



Implementation

11.1 INTRODUCTION

This chapter is a required part of the general plan and its contents are set forth by Government Code §65400, which requires planning agencies to:

Investigate and make recommendations to the legislative body regarding reasonable and practical means for implementing the general plan or elements of the general plan so that it will serve as an effective guide for orderly growth and development, preservation and conservation of open-space land and natural resources, and efficient expenditure of public funds relating to the subjects addressed in the general plan.

Accordingly, this implementation chapter describes the strategy for implementing the *Guadalupe 2042 General Plan* and serves as a quick reference for city staff, decision makers, and the public regarding major planning activities the City of Guadalupe is committed to undertaking to implement its general plan.

11.2 INTERPRETATION OF THE GENERAL PLAN

The entire text of this document and the Land Use Diagram (Figure 2-2), Circulation Diagram (Figure 3-3 and Figure 3-4) and other maps which accompany it constitute the *Guadalupe 2042 General Plan*. Rezoning of parcels to a higher intensity of use consistent with the land use designation on the Land Use Diagram will require that an appropriate application be filed with the City Planning Department. This will ensure that the proposal can be reviewed and appropriately conditioned so as to carry out the overall purposes and intent of this plan, and to preserve, protect and perpetuate the existing scale, design and small-town character of Guadalupe.

The wide range and complexity of subject matter covered by the general plan is certain to generate questions of interpretation. As questions arise, the Building and Planning Department can interpret the plan and/or refer the matter to the City Council.

The word "general" is a key to understanding the nature of the plan's policies and programs. It implies overall agreement on major issues without a straitjacket of inflexibility; it implies variation and encourages innovation while working toward the achievement of common

goals; and it implies the need for adjustment of policies and proposals as changing conditions may dictate. While not inflexible, neither is the plan to be viewed as totally malleable so as to accommodate whatever position or policy may be sought through interpretation.

A properly administered general plan demands that the rule of "reasonableness" be applied to permit flexibility, variation and adjustment as long as the integrity of basic policies and proposals is maintained.

11.3 PLAN IMPLEMENTATION

There are a number of actions that the City of Guadalupe will undertake to implement its general plan that are in addition to implementation programs contained in each element and summarized at the end of this chapter. These additional actions to implement the general plan update include:

Zoning Consistency

State law requires a city's zoning ordinance and zoning map be consistent with the policies, programs, and diagrams of the general plan. In order to fulfill these requirements, a high priority of the city after adoption of the plan must be to revise its zoning map and amend the text of the zoning code to fully carry out the provisions of the general plan.

General Plan Annual Report

Government Code §65400 requires planning agencies to provide an annual report to the legislative body of the city, the Office of Planning and Research, and the Department of Housing and Community Development on the status of the plan and progress in its implementation, including the progress in meeting the jurisdiction's share of regional housing needs determined pursuant to §65584 and local efforts to remove governmental constraints to the maintenance, improvement, and development of housing. The report is due by April 1st each year. Guadalupe has provided this report to the state agencies for the past three years.

The state also defines how cities should maintain their plans and prevent them from becoming obsolete. The California Government Code requires each planning department to report annually to the City Council on the status of the plan and progress in its implementation. The State also recommends that the plan be comprehensively reviewed every five years to determine whether it still reflects local values and conditions.

Capital Improvement Program and Public Facilities Master Plans

Several plan elements, particularly Land Use, Circulation, Community Health and Safety, and Community Facilities, identify the need for an annually updated five-year capital improvements program. The program describes specific projects needed to implement this plan and assigns priorities and identifies funding sources, including development impact fees.

The foundation of the capital improvement program will be adoption of various master plans for long range development of the circulation system, storm drainage and detention and retention basins, sewer collection and treatment, and water supply wells and reservoirs. A parks master plan will also be developed by the city to better define the uses of, and improvements to, future parks. Improvements should be programmed into a capital improvement program, with capital and maintenance funding measures included, that are reviewed annually by the City Council.

The City will also develop specific financing programs to ensure that public facilities can be constructed when needed and maintained for the long-term benefit of the community. This work will be closely coordinated with the financing proposals submitted within individual specific plans. The facilities master plans and financing programs will be coordinated together to constitute the City's capital improvement program.

Environmental Review Procedures

Many of actions taken to implement this general plan will fall under the purview of the California Environmental Quality Act (CEQA). The General Plan Initial Study/Mitigated Negative Declaration (IS/MND) serves as the basis for subsequent project-level environmental analysis undertaken for Specific Plans, Sphere of Influence amendments, annexations, and development approvals that are consistent with this general plan.

