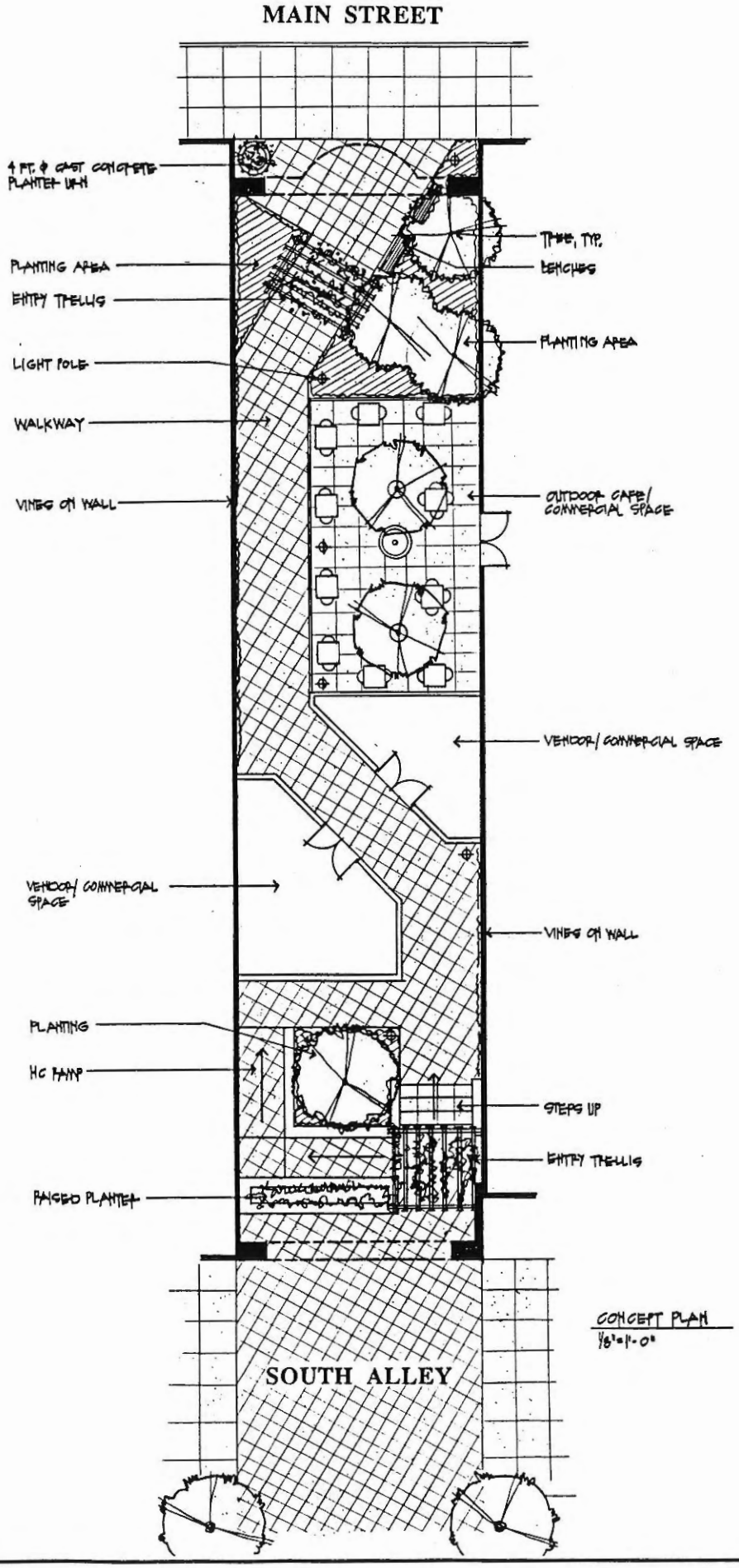
Figure 64

Green Street Paseo



926 E. Main Street Paseo -- Option A

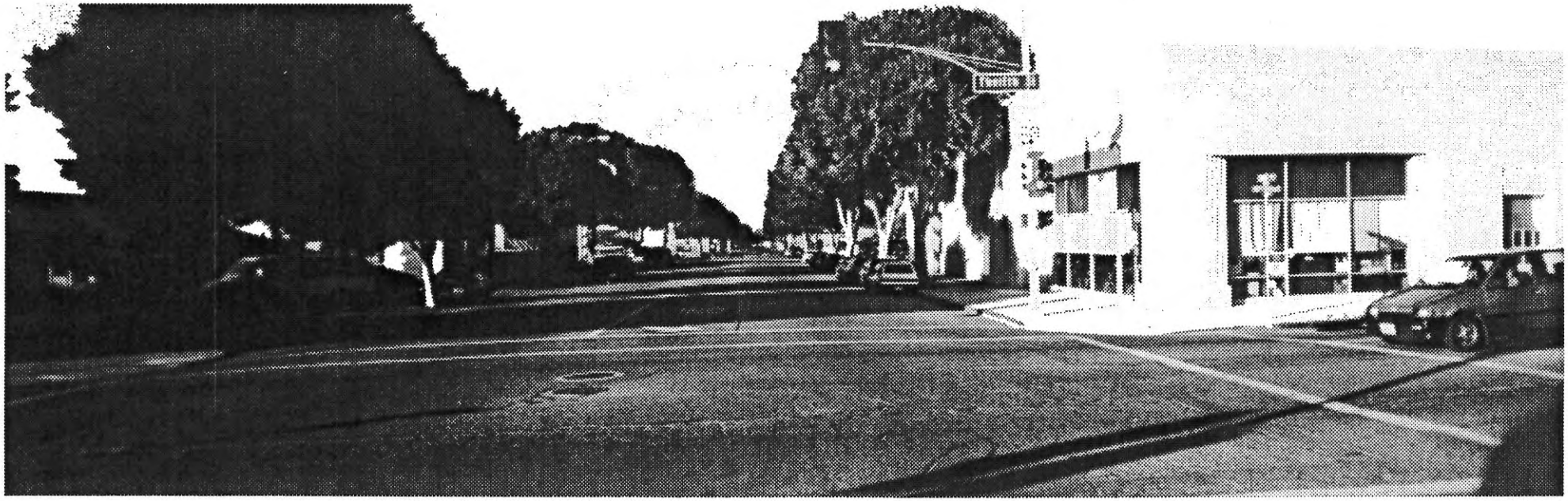
Figure 65



926 E. Main Street Paseo -- Option B

Figure 66

8. COMMERCIAL REDEVELOPMENT PROGRAM



View West From Twelfth Street Towards Downtown

Economic Vision Statement

In the vision of "Historic Downtown Santa Paula" Main Street will once again be the symbolic and economic heart of the City. Although the "big box" retail centers are located on the Oxnard Plain, Santa Paula will have identified new market niches and opportunities that other retail "centers" in Ventura County cannot fill. With the arrival of tourists to enjoy the many historic sites and key landmark buildings in the downtown area, a revitalized commercial district will emerge with new restaurants, shops and boutiques. The downtown will also maintain a balance and mix of commercial uses that will serve local residents. The financial "district" at the west end of downtown will still provide an anchor for the everyday banking needs of Santa Paula.

By providing economic restructuring with a historic preservation strategy, coupled with an appreciation of Santa Paula's unique cultural and rural heritage, a revitalized "economic vision" of Downtown Santa Paula will meet the future needs of all its citizens and visitors.

Economic Restructuring Goals

- Strengthen the commercial economy.
- Eliminate blighted and underutilized sites, and enhance the overall appearance of downtown Santa Paula.
- Enhance the historical character of the City.
- Enhance Santa Paula's valuable assets of beautiful natural setting; excellent regional access; historic railroad property; historic airport facility; significant agricultural resources; and the irreplaceable inventory of attractive homes, buildings and historic sites located throughout the local environs.
- Provide new attractions and commercial draws for tourists and residents. Create a level of comfort for the pedestrian.
- Establish and implement project assistance standards in the development and rehabilitation of existing buildings.
- Establish and implement project performance standards to assure high quality design.
- Enhance and promote Santa Paula's reputation as a film making location. Establish a local Film Commission that will provide professional coordination between film studios and the local residents and businesses that are impacted by filming.

Retail/Commercial Strategies

Increase the customer base of Downtown by nurturing Santa Paula's share of convenience and specialty retail including the potential for increased restaurant sales, beverage and lodging revenues. Using the findings of the Economic Development Evaluation completed by AGAJANIAN & Associates in 1989 (see Appendix E), five specific strategies should be considered for stimulating the economic development within the City:

1. Develop a tourist destination that will tap the tourist market more effectively by building on Santa Paula's unique history, and natural beauty, including an enhancement of the existing railroad, airport and museum attractions.

2. To reduce the amount of "retail sales leakage" introduce more competitive niche market goods and services into the City that residents are now purchasing out of town. Consider appropriate zoning initiatives that encourage quality tourist-oriented development and a downtown tenant mix geared to the sorts of specialty goods and restaurants not found in shopping centers and malls. Provide for retail "incubator" uses that are in need of small start-up tenant space.

3. Increase the number of people living and working in the downtown by targeting new investment to existing vacant and underutilized sites in the Downtown Core.

4. Increase the household purchasing power of local residents by developing more local jobs, higher paying jobs, more residents, and expand the retail choices for both local and out-of-town shoppers.

5. Promote appropriate industrial development that will continue to provide greater employment opportunities for local workers and import money into the local economy.

Using the Santa Paula Marketing Action Plan (see Appendix F) promote the above strategies with an agressive marketing program that will provide direction and tracking in meeting the above goals.

Coordinate the financial resources of private development and public redevelopment to enhance the overall appearance of downtown. Provide for the "repair" of underutilized sites and the addition of new buildings in the gaps that now exist between several properties. Enhancing the "entry corridor" between Harvard Boulevard and Main Street should include new commercial development on both sides of South 10th Street.

Promote the quality restoration, preservation and rehabilitation of the many significant buildings in the downtown area. Where economically feasible, Santa Paula should enhance its historic identity by facilitating more authentic preservation over the more expedient cosmetic rehab.

Increase the number of attractions that draw tourists by developing a new venue for farmers' markets and arts and crafts fairs, a citrus museum, an antique airplane and car museum at the airport, a Santa Paula art museum, and a tourist trolley that

provides tours of historic neighborhoods and historic sites around Santa Paula.

Consider the implementation of revitalization programs such as assistance with property acquisition, design assistance, business recruitment, business retention, and centralized retail management programs.

Consider project assistance that includes various activities of the Redevelopment Agency, specifically in the areas of financing and promotions.

Where appropriate provide other incentives to the developer to further promote a healthy public/private partnership.

Coordinate the above goals and strategies of the downtown commercial program with the goals, objectives and strategies contained within the Santa Paula Economic Development Plan and General Plan.

Once the above goals are set, keep the vision.

Economic Implementation Strategies

A. Promotions and Marketing

Using the Santa Paula Marketing Action Plan as a vehicle and coordinating with the local business association, implement a promotions and marketing campaign to draw business, merchants and visitors to the Downtown area.

1. Establish new retail and commercial tourist traffic around either new or old annual "events" in historic Downtown Santa Paula: the Citrus Festival; Trains, Planes & Antique Auto event; "Ghost Walk"; a "Festival of Lights" and "Gift Faire" during Christmas; monthly Railroad Mercado & Craft Faire adjacent to "Railroad Plaza"; provide a new venue for a weekly Farmer's Market; work towards providing an annual Air Show event at the historic Santa Paula Airport.

2. A Phase I promotion campaign should be implemented using attractions and marketing tools that are reasonably inexpensive to put on and are immediately accessible to both tourist and locals; i.e. craft faires and open air markets adjacent to the railroad depot and colorful banners at Mill and Santa Barbara Streets that would help direct visitors to Main Street.

3. Use the concept of the "Heritage Trail" as a regional promotions draw and as an economic "engine" for tourism in both Santa Paula and the entire Santa Clara River Valley, develop a joint agency marketing campaign with the cities of Santa Paula, Fillmore, City of San Buenaventura and the County of Ventura. It is vital to the quality of marketing the concept of a Heritage Trail that each "destination" along the historic trail nurture the existing character of the Valley. The use of the newly acquired railroad right-of-way will help facilitate the historic authenticity of a valley that was spawned by the agriculture, oil and gas industries. Every effort should be made to avoid a "Disneyland" approach and artificial characterization of the Valley. Great care should be given to preserving the Valley's rich history and rural heritage.

4. Establish a business recruitment and support program.

5. Establish a total "package" of coordinated promotions and marketing tools for Historic Downtown Santa Paula.

6 Develop and promote a strong local economy through a partnership effort of the Santa Paula Chamber of Commerce and the Mexican/American Chamber of Commerce.

B. Plan Implementation

The Downtown Improvement Plan contains the necessary vision and planning tools to complete work on a Phase I redevelopment effort. The actual implementation of the Plan will be determined by the joint efforts of the public and private sectors. The City's initial Phase I investment in public improvements must be provided before future private investment can be expected in the Downtown area.

The recommended design guidelines in this Plan are to be used to assure

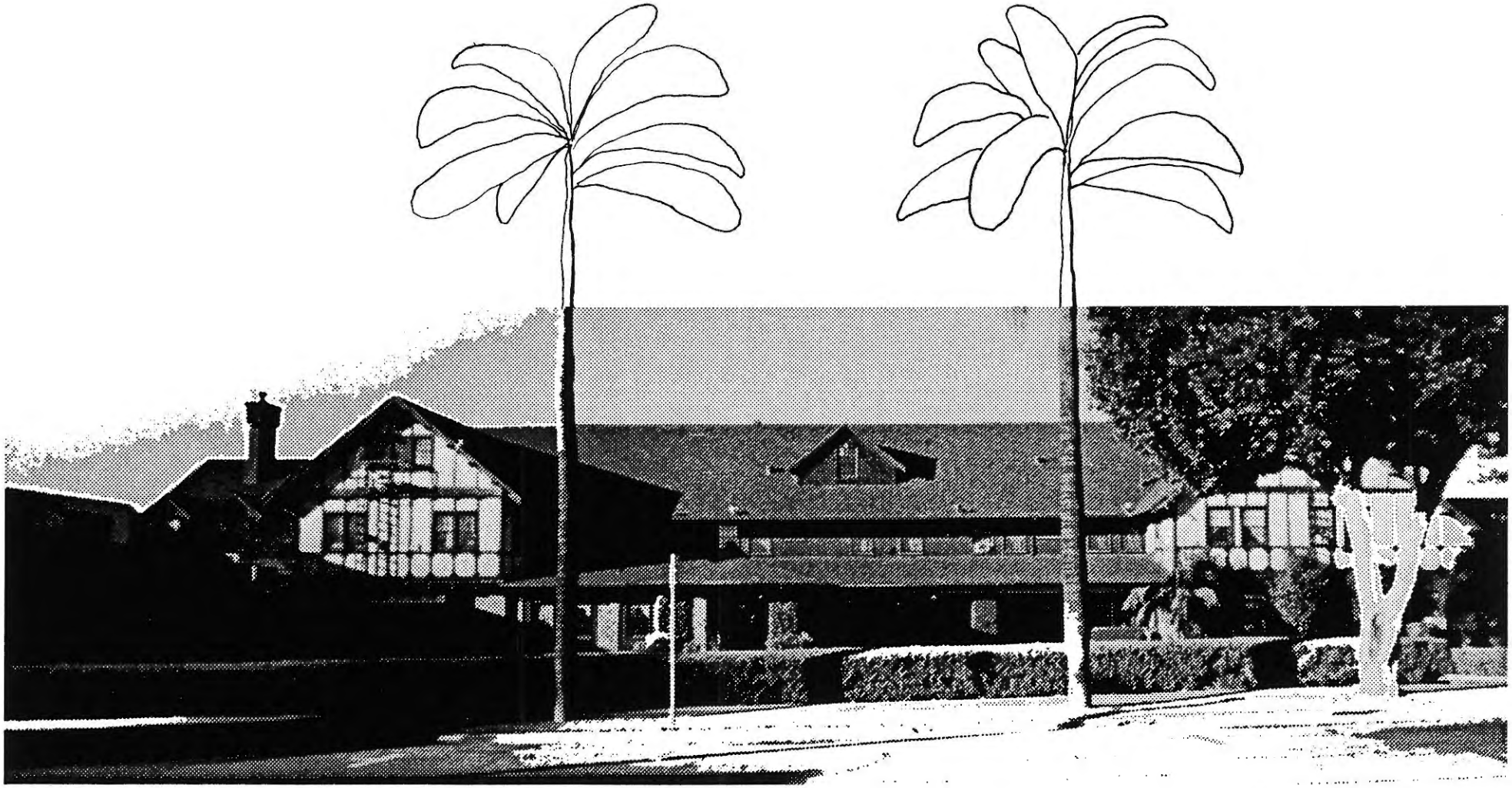
that a high quality of development is maintained and that the "aesthetic vision" for historic Downtown Santa Paula is realized.

The final phasing of the various downtown projects will be determined by financing programs and actual project selection by the Redevelopment Agency. (See the Statement of Probable Costs and Quantities table in Chaper 10 for project selection and financing options.)

The City should determine a Phase I implementation plan and construction schedule for carrying out public improvements within the Downtown project area including, but not limited to, the following components:

1. Streetscape improvements
2. Railroad right-of-way improvements
3. Economic redevelopment strategies
4. Traffic and parking lot improvements
5. Downtown "entrance signage"
6. Pedestrian paseo projects
7. Historic district project.

9. LAND USE AND URBAN DESIGN IMPROVEMENTS



View Of Glen Tavern Inn.

Location and Boundaries of Downtown District Study Area

As previously mentioned, the Study Area boundary generally extends from the intersection of Main and 7th Streets on the west to Main and 12th Streets on the east and generally includes from the intersection of Santa Barbara and 8th Streets along the railroad right-of-way (including Railroad Ave.) to Santa Barbara and 12th Streets on the north. The south boundary generally extends from the intersection of Yale and 8th Streets on the west to the intersection of Ventura and 10th Streets on the east and includes the two blocks of 10th Street that extend south to the off-ramps of the Highway 126 Freeway. Within this Study Area is a Downtown Residential Area that is generally outside the boundaries noted above, but which is included as a planning area because of its urban design importance. Also outside the Downtown Study Area, the Santa Paula Airport is included as a designated planning area due to its importance as a historic resource and for its importance in drawing out-of-town visitors to Downtown Santa Paula.

Relationship to the General Plan Update

The City of Santa Paula is currently in the process of updating its General Plan. Land use guidelines in the Downtown Study Area shall be consistent with the issues of future growth and development addressed in the Vision 2020 General Plan.

Land Use in Designated Planning Areas

The current City Zoning Ordinance identifies permitted uses and intensity of orderly development within the city. Per Section 17.14.010 of the Zoning Code, designated zones in the Downtown Study Area (district) are established in order to "classify, regulate and restrict the height, area and bulk of buildings, to regulate the area of yards and other open spaces about buildings, and to regulate the density of population." The Downtown District is generally made up of the following land use zones: Central Business District (CBD); Commercial Office Zone (C-O); General Commercial Zone (C-2); Commercial Zone (C-1); Manufacturing Zone (M-1) along railroad r.o.w.; and nearby residential zones that include Low-density Multiple-family Zone (R-2), Low-density Multiple-family duplex R-2 (D), and Limited Multiple-family Zone (R-3).

Recommendations will be made in this section that apply to design guidelines for a new Downtown District that will encourage the types and intensities of development which is consistent with the "vision" for Historic Downtown Santa Paula.

Actual quantities of development may include less or more floor area or units than those specifically noted. They are not intended to show only one development strategy for a particular site. Figure 67 illustrates proposed land use zones.

A. Downtown Core Zone (HD-CBD)

This area is designated as the length of Main Street from the intersection of 7th Street on the west to the intersection of 12th Street on the east, and includes the flanking blocks of 8th, Davis, Mill, 10th, and Ojai Streets between Santa Barbara and Ventura Streets. Commercial, offices, and multi-unit residential should be permitted throughout the Downtown Core Zone, however ground floor retail and restaurant use should be required along Main Street between 8th and 11th Streets. In this zoning district, a pedestrian-oriented scale is encouraged, with buildings located on the front property line, maximum of two story building height, and parking located at the rear of the building. Renovation of storefront commercial buildings will encourage a cohesive and stimulating retail experience between 8th and 12th Streets and enhance the Main Street shopping environment.

Infill development shall be promoted on any vacant parcel (or nearly vacant parcel such as a parking lot) that forms a "gap" in the building frontage. The development of underutilized sites shall be encouraged in the Downtown Core Area with adaptive, mixed-use/commercial zoning. Significant Opportunity Areas shall be designated on infill sites that have unique development opportunities and therefore require special land use considerations. Significant Opportunity Areas include the northeast corner of 8th and Main Streets, the southeast corner of 10th and Main Streets, the intersection of Ojai and Main Streets, and the southeast corner of Santa Barbara and 10th Streets. Short term and long term development goals and objectives shall be determined for these Significant Opportunity Areas. Rehabilitation of existing buildings and development of new infill structures shall conform to the Design Guidelines and Development

Standards established in Chapter 4 of this planning document. All new building signage in the Downtown Core shall be designed in compliance with Chapter 4 signage guidelines and standards.

Mixed land use should be encouraged in the Downtown Core Zone with the permitting of residential-over-retail or office-over-retail. Residential zoning should be permitted to a maximum density of 29 units per acre and a minimum density of zero units per acre.

Park development and "community plazas" was noted as a key component in the Downtown Improvement Group's conceptual Improvement Plan: "The downtown area should be bounded on all four sides by public parks."

B. Downtown Entrance Corridor (HD-CBD)

This area is designated along 10th Street (Highway 150), north from the intersection of Harvard Avenue and Highway 126, past the Civic Center and Veterans Memorial Park, through the intersection of Main and 10th Street, north past the Railroad Depot to the intersection of Railroad Avenue and 10th Street. The existing C-2 zoning in the South 10th Street area is a mix of older one-story bungalow housing with mixed commercial uses on the corners of Main, Ventura and Harvard Streets. New infill commercial development and the rehab of existing structures along the 10th Street "corridor" will help create an attractive and inviting "gateway entry" into the Downtown area. By extending the CBD Zone along South 10th Street an opportunity is also created to cluster new mixed-use retail/commercial uses adjacent to the Civic Center and Veterans Memorial Park. As a downtown open space, Veterans Park is currently an underutilized "civic space". The new Downtown Entrance Corridor will help Veterans Memorial Park become more of a "town square" with new visitor oriented commercial activity and a variety of special event usage.

An enhanced mixed-use retail/commercial zone along both sides of the street will form a harmonious link with a consistency of building setbacks, heights, and facade orientation. Building setbacks of no more than 10 feet will help to reinforce the existing appearance of north 10th Street building frontages between Main and Santa Barbara Streets.

Relocation of residential uses can be provided in new infill downtown housing areas or be accommodated in new mixed-use projects along the Entrance Corridor. New residential mixed-use projects should be encouraged by extending the CBD Zone to include the South 10th Street redevelopment.

With the widening of 10th Street between Harvard and Ventura Streets, a visual axis will be reinforced between the Freeway off-ramps and the commercial attractions of Main Street. The planning objective here is to facilitate the visual transition and "connection" between the fast moving freeway and the slower moving pedestrian-oriented Downtown Core.

C. Downtown Residential Zone (HD R-2, HD R-2, HD R-2D, HD R-3)

Residential zones in the Downtown District include Low-density Multiple-family Zone (R-2), Low-density Multiple-family duplex R-2 (D), and Limited Multiple-family Zone (R-3). The residential lots in the downtown area reflect the original subdivisions of the Santa Paula Townsite and the McKevett Tract developed during the period of 1880-

1925. Because of the area's proximity to the Downtown Core, development intensities and economic pressure for future multi-unit projects will be higher than in other locations within the City.

Of particular interest to this report is the Downtown Residential Zone directly north and west of the railroad right-of-way between 10th Street and 8th Streets. This is a historically significant area with various examples of Queen Anne and Victorian style homes, in addition to California Bungalow and Period Revival styles. As noted in the Cultural Resources section of the General Plan Update, after a historic resources inventory was completed in 1980-81, a portion of this residential area was designated as the City's only historic district.

Design Guidelines and Standards should be implemented for the Downtown Residential Zones that are contiguous with the historic Downtown Core Zone. Standards and guidelines should also ensure that different housing types in the Downtown Zone be compatible in scale and form. With appropriate design guidelines, a new urban residential neighborhood can be established in the area south and east of the Downtown Commercial District; a neighborhood that can support quality housing for both low and middle-income families.

A range of residential densities and building types should be permitted in this area, from single family detached development to multi-unit buildings at a maximum density of 29 units per acre.

E. Downtown General Commercial Zone (HD-C2)

Existing areas in the Downtown District that have an appropriate mix of commercial uses and densities should retain a C-2 designation in compliance with the current City Zoning Ordinance. Where noted on the attached Planning Area Map (Fig. 67), an HD-C2 designation identifies those areas where special design standards should be implemented.

New Design Guidelines and Standards should be implemented for the Downtown General Commercial Zone to ensure that new and remodeled projects are compatible with the more restrictive design standards used in the historic Downtown Core Zone.

F. Airport Use Zone (K)

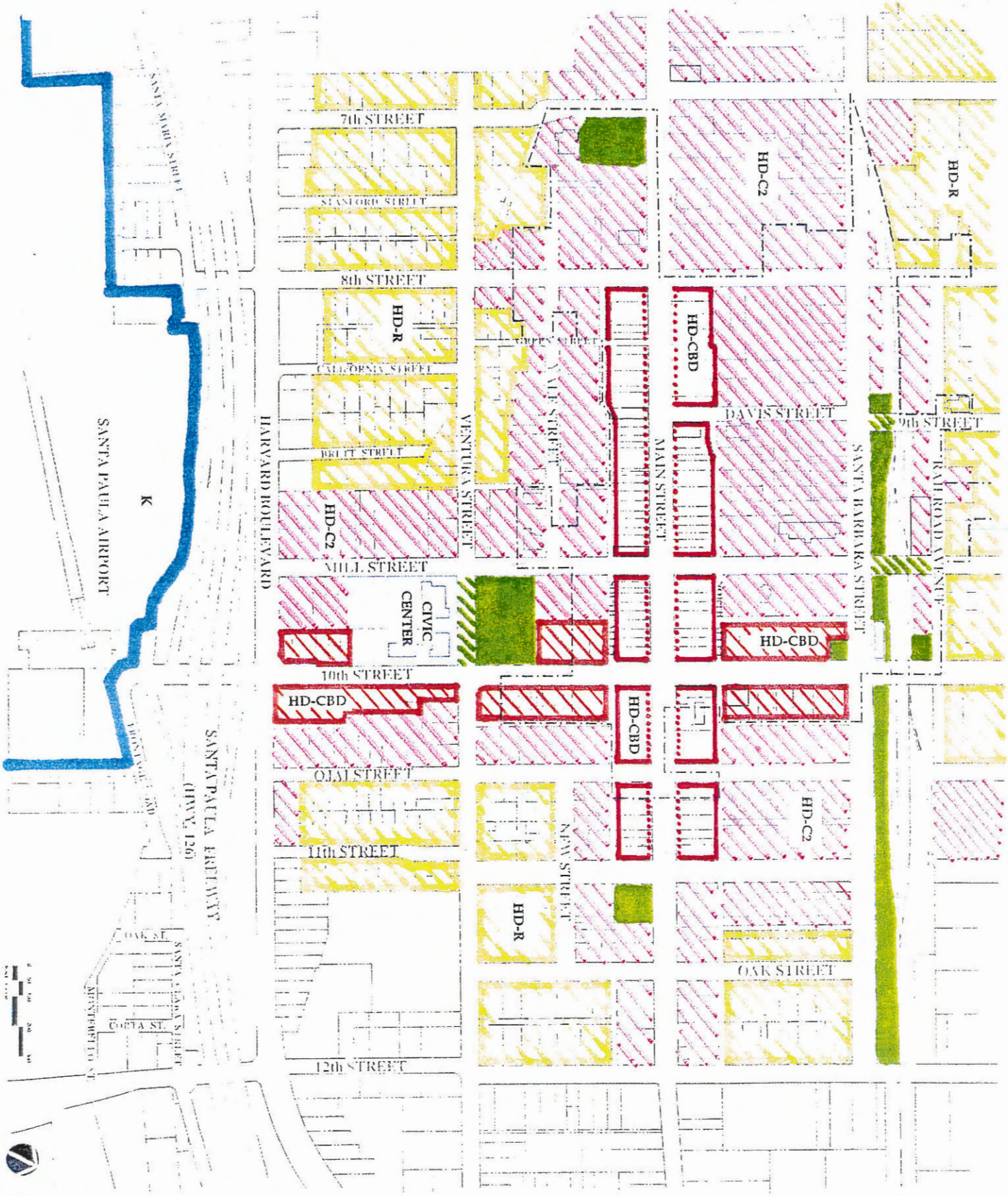
The Santa Paula Airport is a 38 acre public-use airport south of the Santa Paula Freeway. As noted in the General Plan Update, the airport property is surrounded by industrial uses on both ends of the 2,650 foot runway with limited residential development at the west end of the airport.

The airport is Ventura County's oldest airport in continued existence. Because of the many antique aircraft and experimental planes based there, the airport has an international reputation. It is well known as the "Antique Airplane Capital of the World." Within close proximity to the Downtown Core, the airport offers further attractions for the out-of-town visitor and locals alike. As reflected in the numbers of people that take advantage of the airport "open house" every first Sunday of the month, the airport is truly one of the best kept "secrets" in southern California.

A Significant Opportunity Area either contiguous or adjacent to the airport could accommodate an antique airplane museum or provide new venues for special airport events. Any zoning provisions in this Significant Opportunity Area

would have to comply with the air space and operations regulations of the Federal Aviation Administration (FAA). With the enhancement of the airport, a need will come to improve vehicular access and parking. An opportunity should be considered for providing a new secondary entrance to the airport at the end of South 10th Street. This public entrance would improve the vehicle circulation into and out of the airport while also forming a visual "focal point" for the Downtown Entrance Corridor at South 10th Street.

Although within walking distance from Main Street, the Santa Paula Airport could also be a stop on the vintage bus tram service that would visit local historical sites and points of interest on regular scheduled tours.



GROUND FLOOR RETAIL REQUIRED

DOWNTOWN CORE (HD-CBD)

DOWNTOWN ENTRANCE CORRIDOR (HD-CBD)

DOWNTOWN GEN. COMMERCIAL (HD-C2)

DOWNTOWN RESIDENTIAL (HD-R)

AIRPORT USE (K)

PROPOSED HISTORIC DISTRICT

Leach Mounce Architects

PLANNING AREA DESIGNATIONS

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
SANTA PAULA, CALIFORNIA

Figure 67

Master Plan for Downtown Santa Paula

The attached Schematic Master Plan (Fig. 68) illustrates the key components of the new vision for Downtown Santa Paula.

OUTSTANDING ARCHITECTURE
NOTABLE ARCHITECTURE
PROPOSED BUILDING INFILL
PROPOSED HISTORIC DISTRICT
SIGNIFICANT OPPORTUNITY AREA
PUBLIC OPEN SPACE - EXISTING
- PROPOSED
PARKING - EXISTING
- PROPOSED
PHASED STREET CLOSURE
TRANSIT FACILITIES
PROPOSED BIKE WAY
PEDESTRIAN WAY - EXISTING
- PROPOSED
PROPOSED ENTRY POINTS
- ENTRY MONUMENT
- OVERHEAD ENTRY SIGN

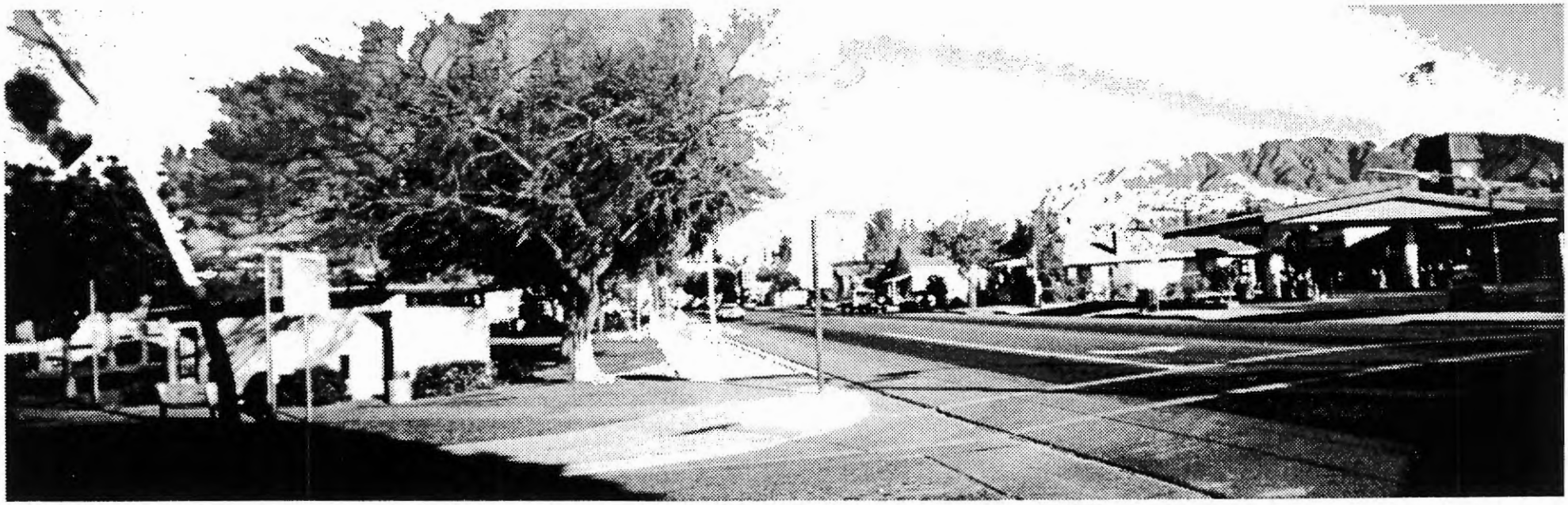
Lusch Mounce ArchMosis

SCHEMATIC MASTER PLAN

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
SANTA PAULA, CALIFORNIA

Figure 68

10. STATEMENT OF PROBABLE COSTS BY PHASE



View North On 10th Street Towards Downtown

Project Phasing Options - Summary of Recommendations

The following is a comprehensive list of recommendations made in this Report. Three specific projects have been recommended as part of Phase I work (illustrated in Fig. 69). Their cost components and funding options are identified in Table 12.

A. Building Restoration Project

- Establish a National Register Historic District or a Local Historic District.
- Amend the City's Historic Preservation Ordinance.
- Adopt building design standards.
- Identify and designate additional landmarks outside the historic district.
- Obtain status as a Certified Local Government from the State Office of Historic Preservation.
- Develop a downtown walking tour.
- Develop a Structural Analysis and Risk Assessment Program for un-reinforced masonry buildings.
- Adopt a timely program for seismic rehabilitation of un-reinforced masonry buildings.
- Adopt downtown sign standards.

