



# Community Design and Historic Preservation

## 7.1 INTRODUCTION

The primary purpose of this element of the *Guadalupe 2042 General Plan* is to ensure that new development is well-designed and compatible with the community's historic character and that existing structures with historic significance are protected and preserved as the community grows and changes. This Community Design and Historic Preservation Element is an optional element that is permitted but not required by state general plan law. This updated element builds on the *Guadalupe 2002 General Plan*, and much of the new material contained herein was developed by the Cal Poly Team as part of the *City of Guadalupe Volume I: Background Report* (2009) and *City of Guadalupe: General Plan Update Background Report* (2014).

This element describes the built and social environment of Guadalupe and discusses how these contribute to the City's unique aesthetic qualities, or "sense of place." A community's sense of place refers to the specific characteristics that create a unique identity for that place. It can be considered to be a result of the built environment, outdoor spaces, history, and social interaction coming together to create a perception of the community by users. Some of the characteristics that define Guadalupe are the historical buildings, its proximity to the Guadalupe-Nipomo Dunes Preserve, agricultural heritage and setting, and its people. [Figure 7-1, Geographic Context \(looking southwest\)](#), shows Guadalupe's geographical context.



### Downtown Design Guidelines

*City of Guadalupe Downtown Design Guidelines*, adopted by the City of Guadalupe in 1999, provides design guidance and standards for new development in Downtown Guadalupe and addresses site planning, parking and circulation, signs, landscaping, and commercial and residential development. The guidelines and standards were developed through an extensive community engagement that included work with an ad hoc Downtown Design Committee—now defunct—and the administration of a visual preference survey.

**Figure 7-1 Geographic Context (looking southwest)**

Source: Google Earth Pro, 2021

The guidelines and standards contained in the *City of Guadalupe Downtown Design Guidelines* are intended as one vehicle to implement this Community Design and Historic Preservation Element, thereby fulfilling the wishes of the community to protect the physical built environment in Downtown Guadalupe. The City's design review process (codified in 2008 as Chapter 18.73 of the Guadalupe Municipal Code) includes a required finding that development proposals are consistent with adopted design standards.

## Design Review Process

In 2008, the City of Guadalupe adopted Ordinance Number 2008-393 codifying local regulations for design review. The regulations apply to all development on properties in the Central Business District, new structures and additions that face a public street on properties outside of the Central Business District but within a commercial or industrial district, new multi-family residential development or additions of four or more units, any development or remodeling of structures that have been officially designed as historic landmarks; and any development deemed by the Planning Director to have historic merit.

The regulations codified in Chapter 18.73 are designed to be discretionary in nature and include a variety of findings required for approval, including:

- Architectural compatibility with nearby buildings and the neighborhood in general;
- Harmony in materials, color, and façade composition;

- Adequate landscaping;
- Appropriate lighting;
- Adequate parking;
- Protection of public scenic views;
- Consistency with expressly adopted design standards;
- Consistency with applicable general plan policies; and
- Other.

A variance procedure is available that allows for the “the repair or rehabilitation of historic structures” under the condition that the proposed alteration does not impact the buildings historic design or character (Municipal Code § 15.12.060).

## Advisory Landmark Committee

Established by the Board of Supervisors, the Santa Barbara County Advisory Landmark Committee is authorized by the City of Guadalupe to recommend the designation of historic sites in Guadalupe. Recommendations by the Landmark Committee are confirmed by the Guadalupe City Council, which holds a public hearing on any Landmark Committee recommendation. (Municipal Code § 2.36.020).

## 7.2 ISSUES AND OPPORTUNITIES

The materials contained in this section are drawn primarily from the Cal Poly’s *City of Guadalupe Volume I: Background Report* (2009), which provided a comprehensive identification of design issues and opportunities. That plan was based on extensive community input and identified eight key issues and opportunities:

- Downtown Core;
- Underutilized Downtown Plaza;
- Streets and Sidewalks;
- Community Gateways;
- Industrial Area Revitalization;
- Union Pacific Railroad Tracks;
- Westside Connectivity; and
- Historic Preservation.

Each of these issues and opportunities is discussed below. Many of these topics should be addressed when the City updates the *City of Guadalupe Downtown Design Guidelines* (1999).