Public Information

A number of action programs relate specifically to preparing public information materials for Guadalupe residents. These materials include information on air pollution control ("spare the air" programs, etc.), water pollution control (discouraging dumping of paint or motor oils, etc.), earthquake safety and preparedness, recycling and waste reduction, household hazardous waste disposal, ridesharing, and fair housing laws. In most cases, the materials would be prepared by agencies other than the City of Guadalupe (including the Air Pollution Control District, State Regional Water Quality Control Board, State Department of Housing and Community Development, etc.). The plan also supports translation of public information pieces into Spanish to maximize the effectiveness of the various programs.

11.4 USE AND AMENDMENT OF THE PLAN

The General Plan is intended to serve several purposes:

- It provides an overall vision for the future. Residents or business people who desire more information about Guadalupe and its long-range plans can consult the plan. Guadalupe residents and landowners may consult the plan with regard to a particular geographic area or a particular topic of interest.
- It is a guide to private development. Persons interested in developing land in Guadalupe should initially consult the Land Use Element. However, it is imperative to review the diagrams and policies in the other elements as well. While the Land Use Element shows where development may occur, the other elements provide guidance in determining how development may occur.
- It is a tool for decision making. The plan is designed to be used by the City Council on a regular basis to make decisions regarding development, capital improvements, and civic priorities. City staff will review development proposals for conformance with appropriate goals and policies within the plan. The plan is also a decision-making tool for county, state, and federal agencies and provides a framework for coordinating the efforts of these agencies within Guadalupe.
- It is a vehicle for making change happen. The plan is more than a guide for responding to future development proposals. It is a statement of how the city intends to bring about specific changes. Action measures follow many of the policies in the document.
- It is an informational and educational tool. The document is an "encyclopedia" of current conditions in Guadalupe, with the first update and comprehensive analysis of land use, transportation, community character, public services, housing, natural resources, and public safety in almost two decades.

Once adopted, the General Plan does not remain static. State law permits up to four plan amendments each year, but any number of changes can be included in each of the four amendments (Government Code Section 65358 (b)). Both the plan diagrams and the plan text may be amended. In the latter case, the city may determine that it is necessary to revise portions of the text to reflect changing circumstances or philosophies. Because the requirement for internal consistency is never relaxed, care must be taken to ensure that amendments maintain consistency with text and diagrams in all plan elements. Moreover, all amendments must be supported by findings that the amendment is in the public interest, consistent with the rest of the general plan and not detrimental to public health, safety, and welfare.

11.5 SUMMARY OF IMPLEMENTING PROGRAMS

Each element of the *Guadalupe 2042 General Plan* contains programs that are deemed necessary to implement the goals and policies of the element. These programs are a key part of implementing the general plan and are summarized below. (Each element also contains diagrams, goals, policies, and in some cases standards that also have force and effect in Guadalupe’s decision-making process, and one must refer to the individual element to see these items).

Land Use

- Program LU-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 adopt objective design standards that encourage innovative planning and design in new specific plans or planned development projects. See also CD-1.1.1 and CD-1.1.2.
- Program LU-1.1.2** Within three years of adoption of the *Guadalupe 2042 General Plan*, the City Administrator will initiate a process with the City Council to establish and support an ad hoc committee to pursue the restoration of the Royal Theatre, the development of a public library (perhaps re-use the Royal Theatre as a public library or as a farmers’ market), and the re-use of other historic buildings in Downtown Guadalupe. See also ED-1.1.4 and S-1.1.4.
- Program LU-1.1.3** Within three years of adoption of the *Guadalupe 2042 General Plan*, the Building and Planning Department will undertake a process with the City Council to revise the City’s zoning ordinance to allow a fuller mix of commercial and urban residential uses in Downtown Guadalupe that is consistent with the new mixed-use designation created in the Land Use Element. See also ED-1.1.1.
- Program LU-1.1.4** Within three years of adoption of the *Guadalupe 2042 General Plan*, the Public Works Department will undertake a process with the City Council to institute a developer impact fee to fund needed public improvements that are not otherwise directly provided by the developer. See also PF-1.1.1.