B. Streetscape/Access and Circulation Project[1]

- Construct the Phase I Streetscape Project including street trees, sidewalks, intersection curbs and sidewalks, intersection ramps, building drains, enriched paving/sidewalk extensions, street signs, cross gutters, street re-profiling and paving, striping, street lighting, intersection lighting and signals, benches, trash receptacles, and monument signs.
- Install angle parking on Main Street.
- Study future closure of Ventura Street at City Hall.
- Study future closure of Mill Street and 9th Street crossings of the railroad right-of-way.
- Begin property negotiations and design of the four parking lot improvement projects.
- Study future parking lot needs east of 10th Street.
- Install improved parking lot signs.

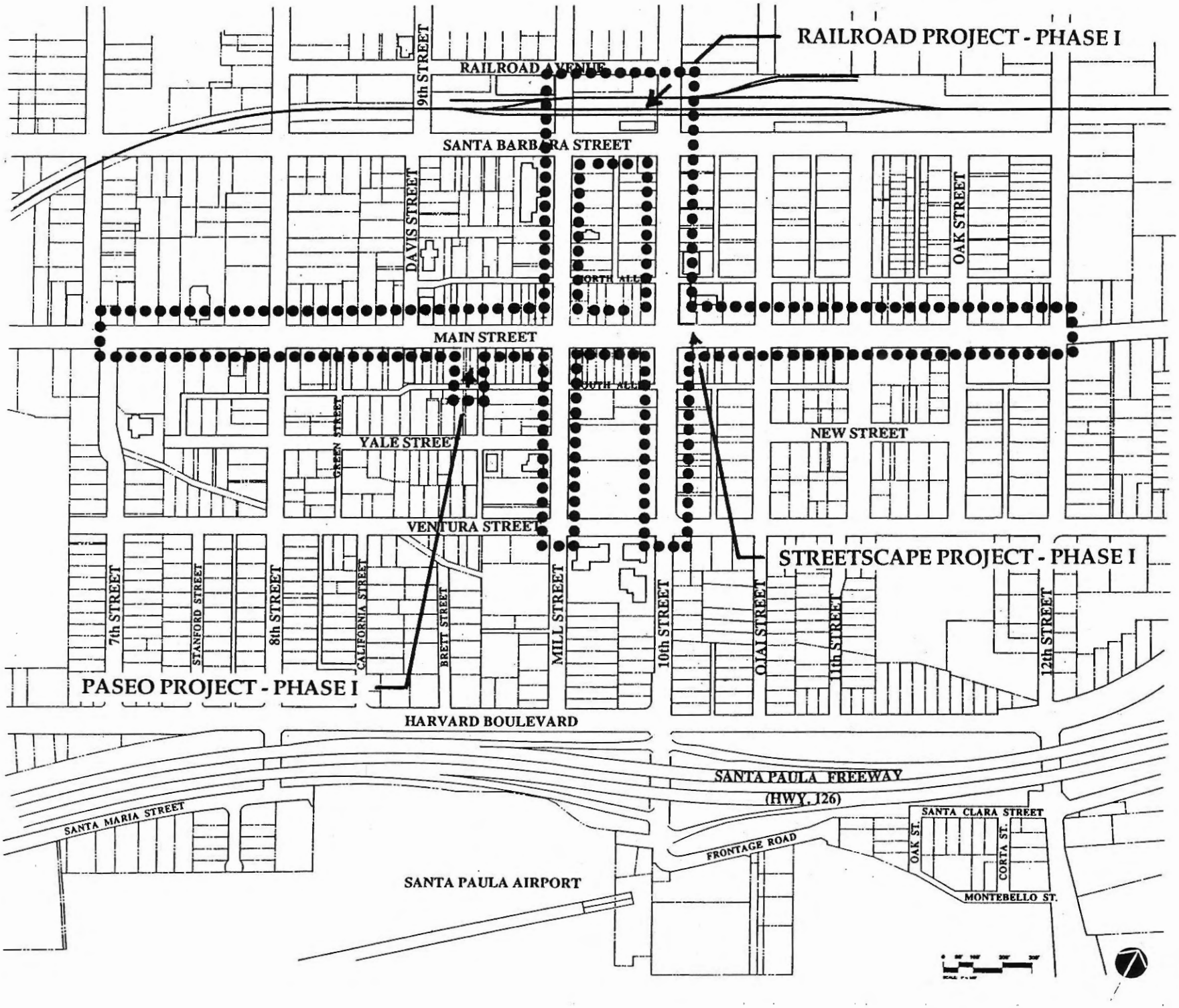
[1]Streetscape and Access and Circulation projects are listed together because components from each are listed in the proposed Phase I project.

C. Railroad Right-of-Way Project

- Continue to seek additional grant funding
- Construct the Phase I Railroad Plaza Project including grading, drainage, paving, curbs and gutters, gravel surfacing, decomposed granite surfacing, concrete paving, bikeway paving, enriched paving, iron fencing, benches, fountain, trees, landscaping, irrigation, lighting, pavement marking, crossing gate relocation, and accessibility upgrades of the depot.
- Install pre-Phase I surfacing and landscaping.

D. Pedestrian Paseos and Park Development Project

- Construct Phase I 926 E. Main Street Paseo or the Green Street Paseo.
- Study possible locations for a park at the east end of the downtown area.



PHASE ONE BOUNDARIES

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
SANTA PAULA, CALIFORNIA

Figure 69

- Establish an Art Task Force Committee to explore the feasibility of a public art program.

E. Commercial Redevelopment Program

- Implement the City's new Economic Development Plan.
- Develop tourist destination points throughout the downtown area that will tap the tourist market more effectively by building on Santa Paula's unique history.
- Reduce the amount of "retail sales leakage" by promotion, recruitment, and introduction of more competitive niche market goods and services into the City that residents are now purchasing out of town.
- Encourage the development of "incubator" uses that are in need of small start-up tenant space.
- Through the implementation of the City Economic Development Plan, target and recruit new, appropriate businesses and investment to existent vacant and underutilized sites.
- Implement economic development programs that will increase household purchasing power of local residents by developing more local jobs, higher paying jobs, more residents, and expand the retail choices for both local and out of town shoppers.
- Encourage and promote appropriate industrial development that will continue to provide greater employment opportunities for local workers and import money into the local economy.
- Implement the Santa Paula Marketing Action Plan.
- Encourage the number of attractions that will draw tourists to the area (i.e., museums, trolley service, tours of historic neighborhoods, etc.)

F. Land Use and Urban Design Improvements

- Modify zoning and establish guidelines to encourage the types and intensities of development in the "vision" for historic downtown Santa Paula including the following zones: Downtown Core Zone, Downtown Entrance Corridor, Downtown Residential Zone, Downtown Commercial Zone, and Airport Use Zone.

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS

STREETSCAPE PROJECT

Statement of Probable Costs and Quantities

Street		Main	Main	Main	Main	Main	Main	Main	Main	Main	8th	Davis	Mill	10th	10th	10th		
At/From		7th	8th	Davis	Mill	10th	Ojai	11th	Oak	12th	Ventura	Main	Ventura	Harvard	Ventura	S. Barbara		
To		8th	Davis	Mill	10th	Ojai	11th	Oak	12th		S. Barba	S. Barba	S. Barba	Ventura	Main	Main	**Total**	**Total**
Component*	**Unit**																**Units**	**$**
Street tree irrigation, Phase 1	ea	5	5	9	5	5	3	6	5		26	15	21		16	9	111	$199,800
Street tree irrigation, Phase 2	ea		6	6	4	3	4	2	4							12	60	$108,000
Sidewalks, Phase 1	s.f.	3000	1884	4608	2016	2400	1800	3000	3000		7750	4000	7000		5400	5400	48858	$296,288
Sidewalks, Phase 2	s.f.		5316	364	3228	1800	2400	1200	2400							7200	21508	$159,539
Intersection curbs & sidewalks	s.f.		1104	552	1104	1104	1104	1104	1104	1104							8280	$147,768
Intersection ramps	ea.	4	4	4	4	4	4	4	4						4	4	40	$108,000
Building drains	ea.	1	31	55	32	2	9	2	3			2	3			7	147	$53,540
Enriched paving/Sidewalk ext.	s.f.	500	1140	2490	1140					500							5770	$47,140
Street signs	ea.	18	20	21	14	10	10	10	10	4				4	24	22	167	$20,100
Cross gutters	s.f.		592	344		1084	1034										3054	$40,858
Street reprofiling & paving	s.f.	625	2835	5078	2115	9364	5522	1000	1125		3250	1875	2625		2000	2625	40039	$128,700
Striping	stall		28	43	18												89	$979
	l.f.		1434	1440	1249	815	649	649	649	392							7277	$8,167
Street lighting	ea.	12	8	10	6	4	4	4	4		30	14	30		16	14	156	$561,600
Intersection lighting & signals	ea.		8	6	8	8	8	8	8	8							62	$400,000
Benches	ea.		4	6	4												14	$28,000
Trash receptacles	ea.	4	4	4	4												16	$6,400
Monument signs	ea.	2								2				2	1	2	9	$80,000
																		$2,394,879 **

* See attached sheets for description of components and for cost breakdowns by component.

** Does not include 15% contingency.

Table 11

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS

Streetscape and Access & Circulation Components

1. Street Trees

Includes irrigation for trees, deep root barriers, and, where located in sidewalks, 48" square metal tree grates.

2. Sidewalks

Concrete paving approximately 10-12 ft. wide; includes new 6" curb.

3. Intersection Curbs & Sidewalks

Brick paving walk with cut stone border, and cut stone curb.

4. Intersection Ramps

Brick paving at key intersections, concrete paving at minor intersections.

5. Building Drains

Overflow drain at sidewalk connected to each building's roof drains.

6. Enriched Paving/Sidewalk Extensions

Brick paving area approximately 10 ft. wide and 50 ft. long, with angled extension approximately 10 ft. into parking lane. Includes brick-paved ramp.

7. Street Signs

Painted metal street name signs at intersections, warning signs at mid-block pedestrian crossings, 2-hour parking signs at every light standard, and directional signs to parking and points of interest.

8. Cross Gutters

Concrete cross gutter/swale approximately 8 ft. wide.

9. Street Reprofiling & Paving

Cold plane and rubber A.C. paving.

10. Striping

Pedestrian crosswalk, parking stall, handicap stall, road center ines, turning lane, and no-parking lane striping.

11. Street Lighting

Single acorn lamp on 16 ft. decorative concrete pole with 4 ft. long metal banner poles.

12. Intersection Lighting & Signals

Double acorn lamp on 16 ft. decorative concrete pole. At highway intersections, decorative steel pole with steel mast arm.

13. Benches

Eight foot long wood slat seat and back with metal frame.

14. Trash Receptacles

Metal receptacle.

15. Monument Signs

Stone monument column, 8 ft. high, on 4 ft x 2 1/2 ft. stone base, with 30 inch diameter painted wood City seal. At Railroad Plaza, stone monument, 7 ft. high, on 6 ft. x 3 ft. stone base, with 3 ft. diameter painted wood City seal. One over-street sign with 20 ft. tall metal pole supports, 3 ft. x 60 ft. metal framework, and 4 ft. x 22 ft. sign with City name and seal.

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS

Railroad Plaza Components

1. Earthwork
2. Storm Drains
3. Street Paving
4. Gravel Surface
5. Decomposed Granite
6. Concrete Paving
7. Bikeway Concrete Paving
8. Enriched Paving
9. Iron Fencing with Stone Pilasters
10. Wood Benches
11. Fountain
12. Trees and Tree Grates
13. Landscaping
14. Irrigation
15. Lighting
16. Pavement Delineation and Signing

17. Crossing Gate Relocation

18. Railroad Depot ADA Upgrades

Pre-Phase I "Farmer's Market" Components

1. Clearing and Rough Grading
2. Electrical Outlets
3. Irrigation System
4. Trees, Shrubs, Lawn
5. Bark Mulch
6. Road Base Surface
7. Redwood Header

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS

Paseo Components

1. Demolition and Grading
2. Structural Reinforcement
3. Paving Materials
4. Walls and Fences
5. Entry Columns and Signs
6. Plant Materials
7. Irrigation Materials
8., Mechanical
9. Electrical
10. Benches and Trash Receptacles

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
STREETSCAPE PROJECT
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Street Trees (includes removal of existing and planting of new; includes root barrier and grate. Does not include irrigation.*)	Main St. between 7th & 8th	$16,400	EDA, RDA
	Main St. between 8th & Davis	$16,400	EDA, RDA
	Main St. between Davis & Mill	$28,500	EDA, RDA
	Main St. between Mill & 10th	$17,100	EDA, RDA
	Main St. between 10th & Ojai	$13,700	EDA, RDA
	Main St. between Ojai & 11th	$13,300	EDA, RDA
	Main St. between 11th & Oak	$13,700	EDA, RDA
	Main St. between Oak & 12th	$17,100	EDA, RDA
	8th St. between Ventura & Santa Barbara	$30,650	EDA, RDA
	Davis St. between Main & Santa Barbara	$18,000	EDA, RDA
	Mill St. between Ventura & Santa Barbara	$26,400	EDA, RDA
	10th St. between Ventura & Main	$19,900	EDA, RDA
	10th St. between Main & Santa Barbara	$39,900	EDA, RDA

* Assume $300 per 24" box tree (Phase I)
and $625 per 36" box tree (Phase II).
Assume $200 per tree for irrigation.

Concrete Sidewalk at Street Trees (includes removals, and new curb and 5 ft. of a.c. paving; includes building drains)	Main St. between 7th & 8th	$27,735	EDA, RDA, TEA
	Main St. between 8th & Davis	$45,855	EDA, RDA, TEA
	Main St. between Davis & Mill	$44,897	EDA, RDA, TEA
	Main St. between Mill & 10th	$35,530	EDA, RDA, TEA
	Main St. between 10th & Ojai	$21,525	EDA, RDA, TEA
	Main St. between Ojai & 11th	$23,385	EDA, RDA, TEA
	Main St. between 11th & Oak	$21,400	EDA, RDA, TEA
	Main St. between Oak & 12th	$27,735	EDA, RDA, TEA
	8th St. between Ventura & Santa Barbara	$45,950	EDA, RDA, TEA
	Davis St. between Main & Santa Barbara	$25,265	EDA, RDA, TEA
	Mill St. between Ventura & Santa Barbara	$41,035	EDA, RDA, TEA
	10th St. between Ventura & Main	$30,800	EDA, RDA, TEA
	10th St. between Main & Santa Barbara	$64,715	EDA, RDA, TEA

(1) EDA - U.S. Department of Commerce, Economic Development Administration
(Note: 50% match required)
RDA - Redevelopment Agency Tax Exempt Bonds
TEA - State of California, Transportation Enhancement Activities Program
(or similar State or Federal program)
FAU - Federal Aid Urban
CDBG - Community Development Block Grant Funds

Table 12

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
STREETSCAPE PROJECT
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Enriched Paving (includes handicap curb cuts)	Main St. between 7th & 8th	$5,868	EDA, RDA, TEA
	Main St. between 8th & Davis	$13,380	EDA, RDA, TEA
	Main St. between Davis & Mill	$13,380	EDA, RDA, TEA
	Main St. between Mill & 10th	$13,380	EDA, RDA, TEA
	Main St. between Oak & 12th	$5,868	EDA, RDA, TEA
Wood Benches	Main St. between 8th & Davis	$4,000	EDA, RDA, TEA
	Main St. between Davis & Mill	$4,000	EDA, RDA, TEA
	Main St. between Mill & 10th	$4,000	EDA, RDA, TEA
Trash Receptacles	Main St. between 7th & Davis	$1,600	EDA, RDA, TEA
	Main St. between 8th & Davis	$1,600	EDA, RDA, TEA
	Main St. between Davis & Mill	$1,600	EDA, RDA, TEA
	Main St. between Mill & 10th	$1,600	EDA, RDA, TEA
Street Lighting	Main St. between 7th & 8th	$43,200	EDA, RDA, TEA
	Main St. between 8th & Davis	$28,800	EDA, RDA, TEA
	Main St. between Davis & Mill	$36,000	EDA, RDA, TEA
	Main St. between Mill & 10th	$21,600	EDA, RDA, TEA
	Main St. between 10th & Ojai	$14,400	EDA, RDA, TEA
	Main St. between Ojai & 11th	$14,400	EDA, RDA, TEA
	Main St. between 11th & Oak	$14,400	EDA, RDA, TEA
	Main St. between Oak & 12th	$14,400	EDA, RDA, TEA
	8th St. between Ventura & Santa Barbara	$108,000	EDA, RDA, TEA
	Davis St. between Main & Santa Barbara	$50,400	EDA, RDA, TEA
	Mill St. between Ventura & Santa Barbara	$108,000	EDA, RDA, TEA
	10th St. between Ventura & Main	$57,600	EDA, RDA, TEA
	10th St. between Main & Santa Barbara	$50,400	EDA, RDA, TEA

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SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
STREETSCAPE PROJECT
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
MonumentSigns	Main St. at 7th	$15,000	EDA, RDA
	Main St. at 12th	$15,000	EDA, RDA
	10th St. at Harvard	$15,000	EDA, RDA
	10th St. at Ventura	$20,000	EDA, RDA
	10th St. at Santa Barbara	$15,000	EDA, RDA
Street Signs	Main St. between 7th & 8th	$1,600	EDA, RDA
	Main St. between 8th & Davis	$2,400	EDA, RDA
	Main St. between Davis & Mill	$2,600	EDA, RDA
	Main St. between Mill & 10th	$1,400	EDA, RDA
	Main St. between 10th & Ojai	$800	EDA, RDA
	Main St. between Ojai & 11th	$800	EDA, RDA
	Main St. between 11th & Oak	$800	EDA, RDA
	Main St. between Oak & 12th	$800	EDA, RDA
	10th St. between Ventura & Main	$2,800	EDA, RDA
	10th St. between Main & Santa Barbara	$2,600	EDA, RDA
Striping	Main St. between 7th & 8th		
	Main St. between 8th & Davis	$897	EDA, RDA, FAU
	Main St. between Davis & Mill	$1,189	EDA, RDA, FAU
	Main St. between Mill & 10th	$859	EDA, RDA, FAU
	Main St. between 10th & Ojai	$417	EDA, RDA, FAU
	Main St. between Ojai & 11th	$385	EDA, RDA, FAU
	Main St. between 11th & Oak	$385	EDA, RDA, FAU
	Main St. between Oak & 12th	$385	EDA, RDA, FAU
SUBTOTAL STREETSCAPE PROJECT		$1,459,870	

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SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
ACCESS AND CIRCULATION PROJECT
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Street Re-Profiling	Main St. between 7th & 8th		
	Main St. between 8th & Davis	$35,700	EDA, RDA, FAU
	Main St. between Davis & Mill	$9,500	EDA, RDA, FAU
	Main St. between Mill & 10th	$6,400	EDA, RDA, FAU
	Main St. between 10th & Ojai	$26,800	EDA, RDA, FAU
	Main St. between Ojai & 11th		
	Main St. between 11th & Oak		
	Main St. between Oak & 12th		
	Intersections:		
	Main St. at 8th		
	Main St. at Davis	$14,200	EDA, RDA, FAU
	Main St. at Mill	$16,400	EDA, RDA, FAU
	Main St. at 10th	$19,700	EDA, RDA, FAU
	Main St. at Ojai		
	Main St. at 11th		
	Main St. at Oak		
	Main St. at 12th		
Cross Gutters (includes removals and AC pavement)	Main St. at 8th	$9,554	EDA, RDA, FAU
	Main St. at Davis	$3,268	EDA, RDA, FAU
	Main St. at 10th	$13,566	EDA, RDA, FAU
	Main St. at Ojai	$14,470	EDA, RDA, FAU
Striping	Main St. at 8th	$600	EDA, RDA, FAU
	Main St. at Davis	$387	EDA, RDA, FAU
	Main St. at Mill	$588	EDA, RDA, FAU
	Main St. at 10th	$702	EDA, RDA, FAU
	Main St. at Ojai	$588	EDA, RDA, FAU
	Main St. at 11th	$588	EDA, RDA, FAU
	Main St. at Oak	$588	EDA, RDA, FAU
	Main St. at 12th	$588	EDA, RDA, FAU

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SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
ACCESS AND CIRCULATION PROJECT
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Building Drains	Main St. at 7th	$320	EDA, RDA, FAU
	Main St. at 8th	$320	EDA, RDA, FAU
	Main St. at Davis	$2,560	EDA, RDA, FAU
	Main St. at Mill	$1,280	EDA, RDA, FAU
	Main St. at 10th	$640	EDA, RDA, FAU
	Main St. at Ojai	$320	EDA, RDA, FAU
	Main St. at 11th	$640	EDA, RDA, FAU
	Main St. at Oak	$960	EDA, RDA, FAU
H.C. curb cuts	Main St. at 7th	$10,800	EDA, RDA, FAU
	Main St. at 8th	$10,800	EDA, RDA, FAU
	Main St. at Davis	$10,800	EDA, RDA, FAU
	Main St. at Mill	$10,800	EDA, RDA, FAU
	Main St. at 10th	$10,800	EDA, RDA, FAU
	Main St. at Ojai	$10,800	EDA, RDA, FAU
	Main St. at 11th	$10,800	EDA, RDA, FAU
	Main St. at Oak	$10,800	EDA, RDA, FAU
	Main St. at 12th	$10,800	EDA, RDA, FAU
Sidewalk (includes removals, cut stone curbs, brick paving)	Main St. at 7th	$13,992	EDA, RDA, FAU
	Main St. at 8th	$13,486	EDA, RDA, FAU
	Main St. at Davis	$18,276	EDA, RDA, FAU
	Main St. at Mill	$13,848	EDA, RDA, FAU
	Main St. at 10th	$14,953	EDA, RDA, FAU
	Main St. at Ojai	$13,536	EDA, RDA, FAU
	Main St. at 11th	$13,992	EDA, RDA, FAU
	Main St. at Oak	$13,992	EDA, RDA, FAU
	Main St. at 12th	$13,992	EDA, RDA, FAU

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SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
ACCESS AND CIRCULATION PROJECT
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Street Lights and Signals	Main St. at 7th	$23,000	EDA, RDA
	Main St. at 8th	$65,000	EDA, RDA
	Main St. at Davis	$23,000	EDA, RDA
	Main St. at Mill	$65,000	EDA, RDA
	Main St. at 10th	$90,000	EDA, RDA
	Main St. at Ojai	$23,000	EDA, RDA
	Main St. at 11th	$23,000	EDA, RDA
	Main St. at Oak	$23,000	EDA, RDA
	Main St. at 12th	$65,000	EDA, RDA
Street Signs	Main St. at 7th	$400	EDA, RDA
	Main St. at 8th	$400	EDA, RDA
	Main St. at Davis	$300	EDA, RDA
	Main St. at Mill	$400	EDA, RDA
	Main St. at 10th	$400	EDA, RDA
	Main St. at Ojai	$400	EDA, RDA
	Main St. at 11th	$400	EDA, RDA
	Main St. at Oak	$400	EDA, RDA
	Main St. at 12th	$400	EDA, RDA
Wood Bench	Main St. at Davis	$2,000	EDA, RDA
Trash Receptacle	Main St. at Davis	$400	EDA, RDA
SUBTOTAL ACCESS & CIRCULATION	**PROJECT**	$814,394	

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CDBG - Commu nity Development Block Grant Funds

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
RAILROAD PLAZA
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Earthwork (includes removals)	Railroad Plaza between 8th & Davis		
	Railroad Plaza between Davis & Mill	$27,700	RDA, TEA
	Railroad Plaza between Mill & 10th	$34,400	RDA, TEA
	Railroad Plaza between 10th & Ojai	$20,000	RDA, TEA
	Railroad Plaza between Ojai & 11th		
	Railroad Plaza between 11th & Oak		
	Railroad Plaza between Oak & 12th		
	8th St. between Santa Barbara & Railroad Ave.		
	9th St. between Santa Barbara & Railroad	$4,830	RDA, TEA
	* Mill St. between Santa Barbara & Railroac	$9,500	RDA, TEA
	10th St. between Santa Barbara & Railroa	$8,620	RDA, TEA
	Ojai St. between Santa Barbara & Railroad Ave.		
	Parking Lot at 9th St.	$23,000	RDA, TEA
	Parking Lot at 10th St.	$10,800	RDA, TEA
Storm Drains (Includes inlets & manholes)	Railroad Plaza between 8th & Davis		
	Railroad Plaza between Davis & Mill	$29,800	RDA, TEA
	Railroad Plaza between Mill & 10th	$23,300	RDA, TEA
	Railroad Plaza between 10th & Ojai	$24,600	RDA, TEA
	Railroad Plaza between Ojai & 11th		
	Railroad Plaza between 11th & Oak		
	Railroad Plaza between Oak & 12th		
	Parking Lot at 9th St.	$8,400	RDA, TEA
	Parking Lot at 10th St.	$9,700	RDA, TEA
SUBTOTAL		$234,650	

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* Mill Street Interim Plan.

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
RAILROAD PLAZA
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Street Paving (includes curb & gutter)	Railroad Plaza between 8th & Davis		
	Railroad Plaza between Davis & Mill	$12,600	RDA, TEA
	Railroad Plaza between Mill & 10th	$11,200	RDA, TEA
	Railroad Plaza between 10th & Ojai		
	Railroad Plaza between Ojai & 11th		
	Railroad Plaza between 11th & Oak		
	Railroad Plaza between Oak & 12th		
	8th St. between Santa Barbara & Railroad Ave.		
	9th St. between Santa Barbara & Railroad	$2,860	RDA, TEA
	* Mill St. between Santa Barbara & Railroac	$17,240	RDA, TEA
	10th St. between Santa Barbara & Railroa	$9,040	RDA, TEA
	Ojai St. between Santa Barbara & Railroad Ave.		
	Parking Lot at 9th St.	$57,400	RDA, TEA
	Parking Lot at 10th St.	$46,080	RDA, TEA
Gravel Surface	Railroad Plaza between 8th & Davis		
	Railroad Plaza between Davis & Mill		
	Railroad Plaza between Mill & 10th		
	Railroad Plaza between 10th & Ojai	$21,120	RDA, TEA
	Railroad Plaza between Ojai & 11th		
	Railroad Plaza between 11th & Oak		
	Railroad Plaza between Oak & 12th		
Decomp. Granite	Railroad Plaza between Davis & Mill	$24,495	RDA, TEA
	Railroad Plaza between Mill & 10th	$17,955	RDA, TEA
SUBTOTAL		$219,990	

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SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
RAILROAD PLAZA
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Concrete Paving	Railroad Plaza between 8th & Davis		
	Railroad Plaza between Davis & Mill	$54,150	RDA, TEA
	Railroad Plaza between Mill & 10th	$36,300	RDA, TEA
	Railroad Plaza between 10th & Ojai	$5,235	RDA, TEA
	Railroad Plaza between Ojai & 11th		
	Railroad Plaza between 11th & Oak		
	Railroad Plaza between Oak & 12th		
	8th St. between Santa Barbara & Railroad Ave.		
	9th St. between Santa Barbara & Railroad	$11,745	RDA, TEA
	* Mill St. between Santa Barbara & Railroac	$16,800	RDA, TEA
	10th St. between Santa Barbara & Railroa	$14,130	RDA, TEA
	Ojai St. between Santa Barbara & Railroad Ave.		
Bikeway Conc. Paving	Railroad Plaza between 10th & Ojai	$9,960	RDA, TEA
Enriched Paving	Railroad Plaza between 8th & Davis		
	Railroad Plaza between Davis & Mill		
	Railroad Plaza between Mill & 10th		
	Railroad Plaza between 10th & Ojai		
	Railroad Plaza between Ojai & 11th		
	Railroad Plaza between 11th & Oak		
	Railroad Plaza between Oak & 12th		
	8th St. between Santa Barbara & Railroad Ave.		
	Davis St. between Santa Barbara & Railroad Ave.		
	Mill St. between Santa Barbara & Railroad Ave.		
	10th St. between Santa B arbara & Railroa	$7,800	RDA, TEA
	Ojai St. between Santa Barbara & Railroad Ave.		
SUBTOTAL		$156,120	

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SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
RAILROAD PLAZA
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Iron Fencing (includes Stone Pilasters)	Railroad Plaza between 8th & Davis		
	Railroad Plaza between Davis & Mill	$52,200	RDA, TEA
	Railroad Plaza between Mill & 10th	$9,450	RDA, TEA
	Railroad Plaza between 10th & Ojai	$45,600	RDA, TEA
	Railroad Plaza between Ojai & 11th		
	Railroad Plaza between 11th & Oak		
	Railroad Plaza between Oak & 12th		
	8th St. between Santa Barbara & Railroad Ave.		
	9th St. between Santa Barbara & Railroad	$19,950	RDA, TEA
	* Mill St. between Santa Barbara & Railroac	$8,250	RDA, TEA
	10th St. between Santa B arbara & Railro:	$6,300	RDA, TEA
	Ojai St. between Santa Barbara & Railroad Ave.		
Wood Bench	Railroad Plaza between 8th & Davis		
	Railroad Plaza between Davis & Mill	$15,000	RDA, TEA
	Railroad Plaza between Mill & 10th	$9,000	RDA, TEA
	Railroad Plaza between 10th & Ojai		
	Railroad Plaza between Ojai & 11th		
	Railroad Plaza between 11th & Oak		
	Railroad Plaza between Oak & 12th		
	8th St. between Santa Barbara & Railroad Ave.		
	9th St. between Santa Barbara & Railroad	$9,000	RDA, TEA
	* Mill St. between Santa Barbara & Railroac	$2,000	RDA, TEA
	10th St. between Santa B arbara & Railroad Ave.		
	Ojai St. between Santa Barbara & Railroad Ave.		
Fountain	9th St. between Santa Barbara & Railroad	$15,000	RDA, TEA
SUBTOTAL		$191,750	

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SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
RAILROAD PLAZA
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Trees and	Railroad Plaza between 8th & Davis		
Street Trees	Railroad Plaza between Davis & Mill	$23,400	RDA, TEA
(includes grates/	Railroad Plaza between Mill & 10th	$11,705	RDA, TEA
wells; does not)	Railroad Plaza between 10th & Ojai	$9,150	RDA, TEA
include irrigation)	Railroad Plaza between Ojai & 11th		
	Railroad Plaza between 11th & Oak		
	Railroad Plaza between Oak & 12th		
	8th St. between Santa Barbara & Railroad Ave.		
	9th St. between Santa Barbara & Railroad	$4,200	RDA, TEA
	* Mill St. between Santa Barbara & Railroac	$7,100	RDA, TEA
	10th St. between Santa B arbara & Railroad Ave.		
	Ojai St. between Santa Barbara & Railroad Ave.		
(**) Includes irrigation			
Landscaping	Parking Lot at 9th St.	$12,340	RDA, TEA
(includes trees,	Parking Lot at 10th St.	$4,150	RDA, TEA
ground cover &			
irrigation)			
Lawn	Railroad Plaza between 8th & Davis		
(includes irrigation)	Railroad Plaza between Davis & Mill	$35,875	RDA, TEA
	Railroad Plaza between Mill & 10th	$6,620	RDA, TEA
	Railroad Plaza between 10th & Ojai	$21,080	RDA, TEA
	Railroad Plaza between Ojai & 11th		
	Railroad Plaza between 11th & Oak		
	Railroad Plaza between Oak & 12th		
	8th St. between Santa Barbara & Railroad Ave.		
	9th St. between Santa Barbara & Railroad	$4,450	RDA, TEA
	* Mill St. between Santa Barbara & Railroac	$2,540	RDA, TEA
	10th St. between Santa B arbara & Railroad Ave.		
	Ojai St. between Santa Barbara & Railroad Ave.		
SUBTOTAL		$142,610	

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SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
RAILROAD PLAZA
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Lighting	Railroad Plaza between 8th & Davis		
(includes street &	Railroad Plaza between Davis & Mill	$89,000	RDA, TEA
plaza lighting;	Railroad Plaza between Mill & 10th	$27,300	RDA, TEA
includes signals)	Railroad Plaza between 10th & Ojai	$76,300	RDA, TEA
	Railroad Plaza between Ojai & 11th		
	Railroad Plaza between 11th & Oak		
	Railroad Plaza between Oak & 12th		
	8th St. between Santa Barbara & Railroad Ave.		
	9th St. between Santa Barbara & Railroad	$43,500	RDA, TEA
	* Mill St. between Santa Barbara & Railroac	$31,400	RDA, TEA
	10th St. between Santa Barbara & Railroa	$88,500	RDA, TEA
	Ojai St. between Santa Barbara & Railroad Ave.		
	Parking Lot at 9th St.	$14,600	RDA, TEA
	Parking Lot at 10th St.	$17,700	RDA, TEA
Pavement	Railroad Plaza between 8th & Davis		
Delineation &	Railroad Plaza between Davis & Mill	$1,400	RDA, TEA
Signing	Railroad Plaza between Mill & 10th	$1,000	RDA, TEA
	Railroad Plaza between 10th & Ojai	$1,200	RDA, TEA
	Railroad Plaza between Ojai & 11th		
	Railroad Plaza between 11th & Oak		
	Railroad Plaza between Oak & 12th		
	8th St. between Santa Barbara & Railroad Ave.		
	9th St. between Santa Barbara & Railroad	$400	RDA, TEA
	* Mill St. between Santa Barbara & Railroac	$1,100	RDA, TEA
	10th St. between Santa Barbara & Railroa	$1,300	RDA, TEA
	Ojai St. between Santa Barbara & Railroad Ave.		
	Parking Lot at 9th St.	$1,000	RDA, TEA
	Parking Lot at 10th St.	$800	RDA, TEA
SUBTOTAL		$396,500	

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SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
RAILROAD PLAZA
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Crossing Gate Relocation	8th St. between Santa Barbara & Railroad Ave.		
	9th St. between Santa Barbara & Railroad		
	* Mill St. between Santa Barbara & Railroac	$4,000	RDA, TEA
	10th St. between Santa Barbara & Railroa	$4,000	RDA, TEA
	Ojai St. between Santa Barbara & Railroad Ave.		
Depot ADA Upgrades (includes path of travel, railings, lift & restrooms)	Railroad Plaza between Mill & 10th	$48,900	RDA, CDBG
SUBTOTAL		$56,900	
TOTAL RAILROAD PLAZA PROJECT		$1,398,520	

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SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
FARMER'S MARKET
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Clearing/Grading	So. of RR Ave. between 10th & Mill Sts.	$14,175	RDA
Electrical Systems	So. of RR Ave. between 10th & Mill Sts.	$1,500	RDA
Irrigation System	So. of RR Ave. between 10th & Mill Sts.	$3,500	RDA
Trees (24" box)	So. of RR Ave. between 10th & Mill Sts.	$5,525	RDA
Shrubs (5 gal)	So. of RR Ave. between 10th & Mill Sts.	$3,660	RDA
Lawn (sod)	So. of RR Ave. between 10th & Mill Sts.	$900	RDA
Bark Mulch	So. of RR Ave. between 10th & Mill Sts.	$338	RDA
Road Base Surface	So. of RR Ave. between 10th & Mill Sts.	$28,680	RDA
Conc. Curb Cuts	So. of RR Ave. between 10th & Mill Sts.	$2,000	RDA
Redwood Header	So. of RR Ave. between 10th & Mill Sts.	$4,000	RDA
30-day Maintenance	So. of RR Ave. between 10th & Mill Sts.	$150	RDA
TOTAL FARMER'S MARKET PROJECT		$64,428	

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SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
GREEN STREET PEDESTRIAN PASEO
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (1)
Demolition & Grading		$7,953	EDA, RDA
Paving Materials	Enriched concrete paving	$1,380	EDA, RDA
	Brick paving	$16,072	EDA, RDA
	Flagstone	$16,920	EDA, RDA
	Asphaltic concrete paving	$6,256	EDA, RDA
	Concrete ramps and stairs with railings	$6,611	EDA, RDA
Walls & Fences	Ornamental iron fence	$1,428	EDA, RDA
	Plastered planters	$11,074	EDA, RDA
Entry Columns & Signs		$9,516	EDA, RDA
Plant Materials		$13,450	EDA, RDA
Irrigation Materials		$2,255	EDA, RDA
Lighting		$16,600	EDA, RDA
Site Furnishings	Benches	$2,000	EDA, RDA
	Trash receptacles	$800	EDA, RDA
TOTAL	**(2)**	**$112,315**	

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(2) Does not include contractor's profit
and overhead or 10% contingency.