## Downtown Core

Downtown Guadalupe has many commercial buildings in need of rehabilitation and improvement. In particular, many buildings need storefront and entryway improvements to provide a welcoming ambiance to visitors.

## Underutilized Downtown Plaza

The Downtown Plaza, which is located next to the Vietnam Memorial on Guadalupe Street, is dominated by parking and is an unfriendly environment for pedestrians. The plaza has unique features that include a mural, kiosk, and benches, and residents have noted that the benches are underutilized because the benches face the street and contribute to the feeling of exposure.

## Streets and Sidewalks

Downtown Guadalupe enjoys an intermittent network of extended sidewalks that provide landscaped areas that should be extended and improved. Providing more sidewalk extensions at the corners and other areas in Downtown Guadalupe can reduce vehicular speed, encourage outdoor dining, and provide a safer pedestrian environment. Sidewalk bulb-outs are limited to mid-block locations, and additional bulb-outs should be constructed at street corners to promote walking and shopping and to provide additional room for landscaping. These ideas are addressed in the *Guadalupe Mobility + Revitalization Plan (2019)*.

## Community Gateways

Community gateways establish a sense of space and contribute to spatial definition, and Guadalupe's entryways would benefit from the consistent signage and monumentation that is made possible through gateway design. Gateways should be designed and constructed at all major entrance points to the city, including State Route 1/Guadalupe Street (north and south) and State Route 166/West Main Street (east and west).



## Industrial Area Revitalization



Guadalupe’s primary industrial area is centrally located immediately south of Downtown Guadalupe and west of the Flower Avenue Neighborhood. This area has large lot sizes, large warehouses, and generally lacks landscaping and sidewalks. Landscaping buffers should be incorporated around the industrial park to reduce conflicts between industrial uses and neighboring residential areas.

## Union Pacific Railroad Tracks

The Union Pacific Railroad tracks run north-south through the heart of Guadalupe, dividing the community, exposing residents to noise and air pollution, and isolating residential neighborhoods that lie east of the tracks from Downtown Guadalupe. Visual and noise buffers, like architecturally designed walls with landscaping, could serve to protect homes and pedestrians that are affected by railroad traffic. Improvements to the pedestrian bridge that crosses the tracks at 9<sup>th</sup> Street should also be considered.

## Westside Connectivity

The Westside Neighborhood lacks a direct pedestrian connection to Downtown Guadalupe. Walking trails and bike paths should be considered adjacent to the Santa Maria River that connect the neighborhood to and through Downtown Guadalupe. This idea is addressed in the “Guadalupe to Beach Multi-Use Trail Feasibility Study” (2020).

## Historic Preservation

The largely intact and unique character of Guadalupe’s historic downtown is unusual for a town in California of its size and limited financial means. This area is consistent with historic “Main Streets” throughout the country and has a compact, walkable, human scale design. The vast majority of Guadalupe’s historic resources are located in the Central Business District along Highway 1/ Guadalupe Street.



While no candidate structures have been formally designated, Guadalupe is able to protect some of its historic buildings through public ownership. For example, since City Hall is

owned by Guadalupe, they are able to dictate what happens to it and ensure that preservation standards are adhered to as work is done on the building or grounds. The City also owns and can protect the Veterans Memorial Building and the 1926 jail.

Short of public ownership, the formal designation of historic resources is the only way to ensure they are preserved. The Santa Barbara County Historic Landmarks Advisory Commission is responsible for the designation of historic resources within Guadalupe, and the City should work with the committee to confirm the Local Register of Historical Resources presented later in this element.