Circulation

- Program CIR-1.1.1** Within three years of adoption of the *Guadalupe 2042 General Plan*, the Public Works Department will initiate a process with the City Council to seek out grant funds to construct a Class I separated bicycle/pedestrian facility along 11th Street from Guadalupe Street to the People’s self-help development.
- Program CIR-1.1.2** Within three years of adoption of the *Guadalupe 2042 General Plan*, the Public Works Department will coordinate with Caltrans and advocate for complete streets and bicycle/pedestrian improvements along Guadalupe Street.
- Program CIR-1.1.3** Within three years of adoption of the *Guadalupe 2042 General Plan*, the Public Works Department will continue to work with the County and other agencies to further study the feasibility, design, and costs of constructing a Class I separated bicycle/pedestrian facility from 5th Street to the community park at Calle Cezar E. Chavez on the city’s westside as shown in Figure 3-4 (Circulation Diagram Part 2).
- Program CIR-1.1.4** The Finance Department and the Public Works Department will continue to work with the City Council to implement ideas contained in the *Guadalupe Mobility + Revitalization Plan* (2019) for the improvement of pedestrian infrastructure (e.g., improved sidewalks, bulb-outs, and street furniture) and landscaping, to encourage walking, shopping, and street dining in Downtown Guadalupe.
- Program CIR-1.1.5** Within three years of adoption of the *Guadalupe 2042 General Plan*, the Public Works Department will initiate a process with the City Council to work with Caltrans to improve safety at high accident locations along Guadalupe Street and West Main Street.
- Program CIR-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 Work with Caltrans to provide safer pedestrian crossings along West Main Street.
- Program CIR-1.1.7** Within three years of adoption of the *Guadalupe 2042 General Plan*, the City Council will work with a new standing committee to institute a program to provide bus transportation to farmworkers travelling to and from the fields.

- Program CIR-1.1.8** Within three years of adoption of the *Guadalupe 2042 General Plan*, the Public Works Department will work towards seeking out funds to construct Class II and Class III bike lanes as shown in Figure 3-4 (Circulation Diagram Part 2).
- Program CIR-1.1.9** If and when property becomes available for purchase, the Public Works Department and the Finance Department will initiate a process with the City Council to buy property and construct an access that provides emergency vehicular connection between Snowy Plover Lanes and Mahoney Lane to facilitate safe emergency evacuations.
- Program CIR-1.1.10** Ongoing within a 10-year timeframe, the Public Works Department will explore with the City Council ways to implement the Guadalupe to Beach Multi-Use Trail Feasibility Study (2020) to create better pedestrian and bicycle connections between the Westside Neighborhood and Downtown Guadalupe and between Downtown Guadalupe and the Santa Maria River Levee trail that runs east of the city. See also ED-1.1.4.

Environmental Justice

- Program EJ-1.1.1** Within three years of adoption of the *Guadalupe 2042 General Plan*, the City Administrator will initiate a process with the City Council to include ongoing student representation at City Council meeting for the purpose of developing programming for civic engagement, safety and prevention, and others activities that support active living and healthy lifestyles.
- Program EJ-1.1.2** Within three years of adoption of the *Guadalupe 2042 General Plan*, the City Administrator will initiate a process with the City Council to establish a program to host additional community clean-up days in disadvantaged areas within the community.
- Program EJ-1.1.3** Within three years of adoption of the *Guadalupe 2042 General Plan*, the City Administrator will initiate a process with the City Council to continue a program to host additional community clean-up days in disadvantaged areas within the community and in cooperation with the Public Works Department will begin a process with the State Regional Water Quality Control Board to identify and adopt strategies to

reduce pollutants in contaminated ground water and inform the residents of Guadalupe on filtration systems that can filter out contaminants present in their tap water.

Conservation and Open Space

Program COS-1.1.1

Within three years of adoption of the *Guadalupe 2042 General Plan*, the Public Works Department will initiate a process with the City Council to develop and adopt a qualified climate action plan that contains:

- Targets for reducing greenhouse gas emissions;
- Enforceable measures to meet the established targets;
- Provisions for monitoring and reporting on the effectiveness of the plan;
- A mechanism for periodically revising the plan to maintain or improve its effectiveness; and
- A plan to protect the community from the direct effects of climate change, including but not limited to flooding, the loss of electric power, and excessive heat events.

Program COS-1.1.2

Within three years of adoption of the *Guadalupe 2042 General Plan*, the Finance Department and the Public Works Department will begin a process with the Guadalupe Union School District and other willing partners to provide joint use of school facilities for recreational purposes and to provide increased maintenance and programming, including youth programming, at existing parks. The two departments will also begin a process with Santa Barbara County to improve undeveloped portions of Leroy Park that are located outside of the city limits.

Program COS-1.1.3

On an ongoing basis, the Public Works Department will continue its waste reduction and recycling program to reduce landfill waste and will distribute educational materials within the utility bill statements to educate Guadalupe residents about options for recycling, conserving water, and reducing greenhouse gas emissions.

Program COS-1.1.4 On an ongoing basis, the Building and Planning Department will review its local building code annually to ensure that new development is energy efficient.