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECTS
926 MAIN ST. PEDESTRIAN PASEO (1)
Statement of Probable Costs by Component

COMPONENT	LOCATION	COST	FUNDING OPTION (2)
Site Preparation	Demolition & grading	$4,025	RDA,Rent,Store Rev
	Basement fill	$5,770	RDA,Rent,Store Rev
Structural Reinforcement		$25,000	RDA,Rent,Store Rev
Paving Materials	Enriched concrete paving	$1,026	RDA,Rent,Store Rev
	Brick paving	$7,640	RDA,Rent,Store Rev
	Concrete walks and Concrete ramps and stairs with railings	$5,954	RDA,Rent,Store Rev
Walls & Fences	Ornamental iron fence	$1,254	RDA,Rent,Store Rev
	Brick walls	$11,739	RDA,Rent,Store Rev
	Steel trellis	$5,500	RDA,Rent,Store Rev
Entry Columns & Signs		$13,070	RDA,Rent,Store Rev
Plant Materials		$6,400	RDA,Rent,Store Rev
Irrigation Materials		$1,445	RDA,Rent,Store Rev
Mechanical		$15,000	RDA,Rent,Store Rev
Electrical		$16,600	RDA,Rent,Store Rev
Site Furnishings	Benches	$2,000	RDA,Rent,Store Rev
	Trash receptacles	$800	RDA,Rent,Store Rev
	Concrete planter urn	$675	RDA,Rent,Store Rev
TOTAL (3)		**$123,898**	
GRAND TOTAL DOWNTOWN IMPROVEMENT PROJECTS		$4,016,625	

(1) Costs based on "open paseo" as shown in drawings (Option B). Revised drawings and costs for "covered" paseo will be presented to City Countil under separate cover.

(2) EDA - U.S. Department of Commerce, Economic Development Administration (Note: 50% match required)
RDA - Redevelopment Agency Tax Exempt Bonds
TEA - State of California, Transportation Enhancement Activities Program (or similar State or Federal program)
FAU - Federal Aid Urban
CDBG - Community Development Block Grant Funds

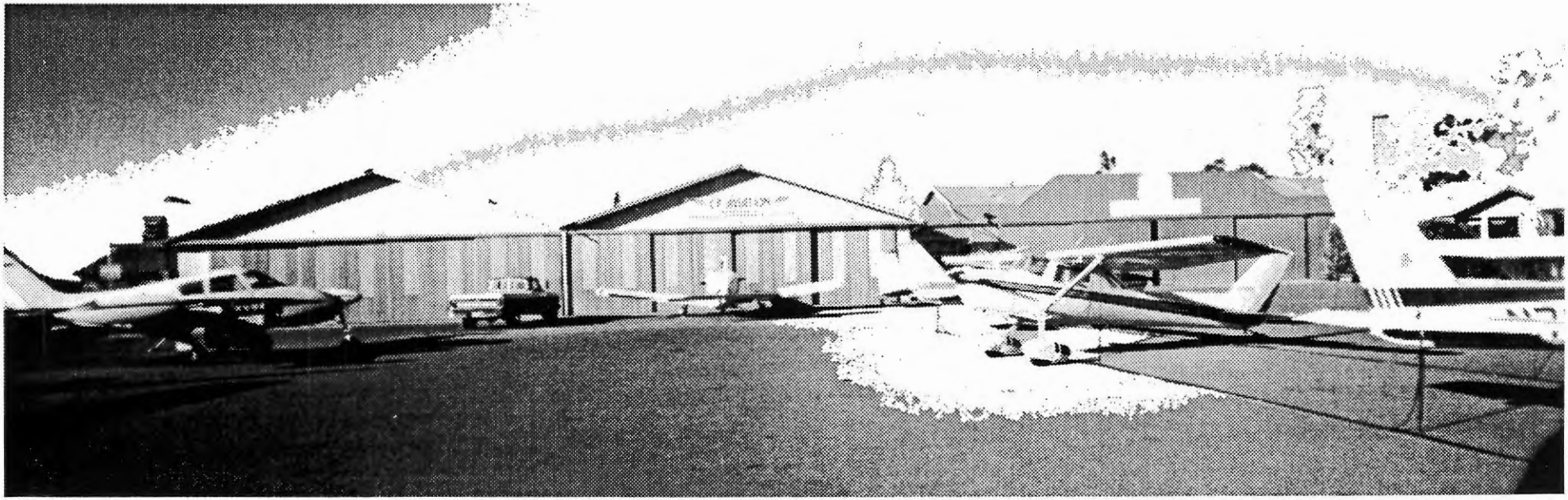
(3) Does not include contractor's profit and overhead or 10% contingency.

Maintenance District

To assure that Downtown Improvement Projects are maintained and to protect the capital investment of both the private and public sectors, a mechanism should be established to increase the level of maintenance beyond that which is typically provided by the City. It is recommended that a public/private partnership be formed, inclusive of the City of Santa Paula and benefiting downtown properties, that will jointly review the funding options for a maintenance district.

Maintaining the cleanliness, security, and visual neatness of the downtown core area is a key component of keeping the district a successful and attractive commercial location.

11. PROJECT IMPLEMENTATION SCHEDULE



Santa Paula Airport

City of Santa Paula Downtown Improvement Projects : Project Phasing Plan

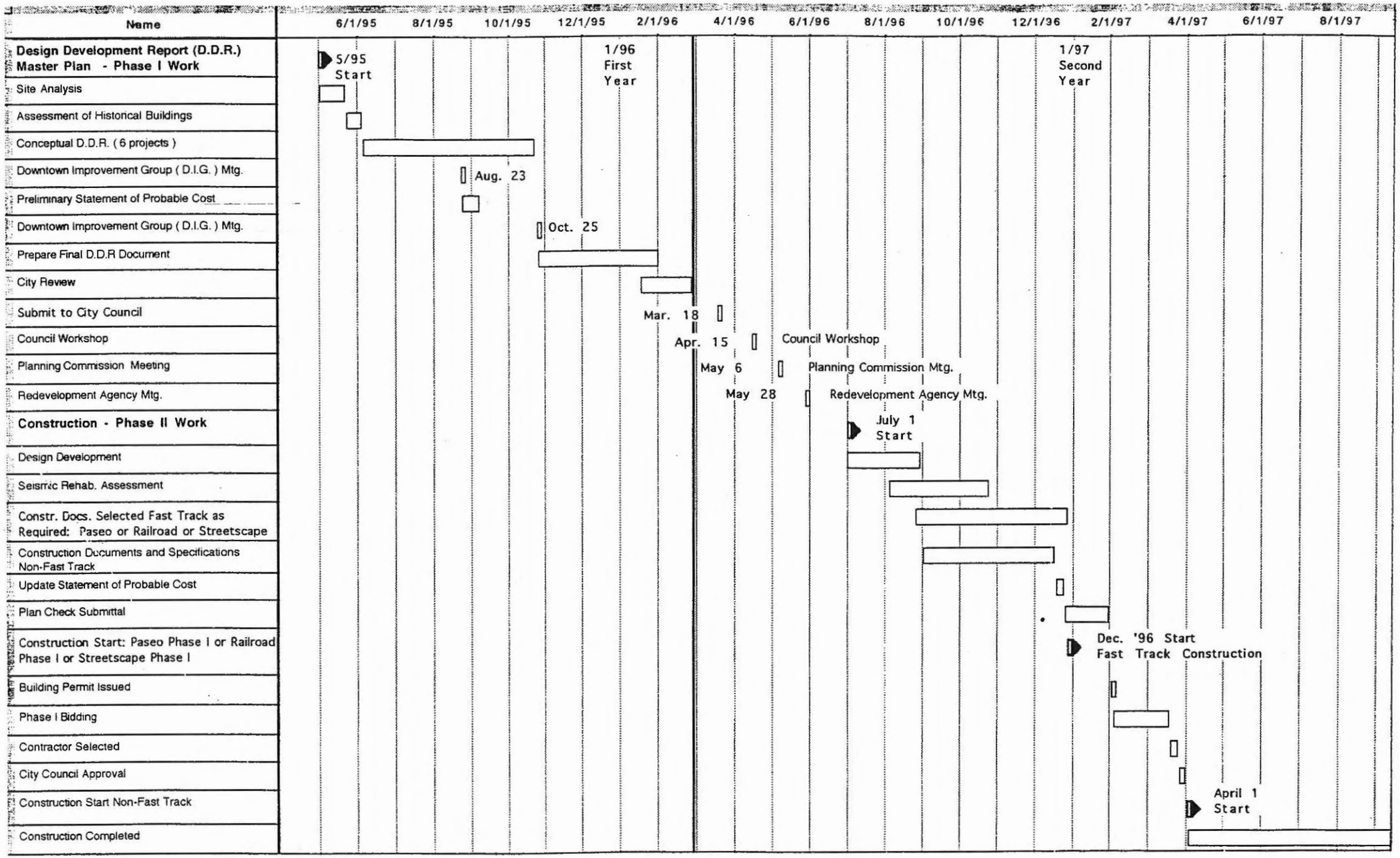


Figure 70

APPENDICES

Table of Contents - Appendices

FORMULA FOR HISTORIC REHAB TAX CREDIT

PRESERVATION

information

One in a series of Historic Preservation Information Booklets

Can I Use the Historic Rehabilitation Tax Credit?

Rehabilitation of a historic structure can provide the investor with a sizable tax credit. A tax credit is a dollar-for-dollar reduction of income tax liability. Qualifying investors in historic rehabilitation projects are eligible for a tax credit equal to 20 percent of the rehabilitation expenditures.

For a project to qualify for the historic tax credit, certain tests must be met:

1. The building must be a "certified historic structure." A certified historic structure is one that is: a) individually listed in the National Register of Historic Places; or b) is a contributing building in a historic district listed in the National Register of Historic Places; or c) is a contributing building in a designated local historic district that has been certified as substantially meeting the criteria for listing in the National Register.
2. The project must constitute a "substantial rehabilitation." Substantial rehabilitation is the greater of $5,000 or the basis in the building.
3. The building must be a depreciable property held for use in trade or business or as an investment property. One's own personal residence does not qualify.
4. The project must be certified by the National Park Service as having been rehabilitated according to the Secretary of the Interior's *Standards for Rehabilitation.*

The passive activity loss limitations restrict the amount of the tax credit an individual taxpayer can use in any given year. If adjusted gross income is less than $200,000, the taxpayer may use the tax credit to offset taxes due on active income (wages, salaries, business income). The amount that may be used is calculated by multiplying the taxpayer's marginal tax rate by $25,000. Thus an individual in the 36 percent tax bracket could use $9,000 of the credit each year under this exception ($25,000 x 36%). Additionally the credit can be used to offset any tax liability generated from passive investments (i.e. real estate).

For individuals with an adjusted gross income greater than $250,000, this exception to passive loss rules does not apply. For those with incomes between $200,000 and $250,000 the exception amount is phased out. Corporate taxpayers ordinarily are not subject to passive activity loss limitations.

Any tax credits not used in the first year can be carried forward until the entire benefit has been received.

The historic rehabilitation tax credit program is administered by the National Park Service in the Department of the Interior. For more information or to obtain the necessary certification forms, contact your state historic preservation office. To find the office that serves your state, contact the National Conference of State Historic Preservation Officers at (202) 624-5465.

Appendix A

National Trust for Historic Preservation

Can I Use the 20 Percent Credit?

1. I am a corporation. ____ Yes ____ No
   If "yes," passive activity loss limitations probably do not apply. Go to Question 5 and omit Question 14. Other tax provisions may apply, however, so consult your tax or accounting advisor.

2. I am an individual taxpayer with an adjusted gross income greater than $250,000. ____ Yes ____ No
   If "yes," your use of the tax credit will be severely limited.

3. I am an individual taxpayer with an adjusted gross income between $200,000 and $250,000. ____ Yes ____ No
   If "yes," you may be eligible for part of the credit. See your tax or accounting advisor. Go to Question 5.

4. I am an individual taxpayer with an adjusted gross income less than $200,000. ____ Yes ____ No
   If "yes," you probably can use the credit. Continue to next question.

5. Is the building listed in the National Register of Historic Places? ____ Yes ____ No ____ I don't know
   If "yes," the building should qualify for the credit. Go to Question 8.
   If "no," go to Question 6.
   If "I don't know," contact the state historic preservation office.

6. Is the building a contributing structure in a National Register historic district or a qualifying local historic district? ____ Yes ____ No ____ I don't know
   If "yes," the building should qualify for the credit. Go to Question 8.
   If "no," go to Question 7.
   If "I don't know," contact the state historic preservation office.

7. If not yet a certified historic structure, is the property eligible to be so designated? ____ Yes ____ No ____ I don't know
   If "yes," the building may qualify for the credit. Go to the next question.
   If "no," the building will not qualify for the credit.
   If "I don't know," contact the state historic preservation office.

8. What is the adjusted basis of the building?

Purchase Price	$ _____
Less: Amount attributable to Land	$ _____
Plus: Capital Improvements	$ _____
Less: Depreciation Taken	$ _____
Adjusted Basis of the Building	$ _____

   A quick look at your most recent tax return or a call to your accountant may provide this information as well.

9. What is the proposed budget for the project, including construction, architect, developer, and consultant fees; but *excluding* acquisition, landscaping, and site improvements? $ _____

10. Does the amount in Question 9 exceed the adjusted basis of the building (Question 8)? ____ Yes ____ No
    If "yes," the substantial rehabilitation test has been met.
    If "no," the substantial rehabilitation test has not been met and the project must be revised in order to qualify for the credit.

11. Is the property your personal residence? ____ Yes ____ No
    If "yes," the property is not eligible for the credit.
    If "no," go to the next question.

12. Is the property going to be used in your trade or business or held for investment? ____ Yes ____ No
If "yes," the property should be eligible for the credit.
If "no," the property probably is not eligible. See your accountant or tax advisor.

13. How much tax credit will I receive?

Rehabilitation budget (Question 9)	$ _____
x 20 percent	x .20
Amount of tax credit	$ _____

14. How much of the tax credit can I take each year?

Marginal tax rate (See your accountant)	_____%
x $25,000	$ 25,000
Amount usable under passive loss exception	$ _____
Plus: Amount of tax liability on "passive income" (See accountant)	$ _____
Total credit available each year	$ _____

15. What will be the depreciable basis of the rehabilitated property?

Pre-rehabilitation basis of the building	$ _____
Plus: rehabilitation expenditure	$ _____
Less: tax credit allowed	$ _____
Depreciable basis of the building	$ _____

16. What will my depreciation be?

Depreciable basis (Question 15)	$ _____
Depreciable life (39 years or 27.5 years)	$ _____
Annual depreciation	$ _____

Sample Project

Acquisition Price	$100,000
Land Portion	$ 20,000
Building Portion	$ 80,000
Rehabilitation Expenditures	$200,000
(Greater than $80,000, therefore meets the substantial rehabilitation test)	
Amount of Tax Credit	$ 40,000 ($200,000 x 20%)
Investor's Marginal Tax Rate	36%
Annual Credit Allowable (Under passive loss exception)	$ 9,000 ($25,000 x 36%)
Depreciable Basis Calculation	
Acquisition cost - Building	$ 80,000
Plus: Rehabilitation	$200,000
Less: Tax Credit	$ 40,000
Depreciable Basis	$240,000
Depreciable Life (39 years under current law)	39
Annual Depreciation	$ 6,154
Loan Amount	$200,000 (8%, 25 years)
Annual Payments	$ 18,524

FIVE-YEAR OPERATING STATEMENT

YEAR	1	2	3	4	5
Net Operating[1] Income	$27,500	$28,325	$29,175	$30,049	$30,951
Depreciation	$ 6,154	$ 6,154	$ 6,154	$ 6,154	$ 6,154
Interest	$15,906	$15,686	$15,452	$ 15,198	$14,916
Taxable Income[2]	$ 5,440	$ 6,485	$ 7,569	$ 8,697	$ 9,881
Tax Rate	36%	36%	36%	36%	36%
Taxes[3]	$ 1,958	$ 2,335	$ 2,725	$ 3,131	$ 3,557
Usable Credit[4]	$ 9,000	$ 9,000	$ 9,000	$ 5,982	$ 0
Usable Credit[5]	$ 1,958	$ 2,335	$ 2,725	$ 0	$ 0
Accumulative Credit Used	$10,958	$22,293	$34,018	$40,000	$40,000

FIVE YEAR CASH FLOW STATEMENT

YEAR	1	2	3	4	5
Net Operating[1] Income	$27,500	$28,325	$29,175	$30,049	$30,951
Debt Service[6]	$18,524	$18,524	$18,524	$18,524	$18,524
Before-Tax Cash Flow[7]	$ 8,976	$ 9,801	$10,651	$11,525	$12,427
Taxes	$ 1,958	$ 2,335	$ 2,725	$ 3,131	$ 3,557
After-Tax Cash Flow[8]	$ 7,018	$ 7,466	$ 7,926	$ 8,394	$ 8,870
Usable Tax Credit[5]	$10,958	$11,335	$11,725	$ 5,982	$ 0
After Credit Cash Flow	$17,976	$18,801	$19,651	$14,376	$ 8,870

[1] Income increasing at 3% per year
[2] Net operating income less depreciation and interest
[3] Taxable income x tax rate
[4] This is the amount of credit the owner is entitled to under the passive loss exception provision
[5] This is the amount of the credit usable to offset passive gains
[6] Principal and interest payment
[7] Net operating income less debt service
[8] Before tax cash flow less taxes
[9] After-tax cash flow plus useable tax credit

This explanation of the historic rehabilitation tax credit was reproduced from *A Guide to Tax-Advantaged Rehabilitation* published in 1986 and revised in 1994 by the National Trust for Historic Preservation. This self-help text was prepared by Donovan D. Rypkema. To order the complete *A Guide to Tax-Advantaged Rehabilitation* contact: Information Series, National Trust for Historic Preservation, 1785 Massachusetts Avenue, N.W., Washington, D.C. 20036. (202) 673-4286. The cost per booklet is $5 with a 50 percent discount for orders of any 10 or more booklets.

SANTA PAULA BUILDINGS SURVEY

SURVEY OF SANTA PAULA BUILDINGS WITHIN THE PROPOSED HISTORIC DISTRICT

BUILDING ADDRESS	PARCEL NO.			BUILDING NAME
Outstanding Properties (16)				
121 DAVIS ST	103	112	32	Presb Church
730 E MAIN ST	103	092	22	UU Church
866 E MAIN ST	103	102	17	Oddfellows Hall
901 E MAIN ST	103	112	18	F & M Bank
948 E MAIN ST	103	102	30	Citizens State Bank
1003 MAIN ST	101	212	15	Union Oil Museum
123 N MILL ST	103	111	16	Logan House
130 S MILL ST	103	104	01	Davis House
134 N MILL ST	103	112	01	Glen Tavern
212 N MILL ST	103	074	01	SP Milling
829 RAILROAD AVE	103	071	06	1st Christian Church
125 S SEVENTH ST	103	092	18	Ebell Clubhouse
117 N TENTH ST	101	212	09	Limoneira Co. Bldg.
200 N TENTH ST	103	076	01	SP RR Depot
928 YALE ST	103	104	22	Rice House
	103	111	23	Bay Fig Tree
Notable Properties (17)				
DAVIS ST	103	101	20	Sta Pla HS Dist Office
216 N 8TH ST	103	062	26	
126 N EIGHTH ST	103	091	27	House
800 E MAIN ST	103	103	04	
848 E MAIN ST	103	102	14	
852 E MAIN ST	103	102	15	
911 E MAIN ST	103	112	37	
913 E MAIN ST	103	112	38	
927 E MAIN ST	103	112	15	King Building
945 E MAIN ST	103	112	11	Limoneira Bldg.
949 E MAIN ST	103	112	09	Kaplan's Bootery
955 N MAIN ST	103	111	11	
982 E MAIN ST	103	113	09	
105 S MILL ST	103	113	12	Post Office
921 RAILROAD AVE	103	073	10	
740 E SANTA BARBARA	103	091	05	
	103	072	03	
Contributing Properties (81)				
134 N DAVIS ST	103	101	04	
139 DAVIS ST	103	112	22	
141 DAVIS ST	103	112	23	
142 DAVIS ST	103	101	03	
143 DAVIS ST	103	112	24	
147 DAVIS ST	103	112	25	
148 N DAVIS ST	103	101	19	
111 N EIGHTH ST	103	101	14	Jackson Hotel
112 S EIGHTH ST	103	092	01	
128 S EIGHTH ST	103	092	29	
132 N EIGHTH ST	103	091	06	
137 N EIGHTH ST	103	101	16	

Appendix B

BUILDING ADDRESS	PARCEL NO.			BUILDING NAME
720 E MAIN ST	103	092	04	House
722 E MAIN ST	103	092	20	House
728 E MAIN ST	103	092	21	
744 E MAIN ST	103	092	23	
801 E MAIN ST	103	101	13	
814 E MAIN ST	103	103	05	
817 E MAIN ST	103	101	12	
819 E MAIN ST	103	101	11	
824 E MAIN ST	103	103	06	
825 E MAIN ST	103	101	10	
834 E MAIN ST	103	102	12	
847 E MAIN ST	103	101	09	
861 E MAIN ST	103	101	07	
910 E MAIN ST	103	102	20	
932 E MAIN ST	103	102	26	
935 E MAIN ST	103	112	05	
938 E MAIN ST	103	102	27	
940 E MAIN ST	103	102	28	
941 E MAIN ST	103	112	10	
941 E MAIN ST	103	112	12	
957 E MAIN ST	103	111	10	
958 E MAIN ST	103	113	02	
959 E MAIN ST	103	111	09	
960 E MAIN ST	103	113	03	
962 E MAIN ST	103	113	15	
964 E MAIN ST	103	113	13	
968 E MAIN ST	103	113	06	
971 E MAIN ST	103	111	08	
974 E MAIN ST	103	113	08	
974 E MAIN ST	103	113	07	
984 E MAIN ST	103	113	10	
989 E MAIN ST	103	111	07	
1008 E MAIN ST	101	214	16	
1016 E MAIN ST	101	214	17	
1020 E MAIN ST	101	214	18	
1024 E MAIN ST	101	214	19	
1055 E MAIN ST	101	211	11	
1056 E MAIN ST	101	213	04	
107 N MILL ST	103	111	12	
112 S MILL ST	103	102	31	Ventura Co Market
113 N MILL ST	103	111	13	
114 N MILL ST	103	112	04	
118 N MILL ST	103	112	35	
122 S MILL ST	103	102	33	
133 N MILL ST	103	111	19	
220 N MILL ST	103	073	09	
808 E SANTA BARBARA ST	103	101	17	
908 E SANTA BARBARA ST	103	112	26	
912 E SANTA BARBARA ST	103	112	27	
914 E SANTA BARBARA ST	103	112	28	
916 E SANTA BARBARA ST	103	112	29	
920 E SANTA BARBARA ST	103	112	30	
117 S TENTH ST	101	214	14	
120 N TENTH ST	103	111	05	
123 S TENTH ST	101	214	12	
125 S TENTH ST	101	214	11	

BUILDING ADDRESS	PARCEL NO.			BUILDING NAME
133 N TENTH ST	101	212	12	
133 S TENTH ST	101	214	09	
135 S TENTH ST	101	214	08	
137 N TENTH ST	101	212	13	
803 E YALE ST	103	103	03	
806 YALE ST	103	105	09	
810 YALE ST	103	105	10	
	103	072	02	SP RR Right-of-way
	103	062	14	SP RR Right-of-way
731 E SANTA BARBARA ST	103	062	15	Co. Fire Station
	103	092	19	Ebell Park
	103	105	01	
	103	113	11	Fire Station No. 1

Non-Contributing Properties (41)

118 N 8TH ST	103	091	09
116 N DAVIS ST	103	101	06
118 N DAVIS ST	103	101	22
128 N EIGHTH ST	103	091	07
838 E MAIN ST	103	102	13
851 E MAIN ST	103	101	08
856 E MAIN ST	103	102	16
900 E MAIN ST	103	102	18
908 E MAIN ST	103	102	19
912 E MAIN ST	103	102	21
914 E MAIN ST	103	102	22
924 E MAIN ST	103	102	23
925 E MAIN ST	103	112	16
926 E MAIN ST	103	102	24
930 E MAIN ST	103	102	25
935 E MAIN ST	103	112	14
939 E MAIN ST	103	112	13
942 E MAIN ST	103	102	29
1000 E MAIN ST	101	214	15
115 N MILL ST	103	111	14
117 N MILL ST	103	111	15
120 S MILL ST	103	102	32
129 N MILL ST	103	111	17
133 N MILL ST	103	111	18
917 RAILROAD AVE	103	073	17
822 SANTA BARBARA ST	103	101	18
924 E SANTA BARBARA ST	103	112	31
115 S TENTH ST			
116 N TENTH ST	103	111	06
123 N TENTH ST	101	212	10
124 N TENTH ST	103	111	04
126 N TENTH ST	103	111	03
129 N TENTH ST	101	212	11
134 N TENTH ST	103	111	22
136 N TENTH ST	103	111	21
813 YALE ST	103	103	02
933 E YALE ST	103	102	36
739 E YALE ST	103	092	34
	103	034	00
	103	062	28

BUILDING ADDRESS	PARCEL NO.			BUILDING NAME
	103	101	15	Blanchard Library

Not Counted (22)*

137 N DAVIS ST	103	112	21	
107 S EIGHTH ST	103	103	01	
124 GREEN ST	103	105	02	
140 GREEN ST	103	105	03	
1038 E MAIN ST	101	214	20	
234 N MILL ST	103	073	06	
230 NINTH ST	103	071	05	
825 RAILROAD AVE	103	071	07	
732 E SANTA BARBARA ST	103	091	04	
119 S TENTH ST	101	214	13	
129 S TENTH ST	101	214	10	
145 N TENTH ST	101	212	14	
145 S TENTH	101	214	21	
VENTURA ST	103	104	02	
730 YALE ST	103	092	33	
	103	111	24	
	103	112	33	
	103	101	21	
	103	112	34	
	103	113	11	Veterans Mem Park/PL
	103	092	35	

*not counted properties include vacant parcels and parking lots.

SUPPLEMENTAL DESIGN GUIDELINES DOCUMENT

MAIN STREET

A Publication of the National Trust for Historic Preservation

Keeping Up Appearances

Storefront Guidelines

What makes for a successful Main Street business? It can't be measured exactly; there is no single success formula. Product, price, display, service, location and market all play a part. So too does the appearance of the store, the outside image of the business.

Many store owners seem to regard appearance as secondary to the more immediate concerns of running a business. Too often, the building is neglected or mishandled.

Yet experience shows, time and again, that appearance is important to a healthy business downtown. With merchants working together to create an attractive image, downtown as a whole can benefit.

The 20th century brought changes for Main Street. The automobile brought new competition from commercial strips and shopping centers. Downtown merchants turned their attention to passing cars, erecting shiny new storefronts and eye-catching signs. Main Street stores tried to imitate their modern competitors.

In many ways, the result has been a sorry one. Downtown now appears as a curious cross between neglected old buildings and a commercial strip. It presents a confused image to the shopping public.

The idea of visual relatedness is crucial to the goal of an integrated Main Street. Historically, Main Street facades complemented and reinforced one another. Compare the drawings on this page. Notice how the remodeling of the old facades has destroyed their continuity. They are no longer visually tied together. Each facade is unrelated to the next, and the character of the building group as a whole suffers.

With its buildings, history, setting and place within the community, downtown is unique and special. It makes sense to acknowledge these resources and take full advantage of them—to develop the qualities that are already present downtown.

What improvements can make your building work better for you? How can you make it more attractive to shoppers? The following pages present suggestions for improving appearances as well as ideas for prolonging the life of old buildings.

Appendix C

The traditional commercial storefront can be considered the cornerstone of Main Street. Dating from the 19th and early 20th centuries, these buildings share a remarkable similarity—a consistency that creates a strong visual image for the downtown.

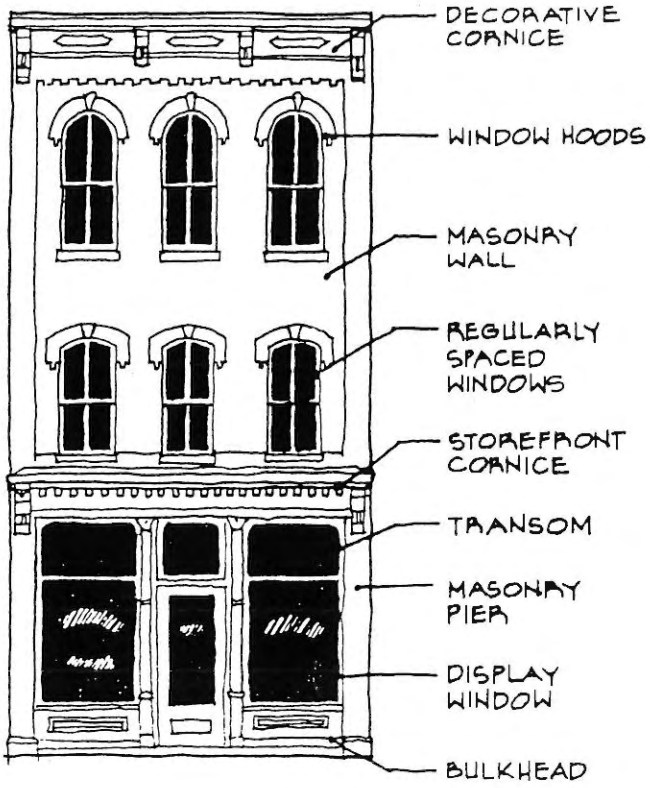
Because they were composed of similar parts, the blocks have a consistent, organized and coordinated appearance. Any one facade is visually related to its neighbors.

The parts of the facade were often compatible enough to be interchangeable. A commercial building from the mid 1800s could be easily modernized by inserting a new 1900s storefront. Although the styles and details changed, the proportions remained the same.

Technological developments, coupled with changing tenants and merchandising trends, encouraged frequent storefront changes, while the upper facade stayed the same, deteriorated or was covered over.

The storefront became increasingly transparent, but it still fit into the framed opening provided by the original building. When a storefront is not contained within this frame, it looks out of proportion with the upper facade.

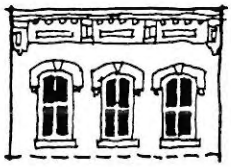
The basic commercial facade consists of three parts: the storefront with an entrance and display windows, the upper facade usually with regularly spaced windows and the cornice that caps the building. These components appear in many shapes, sizes and styles but result in essentially the same facade.



TYPICAL UPPER FACADES

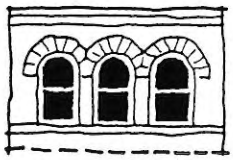
Early to Mid 1800s

- SIMPLE CORNICE
- LINTELS OVER WINDOWS
- SMALL WINDOW PANES



Mid to Late 1800s

- BOLDLY DECORATED CORNICE
- WINDOW HOODS
- 2 OVER 2 WINDOWS



Late 1800s to Early 1900s

- CORBELLED BRICK CORNICE
- LARGE, ARCHED WINDOWS

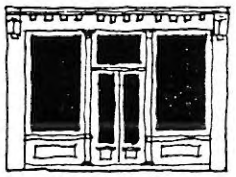
Early 1900s to 1930s

- SIMPLE BRICK CORNICE
- LARGE WINDOW OPENINGS WITH MULTIPLE UNITS

TYPICAL STOREFRONTS

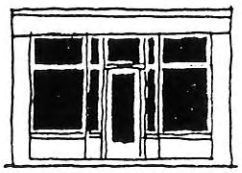
Early to Mid 1800s

- POST AND BEAM FRAME
- DIVIDED DISPLAY WINDOWS
- SIMPLE DECORATION



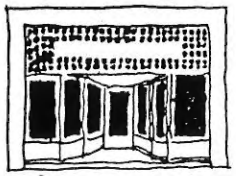
Mid to Late 1800s

- BOLDLY DECORATED CORNICE
- CAST IRON COLUMNS
- LARGE DISPLAY WINDOWS



Late 1800s to Early 1900s

- SIMPLE CORNICE
- TRANSOM WINDOWS
- RECESSED ENTRANCE



Early 1900s to 1930s

- METAL WINDOW FRAMES
- STRUCTURAL GLASS
- RECESSED ENTRANCE

The appearance of downtown is the result of an evolutionary process in which buildings either stay the same, are altered or are completely replaced. This process is continuous and inevitable. But its success or failure depends on how sensitive these changes are to the existing framework of buildings.

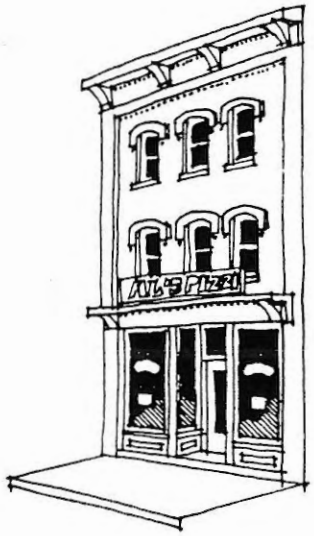
The typical Main Street facade inherently exhibits some basic qualities resulting from its architectural style, construction materials and composition.

Sensitive change accepts these facade qualities and builds on them. The result is a harmonious blending of new design elements within the existing facade. Insensitive change, on the other hand, ignores and often eliminates the design qualities of the original building and creates an unnecessary clash between new and old.

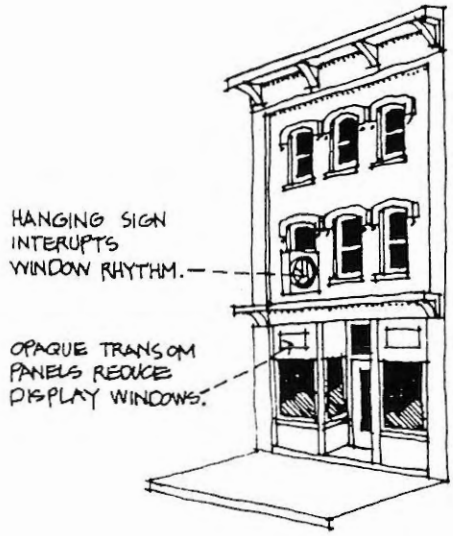
The series of drawings below shows how a typical facade might have changed over time.

Changes happen gradually and have a cumulative effect on a building's appearance. While some alterations are hardly noticeable, change upon change over the years can completely ignore the original facade.