### 7.3 HISTORICAL DEVELOPMENT PATTERNS

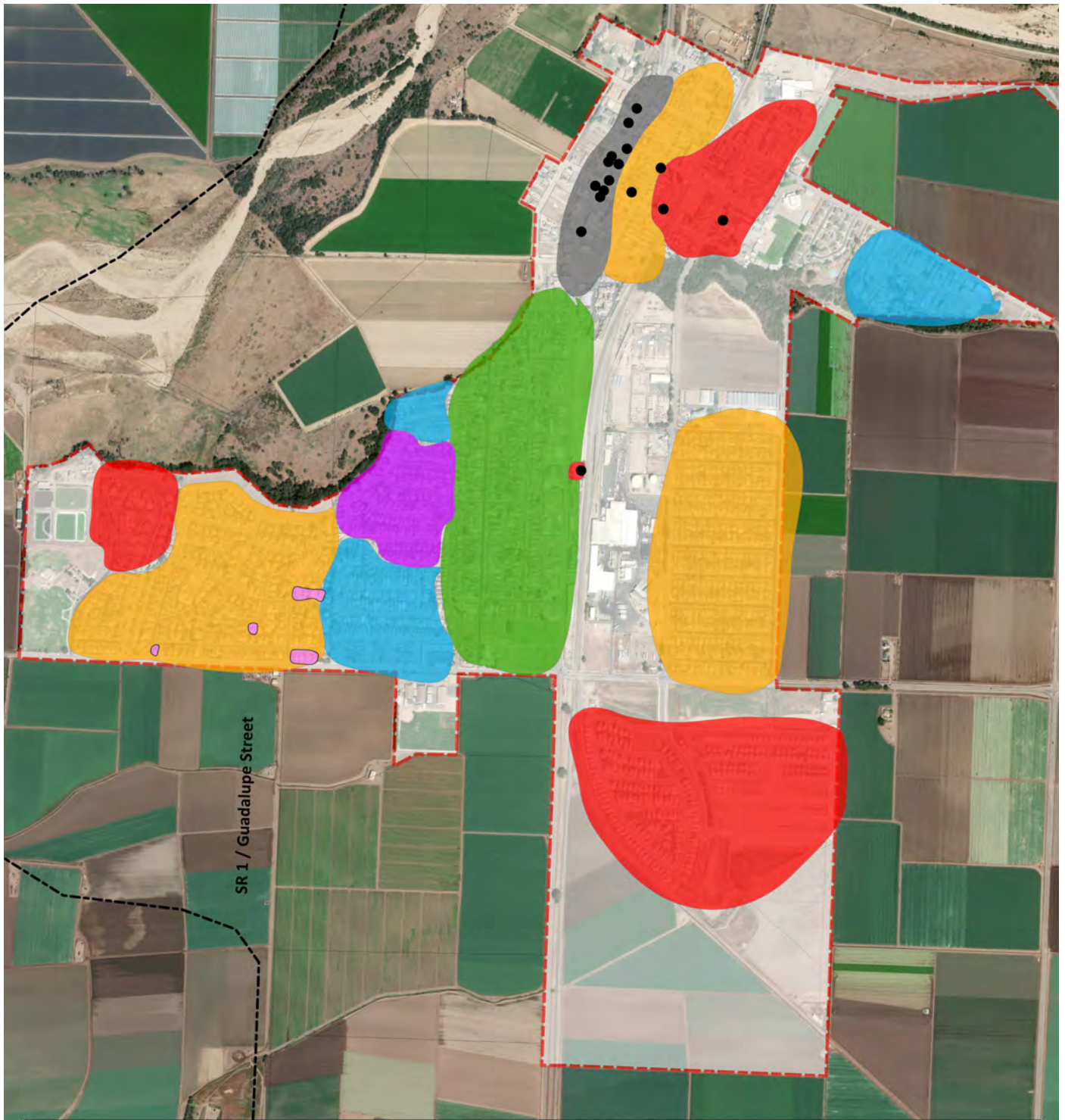
Downtown Guadalupe is irrevocably tied to its historic context and continues to be central to the community's structure and identity. Located along State Route 1 and the Pacific Coast Bike Route, Downtown Guadalupe serves as a window for visitors and travelers into Guadalupe's past and present.

A search of the City's past provides a colorful history. The more recent historical past of Guadalupe can be traced back to 1841 when the 32,408-acre Guadalupe Rancho was granted to cattle ranchers Diego Olivera and Teodoro Arrelanes. The City was the focal point in the Santa Maria Valley and attracted Italian-Swiss dairymen who were among the first non-Spanish settlers in the area. Agricultural activity also flourished in the area due to the fertile soil. In 1873, the City was officially established as a settlement. By the turn of the century, all of the major components that would shape the City's development had occurred. The railroad came through in 1901 and the roadway between Guadalupe and Santa Maria had been finally improved. Guadalupe was officially incorporated in 1946.