Economic Development

Program ED-1.1.1 Within three years of adoption of the *Guadalupe 2042 General Plan*, the Building and Planning Department will undertake a process with the City Council to revise the City’s zoning ordinance to allow a fuller mix of commercial and urban residential uses in Downtown Guadalupe and expand retail, food, and drink sales in Commercial-Industrial and Industrial Zones that is consistent with the new mixed-use designation created in the Land Use Element. See also LU-1.1.3.

Program ED-1.1.2 Within three years of adoption of the *Guadalupe 2042 General Plan*, the Building and Code Enforcement Unit will work with the City Council to establish a program to assist property owners in the demolition of dilapidated structures, to clean up vacant lots, and to rehabilitate and reconstruct substandard commercial and residential structures.

Program ED-1.1.3 On an ongoing basis, the City Administrator will work to promote economic vitality in Guadalupe by maintaining and expanding partnerships with the Guadalupe Business Association, the Economic Alliance, the Santa Maria Valley Chamber of Commerce, and the Santa Maria Economic Development Commission.

Program ED-1.1.4 In conjunction with the Guadalupe Broadband Task Force, Broadband Consortium of the Pacific Coast, SBCAG, and other regional stakeholder groups, the City will work towards a goal of providing a middle mile broadband infrastructure to provide broadband access to all within the City.

Program ED-1.1.5 As funding becomes available, the Public Works Department will work with the City Council to implement ideas that grow out of the Guadalupe to Beach Multi-Use Trail Feasibility Study to construct a regional bicycle/pedestrian facility that is routed through Downtown Guadalupe. See also CIR-1.1.10.

Community Design and Historic Preservation

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.

Air Quality and Safety

- Program S-1.1.1** On an ongoing basis, the Building and Planning Department will coordinate with the Santa Barbara County Air Pollution Control Board and with other regional, State, and Federal agencies in conducting studies and implementing regulations to achieve and maintain ambient air quality standards and will use the development review process to minimize local air quality impacts related to new construction by requiring dust abatement measures where appropriate.
- Program S-1.1.2** On an ongoing basis, the Building and Planning Department will use the development review process to require new development proposals to include information on toxic air contaminant health risks for major new sources of TACs (e.g., trucking distribution centers, dry cleaners or gasoline stations) are proposed to be located near a sensitive receptor. Such analysis will include an evaluation of the adequacy of the setbacks and, if necessary, identify measures to reduce health risks to acceptable levels.

- Program S-1.1.3** Within three years of adoption of the *Guadalupe 2042 General Plan*, the Public Works Department will identify hazard-prone critical facilities and infrastructure and carry out acquisition, relocation, and structural and non-structural retrofitting measures as necessary.
- Program S-1.1.4** Within three years of adoption of the *Guadalupe 2042 General Plan*, the Building and Planning Department will meet with the owner of 899 Guadalupe Street (Far Western Tavern) to explore ways to make this building earthquake safe. See also LU-1.1.2 and ED-1.1.2.
- Program S-1.1.5** Within three years of adoption of the *Guadalupe 2042 General Plan*, the City Administrator will work with the Police Department and Fire Department to develop and institute a development impact fee to fund upgrades to police and fire department staffing and equipment as needed to ensure that adequate public safety services are provided to the community.
- Program S-1.1.6** Two times each year, the Emergency Preparation Coordinator will work with the Police and Fire Departments to conduct emergency drills to test the effectiveness of the City's emergency response procedures.
- Program S-1.1.7** On an ongoing basis, the Building and Planning Department will use the development review process to ensure that the Fire Department reviews and evaluates proposed development projects from the perspective of fire safety.

Public Facilities

- Program PF-1.1.1** Within three years of adoption of the *Guadalupe 2042 General Plan*, the Public Works Department will undertake a process with the City Council to institute a developer impact fee to fund needed public utility improvements that are not directly provided by the developer.
- Program PF-1.1.2** Within three years of adoption of the *Guadalupe 2042 General Plan*, the Building and Planning Department will prepare an ordinance for City Council approval that will limit impervious surfaces to no more than 75 percent for residential lots.

Program PF-1.1.3

Within three years of adoption of the *Guadalupe 2042 General Plan*, the City Administrator will begin a process with Alan Hancock College and other educational institutions in the region to provide extension courses in Guadalupe, including employment training, re-training, and vocational education.

Noise

Program N-1.1.1

Within three years of adoption of the *Guadalupe 2042 General Plan*, the Building and Planning Department will undertake a process with the City Council to codify new noise regulations that require acoustic studies certifying that new noise-sensitive uses located in areas subject to excessive noise comply with the policies specified herein.