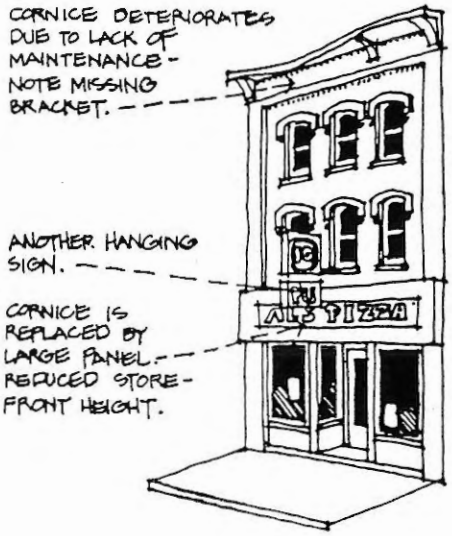
1. THE ORIGINAL FACADE— THE VISUAL RESOURCE



2. MINOR FACADE CHANGE

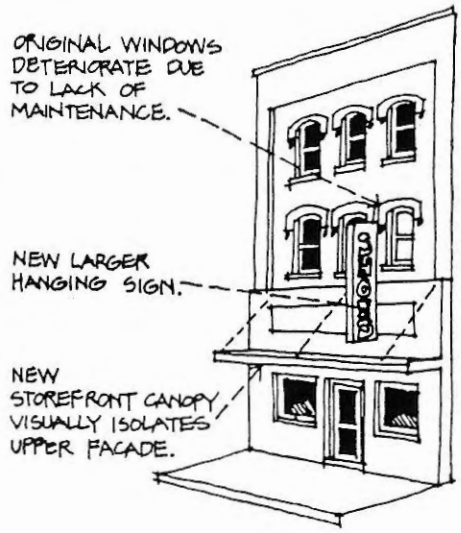


3. MORE MINOR FACADE CHANGE

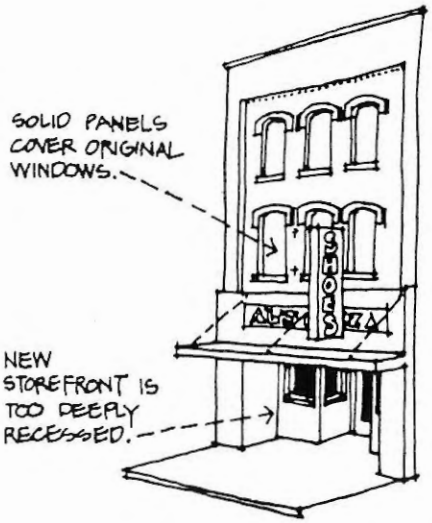


4. STOREFRONT REMODELING— THE FACADE LOOKS CUT IN HALF.

5. MORE STOREFRONT CHANGE



6. ANOTHER STOREFRONT REMODELING



MAINTENANCE

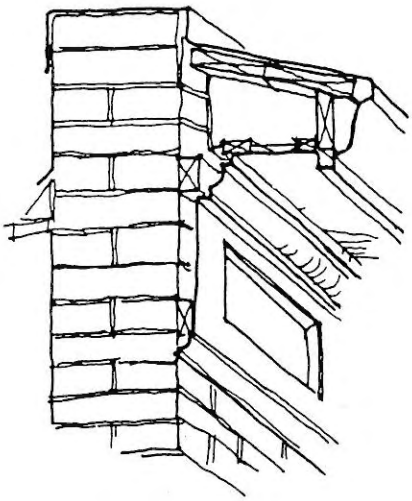
Improper maintenance often results in an insensitive change. Broken windows are boarded over; deteriorated cornices are removed rather than repaired; and walls with peeling paint are covered with aluminum. Proper maintenance is better than any quick-fix approach. It prolongs the life of the building while relying on the quality of the original materials and intended design.

A typical commercial building is composed of a number of materials, each with its own characteristics and problems.

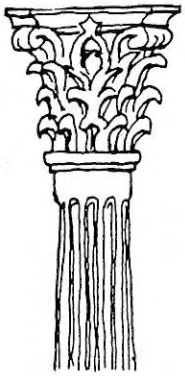
CAST IRON AND SHEET METAL

Cast-iron and sheet metal decorations were often applied to a brick facade; sometimes entire facades were made of a combination of the two.

Cast iron is quite permanent and has been used extensively for storefront columns and window lintels. Regular painting will prevent corrosion. A chemical paint remover or low pressure dry grit blasting (80–100 psi) can be effective for removing built up paint and rust. Missing parts can be recast in aluminum or fiberglass from existing pieces or substituted by wooden pieces.



SHEET METAL CORNICE



CAST IRON COLUMN

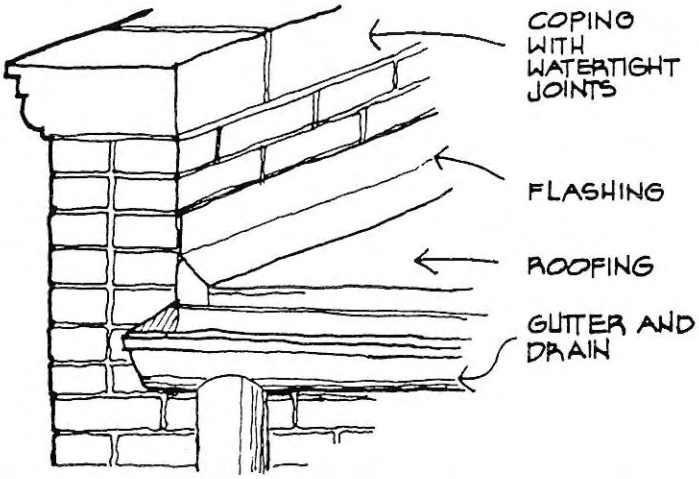
Stamped metal is much lighter and bends easily. Elaborate cornices are often made of stamped metal nailed to a wooden framework attached to the building. Stamped metal usually is coated with zinc to retard rusting although it is very susceptible to rust if the surface is scratched or left exposed. It must always be painted. If stamped metal must be cleaned, use a chemical paint remover. Never use dry grit blasting.

Missing parts can be duplicated by a sheet metal shop.

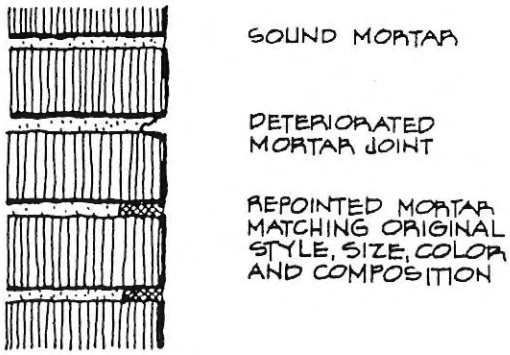
MASONRY SURFACES

Brick or stone walls can be very durable although they are susceptible to moisture, pollution and age. The most frequent problems to look for are deeply recessed mortar joints and crumbling masonry units.

Moisture. The appearance of mold or discoloration of a masonry surface may indicate a moisture problem. Moisture commonly enters through the top of a wall or where the wall meets the roof. Damage can also be caused by moisture from a clogged drain spout, a broken gutter or from water splashing up from the pavement. The roof, flashing, wall coping and drainage system should be periodically checked for water tightness.



Repointing. Mortar disintegrates with age and weathering. When the mortar joints are loose or crumbling, or have recessed more than a half inch, they should be repointed with new mortar to keep out water and continue to hold the masonry units in place. Repointing deteriorated sections should be done with care; new mortar joints should match the style, size, composition and color of the originals. Typical mortar for older buildings contains one part Portland cement to two parts lime to nine parts sand. Never allow a high content of Portland cement to be used. It is very hard and can crack older brick, which is softer. Pick a reputable masonry contractor and examine other repointing jobs the contractor has completed.



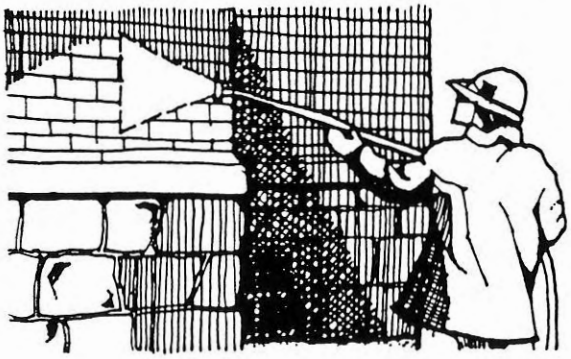
Cleaning Masonry. High pressure water or steam cleaning should be considered for unpainted masonry buildings. Masonry cleaning can give the surface of a building new life by removing pollutants and restoring the natural qualities of the brick or stone.

Improper cleaning can result in further deterioration of masonry. Sandblasting or other abrasive cleaning methods should never be used. They erode the surface of the masonry material and can permanently damage the building. Once the outside skin of the brick has been removed, water can saturate the surface and deteriorate the brick. Sealants can not effectively replace this outer surface.

ABRASIVE CLEANING

Low pressure water cleaning (not more than 600 psi), scrubbing with a bristle brush and the use of gentle detergents is usually sufficient to clean dirt and grime from a masonry surface. Be sure to use only natural bristle brushes, not metal. Metal can disturb the mortar and damage masonry.

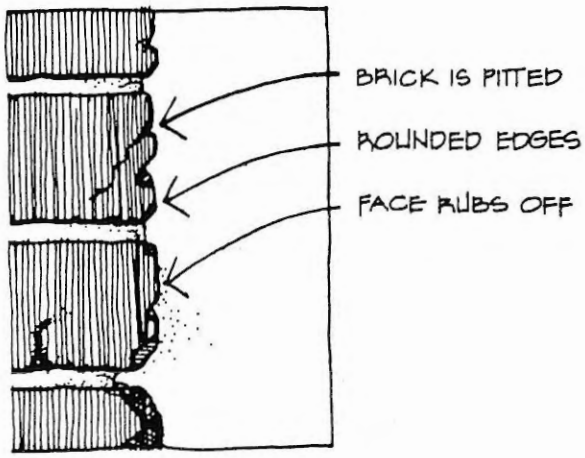
HIGH PRESSURE WATER CLEANING



In some instances, a chemical cleaner is required if paint or heavy grime must be removed. The masonry is usually prewet to soften any dirt. Then a chemical paint remover is applied and allowed to remain on the building surface. Finally, the chemical is rinsed off, usually with water. This process may be repeated several times to remove built up paint.

Finding the right chemical for the job is the biggest challenge. Every company seems to have its own solution. One thing to remember is that chemical cleaners can be either alkaline or acidic. Be sure the right chemical is chosen for your building. Acidic products should never be used on limestone or marble.

Cleaning should only be undertaken by experienced professionals. It may be necessary to look outside of your town for the right company. Check the Yellow Pages under "Building Cleaning—Exterior." After identifying potential contractors, investigate examples of their work and ask for a test patch on your building in advance to see how effective the cleaning method will be. Look for possible damage to the mortar joints and any residue on the wall surface caused by the cleaning process. Also look for any damage to the masonry units. Are the edges more rounded? Does the face rub off? Some masonry surfaces may be too soft to be cleaned.



Remember never to clean a building if there is any possibility of frost because the moisture may crack the masonry if it freezes.

Painting. Unless it is necessary to protect the surface, exposed masonry should be left unpainted. A previously painted surface should be repainted rather than chemically cleaned.

Before painting a masonry surface, the mortar should be checked and repointed as needed. Loose paint should be scraped off. The building may be cleaned with a low pressure water wash. Then a masonry primer should be applied to the entire area and one or two final coats of semigloss or flat latex paint applied to the wall surface.

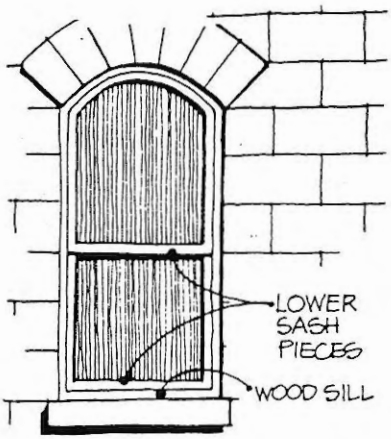
UPPER-STORY WINDOWS

The visual importance of upper-story windows is evident in their steady march down Main Street. They give buildings an appearance of vitality and use, even if the upper floors are vacant. They create a repeated pattern that helps tie together the facades.

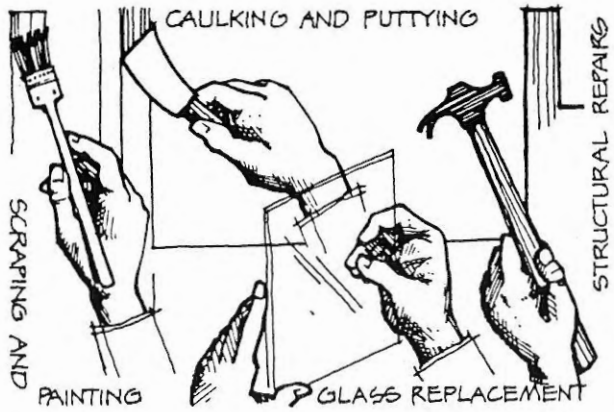
Often, deteriorated upper-story windows have been inappropriately replaced or boarded up. This treatment cheapens not only the character of the building but the streetscape as well—a negative image that can be avoided through proper maintenance.

Window Maintenance Checklist

• Check the wood parts of the window. Are there portions that are soft, cracked or split? Pay particular attention to the window sills and bottom of the window sashes where water has collected. If sashes or frames are deteriorated, window glass can fall out and endanger pedestrians below.



• To maintain the windows properly, all deteriorated wood should be replaced with new pieces and the old paint scraped off. All cracks should be filled with caulk or wood putty and the surfaces sanded. Loose glazing putty should be replaced and the frames primed with a good quality oil-based primer and painted with one or two coats of latex or oil-based paint.



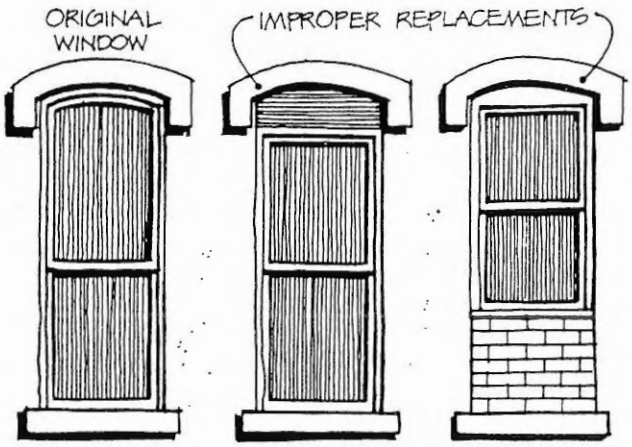
• Loose or broken window panes can be easily fixed. First remove all broken glass and old glazing putty. Replace the glass with new panes similar to the existing glass and, using glazier's points and putty, reglaze both the new glass and loose panes. It may be easier to remove the window sash from the frame to perform these activities.

• The joints between the window frame and the masonry opening should also be checked. Loose caulk should be removed and the joints recaulked to prevent air and water infiltration.

Window Replacement

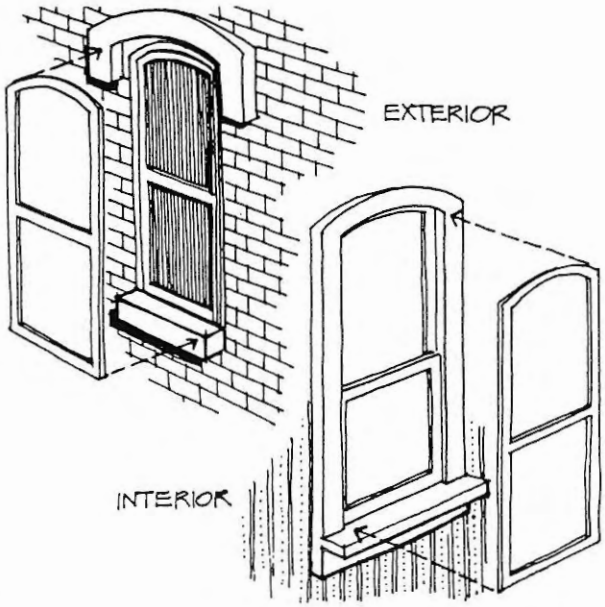
• If a window has deteriorated beyond repair or is missing, the replacement should match the original window. Replacement windows should always fill the entire opening and duplicate the original pattern. For example, a double hung sash window should not be replaced by a single fixed pane of glass. Avoid the use of windows and shutters that are not in keeping with the style of the building.

• If possible, match the material as well as the design of the original windows. Standard wood windows are relatively easy to buy or have made. They may not be as expensive as you might think, averaging between $100 and $350 each. More unusual styles can be custom ordered.



• In some instances double-glazed aluminum frame windows may be desired. If aluminum must be used, it should duplicate the design of the original window. It should be in a dark anodized or baked enamel finish rather than a light metallic color.

Storm Windows. Storm windows are a good idea for conserving heat and energy, especially on upper floors. When mounted on the exterior, these windows should be painted to match the color of the window sash and should duplicate the shape. On the front of a building, it may be desirable to install storm windows on the inside where they will not be seen. Care must be taken that they are ventilated to prevent moisture from accumulating and damaging the wood.



WOOD

Wood is often used for cornices and storefronts and sometimes for upper wall surfaces. Always try to retain any original exterior woodwork. Deterioration can be prevented with regular maintenance, and decayed portions can be repaired. Check for soft, rotted areas, areas where the wood has split and places where nails have corroded. Up to a point, these problems can be fixed by renailing, filling and caulking the wood and then by using an oil primer and painting the wood with latex or oil-based paint.

Sometimes it will be necessary to have a carpenter replace some pieces that have rotted or are missing. Any replacements should match or at least complement the existing details.

DOORS

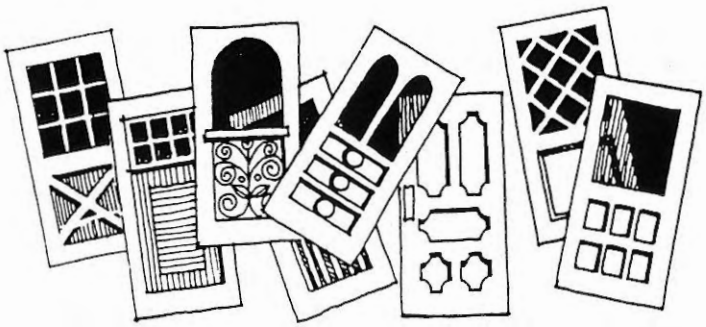
Every storefront has a door or pair of doors that enter into the place of business. Traditionally, the entrance door was made of wood with a large glass panel. Every effort should be made to maintain and repair an original door, if possible.

Painting Aluminum. Many original doors have been replaced by standard aluminum and glass commercial doors. Although lacking in historical character, they are generally unobtrusive. Aluminum doors and storefronts can be made more compatible by painting them a dark color. An exposed aluminum surface must be cleaned and prepared for a zinc chromate primer or metal primer, followed by appropriate finish coats as recommended by the primer manufacturer. New aluminum should be exposed to weather for at least two months before painting.

Door Replacement. If a door is to be replaced there are three basic options:

- Have a new door built with the same design and proportions of the original.
- Find a manufactured wooden or steel door that resembles the traditional store door.
- Use a standard aluminum commercial door with wide stiles and a dark anodized or baked enamel finish.

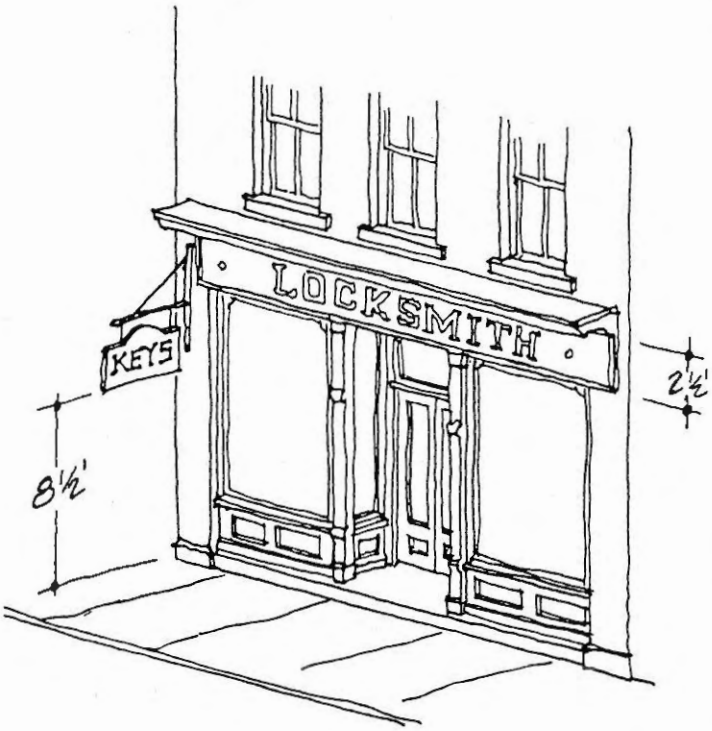
Do not use doors decorated with moldings, cross bucks or window grills. These doors are more residential in character and can look out of place on commercial buildings.



SIGNS

Signs are a vital part of any Main Street. With a sign, you call attention to your business and create an individual image for your store. But it is often forgotten that signs contribute to an overall image as well. Merchants try to out-shout one another with large, flashy signs. A successful sign can reinforce the image of the downtown as well as serve the needs of the business. Consider the following guidelines:

- A sign should express an easy to read, direct message: Keep it simple.
- A storefront should not have more than two signs—one primary and one secondary.
- A flush-mounted sign board may extend the width of the storefront but should not be more than 2½ feet high. The sign should be mounted somewhere above the storefront display windows and below the second-story window sills. Generally, lettering should be 8 to 18 inches high and occupy only about 65 percent of the sign board.



- A hanging sign should be mounted at least 8½ feet above the sidewalk and should project no more than 5 feet. The size and location of a hanging sign should be carefully considered so that it does not interfere with neighboring signs.
- Window signs should not obscure the display area. The color of the letters should contrast with the display background. Light colored letters or gold leafed letters with dark borders are effective.
- Awnings can also serve as signs with contrasting letters painted or sewn onto the valance. Usually, 6 to 8-inch letters are sufficient.
- There are hundreds of letter styles available. A letter style should be chosen that is easy to read and that reflects the image of the business it represents.

Helvetica Palatino

Benguiat Korinna

Arnold **Franklin**

Clarendon Goudy

Bookman Souvenir

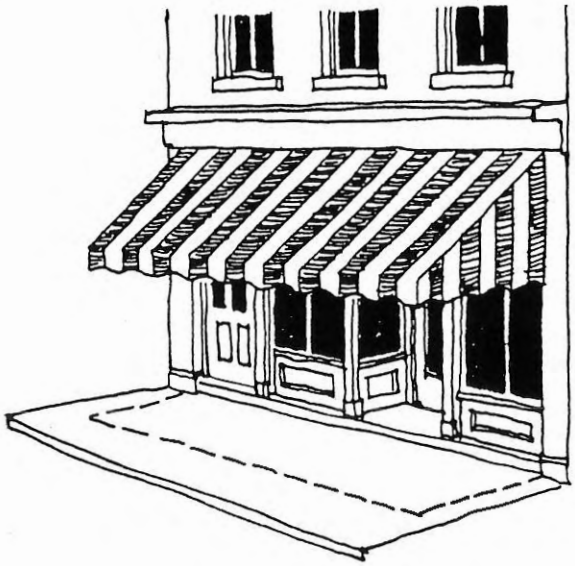
Broadway

- Letters can be painted or mounted directly on a sign board, storefront or wall. Three dimensional letters are available from sign makers in wood, marine plywood, metal and plastic. Remember, letters should not be too large.
- Sign colors should complement the colors of the building. Light colored letters on a dark background are easier to read.
- Illuminated signs can be appropriate downtown if they respect the proportions of the storefront and the guidelines outlined above. Painted signs can be directly illuminated with florescent or incandescent lights. Internally lit signs are most effective with light letters on a dark opaque background. Exposed neon letters can also be effective, adding color and vitality to the street.
- Choose a sign maker carefully. Quality of workmanship and construction is as vital as any of the considerations just discussed. Ask where you can see examples of previous work.

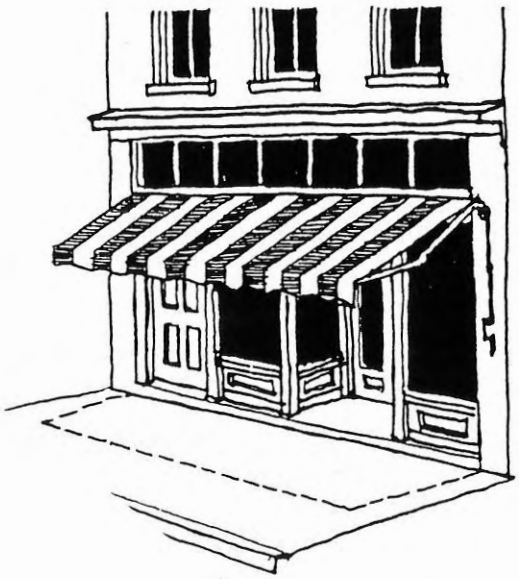
AWNINGS

The canvas awning was an important design element in the traditional storefront. It provided cover, added color and served as a transition between the storefront and the upper facade. Most buildings that face the sun had awnings. Look at old pictures of your building to see how awnings were used.

A standard street-level awning should be mounted so that the valance is about 7 feet above the sidewalk and projects out between 4 and 7 feet from the building. A 12-inch valance flap is usually attached at the awning bar and can serve as a sign panel.

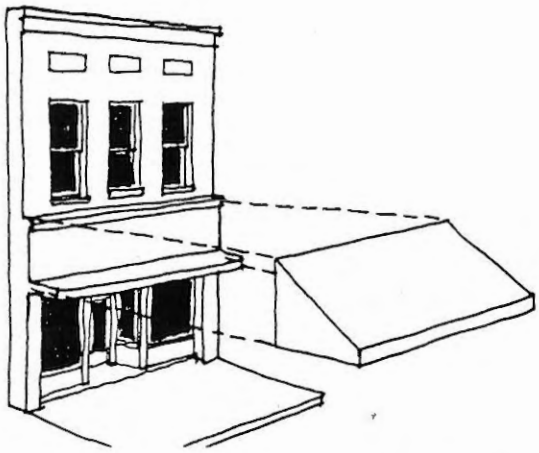


An awning can be attached above the display windows and below the cornice or sign panel. Sometimes it is mounted between the transom and the display windows, allowing light into the store while shading the merchandise and pedestrians from the sun.



An awning should reinforce the frame of the storefront and should not cover the piers or the space between the second-story window sills and the storefront cornice.

Inappropriate storefront alterations can be effectively disguised by mounting an awning over the alterations while maintaining the proportions of a traditional storefront.



Aluminum awnings or canopies generally detract from the historic character and should not be erected. If a flat canopy exists, it can be dressed up with a 12- to 24-inch awning valance.

Various awning materials offer different colors and patterns. There are several to choose from: canvas, vinyl-coated canvas and acrilan, a synthetic material. Each varies in cost and relative durability.

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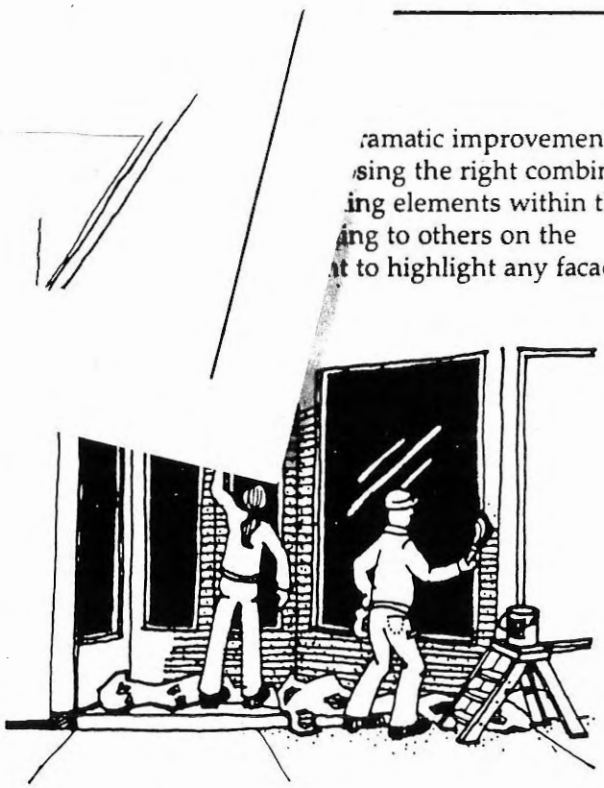


The base color appears on the upper wall and piers flanking the storefront. Often this color will be natural brick and will not require paint. If the building has been painted, a color should be selected that relates to the surrounding buildings.

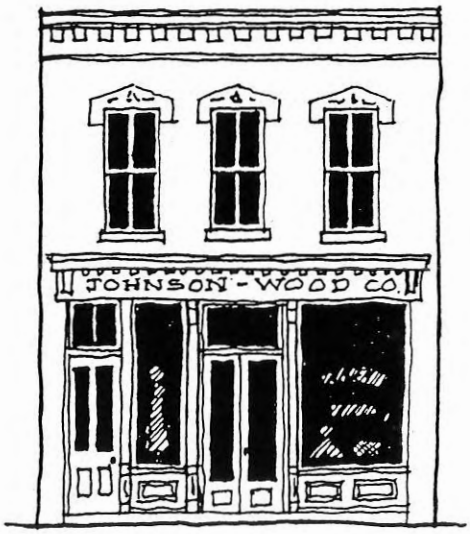
The major trim color defines the decorative elements of the building, tying together the upper facade trim and the storefront. The trim color should complement the base color. If there is a natural stone or terra-cotta trim on the facade, it should serve as a trim color. Major trim elements include the building cornice; storefront cornice; window frames, sills and hoods; and storefront frame, columns and bulkheads (including aluminum framing).

The minor trim color should enhance the color scheme established by the base and major trim. Often a darker shade of the major trim can be used to highlight the window sashes, doors and selective cornice and bulkhead details. Care should be taken not to over decorate the facade.

Color can also be used to minimize facade problems visually. A poorly patched and repointed wall is not as noticeable when it is painted; a missing upper cornice can be re-created with a one dimensional paint scheme; and inappropriate materials can be made more compatible with paint color.

Historic color schemes varied by availability of pigments, the stylistic preferences of a particular period and by regional differences dictated by climate. To get an idea of which colors were appropriate to your building, use a sharp pen knife carefully to scrape away the layers of paint from small areas where the base color and trim colors may have been. Lightly sand the scraped area and wet the surface. These colors can serve as a guide when choosing new colors.

MINOR TRIM
- WINDOW SASH
- DOORS
- STOREFRONT FRAME
- SMALL DETAILS ON CORNICES, WINDOW HOODS AND BULKHEADS



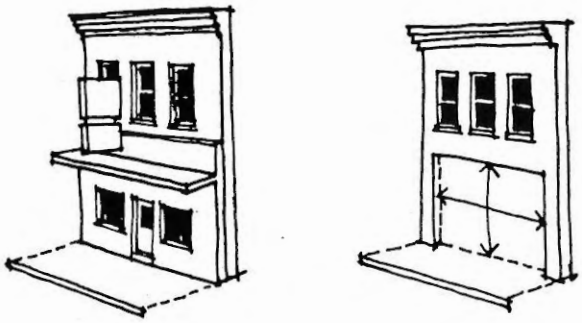
MAJOR TRIM
- CORNICE
- WINDOW CAPS
- WINDOW FRAMES
- STOREFRONT CORNICE
- STOREFRONT COLUMNS
- BULKHEADS

BASE COLOR
- WALL SURFACES
- STOREFRONT PIERS

STOREFRONT DESIGN

Every traditional Main Street facade has a well-defined opening that the original storefront filled. The area is bounded by a pier on either side, the sidewalk on the bottom, and the lower edge of the upper facade on top.

Many problems with facades today are a result of this fact: The storefront has been allowed to stray out of its natural place within the facade. It no longer looks contained; instead it appears pasted on.

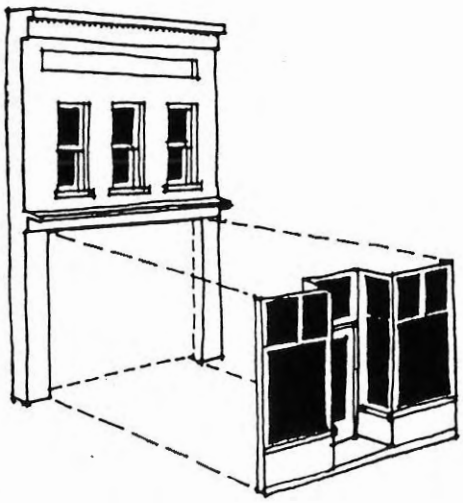


Whether you are considering a restoration or more contemporary treatment, the storefront should be based on a traditional storefront design. The basic configuration can often be derived from old photographs of the building.

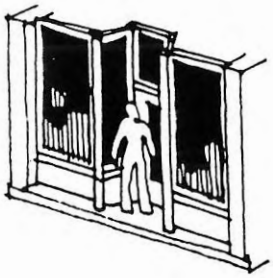
The following ideas suggest ways to think about a change in your storefront. Each is founded in the design of the traditional storefront; however, these ideas are not historical in nature. They are functional and make the storefront more attractive and accessible to shoppers.

- *Contain the Storefront*

A general rule for future remodeling can be stated as follows: A storefront should be designed to fit inside the original opening and not extend beyond it.

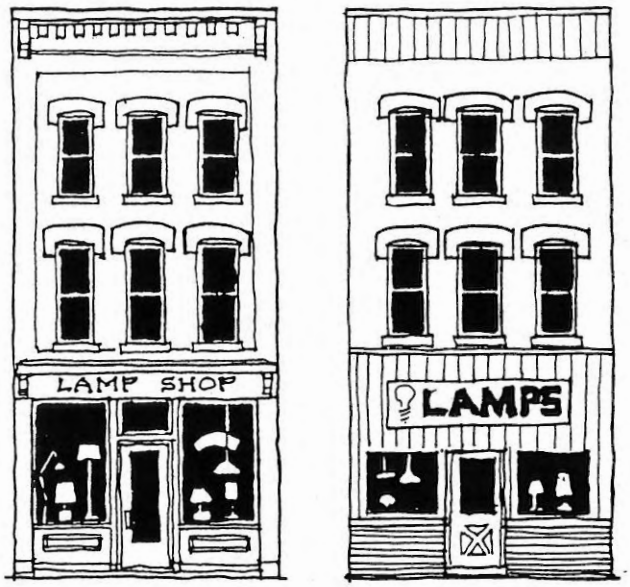


To emphasize this feeling of containment, a storefront might be set back slightly (6 to 12 inches) from the front.



- *Make It Transparent*

The traditional storefront was composed almost entirely of windows, providing maximum light and display. This large glass area creates a visual openness that is part of the overall proportional system of the facade and is as valid today as it was in the past.



With the storefront closed in, the building on the right looks disjointed. The storefront does not relate to the facade; it is pasted on. As a result the building is not as inviting.