The physical development of Guadalupe can be divided into two eras. Initial development in Guadalupe occurred in the northern portion of the city, while later development associated with railroad service occurred in the southern portion of the city. Today, Guadalupe is a mixture of the downtown central core, post-World War II housing developments, and newer tract developments occurring in the southeast and southwest portion of the City.

### 7.4 ARCHITECTURAL TYPOLOGY

Distinct architectural styles define Guadalupe including: Mission, Spanish Colonial, Storybook, Art Deco, Ranch, Rustic Ranch and Post-war Minimalist. Ranch and Rustic Ranch are the most common architectural style and are seen throughout the city, especially east of Downtown Guadalupe and at the southern edge of the community. Each of these architectural types are described in more detail below. [Figure 7-2, Architectural Styles](#), shows the location of various architectural styles in Guadalupe.



**LEGEND**

Art Deco	Spanish Colonia, Ranch and Post War Minimalist	Historic Resources
Post War Minimalist	Spanish Colonial and Mission	City Limits and Sphere of Influence
Ranch and Post War Minimalist	Storybook	Planning Area
Rustic Ranch and Ranch		



Source: City of Guadalupe 2021

Figure 7-2  
**Architectural Styles**  
 Guadalupe 2042 General Plan

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## Mission

Spanish missions are found along the California coast. The defining characteristics include roof parapets and simple stucco or plaster siding, exposed rafters and low-pitched hipped and gabled tile roof.

## Spanish Colonial

Spanish Colonial dominated North American mission architecture for 200 years. It is characterized by twin bell towers, curved gables, sumptuous ornament applied to plain walls, dramatic interior lighting and elaborately carved and painted reredoses.<sup>1</sup>

## Storybook

The storybook style is a nod toward Hollywood design technically called Provincial Revivalism and more commonly called Fairy Tale. Designed like an old-world village with intentionally uneven roofs, exposed wood beams, lots of cobblestone, doors and windows that are low to the ground or windows which may look mismatched and odd-shaped.

## Art Deco

Art Deco was a style of decoration and was applied to jewelry, clothing, furniture, and handicrafts as well as buildings. Concrete, smooth-faced stone and metal were characteristic exterior architectural coverings, with accents in terra cotta, glass and colored mirrors.

## Ranch

The Ranch house can be considered a subtype of modern-style architecture, which embraces open spaces and the connection between indoor and outdoor living. Key features are single-floor living, asymmetry they are often shaped like “L”s or “U”s, sliding backdoor, garages and a backyard emphasis.

## Ranch Rustic

The Ranch Rustic house is noted for its long, close-to-the-ground profile, and minimal use of exterior and interior decoration. The style is often associated with tract housing built in the late 20<sup>th</sup> Century, particularly in the western United States, which experienced a population explosion during this period, with a corresponding demand for housing.

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<sup>1</sup> Reredoses are an ornamental screen covering the wall at the back of an altar

## Post-War Minimalist

Post-War Minimalism design has been highly influenced by Japanese architecture. The concept of minimalist architecture is to strip everything down to its essential quality and achieve simplicity. The basic geometric forms, elements without decoration, simple materials and the repetitions of structures represent a sense of order and essential quality.