The traditional ratio of window to wall area is significantly less than it should be. Generally there should be more glass and less wall at the storefront level, balanced by more wall and less glass on the upper facade.

• *Storefront Materials*

The color and texture of the storefront materials should be simple and unobtrusive: (1) The storefront frame can be wood, cast iron or anodized aluminum; (2) the display windows should be clear glass; (3) transom windows can be clear, tinted or stained glass; (4) the entrance door should have a large glass panel and can be made of wood, steel or aluminum; (5) the bulkheads can be wood panels, polished stone, glass, tile or aluminum-clad plywood panels; (6) the storefront cornice can be made of wood, cast iron or sheet metal or sometimes the horizontal supporting beam can serve as the storefront cap; (7) the side piers should be the same material as the upper facade, or stuccoed and painted to look the same.

Certain materials and design elements should never be used on a traditional commercial building. A mansard roof with wooden shingles, rough textured wood siding, fake bricks or stone and gravel aggregate materials are not appropriate.

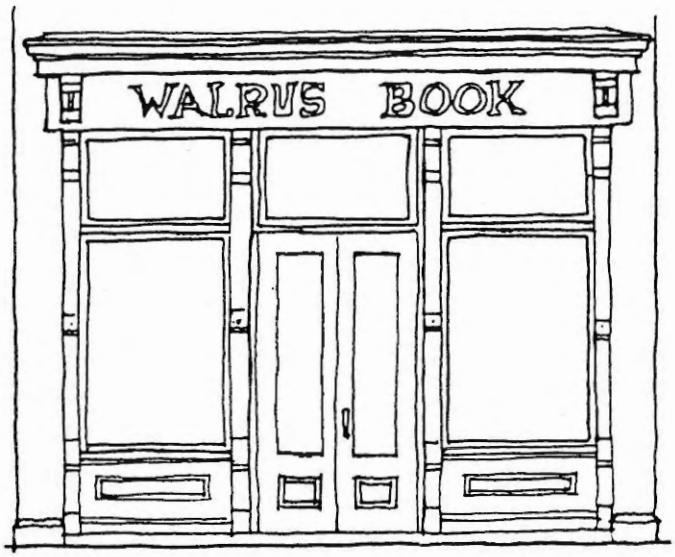
Inappropriate historical themes should be avoided. Small window panes, a colonial door and storefront shutters are 18th-century elements that do not belong on most 19th or 20th-century facades.

INAPPROPRIATE HISTORICAL THEME

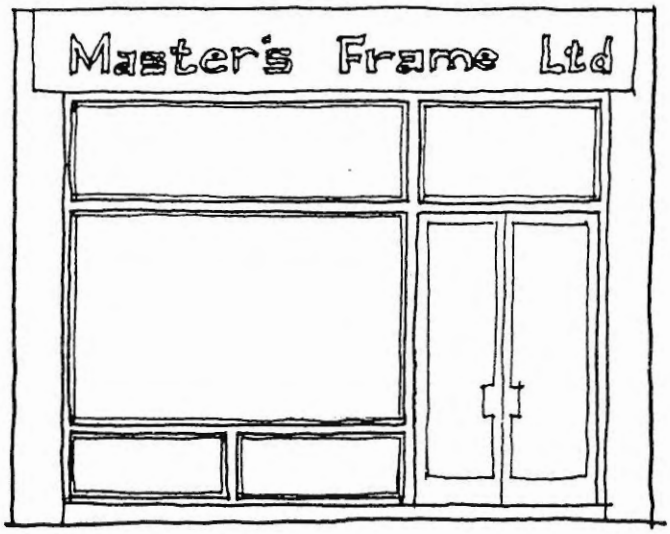
• *Keep It Simple*

When designing a new storefront or renovating an existing storefront, remember the emphasis should be on transparency. The basic storefront design should include large display windows with thin framing, a recessed entrance, a cornice or a horizontal sign panel at the top of the storefront to separate it from the upper facade and low bulkheads at the base to protect the windows and define the entrance.

This basic configuration can be constructed from traditional or contemporary materials, achieving the same result.



TRADITIONAL STOREFRONT

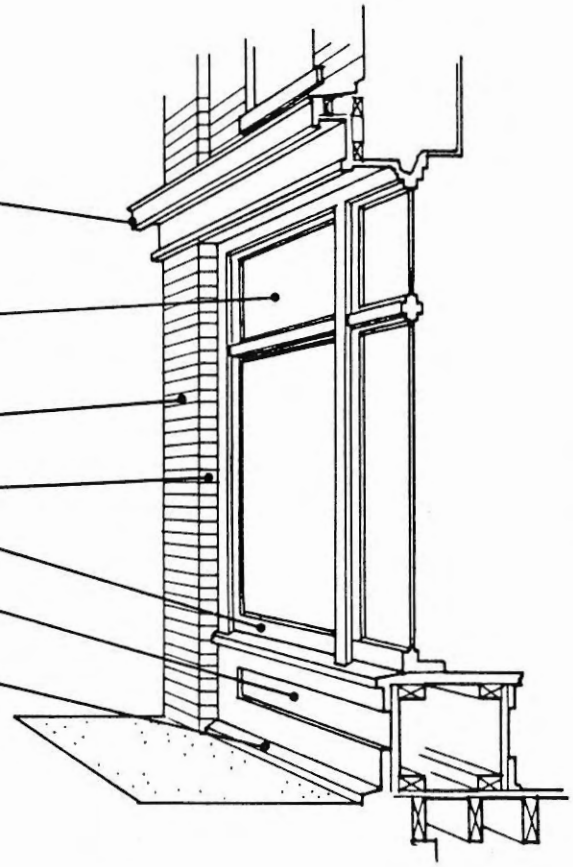


CONTEMPORARY STOREFRONT

The following page illustrates the construction techniques for a traditional wooden-framed storefront and for a more contemporary aluminum-framed storefront.

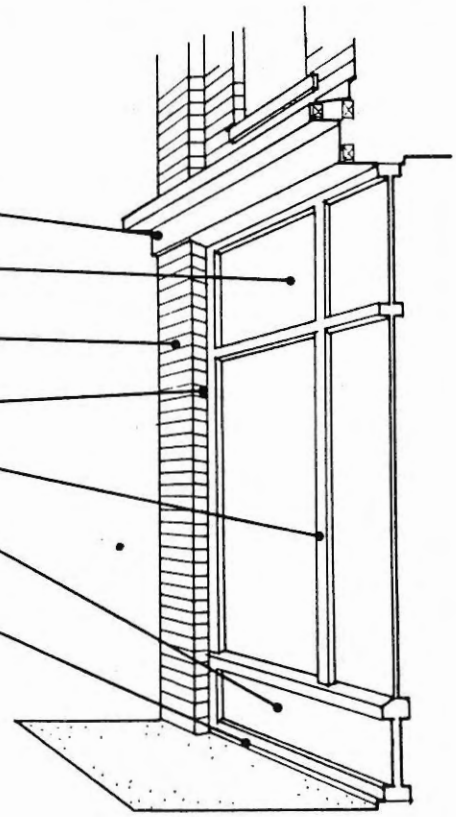
STOREFRONT WITH TRADITIONAL MATERIALS

- A cornice can be constructed with wood framing, plywood and moldings with a sloping sheet metal cap to shed water. The cornice spans the top of the storefront, often covering a structural beam or unfinished brick.
- Transoms are optional design elements that help to break up the massive effect of very large sheets of glass. Transom windows can be clear, tinted or stained glass.
- Masonry piers are uncovered and match the upper facade.
- The storefront is recessed 6 inches into the opening.
- The storefront and windows are framed in wood. The sill slopes forward for drainage.
- The bulkheads are constructed with wood framing and a plywood back with trim applied to it.
- The storefront rests on a masonry or concrete base to prevent water damage.

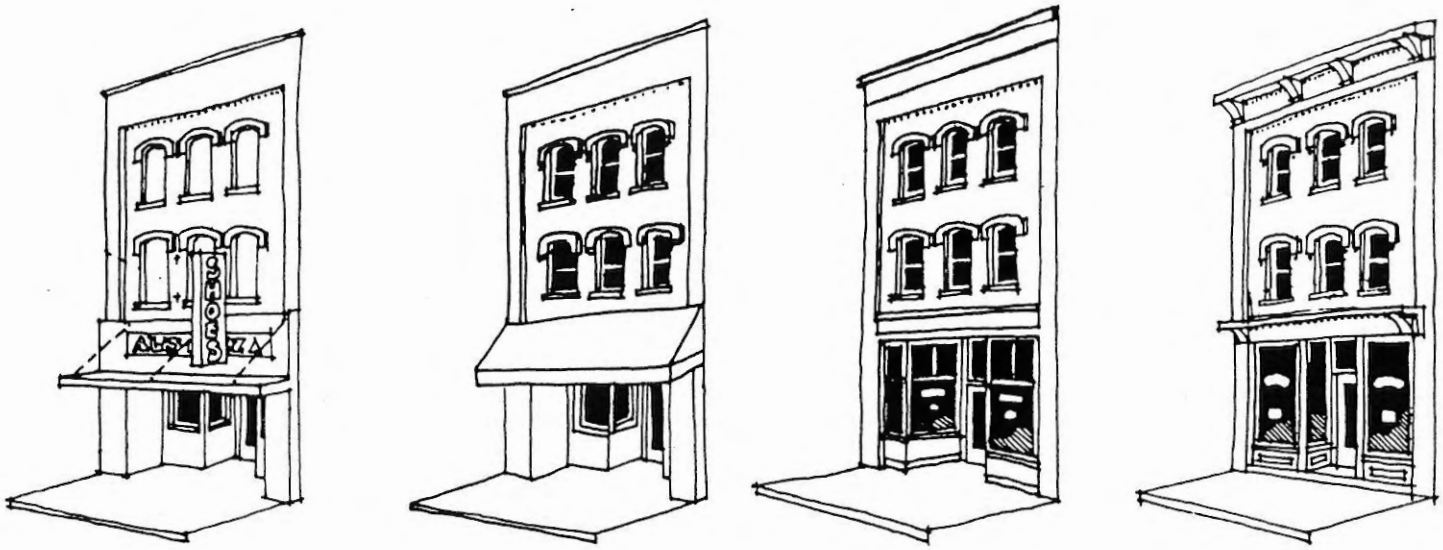


STOREFRONT WITH CONTEMPORARY MATERIALS

- A cornice is made with sheet metal over a wooden frame.
- Optional transoms can be stained glass, clear glass or opaque.
- Masonry piers are uncovered and match the upper facade.
- The storefront is recessed 6 inches into the opening.
- The storefront and windows are framed with dark anodized aluminum or painted aluminum.
- Bulkheads are constructed of aluminum framing and a plywood panel clad with aluminum.
- The storefront rests on a masonry or concrete base.



FACADE IMPROVEMENTS



EXISTING FACADE

MINIMAL REHABILITATION
$3–5,000

MAJOR RENOVATION
$8–15,000

RESTORATION
$10–20,000

What to Do?

If you wish to improve your storefront, a good place to start is by finding old photographs of the building and studying how it originally looked. Determine what changes have been made and how they have affected the appearance of the facade. Investigate to see if the original storefront and facade elements have been covered over or removed. (Sometimes parts may have been removed and stored in the basement or on the upper floors.)

Depending on the condition of the building and the amount of money you have budgeted, there are three basic approaches you may want to consider.

Minimal Rehabilitation

This preservation approach to rehabilitation requires basic maintenance, necessary replacement (missing windows), removal of extraneous materials (over-sized signs, and tacked-on storefront coverings) and simple design improvements (properly proportioned sign, new paint scheme and new awning). Cosmetic treatments can help to unify the building by covering over a blocked down storefront with an awning or painting a contemporary storefront a dark receding color to minimize its effect.

Major Renovation

This approach retains the existing original elements of the facade while using contemporary as well as traditional design and materials for replacement of inappropriate elements. For instance, when installing a new storefront any of these three alternatives would be appropriate: (1) a contemporary design constructed in wood or anodized aluminum; (2) a simplified version of a traditional storefront in wood or aluminum; or (3) a traditional period storefront constructed in wood. In all major renovations, care must be exercised to insure that the design of any improvement is understated so as not to compete with the overall character of the facade.

Restoration

This approach requires that the facade be brought back to its original condition. It involves the exact duplication of the original storefront, detailing, color schemes and sign placement. If a building has undergone only minor alterations, restoration may be inexpensive and desirable.

In considering each of the above approaches, always remember to retain as much of the original facade as possible and to analyze carefully the effects of any improvement both to your building and to the streetscape.

INFILL CONSTRUCTION

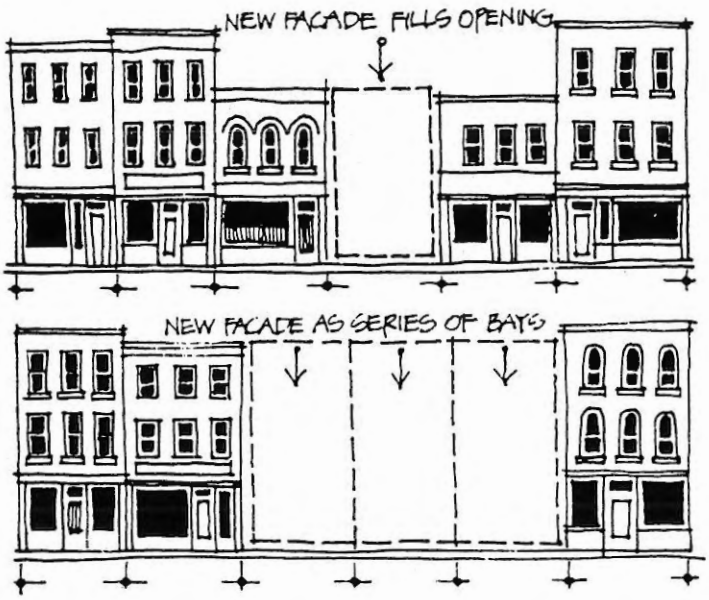
The construction of new buildings on vacant lots in downtown should be encouraged. The design of a new infill building, particularly its front facade, is a special problem. The new facade should be designed to look appropriate and compatible in the midst of the surrounding buildings.

What is good infill design? There is no absolute answer; a good design will vary according to its setting. Because an infill building is new, it should look new. However, its appearance must always be sensitive to the character of its neighbors without mimicking them.

There are several ideas that should govern the visual relationship between an infill building and its neighbors.

• *Proportions of the Facade*

The average height and width of the surrounding buildings determines a general set of proportions for an infill structure or the bays of a larger structure.



The infill building should fill the entire space and reflect the characteristic rhythm of facades along the street.

If the site is large, the mass of the facade can be broken into a number of smaller bays, to maintain a rhythm similar to the surrounding buildings.

• *Composition*

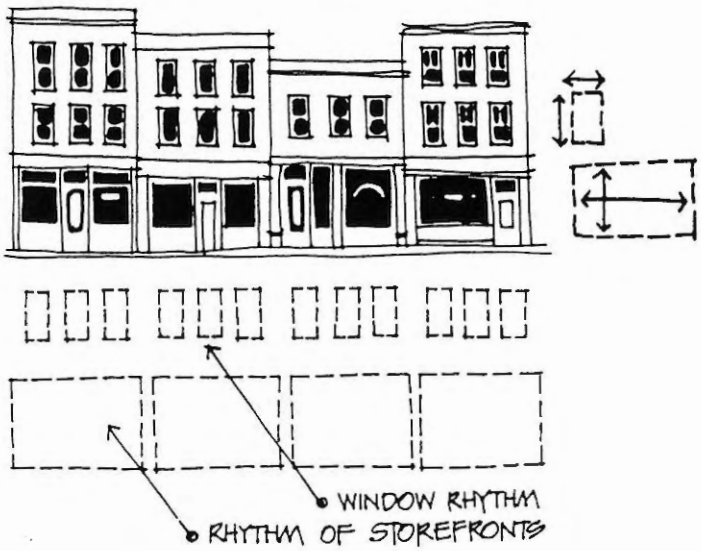
The composition of the infill facade (that is, the organization of its parts) should be similar to that of surrounding facades.

Rhythms that carry throughout the block (such as window spacing) should be incorporated into the new facade.

• *Proportions of the Openings*

The size and proportion of window and door openings of an infill building should be similar to those on surrounding facades.

The same applies to the ratio of window area to solid wall for the facade as a whole.



• *Detailing*

Infill architecture should reflect some of the detailing of surrounding buildings in window shapes, cornice lines and brick work.

• *Materials*

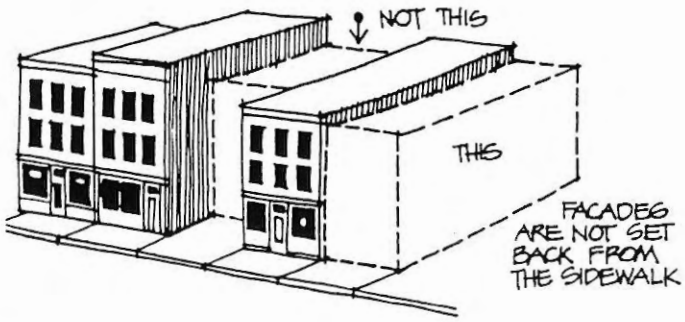
An infill facade should be composed of materials similar to the adjacent facades. The new building should not stand out against the others.

• *Color*

The colors chosen for an infill facade should relate to the building's neighbors.

• *Building Setback*

The new facade should be flush to its neighbors.



REAR ENTRANCES

As parking areas are developed behind stores, the backs of buildings are becoming more visually important. By improving the appearances and developing rear entrances, this back facade can serve for more than just deliveries. A rear entrance can provide direct customer access to your store from parking areas as well as improve circulation between the parking lots and the street.

In considering a rear entrance, think about some of these ideas:

- You may have to rearrange your display and storage area to handle the change in circulation.
- The rear facade should be clean and well-maintained. It should welcome customers, not threaten them.
- A small sign at the rear door should identify the store.
- An awning can be added for visual identification and convenience.
- Back windows can serve as secondary display windows.
- If there is enough sun, planter boxes might be added.
- Refuse containers should be hidden with a fence or simple enclosure.

KEEPING UP APPEARANCES

These guidelines are not restoration guidelines. They are based on simplicity and quality of design, they are intended to help you make improvements that are appropriate to older commercial districts and can apply to most commercial buildings, both old and new.

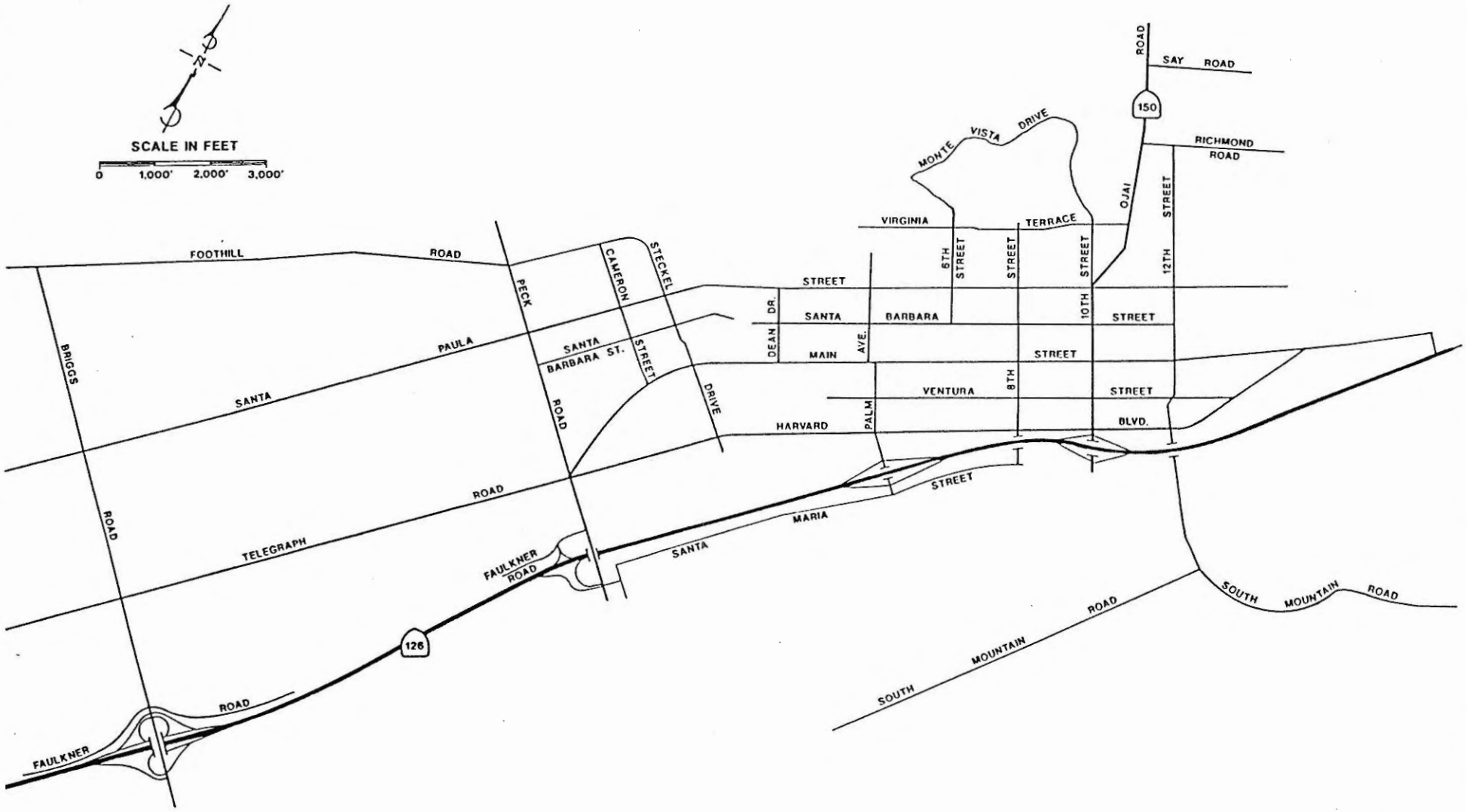
You should consult your state historic preservation office and *The Secretary of the Interior's Standards for Rehabilitation* when considering a restoration or a project in which you intend to take the 25 percent investment tax credit for rehabilitating a certified historic structure.

These guidelines were prepared by B. Clarkson Schoettle, at the National Main Street Center, National Trust for Historic Preservation. This publication was made possible by a grant from the National Endowment for the Arts.

The guidelines were developed from the *Galesburg Building Improvement File*, by Preservation Urban Design Incorporated, published by the National Trust in 1978. The drawings and some of the text are by Preservation Urban Design Incorporated.

The National Trust for Historic Preservation is the only national, private nonprofit organization chartered by Congress with the responsibility for encouraging public participation in the preservation of sites, buildings and objects significant in American history and culture. Support for the National Trust is provided by membership dues, endowment funds, contributions and matching grants from federal agencies, including the U.S. Department of the Interior, National Park Service, under provisions of the National Historic Preservation Act of 1966. For information about membership in the National Trust, write Membership Department, National Trust for Historic Preservation, 1785 Massachusetts Avenue, N.W., Washington, D.C. 20036.

ACCESS AND CIRCULATION

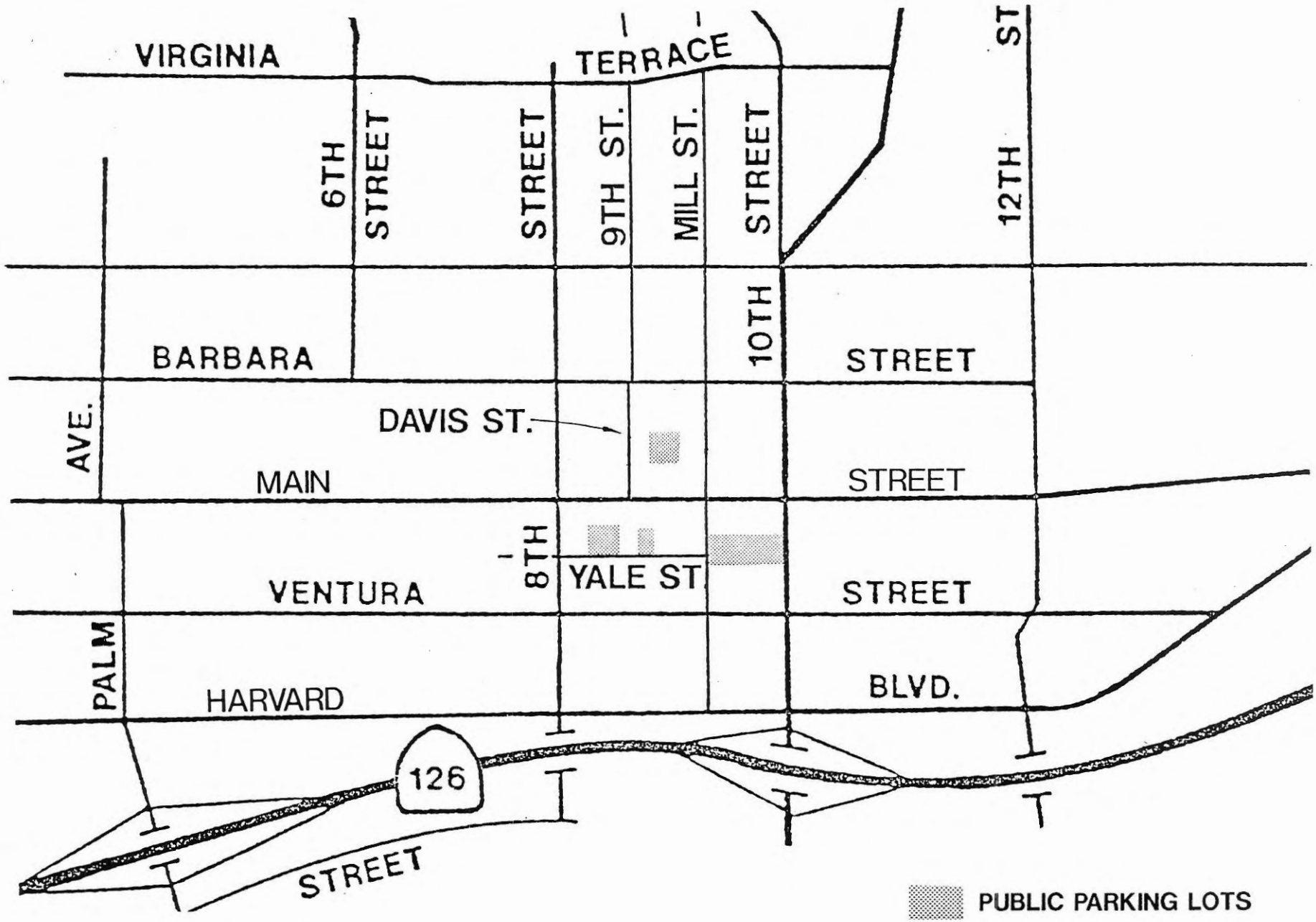


Appendix D

FIGURE 1

ASSOCIATED TRANSPORTATION ENGINEERS
100 N. Hope Avenue, Suite 4, Santa Barbara, CA 93110 • (805) 687-4418

EXISTING STREET NETWORK



Associated Transportation Engineers

EXISTING PUBLIC PARKING LOTS

FIGURE 2

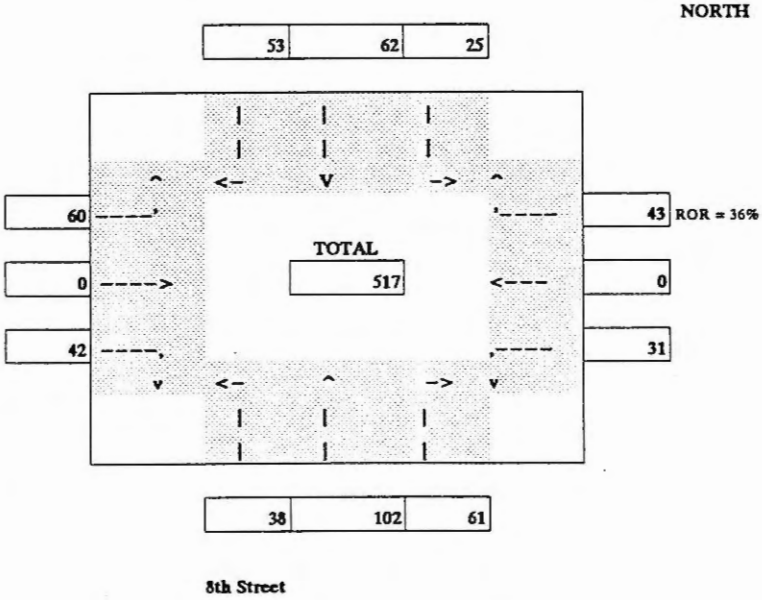
ASSOCIATED TRANSPORTATION ENGINEERS

INTERSECTION TURNING MOVEMENT SUMMARY

PROJECT: Santa Paula Downtown	PROJECT #: 95037	COUNT DATE: 6-20-95	FILE NAME: 05PM.wk1
N-S Approach: 8th Street		COUNT TIME: 4:30 PM TO 5:30 PM	
E-W Approach: Main Street		CITY: Santa Paula	WEATHER: Sunny, Hot

PEAK HOUR: 04:30 PM TO 05:30 PM

NORTH

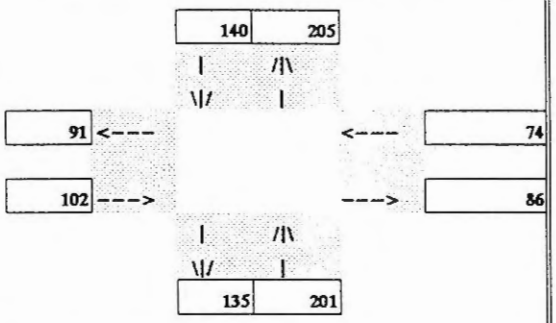


LANE GEOMETRICS

	RT L	
LT TR		RT TL
	L TR	

CONTROL TYPE: 2 Phase Signal

ARRIVAL / DEPARTURE VOLUMES



TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:30 PM ---	04:45 PM	11	22	16	9	19	9	13	0	10	10	0	10	129
04:45 PM ---	05:00 PM	20	41	33	15	30	27	32	0	23	12	0	15	248
05:00 PM ---	05:15 PM	30	69	45	21	44	44	45	0	35	17	0	25	375
05:15 PM ---	05:30 PM	38	102	61	25	62	53	60	0	42	31	0	43	517
TOTAL BY PERIOD														
04:30 PM ---	04:45 PM	11	22	16	9	19	9	13	0	10	10	0	10	129
04:45 PM ---	05:00 PM	9	19	17	6	11	18	19	0	13	2	0	5	119
05:00 PM ---	05:15 PM	10	28	12	6	14	17	13	0	12	5	0	10	127
05:15 PM ---	05:30 PM	8	33	16	4	18	9	15	0	7	14	0	18	142
HOURLY TOTALS														
04:30 PM ---	05:30 PM	38	102	61	25	62	53	60	0	42	31	0	43	517

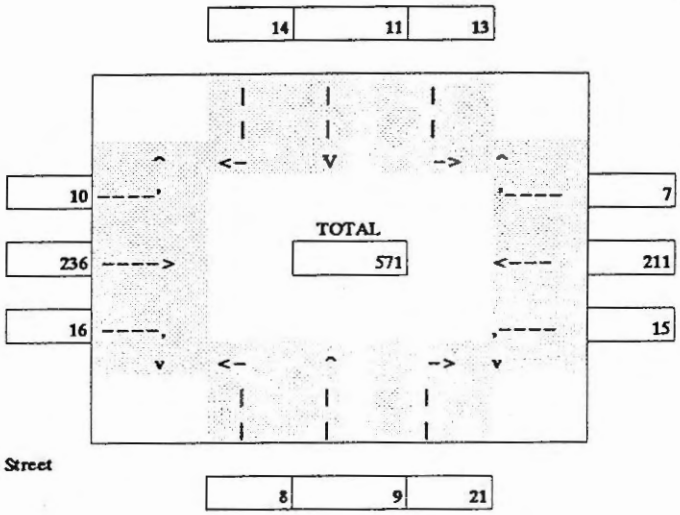
ASSOCIATED TRANSPORTATION ENGINEERS

INTERSECTION TURNING MOVEMENT SUMMARY

PROJECT: Santa Paula Downtown | PROJECT #: 95037 | COUNT DATE: 6-12-95 | FILE NAME: 03PM.wk1
N-S Approach: Davis Street | COUNT TIME: 4:30 PM TO 5:30 PM
E-W Approach: Santa Barbara Street | CITY: Santa Paula | WEATHER: Sunny, Hot

PEAK HOUR: 04:30 PM TO 05:30 PM

NORTH



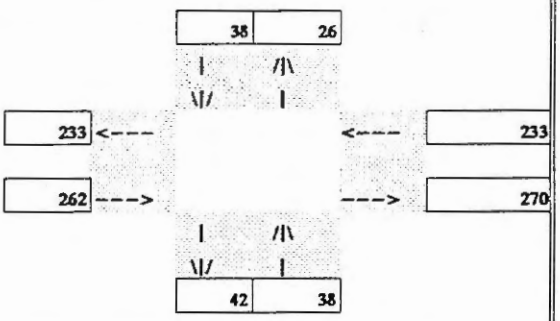
RTL

LTR | LANE GEOMETRICS | RTL

LTR

CONTROL TYPE: North / South Stop

ARRIVAL / DEPARTURE VOLUMES



TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:30 PM ---	04:45 PM	2	2	8	4	7	6	2	67	5	3	42	5	153
04:45 PM ---	05:00 PM	3	4	11	5	8	8	5	128	9	9	96	6	292
05:00 PM ---	05:15 PM	6	6	15	10	9	12	5	198	12	14	166	6	459
05:15 PM ---	05:30 PM	8	9	21	13	11	14	10	236	16	15	211	7	571
TOTAL BY PERIOD														
04:30 PM ---	04:45 PM	2	2	8	4	7	6	2	67	5	3	42	5	153
04:45 PM ---	05:00 PM	1	2	3	1	1	2	3	61	4	6	54	1	139
05:00 PM ---	05:15 PM	3	2	4	5	1	4	0	70	3	5	70	0	167
05:15 PM ---	05:30 PM	2	3	6	3	2	2	5	38	4	1	45	1	112
HOURLY TOTALS														
04:30 PM ---	05:30 PM	8	9	21	13	11	14	10	236	16	15	211	7	571

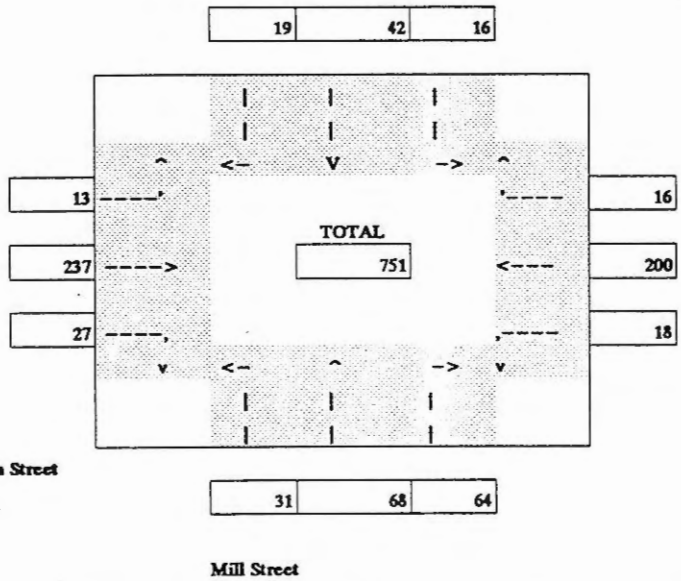
ASSOCIATED TRANSPORTATION ENGINEERS

INTERSECTION TURNING MOVEMENT SUMMARY

PROJECT: Santa Paula Downtown | **PROJECT #:** 95037 | **COUNT DATE:** 6-12-95 | **FILE NAME:** 04PM.wk1
N-S Approach: Mill Street | **COUNT TIME:** 4:30 PM TO 5:30 PM
E-W Approach: Santa Barbara Street | **CITY:** Santa Paula | **WEATHER:** Sunny, Hot

PEAK HOUR: 04:30 PM TO 05:30 PM

NORTH



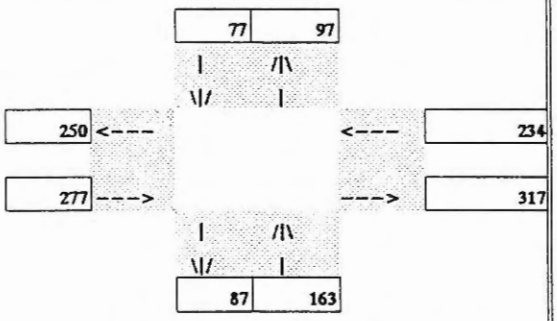
RT L

LTR | LANE GEOMETRICS | RTL

L TR

CONTROL TYPE: North / South Stop

ARRIVAL / DEPARTURE VOLUMES



TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:30 PM ---	04:45 PM	6	17	12	5	9	7	5	64	7	4	38	3	177
04:45 PM ---	05:00 PM	8	23	24	8	20	13	8	119	14	6	94	5	342
05:00 PM ---	05:15 PM	17	47	43	11	31	18	13	188	20	13	158	10	569
05:15 PM ---	05:30 PM	31	68	64	16	42	19	13	237	27	18	200	16	751
TOTAL BY PERIOD														
04:30 PM ---	04:45 PM	6	17	12	5	9	7	5	64	7	4	38	3	177
04:45 PM ---	05:00 PM	2	6	12	3	11	6	3	55	7	2	56	2	165
05:00 PM ---	05:15 PM	9	24	19	3	11	5	5	69	6	7	64	5	227
05:15 PM ---	05:30 PM	14	21	21	5	11	1	0	49	7	5	42	6	182
HOURLY TOTALS														
04:30 PM ---	05:30 PM	31	68	64	16	42	19	13	237	27	18	200	16	751

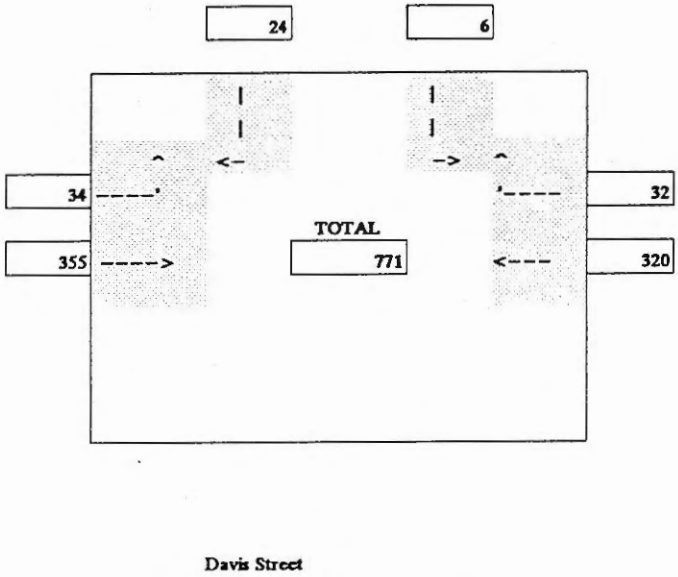
ASSOCIATED TRANSPORTATION ENGINEERS

INTERSECTION TURNING MOVEMENT SUMMARY

PROJECT: Santa Paula Downtown | PROJECT #: 95037 | COUNT DATE: 6-12-95 | FILE NAME: 06PM.wk1
N-S Approach: Davis Street | COUNT TIME: 4:30 PM TO 5:30 PM
E-W Approach: Main Street | CITY: Santa Paula | WEATHER: Sunny, Hot

PEAK HOUR: 04:30 PM TO 05:30 PM

NORTH

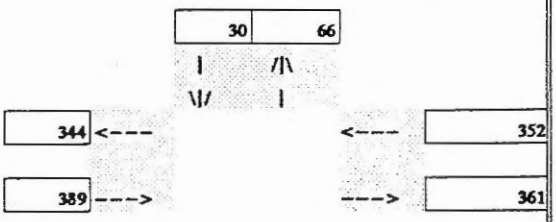


LTR

LT | LANE GEOMETRICS | RT
T | | T

CONTROL TYPE: SB Stop

ARRIVAL / DEPARTURE VOLUMES



TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:30 PM ---	04:45 PM				2	10		10	110		104	8		244
04:45 PM ---	05:00 PM				2	15		14	181		151	14		377
05:00 PM ---	05:15 PM				6	18		22	283		247	24		600
05:15 PM ---	05:30 PM				6	24		34	355		320	32		771
TOTAL BY PERIOD														
04:30 PM ---	04:45 PM				2	10		10	110		104	8		244
04:45 PM ---	05:00 PM				0	5		4	71		47	6		133
05:00 PM ---	05:15 PM				4	3		8	102		96	10		223
05:15 PM ---	05:30 PM				0	6		12	72		73	8		171
HOURLY TOTALS														
04:30 PM ---	05:30 PM				6	24		34	355		320	32		771

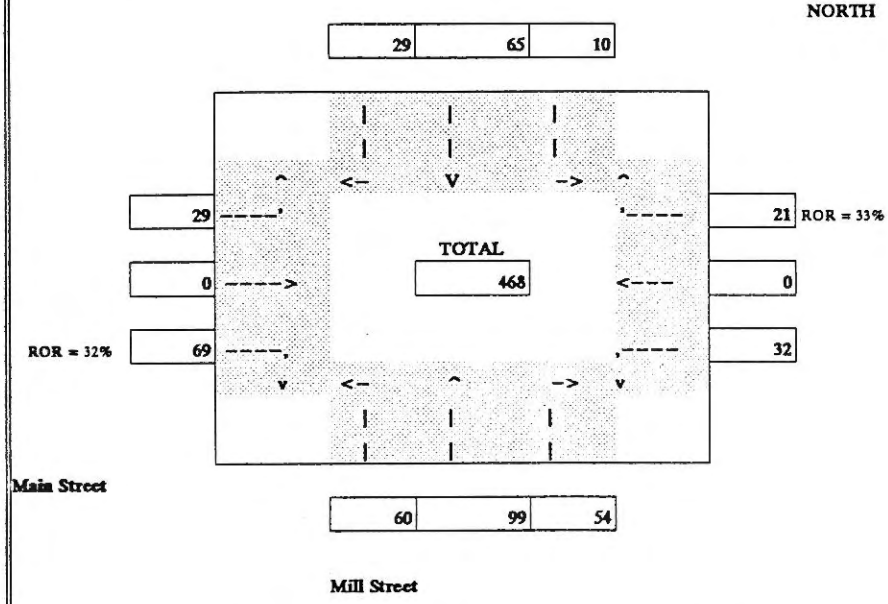
ASSOCIATED TRANSPORTATION ENGINEERS

INTERSECTION TURNING MOVEMENT SUMMARY

PROJECT: Santa Paula Downtown	PROJECT #: 95037	COUNT DATE: 6-20-95	FILE NAME: 07PM.wk1
N-S Approach: Mill Street		COUNT TIME: 4:30 PM TO 5:30 PM	
E-W Approach: Main Street		CITY: Santa Paula	WEATHER: Sunny, Hot

PEAK HOUR: 04:30 PM TO 05:30 PM

NORTH



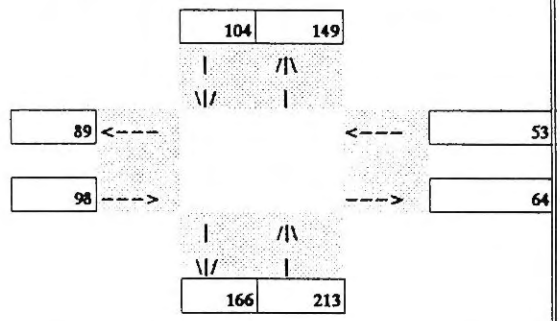
RTL

LT TR — LANE GEOMETRICS — RT TL

LTR

CONTROL TYPE: 2 Phase Signal

ARRIVAL / DEPARTURE VOLUMES



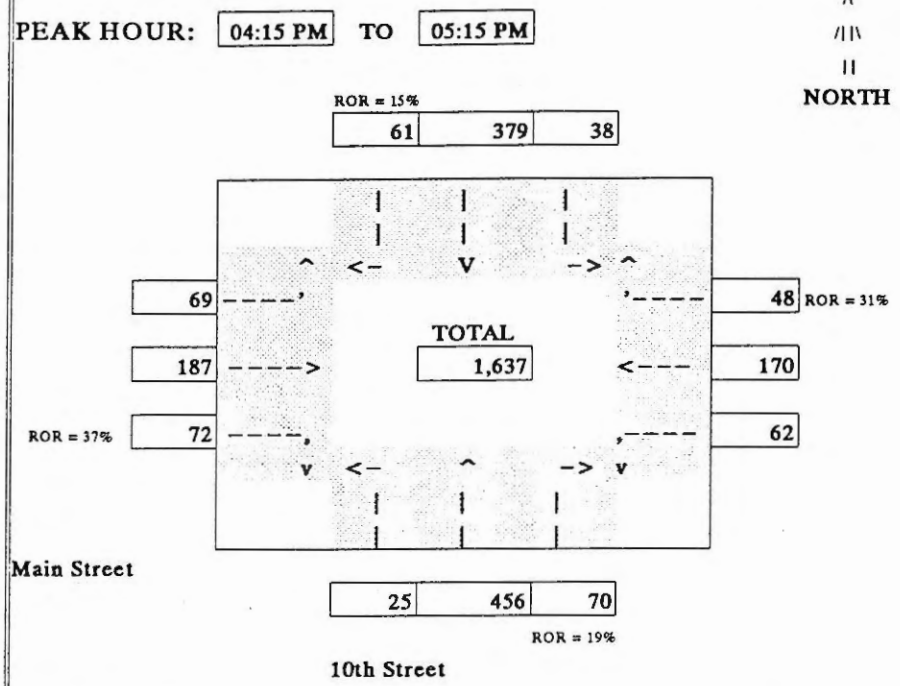
TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:30 PM ---	04:45 PM	18	25	19	5	15	5	6	0	20	12	0	10	135
04:45 PM ---	05:00 PM	30	43	34	7	27	13	20	0	34	17	0	16	241
05:00 PM ---	05:15 PM	44	74	44	8	53	22	24	0	57	29	0	19	374
05:15 PM ---	05:30 PM	60	99	54	10	65	29	29	0	69	32	0	21	468
TOTAL BY PERIOD														
04:30 PM ---	04:45 PM	18	25	19	5	15	5	6	0	20	12	0	10	135
04:45 PM ---	05:00 PM	12	18	15	2	12	8	14	0	14	5	0	6	106
05:00 PM ---	05:15 PM	14	31	10	1	26	9	4	0	23	12	0	3	133
05:15 PM ---	05:30 PM	16	25	10	2	12	7	5	0	12	3	0	2	94
HOURLY TOTALS														
04:30 PM ---	05:30 PM	60	99	54	10	65	29	29	0	69	32	0	21	468

ASSOCIATED TRANSPORTATION ENGINEERS

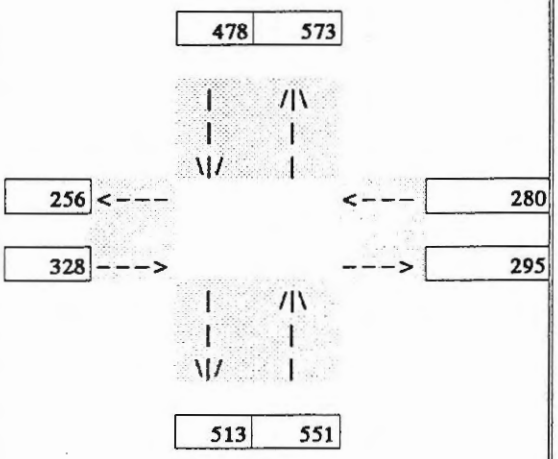
INTERSECTION TURNING MOVEMENT SUMMARY

PROJECT: Santa Paula Downtown | PROJECT #: 94037 | COUNT DATE: 7-20-94 | FILE NAME: 15PM.wk1
N-S Approach: 10th Street | COUNT TIME: 4:15 PM TO 5:45 PM
E-W Approach: Main Street | CITY: Santa Paula, Ca. | WEATHER: Sunny, Warm, Breezy

PEAK HOUR: 04:15 PM TO 05:15 PM



ARRIVAL / DEPARTURE VOLUMES



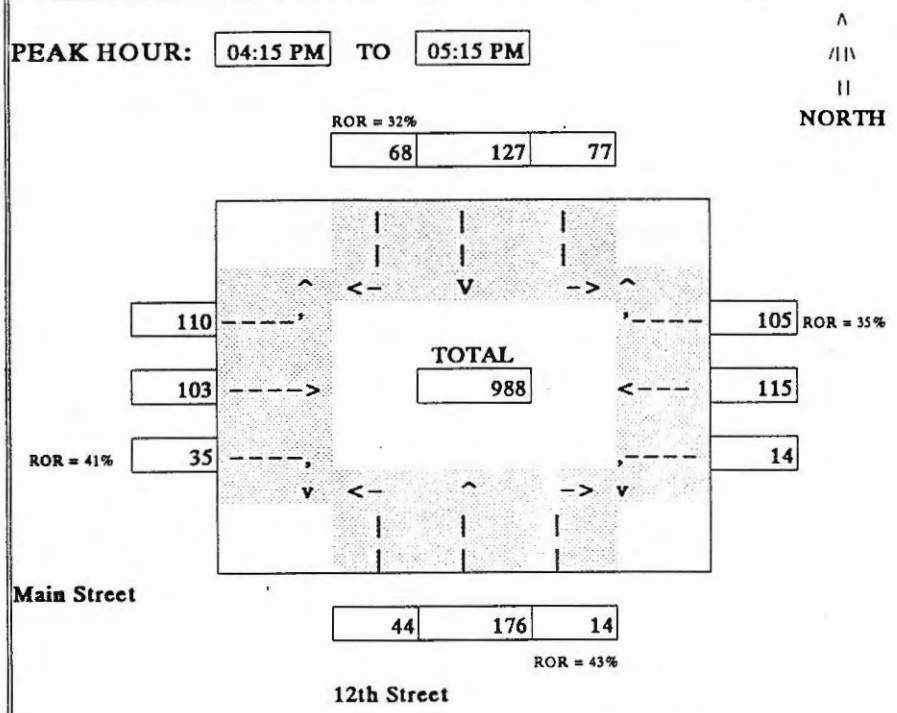
TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:15 PM ---	04:30 PM	6	110	9	9	91	19	13	57	20	9	44	15	402
04:30 PM ---	04:45 PM	8	205	31	17	199	33	33	101	36	26	81	24	794
04:45 PM ---	05:00 PM	18	330	47	27	272	53	49	149	53	36	124	36	1194
05:00 PM ---	05:15 PM	25	456	70	38	379	61	69	187	72	62	170	48	1637
05:15 PM ---	05:30 PM	36	596	86	45	449	71	100	211	83	73	209	59	2018
05:30 PM ---	05:45 PM	43	700	106	53	514	81	123	246	90	92	242	65	2355
TOTAL BY PERIOD														
04:15 PM ---	04:30 PM	6	110	9	9	91	19	13	57	20	9	44	15	402
04:30 PM ---	04:45 PM	2	95	22	8	108	14	20	44	16	17	37	9	392
04:45 PM ---	05:00 PM	10	125	16	10	73	20	16	48	17	10	43	12	400
05:00 PM ---	05:15 PM	7	126	23	11	107	8	20	38	19	26	46	12	443
05:15 PM ---	05:30 PM	11	140	16	7	70	10	31	24	11	11	39	11	381
05:30 PM ---	05:45 PM	7	104	20	8	65	10	23	35	7	19	33	6	337
HOURLY TOTALS														
04:15 PM ---	05:15 PM	25	456	70	38	379	61	69	187	72	62	170	48	1637
04:30 PM ---	05:30 PM	30	486	77	36	358	52	87	154	63	64	165	44	1616
04:45 PM ---	05:45 PM	35	495	75	36	315	48	90	145	54	66	161	41	1561

ASSOCIATED TRANSPORTATION ENGINEERS

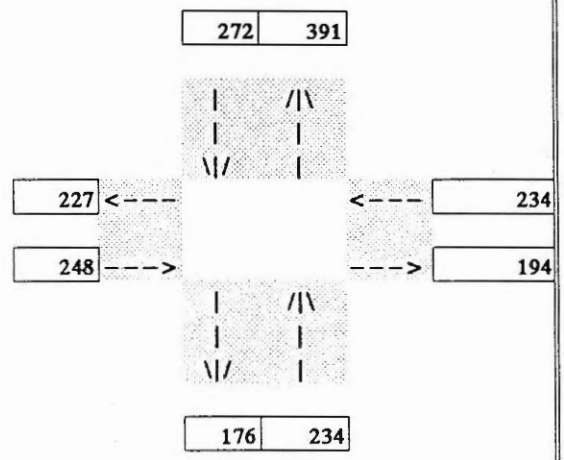
INTERSECTION TURNING MOVEMENT SUMMARY

PROJECT: Santa Paula Downtown	PROJECT #: 94037	COUNT DATE: 7-21-94	FILE NAME: 19PM.wk1
N-S Approach: 12th Street		COUNT TIME: 4:15 PM TO 5:45 PM	
E-W Approach: Main Street		CITY: Santa Paula, Ca.	WEATHER: Sunny, Warm, Breezy

PEAK HOUR: 04:15 PM TO 05:15 PM



ARRIVAL / DEPARTURE VOLUMES



TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:15 PM ---	04:30 PM	12	45	1	18	30	20	32	20	8	3	33	30	252
04:30 PM ---	04:45 PM	23	84	7	41	61	34	61	50	18	5	60	57	501
04:45 PM ---	05:00 PM	32	133	9	56	90	51	87	75	25	12	84	72	726
05:00 PM ---	05:15 PM	44	176	14	77	127	68	110	103	35	14	115	105	988
05:15 PM ---	05:30 PM	51	211	19	95	154	79	133	121	47	18	150	130	1208
05:30 PM ---	05:45 PM	60	250	23	114	182	90	162	137	63	20	187	157	1445
TOTAL BY PERIOD														
04:15 PM ---	04:30 PM	12	45	1	18	30	20	32	20	8	3	33	30	252
04:30 PM ---	04:45 PM	11	39	6	23	31	14	29	30	10	2	27	27	249
04:45 PM ---	05:00 PM	9	49	2	15	29	17	26	25	7	7	24	15	225
05:00 PM ---	05:15 PM	12	43	5	21	37	17	23	28	10	2	31	33	262
05:15 PM ---	05:30 PM	7	35	5	18	27	11	23	18	12	4	35	25	220
05:30 PM ---	05:45 PM	9	39	4	19	28	11	29	16	16	2	37	27	237
HOURLY TOTALS														
04:15 PM ---	05:15 PM	44	176	14	77	127	68	110	103	35	14	115	105	988
04:30 PM ---	05:30 PM	39	166	18	77	124	59	101	101	39	15	117	100	956
04:45 PM ---	05:45 PM	37	166	16	73	121	56	101	87	45	15	127	100	944

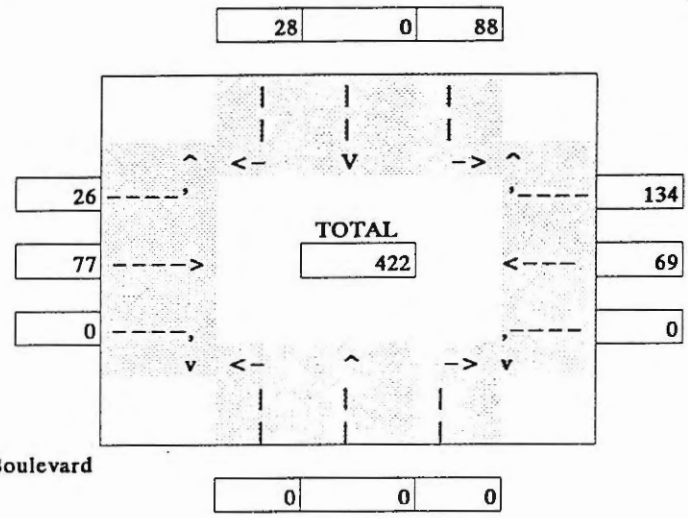
ASSOCIATED TRANSPORTATION ENGINEERS

INTERSECTION TURNING MOVEMENT SUMMARY

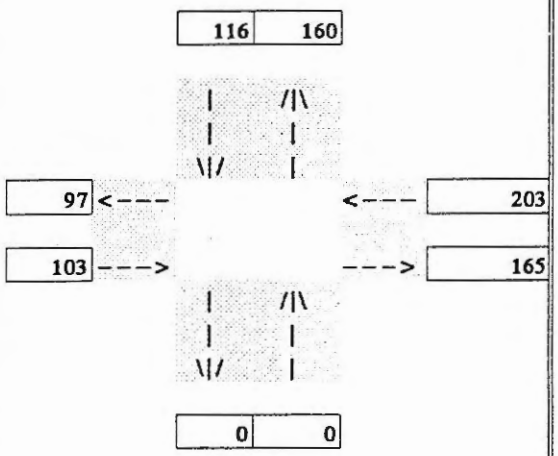
PROJECT: Santa Paula Downtown | PROJECT #: 94037 | COUNT DATE: 8-3-94 | FILE NAME: 21PM.wk1
N-S Approach: Main Street | COUNT TIME: 4:15 PM TO 5:45 PM
E-W Approach: Harvard Boulevard | CITY: Santa Paula, Ca. | WEATHER: Sunny, Warm, Breezy

PEAK HOUR: 04:15 PM TO 05:15 PM

NORTH



ARRIVAL / DEPARTURE VOLUMES



TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:15 PM ---	04:30 PM				17		7	10		19	16		41	110
04:30 PM ---	04:45 PM				40		14	13		33	35		71	206
04:45 PM ---	05:00 PM				65		22	18		57	57		104	323
05:00 PM ---	05:15 PM				88		28	26		77	69		134	422
05:15 PM ---	05:30 PM				113		30	29		97	87		163	519
05:30 PM ---	05:45 PM				135		35	31		120	106		195	622
TOTAL BY PERIOD														
04:15 PM ---	04:30 PM				17		7	10		19	16		41	110
04:30 PM ---	04:45 PM				23		7	3		14	19		30	96
04:45 PM ---	05:00 PM				25		8	5		24	22		33	117
05:00 PM ---	05:15 PM				23		6	8		20	12		30	99
05:15 PM ---	05:30 PM				25		2	3		20	18		29	97
05:30 PM ---	05:45 PM				22		5	2		23	19		32	103
HOURLY TOTALS														
04:15 PM ---	05:15 PM				88		28	26		77	69		134	422
04:30 PM ---	05:30 PM				96		23	19		78	71		122	409
04:45 PM ---	05:45 PM				95		21	18		87	71		124	416

ASSOCIATED TRANSPORTATION ENGINEERS

INTERSECTION TURNING MOVEMENT SUMMARY

PROJECT: Santa Paula Downtown | **PROJECT #:** 95037 | **COUNT DATE:** 9-22-95 | **FILE NAME:** 10PM.wk1
N-S Approach: 10th Street | **COUNT TIME:** 4:30 PM TO 5:30 PM
E-W Approach: Santa Barbara Street | **CITY:** Santa Paula | **WEATHER:** Nice

PEAK HOUR: 04:30 PM TO 05:30 PM

ROR = 50% ?

86	417	18

NORTH

191	TOTAL 1,639	40
94		102
68		15

Santa Barbara Street

42	556	10

10th Street

LANE GEOMETRICS

TR L

L TR

L TR

L TR

CONTROL TYPE: Signal

ARRIVAL / DEPARTURE VOLUMES

521	787	
230		157
353		122
500	608	

TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:30 PM ---	04:45 PM	12	130	2	6	125	25	58	22	14	5	26	10	435
04:45 PM ---	05:00 PM	19	259	6	8	237	53	98	52	22	10	57	21	842
05:00 PM ---	05:15 PM	28	395	8	13	330	67	150	71	30	13	77	34	1216
05:15 PM ---	05:30 PM	42	556	10	18	417	86	191	94	68	15	102	40	1639
		0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL BY PERIOD														
04:30 PM ---	04:45 PM	12	130	2	6	125	25	58	22	14	5	26	10	435
04:45 PM ---	05:00 PM	7	129	4	2	112	28	40	30	8	5	31	11	407
05:00 PM ---	05:15 PM	9	136	2	5	93	14	52	19	8	3	20	13	374
05:15 PM ---	05:30 PM	14	161	2	5	87	19	41	23	38	2	25	6	423
														0
														0
														0
														0
HOURLY TOTALS														
04:30 PM ---	05:30 PM	42	556	10	18	417	86	191	94	68	15	102	40	1639
		0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0

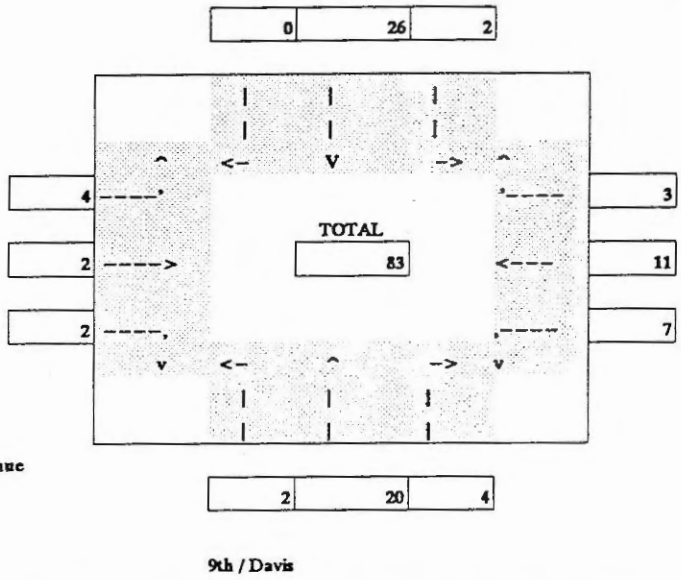
ASSOCIATED TRANSPORTATION ENGINEERS

INTERSECTION TURNING MOVEMENT SUMMARY

PROJECT: Santa Paula Downtown | PROJECT #: 95037 | COUNT DATE: 6-12-95 | FILE NAME: 01PM.wk1
N-S Approach: 9th / Davis | COUNT TIME: 4:30 PM TO 5:30 PM
E-W Approach: Railroad Avenue | CITY: Santa Paula | WEATHER: Sunny, Hot

PEAK HOUR: 04:30 PM TO 05:30 PM

NORTH



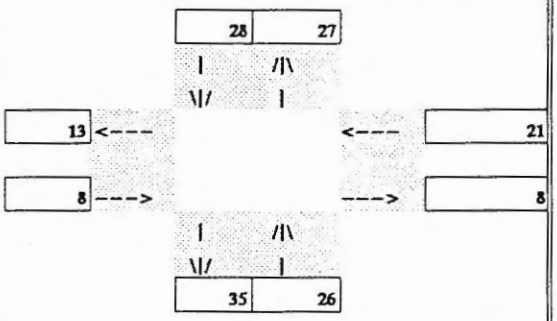
RTL

LTR | LANE GEOMETRICS | RTL

LTR

CONTROL TYPE: East / West Stop

ARRIVAL / DEPARTURE VOLUMES



TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:30 PM ---	04:45 PM	0	5	1	1	11	0	1	0	0	1	2	1	23
04:45 PM ---	05:00 PM	0	11	2	2	16	0	3	1	0	4	2	1	42
05:00 PM ---	05:15 PM	0	15	2	2	22	0	3	1	0	6	7	2	60
05:15 PM ---	05:30 PM	2	20	4	2	26	0	4	2	2	7	11	3	83
TOTAL BY PERIOD														
04:30 PM ---	04:45 PM	0	5	1	1	11	0	1	0	0	1	2	1	23
04:45 PM ---	05:00 PM	0	6	1	1	5	0	2	1	0	3	0	0	19
05:00 PM ---	05:15 PM	0	4	0	0	6	0	0	0	0	2	5	1	18
05:15 PM ---	05:30 PM	2	5	2	0	4	0	1	1	2	1	4	1	23
HOURLY TOTALS														
04:30 PM ---	05:30 PM	2	20	4	2	26	0	4	2	2	7	11	3	83

ASSOCIATED TRANSPORTATION ENGINEERS

INTERSECTION TURNING MOVEMENT SUMMARY

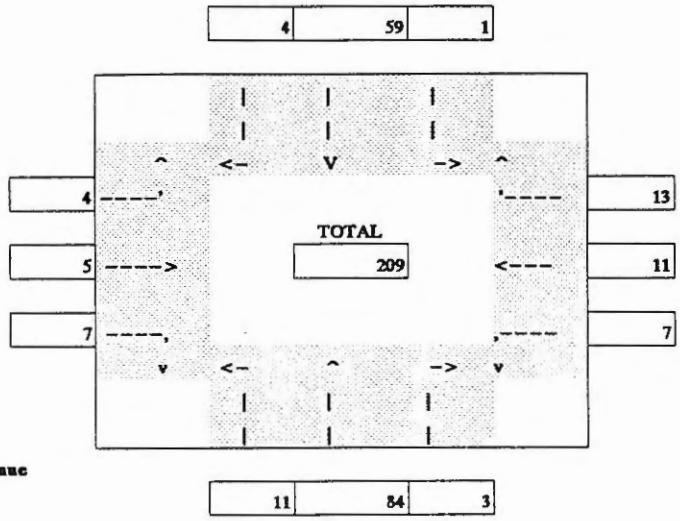
PROJECT: Santa Paula Downtown | **PROJECT #:** 95037 | **COUNT DATE:** 6-12-95 | **FILE NAME:** 02PM.wk1

N-S Approach: Mill Street | **COUNT TIME:** 4:30 PM TO 5:30 PM

E-W Approach: Railroad Avenue | **CITY:** Santa Paula | **WEATHER:** Sunny, Hot

PEAK HOUR: 04:30 PM TO 05:30 PM

NORTH



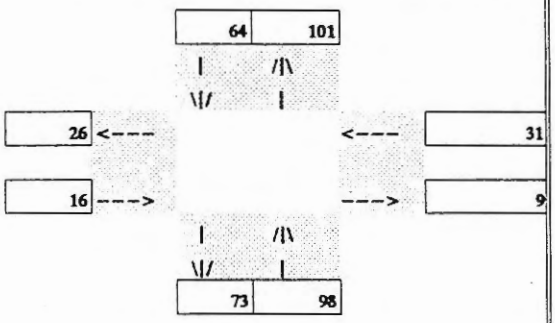
RTL

LTR | LANE GEOMETRICS | RTL

LTR

CONTROL TYPE: East / West Stop

ARRIVAL / DEPARTURE VOLUMES



TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:30 PM ---	04:45 PM	1	22	1	1	14	1	1	0	2	1	2	1	47
04:45 PM ---	05:00 PM	3	31	2	1	30	2	2	2	3	4	3	3	86
05:00 PM ---	05:15 PM	7	59	3	1	47	3	3	3	5	5	8	7	151
05:15 PM ---	05:30 PM	11	84	3	1	59	4	4	5	7	7	11	13	209
TOTAL BY PERIOD														
04:30 PM ---	04:45 PM	1	22	1	1	14	1	1	0	2	1	2	1	47
04:45 PM ---	05:00 PM	2	9	1	0	16	1	1	2	1	3	1	2	39
05:00 PM ---	05:15 PM	4	28	1	0	17	1	1	1	2	1	5	4	65
05:15 PM ---	05:30 PM	4	25	0	0	12	1	1	2	2	2	3	6	58
HOURLY TOTALS														
04:30 PM ---	05:30 PM	11	84	3	1	59	4	4	5	7	7	11	13	209

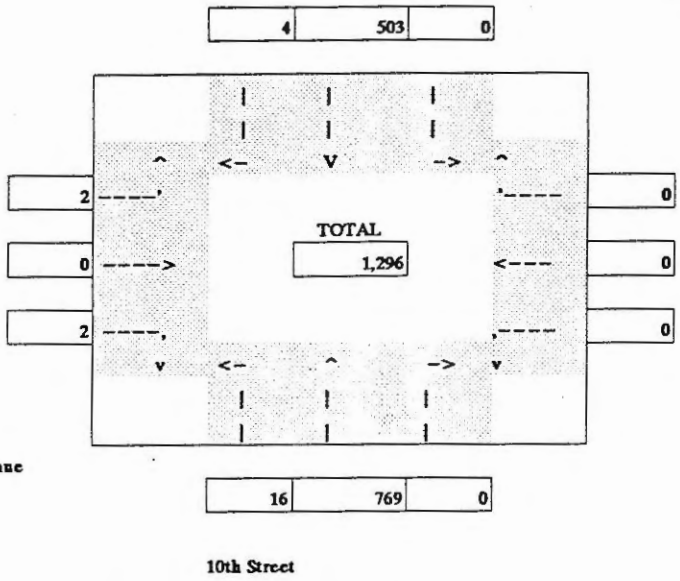
ASSOCIATED TRANSPORTATION ENGINEERS

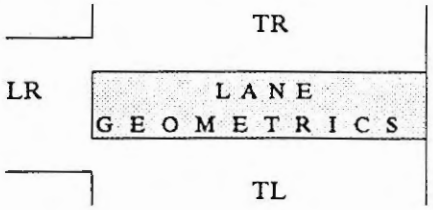
INTERSECTION TURNING MOVEMENT SUMMARY

PROJECT: Santa Paula Downtown | PROJECT #: 95037 | COUNT DATE: 9-22-95 | FILE NAME: 11PM.wk1
N-S Approach: 10th Street | COUNT TIME: 4:30 PM TO 5:30 PM
E-W Approach: Railroad Avenue | CITY: Santa Paula | WEATHER: Nice