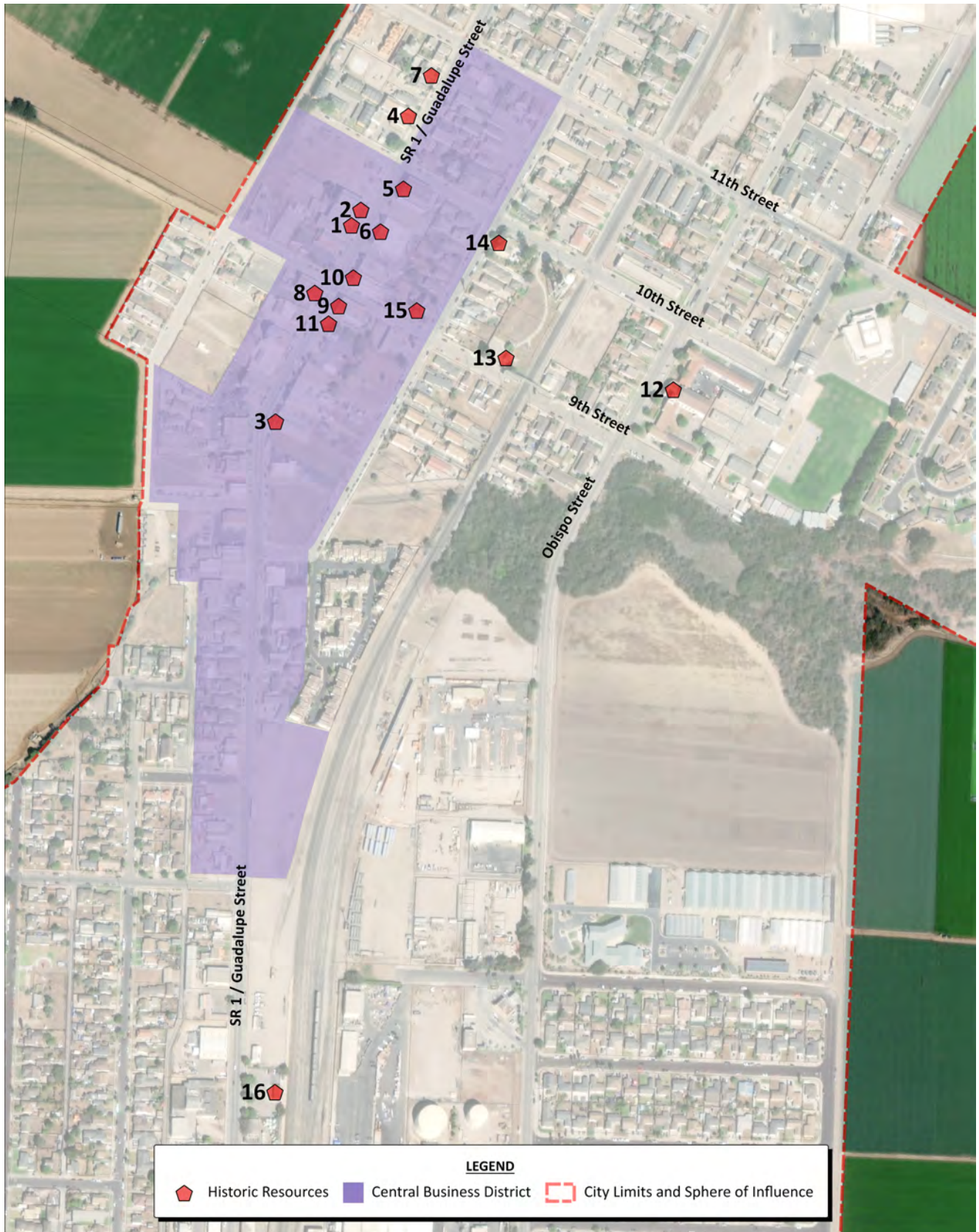
## 7.5 HISTORIC RESOURCES AND LANDMARKS

Guadalupe's historic district can be roughly defined as the northern part of the city (north of the intersection at Guadalupe Street and Olivera Street) extending to the eastern and western boundaries of the City. This area contains buildings that were constructed as early as 1913 (Masonic Lodge-959 Guadalupe Street) and many businesses and houses built prior to World War II. The stretch between 9<sup>th</sup> Street and 11<sup>th</sup> Street encompasses a number of buildings which remain unchanged in terms of their character and façades. The area near the intersection of Obispo Street and 9<sup>th</sup> Street also contains a number of historic and culturally important buildings. Notable mentions include the old jail house (4541 9<sup>th</sup> Street) and the old Grammar School building which now houses City Hall (918 Obispo Street).

The historical architectural aspect of Downtown Guadalupe was assessed in 2013 by the Cal Poly Team. The team identified many "historic" buildings, some dated from construction periods at the turn of the 19<sup>th</sup> century. None of these properties are recorded on the National Register of Historic Places, the California Landmark Series, or Local Register of Historical Resources.

The properties identified in the table and diagram below are hereby designated and recognized as properties that are historically significant with local historical significance. As such they comprise the City's "Local Register of Historical Resources" and are to be considered whenever a project is subject to environmental review under the California Environmental Quality Act. [Figure 7-3, Properties on the Local Register of Historical Resources](#), shows the location of historic properties contained in the Local Register of Historical Resources, and historic properties illustrated in the Figure 7-3 are listed in [Table 7-1, Local Register of Historical Resources](#).