PEAK HOUR: 04:30 PM TO 05:30 PM

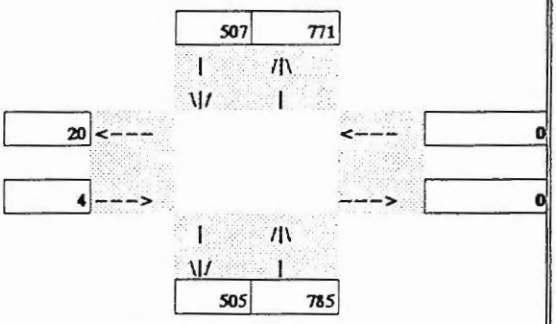
NORTH





CONTROL TYPE: EB Stop Sign

ARRIVAL / DEPARTURE VOLUMES



TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:30 PM ---	04:45 PM	6	222	0	0	176	1	1	0	0	0	0	0	406
04:45 PM ---	05:00 PM	8	354	0	0	260	3	2	0	1	0	0	0	628
05:00 PM ---	05:15 PM	12	570	0	0	387	4	2	0	2	0	0	0	977
05:15 PM ---	05:30 PM	16	769	0	0	503	4	2	0	2	0	0	0	1296
		0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL BY PERIOD														
04:30 PM ---	04:45 PM	6	222	0	0	176	1	1	0	0	0	0	0	406
04:45 PM ---	05:00 PM	2	132	0	0	84	2	1	0	1	0	0	0	222
05:00 PM ---	05:15 PM	4	216	0	0	127	1	0	0	1	0	0	0	349
05:15 PM ---	05:30 PM	4	199	0	0	116	0	0	0	0	0	0	0	319
														0
														0
														0
														0
HOURLY TOTALS														
04:30 PM ---	05:30 PM	16	769	0	0	503	4	2	0	2	0	0	0	1296
		0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0
		0	0	0	0	0	0	0	0	0	0	0	0	0

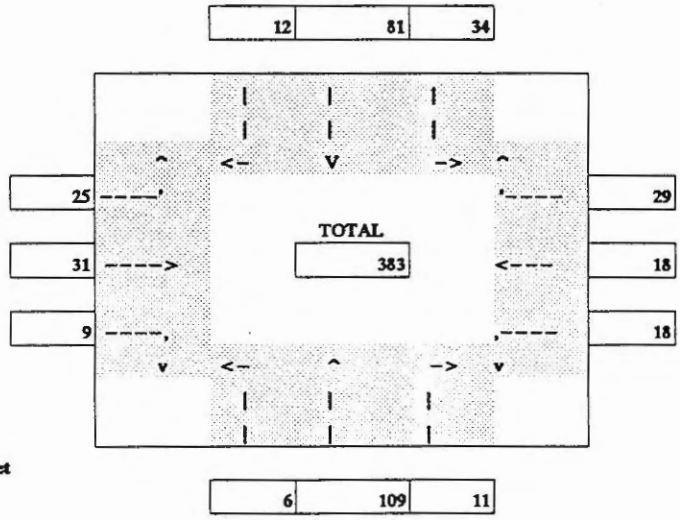
ASSOCIATED TRANSPORTATION ENGINEERS

INTERSECTION TURNING MOVEMENT SUMMARY

PROJECT: Santa Paula Downtown	PROJECT #: 95037	COUNT DATE: 6-20-95	FILE NAME: 08PM.wk1
N-S Approach: Mill Street		COUNT TIME: 4:30 PM TO 5:30 PM	
E-W Approach: Ventura Street		CITY: Santa Paula	WEATHER: Sunny, Hot

PEAK HOUR: 04:30 PM TO 05:30 PM

NORTH



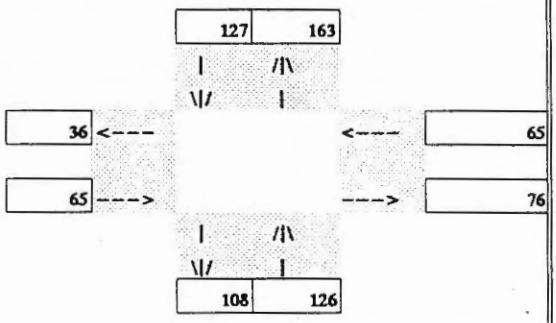
RTL

LTR | LANE GEOMETRICS | RTL

LTR

CONTROL TYPE: East / West Stop

ARRIVAL / DEPARTURE VOLUMES



TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:30 PM ---	04:45 PM	2	35	3	14	23	3	8	7	1	7	3	10	116
04:45 PM ---	05:00 PM	4	58	5	18	41	5	13	16	3	12	6	16	197
05:00 PM ---	05:15 PM	5	86	7	27	69	8	18	23	5	13	11	22	294
05:15 PM ---	05:30 PM	6	109	11	34	81	12	25	31	9	18	18	29	383
TOTAL BY PERIOD														
04:30 PM ---	04:45 PM	2	35	3	14	23	3	8	7	1	7	3	10	116
04:45 PM ---	05:00 PM	2	23	2	4	18	2	5	9	2	5	3	6	81
05:00 PM ---	05:15 PM	1	28	2	9	28	3	5	7	2	1	5	6	97
05:15 PM ---	05:30 PM	1	23	4	7	12	4	7	8	4	5	7	7	89
HOURLY TOTALS														
04:30 PM ---	05:30 PM	6	109	11	34	81	12	25	31	9	18	18	29	383

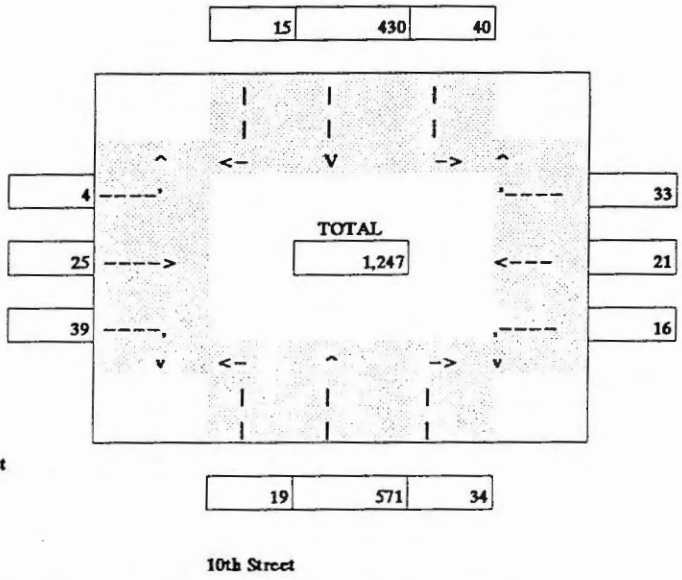
ASSOCIATED TRANSPORTATION ENGINEERS

INTERSECTION TURNING MOVEMENT SUMMARY

PROJECT: Santa Paula Downtown | PROJECT #: 95037 | COUNT DATE: 6-20-95 | FILE NAME: 09PM.wk1
N-S Approach: 10th Street | COUNT TIME: 4:30 PM TO 5:30 PM
E-W Approach: Ventura Street | CITY: Santa Paula | WEATHER: Sunny, Hot

PEAK HOUR: 04:30 PM TO 05:30 PM

NORTH



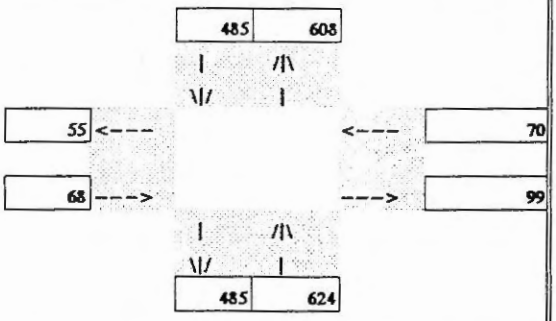
RT L

LTR LANE GEOMETRICS RTL

L TR

CONTROL TYPE: East / West Stop

ARRIVAL / DEPARTURE VOLUMES



TIME PERIOD From	To	NORTHBOUND Left	Thru	Right	SOUTHBOUND Left	Thru	Right	EASTBOUND Left	Thru	Right	WESTBOUND Left	Thru	Right	TOTAL VOLUMES
COUNT DATA														
04:30 PM ---	04:45 PM	8	126	9	6	113	5	2	5	14	2	7	4	301
04:45 PM ---	05:00 PM	13	263	21	17	216	5	4	13	21	6	13	10	602
05:00 PM ---	05:15 PM	15	403	27	28	329	9	4	20	32	12	19	23	921
05:15 PM ---	05:30 PM	19	571	34	40	430	15	4	25	39	16	21	33	1247
TOTAL BY PERIOD														
04:30 PM ---	04:45 PM	8	126	9	6	113	5	2	5	14	2	7	4	301
04:45 PM ---	05:00 PM	5	137	12	11	103	0	2	8	7	4	6	6	301
05:00 PM ---	05:15 PM	2	140	6	11	113	4	0	7	11	6	6	13	319
05:15 PM ---	05:30 PM	4	168	7	12	101	6	0	5	7	4	2	10	326
HOURLY TOTALS														
04:30 PM ---	05:30 PM	19	571	34	40	430	15	4	25	39	16	21	33	1247

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECT
MAIN STREET EAST OF FOURTH STREET
JULY 21, 1994 – JULY 28, 1994

TIME ENDING	7-21-94 THURSDAY		7-22-94 FRIDAY		7-23-94 SATURDAY		7-24-94 SUNDAY		7-25-94 MONDAY		7-26-94 TUESDAY		7-27-94 WEDNESDAY		7-28-94 THURSDAY	
	EB	WB	EB	WB	EB	WB	EB	WB	EB	WB	EB	WB	EB	WB	EB	WB
1:00 AM	0	0	5	10	26	34	33	27	10	4	10	9	7	7	10	10
2:00	0	0	8	7	13	21	19	18	7	6	2	3	4	5	5	8
3:00	0	0	6	4	11	14	10	13	5	5	1	3	6	1	2	6
4:00	0	0	17	20	7	8	7	7	12	14	14	17	15	14	16	16
5:00	0	0	54	58	31	39	10	16	46	58	48	51	50	61	35	47
6:00	0	0	86	100	46	54	24	36	92	114	88	104	106	116	96	107
7:00	0	0	138	127	68	46	93	43	138	115	125	110	134	102	118	108
8:00	0	0	194	168	20	66	111	107	185	135	166	134	177	122	180	114
9:00	0	0	266	232	43	100	191	166	199	201	239	187	220	174	204	213
10:00	0	0	264	308	43	155	236	239	270	240	266	300	298	238	166	326
11:00	0	0	332	354	61	191	234	274	312	273	314	280	292	290	265	267
12:00	0	0	454	392	76	192	258	282	356	324	342	293	356	245	350	238
1:00 PM	0	0	394	316	70	214	265	273	332	320	350	272	326	230	288	198
2:00	0	0	365	332	152	242	272	279	315	297	289	291	316	261	338	182
3:00	0	0	500	376	304	234	272	232	358	330	385	279	350	220	355	228
4:00	0	0	512	412	292	264	215	219	428	344	358	284	357	222	360	240
5:00	390	352	439	304	276	252	258	188	358	349	356	351	375	257	0	0
6:00	344	298	366	346	253	215	216	206	282	230	281	219	288	190	0	0
7:00	258	244	303	295	244	222	222	258	241	236	242	180	225	156	0	0
8:00	238	196	286	234	222	190	205	261	223	192	214	172	191	157	0	0
9:00	141	134	184	190	157	163	167	148	150	125	145	131	130	116	0	0
10:00	71	67	122	103	111	127	81	89	58	52	90	96	68	62	0	0
11:00	38	26	72	57	79	71	39	27	32	27	41	51	51	25	0	0
12:00	13	7	49	36	41	47	12	10	18	6	17	26	30	12	0	0
DAILY TOTALS:	1,493	1,324	5,416	4,781	2,646	3,161	3,450	3,418	4,427	3,997	4,383	3,843	4,372	3,283	2,788	2,308
	2,817		10,134		5,807		6,868		8,424		8,226		7,655		5,096	

TUESDAY – THURSDAY AVERAGE DAILY TRAFFIC: 7,931

FILENAME: 07TM.wk1

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECT – #95037
COUNT PERIOD: TUESDAY – JUNE 13, 1995

Time Ending	Ventura w/o 10th			Mill s/o Railroad			9th s/o Railroad		
	EB	WB	HOUR	NB	SB	HOUR	NB	SB	HOUR
12:30 AM				1	1		0	0	
1:00	5	2	7	1	1	4	0	0	0
1:30				0	0		0	0	
2:00	0	0	0	1	1	2	0	1	1
2:30				0	0		1	1	
3:00	4	1	5	0	0	0	0	0	2
3:30				0	0		0	1	
4:00	0	0	0	2	2	4	0	1	2
4:30				5	2		1	1	
5:00	2	2	4	11	13	31	3	3	8
5:30				15	14		1	16	
6:00	20	17	37	17	12	58	5	7	29
6:30				19	18		1	11	
7:00	24	23	47	26	39	102	8	10	30
7:30				30	36		4	14	
8:00	22	25	47	26	15	107	6	11	35
8:30				25	20		8	8	
9:00	52	44	96	22	27	94	9	8	33
9:30				23	38		8	12	
10:00	43	37	80	17	32	110	5	6	31
10:30				25	22		13	15	
11:00	46	54	100	22	37	106	8	20	56
11:30				23	27		10	14	
12:00	47	41	88	27	32	109	5	18	47
12:30 PM				13	27		14	14	
1:00	47	56	103	15	29	84	6	9	43
1:30				19	37		9	12	
2:00	75	63	138	41	48	145	4	25	50
2:30				24	45		11	24	
3:00	58	76	134	31	45	145	14	14	63
3:30				15	43		15	20	
4:00	61	51	112	33	41	132	15	13	63
4:30				33	55		22	18	
5:00	65	55	120	23	57	168	9	15	64
5:30				22	40		14	10	
6:00	55	57	112	22	35	119	9	8	41
6:30				22	31		6	14	
7:00	41	37	78	14	27	94	6	4	30
7:30				18	24		7	12	
8:00	56	23	79	22	26	90	4	8	31
8:30				5	19		7	8	
9:00	40	32	72	8	21	53	3	6	24
9:30				5	9		2	2	
10:00	22	26	48	5	10	29	2	1	7
10:30				4	6		0	4	
11:00	11	6	17	1	3	14	0	3	7
11:30				0	0		1	1	
12:00	8	7	15	0	1	1	1	0	3
Daily	**804**	**735**	**1,539**	**733**	**1,068**	**1,801**	**277**	**423**	**700**

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECT
INTERSECTION LEVEL OF SERVICE CALCULATIONS – EXISTING GEOMETRICS
P.M. PEAK HOUR
N/S STREET: 8TH STREET
E/W STREET: MAIN STREET

INTERSECTION TURNING VOLUME SUMMARY	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L	T	R	L	T	R
VOLUMES:	38	102	61	25	62	53	60	269	42	31	270	43
EXISTING GEOMETRICS:		L	TR		L	TR		LT	TR		LT	TR

TRAFFIC SCENARIO	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L(a)	T	R	L(a)	T	R
EXISTING VOLUMES	38	102	61	25	62	53	120	269	42	62	270	43
		*	*	*			*			**	**	**

NORTH–SOUTH CRITICAL VOLUME:	188	CAPACITY:	1500
EAST–WEST CRITICAL VOLUME:	308	V/C RATIO:	0.33
TOTAL CRITICAL VOLUME:	496	LOS 'A'	

(a) 2.0 PCE factor applied for shared left–turn lane.

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECT
INTERSECTION LEVEL OF SERVICE CALCULATIONS – PROPOSED GEOMETRICS
P.M. PEAK HOUR
N/S STREET: 8TH STREET
E/W STREET: MAIN STREET

INTERSECTION TURNING VOLUME SUMMARY	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L	T	R	L	T	R
VOLUMES:	38	102	61	25	62	53	60	269	42	31	270	43
PROPOSED GEOMETRICS:		L	TR		L	TR		L	T R		L	TR

TRAFFIC SCENARIO	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L	T	R	L	T	R
EXISTING VOLUMES	38	102	61	25	62	53	60	269	42	31	270	43
		*	*	*			*				*	*

NORTH–SOUTH CRITICAL VOLUME:	188	CAPACITY:	1500
EAST–WEST CRITICAL VOLUME:	373	V/C RATIO:	0.37
TOTAL CRITICAL VOLUME:	561	LOS 'A'	

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECT
INTERSECTION LEVEL OF SERVICE CALCULATIONS – EXISTING GEOMETRICS
P.M. PEAK HOUR
N/S STREET: MILL STREET
E/W STREET: MAIN STREET

INTERSECTION TURNING VOLUME SUMMARY

	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L	T	R	L	T	R
VOLUMES:	60	99	54	10	65	29	29	263	69	32	264	21
EXISTING GEOMETRICS:		L	TR		L	TR		LT	TR		LT	TR

TRAFFIC SCENARIO	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L(a)	T	R	L(a)	T	R
EXISTING VOLUMES	60	99	54	10	65	29	58	263	69	64	264	21
		*	*	*			**	**	**	*		

NORTH–SOUTH CRITICAL VOLUME:	163	CAPACITY:	1500
EAST–WEST CRITICAL VOLUME:	260	V/C RATIO:	0.28
TOTAL CRITICAL VOLUME:	423	LOS 'A'	

(a) 2.0 PCE factor applied for shared left–turn lane.

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECT
INTERSECTION LEVEL OF SERVICE CALCULATIONS – PROPOSED GEOMETRICS
P.M. PEAK HOUR
N/S STREET: MILL STREET
E/W STREET: MAIN STREET

INTERSECTION TURNING VOLUME SUMMARY

	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L	T	R	L	T	R
VOLUMES:	60	99	54	10	65	29	29	263	69	32	264	21
PROPOSED GEOMETRICS:		L	TR		L	TR		LTR			LTR	

TRAFFIC SCENARIO	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L(a)	T	R	L(a)	T	R
EXISTING VOLUMES	60	99	54	10	65	29	58	263	69	64	264	21
		*	*	*			*	*	*	*		

NORTH–SOUTH CRITICAL VOLUME:	163	CAPACITY:	1500
EAST–WEST CRITICAL VOLUME:	454	V/C RATIO:	0.41
TOTAL CRITICAL VOLUME:	617	LOS 'A'	

(a) 2.0 PCE factor applied for shared left–turn lane.

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECT
INTERSECTION LEVEL OF SERVICE CALCULATIONS – EXISTING GEOMETRICS
P.M. PEAK HOUR
N/S STREET: 10TH STREET
E/W STREET: MAIN STREET

INTERSECTION TURNING VOLUME SUMMARY

	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L	T	R	L	T	R
VOLUMES:	25	456	70	38	379	61	69	187	72	62	170	48
EXISTING GEOMETRICS:		L	TR		L	TR		LT	TR		LT	TR

TRAFFIC SCENARIO	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L(a)	T	R	L(a)	T	R
EXISTING VOLUMES	25	456	70	38	379	61	138	187	72	124	170	48
		*	*	*			**	**	**	*		

NORTH–SOUTH CRITICAL VOLUME: 564 CAPACITY: 1500
EAST–WEST CRITICAL VOLUME: 323 V/C RATIO: 0.59
TOTAL CRITICAL VOLUME: 887 LOS 'A'

(a) 2.0 PCE factor applied for shared left–turn lane.

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECT
INTERSECTION LEVEL OF SERVICE CALCULATIONS – PROPOSED GEOMETRICS
P.M. PEAK HOUR
N/S STREET: 10TH STREET
E/W STREET: MAIN STREET

INTERSECTION TURNING VOLUME SUMMARY

	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L	T	R	L	T	R
VOLUMES:	25	456	70	38	379	61	69	187	72	62	170	48
PROPOSED GEOMETRICS:		L	TR		L	TR		L	TR		L	T R

TRAFFIC SCENARIO	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L	T	R	L	T	R
EXISTING VOLUMES	25	456	70	38	379	61	69	187	72	62	170	48
		*	*	*				*	*	*		

NORTH–SOUTH CRITICAL VOLUME: 564 CAPACITY: 1500
EAST–WEST CRITICAL VOLUME: 321 V/C RATIO: 0.59
TOTAL CRITICAL VOLUME: 885 LOS 'A'

SANTA PAULA DOWNTOWN IMPROVEMENT PROJECT
INTERSECTION LEVEL OF SERVICE CALCULATIONS – EXISTING GEOMETRICS
P.M. PEAK HOUR
N/S STREET: 10TH STREET
E/W STREET: SANTA BARBARA STREET

INTERSECTION TURNING VOLUME SUMMARY

	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L	T	R	L	T	R
VOLUMES:	42	556	10	18	417	86	191	94	68	15	102	40
EXISTING GEOMETRICS:		L	TR		L	TR		L	TR		L	TR

TRAFFIC SCENARIO	NORTHBOUND			SOUTHBOUND			EASTBOUND			WESTBOUND		
	L	T	R	L	T	R	L	T	R	L	T	R
EXISTING VOLUMES	42	556	10	18	417	86	191	94	68	15	102	40
		*	*	*			*				*	*

NORTH–SOUTH CRITICAL VOLUME:	584	CAPACITY:	1500
EAST–WEST CRITICAL VOLUME:	333	V/C RATIO:	0.61
TOTAL CRITICAL VOLUME:	917	LOS 'B'	

On-Street Angle Parking Questionnaire

The following questions pertain to those streets in your downtown area which have angle parking.

1. Have these streets always had angle parking or were they converted from parallel parking?

2. What are the curb-to-curb and sidewalk widths on these streets? What stall angle and stall width were used for each street width?

3. What are the daily and P.M. peak hour traffic volumes on the busiest of these streets?

4. Did you install left-turn channelization at any of the intersections along these streets? (If you have peak hour turning movement counts for these intersections, please include them with your response.)

5. Have you experienced an increase in vehicle accidents on these streets? Were "before" and "after" accident studies conducted?

6. Have you experienced a pedestrian accident problem at mid-block crosswalks or at other locations along these streets?

7. Have vehicle speeds decreased on these streets? Were "before" and "after" speed surveys conducted?

8. What has been the response of downtown merchants to the angle parking? If any of the streets were converted from parallel parking, did the merchants protest the conversion? Have any studies been conducted to determine the economic benefits of the angle parking?

9. Have you experienced any other problems with on-street angle parking in your downtown area?

City of Dinuba

RECEIVED SEP 28 1995

COMMUNITY DEVELOPMENT SERVICES

DIRECTOR, PLANNING, DEVELOPMENT 209/591-590
UTILITY BILLING, CUSTOMER SERVICE 209/591-590
FAX 209/591-590
PUBLIC WORKS SERVICES 209/591-592
FAX 209/591-592

ASSOCIATED TRANSPORTATION ENGINEERS
100 HOPE AVENUE SUITE 4
SANTA BARBARA CA 93110

ATTN: ROBERT L. FARIS

DATE: SEPT. 26, 1995

SUBJECT: ON-STREET PARKING

Gentlemen:

The following items are: ( ) Requested
(✓) Enclosed
( ) Sent separately via _____

( ) Copy of letter ( ) Test Results ( ) Shop Drawing
( ) Report ( ) Specifications ( ) Progress Estimate
( ) Change Order ( ) Plans (✓) Other

No. of Copies	Description
1	RESPONSE TO QUESTIONNAIRE

These are transmitted as checked below:

( ) At your request (✓) For your Information ( ) Approved as noted
( ) For your approval ( ) For your file
( ) For your action ( ) Resubmit ___ copies for approval

Remarks: _____

Very truly yours,

By: ED PAZ

Copy to: _____

On-street Angle Parking

1. Always angle parking
2. curb-to-curb 52 feet; sidewalk 10 feet; stall angle 39 degrees; stall width 9 feet
3. no data available
4. no
5. no; yes
6. no
7. vehicle speeds decreased? yes; no surveys
8. see #1 above; no; no
9. no

If you have any questions please call me at (209)591-5900.

Ed Paz

CITY OF HANFORD
Public Works - Engineering
900 South 10th Avenue
HANFORD, CALIFORNIA 93230

(209) 582-2511

DATE 10/16

☐ **URGENT**
☐ SOON AS POSSIBLE
☐ NO REPLY NEEDED

FILE NO.

ATTENTION

SUBJECT ON-STREET ANGLE PARKING QUESTIONNAIRE

TO

ROBERT FARIS
ASSOCIATED TRANSPORTATION ENGINEERS

MESSAGE

I HOPE THIS INFORMATION WILL HELP IN YOUR STUDY.

SIGNED Richard Butts

REPLY

DATE OF REPLY

SIGNED

ON-STREET ANGLE PARKING QUESTIONNAIRE

-ANSWERS-

1. The downtown angle parking stalls were converted from parallel in 1978-1984.

2.

STREET WIDTH	SIDEWALK WIDTH	STALL ANGLE	STALL WIDTH
56'	12'	37 1/2	9'
60'	10'	40-45	9'

3. ADT - 9535 PEAK HOUR - 944

4. No - the objective was to maximize on-street parking.

5. Yes - the highest rates are on the most heavily traveled and most congested streets. The lower volume streets (2000-5000 ADT) have little accident history.

6. There has been no accident problem with pedestrians.

7. Speeds have decreased on the most heavily traveled and congested streets. No before and after studies were conducted.

8. It was at the merchants request and due to their lobbing efforts that the parking was converted. I am not aware of any studies that have been conducted to determine the economic benefits of angle parking.

9. The only other problem is that of employees parking in the on-street spaces.

LEMOORE
CALIFORNIA
406 'B' Street • Lemoore, California 93245 • (209) 924-6735 • FAX (209) 924-9003
Public Works Department

September 21, 1995

Robert L. Faris
Associated Transportation Engineers
100 N. Hope Avenue
Suite 4
Santa Barbara, CA 93110

Dear Mr. Faris:

In regards to your questionnare, the following our my responses:

1. Both cross streets have had angle parking while main street was changed from parallel on both sides in 1980 to angle parking on one side and parallel on the other.

2. 56' curb to curb and 12' sidewalks. 60 angle and 9' width.

3. Not available.

4. No.

5. Unknown.

6. No.

7. Decreased, I believe. No.

8. Unknown. Unknown, but I do not believe so, as it tended to slow traffic providing more visability to businesses. No.

9. Deliveries to some businesses with only street access are accomplished by delivery vehicles double parking behind angle parked vehicles.

If you have any questions, please call our office.

Sincerely,

David R. Wlaschin/im

David R. Wlaschin
Public Works Director

DRW:im

RECEIVED SEP 2 5 1995

On-Street Angle Parking Questionnaire

The following questions pertain to those streets in your downtown area which have angle parking.

1. Have these streets always had angle parking or were they converted from parallel parking? Always
2. What are the curb-to-curb and sidewalk widths on these streets? What stall angle and stall width were used for each street width? Sidewalk - 10' Curb-Curb - 56'
3. What are the daily and P.M. peak hour traffic volumes on the busiest of these streets? Daily - 9000 ADT (band)
4. Did you install left-turn channelization at any of the intersections along these streets? (If you have peak hour turning movement counts for these intersections, please include them.) Yes - no counts available - No left turn at one cross street only
5. Have you experienced an increase in vehicle accidents on these streets? Were "before" and "after" accident studies conducted? N/A
6. Have you experienced a pedestrian accident problem at mid-block crosswalks or at other locations along these streets? No
7. Have vehicle speeds decreased on these streets? Were "before" and "after" speed surveys conducted? N/A
8. What has been the response of downtown merchants to the angle parking? If any of the streets were converted from parallel parking, did the merchants protest the conversion? Have any studies been conducted to determine the economic benefits of the angle parking? Merchants want easy angle parking
9. Have you experienced any other problems with on-street angle parking in your downtown area?

In 1992 we converted to 45° angle parking - previously the angle was ~~to~~ 33° and 10' wide spaces - Merchants overwhelmingly wanted to return to 33° angle and wider space even though we lost parking spaces.

C I T Y O F S E L M A
1814 TUCKER STREET • SELMA, CALIFORNIA 93662

August 8, 1995

Associated Transportation Engineers
ATTN: Robert L. Faris
100 N. Hope Avenue, Suite 4
Santa Barbara, CA 93110

RECEIVED AUG 10 1995

Re: On-Street Angle Parking in the City of Selma & City of Fowler

Mr. Faris:

In accordance with your request, enclosed please find completed questionnaire for On-Street Angle Parking within the City of Selma and the City of Fowler.

If you have any further questions on this matter, please contact me.

Sincerely,

Bruce Webber

BRUCE WEBBER
City Engineer

BW/ljk
Encl. (1)

CITY HALL OFFICES • (209) 896-1064 / FAX (209) 896-1068
Administration, City Clerk/Finance, Planning, Development & Building Inspection, Public Works/Engineering

On-Street Angle Parking Questionnaire

The following questions pertain to those streets in your downtown area which have angle parking.

1. Have these streets always had angle parking or were they converted from parallel parking? Always had angle parking
2. What are the curb-to-curb and sidewalk widths on these streets? What stall angle and stall width were used for each street width? Curb to Curb 56' — 45° stall width 9'
3. What are the daily and P.M. peak hour traffic volumes on the busiest of these streets? Low Volume — no current counts
4. Did you install left-turn channelization at any of the intersections along these streets? (If you have peak hour turning movement counts for these intersections, please include them.) No
5. Have you experienced an increase in vehicle accidents on these streets? Were "before" and "after" accident studies conducted? No increase
6. Have you experienced a pedestrian accident problem at mid-block crosswalks or at other locations along these streets? No mid-block crosswalks, too dangerous.
7. Have vehicle speeds decreased on these streets? Were "before" and "after" speed surveys conducted? About the same 25mph.
8. What has been the response of downtown merchants to the angle parking? If any of the streets were converted from parallel parking, did the merchants protest the conversion? Have any studies been conducted to determine the economic benefits of the angle parking? Downtown Merchants are pleased. No studies.
9. Have you experienced any other problems with on-street angle parking in your downtown area? No

CITY OF SAN BUENAVENTURA

RECEIVED SEP 07 1995

September 5, 1995

Robert L. Faris
ATE
100 No. Hope Avenue, Ste. 4
Santa Barbara, CA 93110

SUBJECT: ON-STREET ANGLE PARKING IN THE CITY OF SAN BUENAVENTURA

Dear Bob:

Attached are the responses to the questions of your survey. If you need any additional information, please do not hesitate to contact me.

Sincerely,

Nazir Lalani
City Transportation Engineer

NL:95-200.wpd

501 Poli Street • P. O. Box 99 • Ventura, California • 93002-0099 • (805) 654-7800 • FAX (805) 652-0865

On-street Angle Parking Questionnaire Responses

The following answers pertain to those streets in the City of San Buenaventura which have on-street angle parking.

1. Main Street and California Street have had angle parking for many years. They were initially converted from parallel spaces to angle parking. This was done many, many years ago, and there are no data available relating to that changeover. Recently, the City has upgraded the downtown. As part of that upgrade, two additional blocks were converted to angle parking spaces.

2. The curb to curb width of Main Street is 54 feet the width of California Street is also 54 feet. The average sidewalk width on Main Street is 13 feet, the average sidewalk widths on California Street is also 13 feet. The stall angle was recently changed for all spaces as part of the sidewalk widening project from 45° to 30° to allow for the wider sidewalks.

3. The average daily traffic on Main Street is 12,200 and on California Street is 8,000. The PM peak hour volumes in Ventura are generally 9% at the average daily volumes..

4. There is no left turn channelization along the sections of California Street and Main Street where the angle parking exists. The City does not have peak hour turning movement counts for these intersections since they are not considered critical to the City's overall transportation network. However, three or four years ago, ATE conducted a traffic study of the downtown area to evaluate the impacts of the Downtown Specific Plan. As part of that study, peak hour counts were taken.

5. There are no before or after accident studies for when most of the angle parking was installed on Main and California Streets. However, after a year, the City will conduct before and after accident studies on those sections of California Street and Main Street where angle parking was recently added.

6. There has been an accident problem involving pedestrians and bicyclists in the downtown area where there is angle parking. Part of the problem relates to the angle parking and part of it relates to the fact that the City's mid-block crosswalks were covered by vegetation and wooden structures. The accident rates in the downtown area on Main Street and California Street were the highest in the City and have been so for many years. There was also a night time accident problem. The recent changes in the vegetation and street lighting may have a beneficial effect on the accident rates, but it's too early yet to know.

7. No before and after speed surveys were conducted when the angle parking was installed many years ago so there is no information about the changes in vehicle speeds. However, the 85th percentile speed on Main Street and on California Street is in the 25 mph to 30 mph range because it is very difficult to travel at speeds higher than the 85th percentile speeds.

8. The angle parking in the downtown was initially implemented at the request of the downtown merchants. It was recently expanded at the recommendation of the consultants who prepared the Downtown Specific Plan. The merchants, in general, favored the angle parking. However, there are no studies that have been conducted to determine the economic benefits of angle parking.

9. Angle parking does not permit very smooth traffic flow in the downtown, which remains fairly congested throughout most of the day. However, the consultant preparing the City's Downtown Specific Plan recommended that the angle parking remain and be expanded. The consultant indicated that congestion caused by angle parking is acceptable and encourages tourism activity as well as making it easier for people to use on-street parking for high turnover uses.

NL:95-201.WPD

ECONOMIC DEVELOPMENT EVALUATION

ECONOMIC DEVELOPMENT EVALUATION
Santa Paula, California

Prepared for:

City of Santa Paula
970 Ventura Street
Santa Paula, California 93060

Prepared by:

AGAJANIAN & Associates
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September 11, 1989

Appendix E

ECONOMIC DEVELOPMENT EVALUATION
Santa Paula, California

Table of Contents

Section One
INTRODUCTION AND SUMMARY

The purpose of this report is to provide an initial evaluation of economic development opportunities and choices to the City of Santa Paula in order to help guide the City's economic growth and revitalization. This study is not a comprehensive economic development plan which clearly defines community goals, integrated programs and feasible projects. Instead, this report helps sort out the major constraints, opportunities and options available to the community based upon an overview of existing conditions and trends.

This report is presented in summary form and intended to highlight the significant features and constraints of the local economy, the development opportunities, and potential programmatic actions that the City may wish to initiate. Accordingly, this report is organized into four sections which closely follow the approach taken to conduct the evaluation. Following this introductory section, Section Two describes the character of the local Santa Paula economy in order to better understand the constraints which will directly and indirectly affect the development potential of the City. Section Three evaluates current and emerging trends in order to identify economic development opportunities available to the community. Finally, Section Four outlines an economic development strategy which can provide the City with a range of actions to stimulate economic development and revitalization.

In summary, this study has made the following findings regarding existing economic development constraints in Santa Paula:

1. Household, population and local purchasing power are growing at a low annual rate due to growth management policies and lower relative household incomes. This slow

growth is limiting the amount of income which is being generated to support the expansion of the local economy.

2. Retail sales leakage is extraordinarily large, thus reducing the amount of money recirculating within the local economy. Substantial sums of local expenditures are therefore being exported to other communities.

3. Local industrial employment is growing at a pace faster than household growth indicating that the gap between local jobs and needed jobs is diminishing. Conversely, commercial employment is growing at a slower rate than household growth indicating that the gap between local commercial jobs and needed jobs is increasing. Thus, while industrial development is active, commercial development is stagnant.

4. There are major constraints within Santa Paula which are limiting economic expansion and revitalization. These constraints include a lack of a coordinated development program, the lack of a visitor oriented commercial sector, the lack of competitive community retail shopping facilities, and the lack of unified leadership.

Despite these constraints Santa Paula does possess significant economic development opportunities to expand and revitalize the local economy. The following points summarize the means available to stimulate economic development:

1. The greatest single means to stimulate the local economy is to reduce the amount of retail sales leakage. This will ensure that the commercial sector of the economy will be revitalized and that the City will benefit from increased retail sales tax revenues. Retail sales leakage can best be reduced by introducing competitive goods and services into the City that residents are now purchasing out of town.