Source: City of Guadalupe 2021

Figure 7-3

# Properties on the Local Register of Historical Resources

Guadalupe 2042 General Plan



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**Table 7-1 Local Register of Historical Resources**

Map #	Name	Address
1	Katayama (Seth Thomas) Clock 1923	945 Guadalupe Street
2	Masonic Lodge 1913	959 Guadalupe Street
3	Royal Theatre 1939	848 Guadalupe Street
4	Veteran's Building 1931	1025 Guadalupe Street
5	Compodonico Building 1894	992 Guadalupe Street
6	Grinsinger Building	946-960 Guadalupe Street
7	Cultural Arts and Education Center	1065 Guadalupe Street
8	Far Western Tavern (former)	899 Guadalupe Street
9	Old Central Hotel	898 Guadalupe Street
10	Historic Structure (Unnamed)	910 Guadalupe Street
11	Veteran War Memorial	880-890 Guadalupe Street
12	Old Grammer School/City Hall	918 Obispo Street
13	Jail 1926	4542 9th Street
14	Compodonico House	986 Olivera Street
15	Delcini House	4575 9th Street
16	Historic Yellow Rail Mail Car	330 Guadalupe Street

Source: Cal Poly Historic Resources Inventory, 2013

Figure 7-4, *Historic Yellow Rail Mail Car*, shows a photograph of the Historic Yellow Rail Mail Car located on the site of Guadalupe’s AMTRAK station.

**Figure 7-4 Historic Yellow Rail Mail Car**



Source: Cal Poly Historical Resources Inventory, 2013

Figure 7-5, *Katayama Clock*, shows a photograph of the Katayama Clock located on Guadalupe Street in Downtown Guadalupe.

**Figure 7-5 Katayama Clock**



Source: Cal Poly Historic Resources Inventory, 2013

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Figure 7-6, *Compodonico House*, shows a photograph of the Compodonico House at 986 Olivera Street.

**Figure 7-6 Compodonico House**



Source: Cal Poly Historical Resources Inventory, 2013

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## 7.6 RANCHO DE GUADALUPE HISTORICAL SOCIETY

The Rancho de Guadalupe Historical Society was established in 1989 by residents of Guadalupe wishing to preserve rich cultural and economic history of Guadalupe. It reached non-profit status in 1993. The main objective of the Historical Society is to disseminate information about the history of Guadalupe through its collection of artifacts, objects, oral histories, publications and photographs.

The Historical Society has identified a handful of structures in Guadalupe that are historically and culturally significant. In addition to the potential resources identified by the Historical Society, there are multiple structures that depict the city’s historical development during the late 19th and early 20th century. While these structures may lack cultural and historical significance, they still represent a snapshot in time. This snapshot, with its vernacular and unassuming architecture provides a glimpse into the past, and if not preserved and considered, will be lost and forgotten forever (Rancho de Guadalupe Historical Society, 2013).



## 7.7 GOALS, POLICIES, AND PROGRAMS

### Goals

- Goal CD-1** To ensure that new development is well designed and compatible with Guadalupe’s historic character.
- Goal CD-2** To conserve Guadalupe’s unique aesthetic qualities—its sense of place—and its architectural and historical heritage for future generations, while guiding community growth in an orderly manner that is consistent with and enhances these attributes.

### Policies

- Policy CD-1.1** The City will continue to use its design review process (as codified in the Guadalupe Municipal Code) as well as the *City of Guadalupe Downtown Design Guidelines*, as periodically updated, to provide design guidance and standards for development in the community and in Downtown Guadalupe,

ensuring that such development is compatible with its neighborhood's architectural and historic character and contributes to the neighborhood's overall attractiveness and vibrancy.

**Policy CD-1.2**

The City will weigh the appropriateness of development and demolition proposals and only approve such proposals if they serve to preserve, restore, and maintain significant architectural and historical resources that may otherwise be adversely affected by the project. The primary guide to what may be considered a significant architectural or historical resource will be the Local Register of Historical Resources set forth in this Community Design and Historic Preservation Element, although the City will also consider evidence of architectural or historical significance of properties not contained in this list if such evidence is provided during the development review process.

**Policy CD-1.3**

The City will through the creation of new funding programs encourage property owners to rehabilitate and otherwise improve commercial buildings in Downtown Guadalupe.

## Programs

**Program CD-1.1.1**

Within three years of adoption of the *Guadalupe 2042 General Plan*, the Building and Planning Department will initiate a process with the City Council to update the City's adopted Downtown Design Guidelines to:

- Address the design of new residential and mixed uses, while ensuring that all such resulting guidance and standards are strictly objective in nature, allowing no discretion in the City's development review process;
- Require mechanical equipment, outside storage, and other mechanical objects to be placed in inconspicuous locations and screened from view as much as is feasible;
- Promote design themes for new development based on existing architectural styles found in the city in order to preserve and enhance the unique and original character of Guadalupe;



- Preserve, upgrade, and integrate into the urban fabric where feasible, unique landscape features, including but not limited to unusual landforms, scenic vistas, and sensitive habitats. Landscaping should be sufficient to buffer large areas of paving, screen objectionable views, buffer incompatible uses, and enhance both the appearance of the development and the community as a whole;
- Provide site planning guidance for new development so that the need for tree removal is minimized. When trees must be removed to accommodate new development, the City will require development sites to be replanted with similar species or other species that are reflective of the community's character;
- In commercial, industrial and mixed-use districts, establish standards for signs to ensure that they are consistent with the historic nature of the community and used primarily for identification;
- Address needed commercial façade improvements, improvements to the Downtown Plaza, and the treatment of underutilized lots;
- Provide guidance under which the City may allow restaurants, cafes, and similar retail establishments to make use of outdoor spaces, including city rights-of-way, as appropriate;
- Provide guidance for outdoor events that make use of public spaces;
- Provide guidance for the design of new/improved "gateways" that highlight the presence of Downtown Guadalupe;
- Provide guidance for the planting and maintenance of street trees; and
- Incorporate street and sidewalk improvement ideas, including those that would help connect the Westside Neighborhood to Downtown Guadalupe, that were developed in the *City of Guadalupe Bicycle and Pedestrian*

*Master Plan (2014), the Guadalupe Mobility + Revitalization Plan (2019), and the Guadalupe to Beach Multi-Use Trail Feasibility Study (2020).*

See also LU-1.1.1 and CD-1.1.2.

**Program CD-1.1.2**

Within three years of adoption of the *Guadalupe 2042 General Plan*, the Building and Planning Department will initiate a process with the City Council to update its design review process codified in Chapter 18.73 of the Guadalupe Municipal Code to:

- Address land-use conflicts between industrial uses and neighboring residential uses; and
- Address noise and air quality impacts created by the presence of the Union Pacific railroad tracks and agriculture uses adjacent to residential neighborhoods.

See also LU-1.1.1 and CD-1.1.1.

**Program CD-1.1.3**

Within three years of adoption of the *Guadalupe 2042 General Plan*, the City Administrator will assign a team to work with the Santa Barbara County Advisory Landmark Committee to formalize its Local Register of Historical Resources, which contains the properties listed in Table 7.1. As appropriate, the team shall also evaluate properties that are not currently on the list, for inclusion.

**Program CD-1.1.4**

Within three years of adoption of the *Guadalupe 2042 General Plan*, the Finance Department and the Building and Planning Department will initiate a process with the City Council to create and fund a program to improve the Downtown Plaza and to support the rehabilitation and improvement of commercial buildings and vacant lots in Downtown Guadalupe. The work should include consideration of obtaining state grants as well as establishment of public/private partnerships to fund the effort.

**Program CD-1.1.5**

Within three years of adoption of the *Guadalupe 2042 General Plan*, the Finance Department and the Public Works Department will initiate a process with the City Council to design and construct gateways for the city that establish a sense of place and celebrate Guadalupe's heritage.

**Program CD-1.1.6**

Within three years of adoption of the *Guadalupe 2042 General Plan*, the Public Works Department will initiate a process with the City Council to revise the Zoning Ordinance to require new industrial development to install landscaped buffers between industrial uses and neighboring residential uses.

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