2. Another means available to stimulate the local economy is to attract greater numbers of visitors to the City. Visitors can import money into the City and provide increased retail sales, employment opportunities and fiscal benefits.

3. Increasing the household purchasing power of local residents can also create greater opportunities to support local retail sales and further employment. This increase in purchasing power can occur with more local jobs, higher paying jobs, more residents, and more residents who are employed outside the City.

4. Promoting industrial development will continue to provide greater employment opportunities for local workers and import money into the local economy.

These means to stimulate the local economy can be accomplished by undertaking two major and several minor actions described in Section Four of the report. The two major actions are summarized as follows:

1. Capture retail leakage by promoting the development of commercial uses along Harvard Boulevard including both the east and west side. This development should stress those categories of greatest retail leakage including apparel stores, general merchandise, building materials, new car sales, home furnishings, specialty retail, commercial entertainment and professional services. Development should be competitive with commercial facilities that now attract the City's shoppers out of town. This means an emphasis upon the convenience of shopping (access, parking, centers) and the diversity of goods and services (selection, price, quality).

   It appears that a community shopping center can be supported on the west side while a neighborhood center can be accommodated on the east side in the short term future. Over the longer term another community center can be supported on the west side and one on the east side. There is sufficient retail leakage currently to support over 600,000 SF of commercial facilities in the City.

2. Support the development of an integrated visitor oriented program. This is a key feature of the economic development effort because it has the potential to import considerable amounts of revenues to the City in the form of retail sales taxes, transient occupancy taxes, user revenues and other related business taxes. Tourist related activities are also highly dependent upon service workers, thereby providing entry level employment opportunities to those in the community who need a chance to develop skills.

   In particular, a visitor oriented program will require the formation of attractions. These attractions may include the historic architectural character of the Downtown Business District, specialty aircraft at the airport, and the several museums that may be created including those of Union Oil, Sunkist, local history, and historic aircraft. If additional attractions can be added, including antique stores, novelty

shops, auto museum, bed and breakfast establishments, agricultural museum, galleries and specialty dining and eating establishments, the visitor attraction power of the community can be greatly enhanced. In combination with special events, these visitor oriented businesses can contribute a significant share to the growth of the local economy.

Section Two
ECONOMIC CONDITIONS, TRENDS AND CONSTRAINTS

A. Characteristics of Local Economies

Because each local economy is composed of highly integrated component parts which act in dynamic relation to each other it is necessary to examine each major component of the economy, and their interrelationships, to best understand any particular local economy. Santa Paula's economy, like other similar cities, can be described in terms of three component parts: the amount of money which is 1) imported, 2) recirculated, and 3) exported from the City. This flow of money is affected by the products and services produced locally, where resident incomes are made and expended, and the degree of local recirculation which takes place in the economy.

Importation of money can take place in several forms: importing money by selling locally manufactured products outside the city, importing money by residents earning incomes outside the city, and importing money by attracting outsiders to purchase goods and services produced locally. Exportation of money occurs in exactly the reverse process described above for importation. Money can also be internally recirculated when local money is used to purchase local goods and services and thus generate new money internally.

A local economy grows when the internal recirculation of money increases and importation of money exceeds the exportation of money. Conversely, a local economy stagnates and declines when internal recirculation of money decreases and the exportation of money exceeds the importation of money. Thus, it is our concern to stimulate Santa Paula's economy by increasing the importation of money, increasing the amount of local recirculation of money, and reducing the exportation of money from the local economy.

B. Current Conditions and Trends

In order to evaluate the economic conditions in Santa Paula it will

be necessary to examine the three major indicators which can reveal the degree of importation, exportation and recirculation taking place in the local economy. These three major indicators are household purchasing power, retail sales leakage, and local employment growth.

1. Household Purchasing Power

The California Department of Finance estimates that there are total of 7,748 occupied households and 23,991 residents within the City of Santa Paula as of January 1, 1989. This compares to 6,879 occupied households and a resident population of 20,658 on April 1, 1980. Thus, the growth of households within the City has amounted to only 869 households, or an average of about 109 per year since 1980. Population growth within the City has grown on an average of 417 per year. These represent annual growth rates of 1.45% and 1.76% for households and population respectively.

By comparison, Ventura County has experienced growth rates of 2.43% and 2.35% annually for households and population respectively. This clearly reveals the slower rate of household and population growth for Santa Paula which has resulted from local growth management policies.

Local household income statistics reveal that the City has lower than average purchasing power in comparison to the County or the local trade area, as indicated on Table 1.

TABLE 1: Income Characteristics

	Calif.	Vent. Co.	Santa Paula	Trade Area
Median	$24,211	$29,419	$20,822	$21,492
Average	$30,256	$33,502	$24,720	$25,536
Per Capita	$11,548	$11,554	$8,542	$8,741

Source: AGAJANIAN & Associates, UDS
Trade Area covers Saticoy through Piru, including Fillmore.

These low income estimates for Santa Paula are a result of the

household income patterns within the City between higher income households and lower income households. Due to the recent influx of wealthier families into the city the household income estimates can be expected to be marginally higher than the 1985 estimates presented in Table 1, the most recent available. The relative position of Santa Paula household income is not, however, expected to have changed relative to the trade area or the County.

Household purchasing power for the City is estimated to exceed $191,500,000 annually. This amount of money represents the total available to Santa Paula households for savings and expenditures on housing, retail goods and services, and other consumer items. Any

TABLE 2: Santa Paula Retail Sales Leakage

Type of Business	SP (000's)	SP /Cap	CA /Cap	VCo /Cap	SP as % CA	SP as % VCo	SP Import/ (Export) (000's)*
Apparel Stores	$2,761	$116	$278	$231	(58.3)	(49.8)	($2,663.0)
General Merchandise**	$2,365	$100	$779	$840	(87.2)	(88.1)	($12,619.3)
Drug Stores	$2,500	$105	$148	$136	(29.1)	(22.8)	($383.9)
Food Stores	$11,053	$466	$451	$437	3.3	6.6	$2,327.1
Liquor Stores	$2,054	$87	$76	$66	14.5	31.8	$599.8
Eating/Drinking	$11,113	$468	$706	$618	(33.7)	(24.3)	($2,615.0)
Home Furnishings	$2,801	$118	$276	$392	(57.3)	(69.9)	($2,591.0)
Building Materials	$5,629	$237	$403	$359	(41.2)	(34.0)	($2,207.2)
Auto Dealers	$15,159	$639	$904	$1,335	(29.3)	(52.1)	($2,399.1)
Service Stations	$9,784	$412	$445	$421	(7.4)	(2.1)	($1,151.6)
Other Retail	$6,855	$289	$966	$494	(70.1)	(41.5)	($11,971.5)
Retail Stores	$72,074	$3,036	$5,432	$5,329	(44.1)	(43.0)	($33,635.4)
All Other Outlets	$14,991	$631	$2,950	$1,981	(78.6)	(68.2)	($42,680.0)
Total Sales	$87,065	$3,667	$8,382	$7,310	(56.3)	(49.8)	($76,315.4)

* Based on California per capita and adjusted by average household income.

** The K-Mart project now under development is estimated to generate $10,050,000 of gross general merchandise sales.

Source: AGAJANIAN & Associates: California State Board of Equalization

efforts to increase the purchasing power of local households would help improve the local economy.

2. Retail Sales Patterns

The amount of local expenditures which are recirculated within the City can be approximated by examining the patterns of local taxable retail sales. Such local spending patterns are revealed by the retail sales recorded for the City for the calendar year 1987, the most recent year available, as indicated on Table 2.

Table 2 compares the amount of taxable retail expenditures within Santa Paula to both Ventura County and California on a per capita basis. The net retail imports and exports are also presented on Table 2 approximating the amount of retail leakage (export) or surplus (import) experienced by Santa Paula. From this analysis several important findings can be made with regard to local spending patterns.

First, we can note that Santa Paula is experiencing retail sales leakage (i.e. export) in every business category except food, service stations and liquor sales. This pattern suggests that the City is now capturing local convenience shopping but is not competitive in community, regional and specialty shopping categories.

Second, we can observe that the categories of greatest retail sales leakage are: 1. general merchandise (84.2% leakage), 2. all other outlets (74.0% leakage), 3. other retail (63.6% leakage), 4. apparel stores (49.1% leakage), 5. home furnishings (48.1% leakage) and 6. building materials (28.2% leakage). Each of these categories represents a major source of money exportation to other areas such as Ventura and Oxnard.

Third, we can estimate that the amount of retail sales leakage is in excess of $76,300,000. This leakage represents nearly half (46.7%) of the retail purchasing power of the community.

Finally, these retail sales statistics reveal that Santa Paula is experiencing vast amounts of leakage in sales that are not conducted at retail stores. These retail sales include products and services on which taxable transactions are completed but do not occur in a retail store. Examples include products sold to retail customers at manufacturing plants (e.g. camper shells), professional offices (e.g. dental supplies), and mail order warehouses (e.g. computer parts).

Thus, it can be observed that the City is experiencing a disproportionate amount of retail sales leakage. Any efforts to

reduce this exportation of local spending would go a long way toward stimulating growth in the local economy.

3. Local Employment Growth

Estimating local employment can best be approximated by examining the amount of developed commercial and industrial land. It is clear that the largest employers within the City and the trade area are agricultural, agricultural processing, retail, industrial and public uses. Based upon a recent survey of developed land within the City 169.01 acres are developed in industrial uses and 139.30 acres are developed in commercial uses. These represent 22.8% and 18.8% of the developed land within the City for industrial and commercial uses respectively. Thus, 41.6% of all the developed land is dedicated to uses which provide local employment.

The land use element of the General Plan allocates 558.62 acres of land for industrial development allowing for an addition of another 389.61 acres of industrial development. Similarly, the General Plan allows for 171.54 acres of commercial development for an addition of 32.24 acres new commercial development. The airport is treated separately and is allocated 52.71 acres. Thus, the City has allowed for a considerable amount of new industrial development and little land for new commercial growth. This allocation has proved correct in the recent past given the rate and type of local non-residential development.

Based upon the non-residential development that has taken place

TABLE 3: Santa Paula Development Trends (SF)

Land Use	1983	1984	1985	1986	1987	1988	'83-'88	%/Ttl	Av/Yr
Office	600	-	-	-	-	12,414	13,014	8.3%	2,169
Commercial	-	2,600	1,858	15,500	-	-	19,958	12.8%	3,326
Industrial	14,207	4,836	22,058	-	-	56,678	97,779	62.6%	16,297
Warehouse	1,200	180	3,214	-	2,499	18,384	25,477	16.3%	4,246
Total	16,007	7,616	27,130	15,500	2,499	87,476	156,228	100.0%	26,083

Source: AGAJANIAN & Associates; Santa Paula Building Permits

since 1983 over 156,000 SF of commercial and industrial uses have been added, as indicated on Table 3. The new development clearly indicates that the dominant form of growth is industrial in nature accounting for 62.6% of the new development. Warehousing uses accounted for 16.3% of the new development while office and commercial uses accounted for a combined share of 21.1%.

It is estimated that there are currently 1,664,017 SF of commercial development in the City. Given the 32,972 of commercial growth since 1983 we can estimate that commercial supply has increased by only 2.02%, or 0.33% annually. This rate of growth is far slower than the population and household growth noted earlier.

On the other hand, industrial growth has increased by 12.82% since 1983 from an estimated base of 961,194 SF to 1,084,450 SF currently. This growth represents an average annual growth rate of 2.14% which exceeds the recent rate of population growth.

By using broad measures of employment density we may estimate that there are presently 4,660 persons employed locally in commercial activities (at 350 SF/employee) and about 1,807 persons employed in industrial activity (at 600 SF/employee). Thus, about 6,500 private sector jobs are now filled in the City. This represents a jobs/housing ratio of 0.83. With public and miscellaneous employment the jobs/housing ratio would approach 1.0, far less than the 1.4 ratio needed to establish a self-contained, economically balanced community.

C. Characteristics of the Santa Paula Economy

From the above discussion of local economic conditions and trends we may observe the following findings.

1. Household, population and local purchasing power are growing at a low annual rate due to growth management policies and lower relative household incomes. This slow growth is limiting the amount of income which is being imported into the local economy.

2. Retail sales leakage is extraordinarily large, thus reducing the amount of money recirculating within the local economy. Substantial sums of local money are therefore being exported to other communities.

3. Local industrial employment is growing at a pace faster than

household growth indicating that the gap between local jobs and needed jobs is diminishing. Conversely, commercial employment is growing at a slower rate than household growth indicating that the gap between local commercial jobs and needed jobs is increasing. Combined, the growth of local jobs is keeping rough parity with needed jobs. However, because the jobs/housing ratio is significantly lower than required for a balanced economy the City is not improving its jobs/housing position.

With the exception of recent industrial growth each of these points creates significant constraints for stimulating economic development and revitalization for the City.

Section Three
ECONOMIC DEVELOPMENT OPPORTUNITIES

In order to stimulate economic development and revitalization within the City it will be necessary to highlight the major available development opportunities within the community. The following list of itemized opportunities are based upon the evaluation of existing economic conditions and trends discussed above, discussions with City Council members and City staff, discussions with local merchants and Chamber representatives, and observations from field studies.

These development opportunities are discussed by geographical areas since the available means to stimulate economic development are closely tied to actions at specific locations. The principal focus of attention is the Downtown Business District. However, there are other areas within the City which can stimulate economic development by increasing local income, reducing retail leakage, and importing money into the local economy.

Based upon the evaluation of these economic development opportunities for specific geographic locations in this section a development strategy will be formulated in the final section.

A. Downtown Business District (DBD)

The downtown business district is the central source of commercial stagnation in the City. The Main Street corridor has evolved historically from the central social and commercial core of the community to a fragmented collection of sound, marginal and non-viable commercial uses. This transition has in large part been the

result of socio-economic and ethnic changes that have taken place within the City over the past several decades. The corridor has not been able to find the needed resources and leadership to mount a sustained effort to counter these changes and stimulate commercial revitalization.

As new commercial opportunities opened up in Ventura and Oxnard many of the higher income households found the diversity and quality of the products located out of town superior to those in the stores located on Main Street. This exportation of local incomes to out of town shopping areas eroded the local retail base and made Main Street a less desirable place to shop. As retail sales diminished a spiral of contracting sales led to a diminishing supply of competitive local goods and services. Local retailers began to cater more to lower income residents who had both less opportunity to shop out of town and less discretionary income to support higher quality merchandise. Main Street continued to further decline in sales as newer commercial facilities on the west side of town provide more convenient and diverse retail goods and services.

This trend of gradual decline cannot be reversed unless the DBD becomes more competitive with: 1. more diverse goods and services. 2. more convenient shopping, 3. the expansion of the market segments it serves, and 4. expansion of the trade area that it serves. Each of these factors can be treated as an opportunity if sufficient initiatives can be mobilized to overcome the existing constraints.

Finding new market segments would provide the foundation upon which the DBD's revitalization can proceed. Two significant market opportunities exist. The first is to capture a portion of the large amount of local retail sales leakage. This will require that the DBD merchants become competitive with other shopping areas out of town. Unfortunately, the small lot sizes, multiple ownership, historic architecture and off highway location work strongly against effective competition for other than neighborhood and specialty retail goods and services. The land area and parking requirements needed to support a modern retail anchor with apparel stores, furniture stores and general merchandise stores is not feasible for the DBD area without significant redevelopment resources.

The second market opportunity lies in the capture of specialty retail uses which are supported by all local residents and visitors. These specialty uses would be far more compatible within the historic setting of the DBD as well as the smaller size lots and shops. However, the attraction of these specialty uses is a very slow and difficult process since it involves the transition from merchandising local neighborhood level retail goods to luxury and discretionary

goods and services.

Nonetheless, if local serving goods could be displaced to other locations within the city (with more competitive facilities) and the historic DBD shops can be transitioned to specialty shops the local economy would benefit in the following important ways:

1. The relocated local serving shops can attract a greater portion of the local retail spending due to their more competitive location and facilities. In this manner greater amounts of the current retail leakage can be recirculated locally to generate more local jobs and greater fiscal benefits to the City.

2. The creation of a specialty district along the Main Street corridor would attract local residents to shop for novelty items and purchase specialty services locally instead of making these expenditures out of town. Thus, retail leakage is further reduced.

3. The specialty district would attract visitors from out of town and import money from other communities.

Thus, a transition from locally serving shops to specialty shops would appear to provide the best opportunity to overcome the inherent constraints of multiple ownership, small lot sizes and historic architecture.

B. Harvard Boulevard

Harvard Boulevard is the most traveled east-west roadway in the City of Santa Paula and as such constitutes a prime location for retail and commercial development. Two shopping center sites are now located on the west side of town with a third center containing the K Mart store to be developed soon. This concentration of retail facilities on the west side may reach retail saturation unless the new commercial stores serve those retail categories which have substantial leakage.

In particular, large parcels should be aggregated to promote the development of apparel stores, general merchandise stores, home furnishings stores, entertainment facilities and building materials outlets. The K Mart development should help in this regard. For the west side, these retail sites should be located near Palm Avenue and Peck Road in order to offer better freeway access, and therefor serve a wider trade area. Because there is lower cost land available along Harvard Boulevard, without historical structure constraints, as

opposed to the DBD, this corridor can be targeted for more intensive commercial development.

The Harvard Boulevard corridor may also serve as a suitable site for a shopping center located on the east side of town. There will be a need for neighborhood shopping center on the east side of Santa Paula to serve the east side community if the DBD transitions away from local serving retail uses toward specialty uses. Site constraints will need to be overcome either through the aggregation of parcels of suitable size to accommodate a shopping center or the annexation of east side territory to provide a suitable site.

In any case the Harvard Boulevard corridor can be strengthened as the primary east-west commercial corridor in the City. This corridor can be anchored on the east and the west with neighborhood and community level shopping centers. In addition, the corridor can be developed with commercial uses at each of the freeway access roads. In this way the local economy can be substantially strengthened by reducing the amount of retail leakage and increase in the amount of money recirculated within the local economy.

C. Airport Area

The airport is a valuable economic asset to the community and has the opportunity of becoming a major component of the City's economic development program. There do not appear to be any major constraints limiting the development of the airport into both a conventional and specialty airfield. Access from Palm Avenue, Eighth Street, and Tenth Street allow the site to serve as an attraction and destination for large numbers of users and visitors. In addition, the collection of historic and specialty aircraft housed at the airport can serve as a basis to promote and attract future visitors. It would be valuable to consider the limitation or control of adjacent land use encroachment in order to maintain the possibility of future expansion.

The airport may develop a series of tourist attracting uses and activities. For example, the presentation of historic and specialty aircraft within a permanent museum setting can attract tourists and aficionados alike to the City. In addition, scheduled activities such as fly-ins, ballooning events, and air shows can attract large crowds of participants and viewers alike. Finally, the provision of an on-site specialty restaurant could become an attraction for both fliers and highway visitors. Each of these opportunities have the potential to stimulate economic development by importing money into the City and increasing the amount of local income.

D. Industrial Areas

There are four major industrial areas within the City: north of Main Street, south of the freeway, and at the east and west ends of the City. All of these areas are suitable for industrial development. As indicated in the preceding section the bulk of the non-residential development within the City has been industrial uses and that there is ample land available to accommodate future industrial development. This indicates that there is sufficient local competitive attraction to sustain continued industrial growth without need for extraordinary stimulation. Thus, industrial development should be allowed to continue in order provide greater opportunities to manufacture goods and services that may be sold to users outside the City and import money into the City.

E. Other Locations

There are a number of other economic development opportunities within the City that may be noted at this time. The freeway off ramps at Tenth Street, Palm Avenue and Peck Road all offer opportunities to attract highway travelers for travel convenience uses including accommodations, meals and auto service. Such convenience uses can help initially draw visitors into the City, who may then become aware, and use, the other attractions in the City. The constraints facing the effective implementation of such a program are the limited availability of commercially zoned land at the Tenth Street and Peck Road off ramps. With the development of the K Mart facility at the Peck Road off ramp much of the available commercial land will be occupied. Thus, greater efforts towards the Tenth Street and the Peck Road off ramps would prove fruitful at this time.

The City may also consider the annexation of the areas to the east of town in order to provide greater opportunities for both commercial and residential development. Although this is a longer term opportunity its impact upon the City economy should not be underestimated. A greater population base provides both larger household purchasing power and the ability to support greater commercial activity. Both of these factors suggest that a positive result will occur with the expansion of the City's corporate limits.

Another potential location for development is in the flood plain of the Santa Clara River. Although, no permanent structures can be constructed in this area recreational facilities, such as baseball diamonds and picnic grounds, can be created. These facilities can be

made available on a fee basis to generate revenues for the City and provide recreational services for large and small group outings. Any attraction of out of town users would help reinforce the visitor oriented businesses and further import money into the local economy.

Section Four
DEVELOPMENT STRATEGY

It is apparent from the discussion in Section Three that there are means available to stimulate economic development and revitalization in the City. In this final section a broad strategy will be formulated to help guide the City in selecting and initiating actions which can achieve economic development. The following strategy will cover economic development goals, resources and actions.

A. Economic Development Goals

The economic development goals of the City include the need to stimulate the local economy and provide means to assure long term fiscal stability within the limits of broader community planning goals. Consistent with this general interest in stimulating economic development within the City the following broad economic development strategy is proposed.

1. The greatest single means to stimulate the local economy is to reduce the amount of retail sales leakage. This will ensure that the commercial sector of the economy will be revitalized and that the City will benefit from increased retail sales tax revenues. Retail sales leakage can best be reduced by introducing competitive goods and services into the City that residents are now purchasing out of town.

2. Another means available to stimulate the local economy is to attract greater numbers of visitors to the City. Visitors can import money into the City and provide increased retail sales, employment opportunities and fiscal benefits.

3. Increasing the household purchasing power of local residents can also create greater opportunities to support local retail sales and further employment. This increase in purchasing power can occur with more local jobs, higher paying jobs, more residents, and more residents who are employed outside the City.

4. Promoting industrial development will continue to provide greater employment opportunities for local workers and import money into the local economy.

This strategy can be accomplished by promoting the following development objectives:

1. Capture retail leakage by promoting the development of commercial uses along Harvard Boulevard including both the east and west side. This development should stress those categories of greatest retail leakage including apparel stores, general merchandise, building materials, new car sales, home furnishings, specialty retail, commercial entertainment and professional services. Development should be competitive with commercial facilities that now attract the City's shoppers out of town. This means an emphasis upon the convenience of shopping (access, parking, centers) and the diversity of goods and services (selection, price, quality).

   It appears that a community shopping center can be supported on the west side while a neighborhood center can be accommodated on the east side in the short term future. Over the longer term another community center can be supported on the west side and one on the east side. There is sufficient retail leakage currently to support over 600,000 SF of commercial facilities in the City.

2. Support the development of an integrated visitor oriented program. This is a key feature of the economic development effort because it has the potential to import considerable amounts of revenues to the City in the form of retail sales taxes, transient occupancy taxes, user revenues and other related business taxes. Tourist related activities are also highly dependent upon service workers, thereby providing entry level employment opportunities to those in the community who need a chance to develop skills.

   In particular, a visitor oriented program will require the formation of attractions. Several attractions have been identified in the preceding section. These attractions include the historic architectural character of the DBD, the historic and specialty aircraft at the airport, and the several museums that may be created including those of Union Oil, Sunkist, local history, and historic aircraft. If additional attractions can be added, including antique stores, novelty shops, auto museum, bed and breakfast establishments, agricultural

museum, galleries and specialty dining and eating establishments, the visitor attraction power of the community can be greatly enhanced. In combination with special events, these visitor oriented businesses can contribute a significant share to the growth of the local economy.

3. Finally, the continued expansion of the industrial base and the possible annexation of territory to the east of the city would help round out the objectives of the economic development program.

B. Available Resources

In order to accomplish the economic development strategy outlined above the City will need to marshall both private and public resources. A principal resource for the community will be the agreement from residents, civic leaders, businesspersons, public officials and land owners that they both recognize the need for economic development and can agree that the broad goals contained in the strategy are desirable. Only in this way can a coordinated, cooperative and committed economic development program be initiated and sustained.

The role of the public leaders will be the most important because they have the regulatory, financial and legal means to initiate actions in behalf of the community. Specifically, it will be necessary for the City to consider and act upon the following resources that can be brought to bear to implement the economic development strategy.

1. Initiate and establish a Redevelopment project area broad enough to include the DBD, Harvard Boulevard, the airport, and the industrial area south of the freeway. The redevelopment agency can provide a number a critically needed powers to assist in the financing, developing and promoting elements of the economic development strategy.

2. Help prepare a detailed plan to direct the development of the activities needed to induce development of the visitor oriented uses, the transition of the DBD, and the development of commercial centers on Harvard Boulevard.

3. Coordinate the activities of the business community, merchants and airport directors in order to assure that all individual efforts reinforce one another.

The business community also has a large role to play in the implementation of the economic development strategy. The business

community will need to work in partnership with the City in order to provide guidance as to what is practical and achievable. In addition, the business community will need to help provide the necessary investment that will be needed to create the conditions under which the local private sector can most benefit. Among the types of activities the private sector can undertake are the following:

1. Of greatest concern is the coordination among the merchants and businesspersons within the community to find a singular forum for formulating recommendations and cooperative actions. The existence of several voices for the business community invites only disharmony and actions which may prove counterproductive. Initially, therefor, a major community resource can be created if a single voice for the business community can formed.

2. The business community should also form specialized subgroups to provide guidance to specific economic development objectives including the Downtown Business District transition planning, attraction of new commercial shops and services, coordination of a unified and integrated marketing and merchandising program, the attraction and creation of visitor oriented businesses, improvement programs to upgrade and beautify existing commercial districts, and the means to provide assistance to current and new merchants on how to improve sales with more competitive goods and services, advertising, merchandising, and new sales opportunities.

3. The business community should also take the lead in the formulation and implementation of the various retail and visitor activities designed to stimulate business activity in the DBD.

4. Finally, the land owners in the community, and particularly in the DBD, should be prepared to undertake investments in their properties to make them seismically safe, structurally sound, architecturally enhanced and suitably beautified as a means to stimulate greater shopper interest.

Finally, the residents of the community should be actively involved in helping the City shape the economic development goals and objectives that are suitable to their needs. Furthermore, the residents should be made aware of the impacts of out of town shopping to restraint their out of town shopping and limit the amount of retail leakage.

With the convergence of these community resources the economic development strategy can be successfully initiated and implemented. Consistent with the strategy and the available resources identified the actions listed below can be proposed.

C. Economic Development Actions

The following list of actions are intended to serve as recommendations for the community to consider as specific means to initiate projects leading to the formulation, specification and implementation of the economic development strategy outlined above.

1. Establish a redevelopment agency with the powers to implement commercial development within the City including the DBD, Harvard Boulevard, the airport, and the industrial areas within the City. Under the auspices of this agency the following programs should be initiated:

   Prepare a redevelopment plan to transition the DBD into a visitor oriented commercial center.

   Conduct a detailed market and feasibility analysis to identify the type, location and phasing of the DBD transition to visitor oriented uses.

   Provide assistance to relocate local serving DBD stores to east and west side neighborhood shopping center.

   Provide assistance to upgrade and maintain the architectural integrity of the DBD store facades.

2. Initiate City planning actions to prepare the following plans:

   An urban design element to the General Plan which would identify and link visitor oriented uses. This would include a corridor design for Main Street through the DBD, the Tenth Street corridor linking the DBD with the airport, and special visitor features (e.g. monumentation, gateway signage, visitor convenience uses) at the Tenth Street off ramp.

   Prepare an architectural design ordinance to direct the architectural revitalization of the historic facades in the DBD.

   Prepare General Plan amendments to accommodate additional commercial centers and uses along Harvard Boulevard.

Initiate a study to determine the feasibility of recreational uses in the Santa Clara River flood plain in cooperation with the Parks and Recreation Department.

Conduct the necessary public participation activities to coordinate these activities among the redevelopment agency, airport board, business community and the residents.

3. The business community should undertake the following actions to promote and implement the economic development strategy:

Organize the business community into a single voice by creating a forum for the several business groups to discuss and agree upon broad economic development activities and the responsibilities of each member group.

Help organize a Downtown Business District merchants and property owners group to discuss the means and responsibilities of members to 1. provide coordinated marketing and merchandising, 2. address specific interests in the process of transitioning toward visitor oriented uses, 3. consider the need to create a Main Street to coordinate and promote revitalization of Main Street, and 4. assess the financial capabilities and sources to carry through on these programs.

Identify and promote the visitor attractions that the City could offer including the museums (oil, aircraft, agricultural), visitor services (food, entertainment, accommodations), events (festivals, fly ins, historic reenactments) and special commercial goods (gifts, antiques, artwork).

Prepare a brochure and advertizing campaign to inform potential visitors of the attractions and events in the City.

SANTA PAULA MARKETING ACTION PLAN

SANTA PAULA MARKETING ACTION PLAN

The Santa Paula Marketing Action Plan has been prepared to achieve specific goals and objectives identified to improve the overall economic conditions in Santa Paula. The many goals and objectives included in the plan represent a consolidation of many economic development, urban planning and public finance strategies currently employed by the City of Santa Paula. The goals, objectives, and strategies contained within the plan have been incorporated with the following mission statement in mind:

MISSION STATEMENT

- Realizing the Vision Statement of the Downtown Improvement Plan.
- Increasing employment opportunities and improving standards of living including Public Services.
- Maintain a family centered environment with high quality of life.
- Maintain a safe, caring, and healthy environment.

The following goals, objectives, and strategies have been identified to provide direction and as a means of tracking Santa Paula's progress toward meeting its identified goals:

1. AGRICULTURE GOAL

Protect productive farmland and foster the partnership of agriculture and industry.

1.1 AGRICULTURE OBJECTIVES

Make new contacts in the area of agriculture and industry.

1.1.1 AGRICULTURE STRATEGIES

Identify organizations involved in agricultural technology research, such as colleges, foundations and the private sector.

Appendix F

2. INDUSTRIAL GOAL

Create an atmosphere for industrial development that encourages the origination and expansion of new and existing businesses.

2.2 INDUSTRIAL OBJECTIVES

- Recruit six (6) new industrial firms to Santa Paula over the next five (5) years.
- Assist three (3) existing businesses to expand over the next two (2) years.
- Increase the number of inquiries regarding Santa Paula as an industrial location by ten percent (10%) per year.

2.2.2 INDUSTRIAL STRATEGIES

- Develop a sales response team with city, business, utility and job training representatives.
- Develop a brochure describing the location advantages of the Santa Paula area.
- Target industries and firms determined to have the best potential for the Santa Paula area utilizing USSB Economic Assessment.
- Prepare an inventory of potential industrial sites with map.
- Regularly contact targeted businesses personally or with promotional material.
- Coordinate and assist in financing and development of needed community infrastructure.
- Contact local businesses to discuss future plans and identify assistance the City could provide to encourage business retention or expansion.
- Coordinate and foster financing alternatives for business expansion.
- Foster technical training for existing and proposed companies.
- City representative should attend appropriate regional State trade shows to elicit inquires and promote the City of Santa Paula.

3. RETAIL/COMMERCIAL GOAL

To be a center for retail shopping and services serving the entire Santa Paula trade area, as well as the focal point for tourism.

3.3 RETAIL/COMMERCIAL OBJECTIVES

- Help five (5) existing businesses expand over the next two (2) years.
- Attract two (2) new significant downtown businesses to Santa Paula in the next year.
- Recruit motel/bed & breakfast development and increase tourism to the area over the next year.
- Intensify promotion of the downtown and Harvard Boulevard businesses to increase retail sales by ten percent (10%) per year.

3.3.3 RETAIL/COMMERCIAL STRATEGIES

- Encourage development of a promotional campaign with local businesses to meet the needs of the community.
- Contact local businesses to discuss future plans and identify assistance the City could provide to encourage business expansion and retention.
- Coordinate and foster financing alternatives for business expansion.
- Foster technical training for existing companies.
- Target retail store types and specific franchises with retail potential for Santa Paula based on retail leakage analysis and projections.
- Develop specific promotional material directed at targeted businesses.
- Contact targeted businesses personally and with promotional material.
- Prepare inventory of potential commercial development and redevelopment sites.
- Assist in financing of site clearing, consolidation and infrastructure improvements to meet site needs of potentially new and expanded businesses.

- Target potential motel chains and encourage local bed and breakfast operations and expansions.

- Contact potential motel chains regarding locating in Santa Paula.

- Identify and promote tourist attractions in the Santa Paula area, add downtown district sign at Highway 126.

- Encourage the development of a strong property owner/business/ merchants association.

- Implement coordinated advertising activities for Santa Paula businesses.

- Encourage downtown promotional activities, such as street fairs.

- Implement physical improvement programs outlined in the Downtown Improvement Plan.

4. GOVERNMENT GOAL

To be known as a city with strong leadership, fiscal stability, positive attitudes toward quality growth, which provides a high quality of life including education.

4.4 GOVERNMENT OBJECTIVES

- Maintain and promote an integrated planning process within the city to ensure quality and orderly growth.

- Increase the flow of positive community news, including the City's attitudes and policies toward quality growth.

4.4.4 GOVERNMENT STRATEGIES

- Increase citizen participation.

- Conduct Fiscal Impact Assessment on all significant developments.

- Develop long term infrastructure needs analysis and associated impact fee to ensure adequate City services to new development.

- Brief Santa Paula citizens on new downtown and citywide economic plans and achievements.

- Expand Redevelopment Project Area as a tool for economic development and revitalization of the entryway of the City (east/west).

- Seek available grants and funding sources for the City and developers.

- Prepare promotional materials outlining City policies and programs to assist new development.

- Coordinate with local media to highlight Santa Paula's plans and achievements.

- Update the current General Plan to provide for the orderly physical and fiscal development of the City through community participation.

- Update the Zoning Code to streamline permit processes consistent with community goals.

5. QUALITY OF LIFE GOAL

To offer a high quality of life including educational, cultural and recreational opportunities.

5.5 QUALITY OF LIFE OBJECTIVES

Through the General Plan Update process, formulate short and long term plans for providing and maintaining local recreation, cultural and educational facilities.

5.5.5 QUALITY OF LIFE STRATEGIES

- Identify current inadequacies and long term facility needs.

- Identify and initialize existing resources for the improvement of recreation facilities.

- Create recreational opportunities for local teenagers.

DEFINITIONS

The following terms are commonly used in the planning process and defined below:

Mission: A broad statement summarizing the purpose of the community. This statement should convey a consensus for the community's purpose and values.

Goals: Goals are developed for the purpose of addressing the major issues facing the community. Goals can be specific or broad statements of intent, but generally have no fixed termination dates. Goals point the direction the community desires to go over the short- and/or long-term.

Objectives: The purpose of objectives is to state specific achievements or actions which will be taken to reach identified goals. While goals continue indefinitely, objectives are definitive results that will be achieved within a specific span of time. Ideally, objectives should be specific, measurable and quantifiable, limited by time, and attainable. Objectives state the results expected and must be consistent with goals.

Strategies: Strategies are action policies for reaching an objective. Strategies identify how a community will go about achieving its objectives and, ultimately, its goals. Strategy development allows for consensus to be reached with regards to the areas of focus which hold the greatest potential for success. Through the process of strategy formulation, available resources are assessed, alternatives to achieving goals and objectives analyzed, and specific action plans are ultimately developed.

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