



Land Use

2.1 INTRODUCTION

The Land Use Element is one of the mandated elements of the general plan and addresses the location of residential, commercial, industrial, public, open space, and agricultural land uses within Guadalupe and its planning area. The element also provides standards for population density and building intensity in each planning designation.

Much of the material contained in this element comes from three Cal Poly efforts:

- *City of Guadalupe Volume I: Background Report (2009)*. This background report, prepared by Cal Poly students, at the time was an integral part of the City of Guadalupe community planning effort. It summarizes the existing (2009) conditions of Guadalupe and describes issues relevant to the update of the General Plan. This report provides substantial information on the existing land use framework.
- *City of Guadalupe: General Plan Update Background Report (2014)*. This background report, also prepared by Cal Poly students, built on the early Cal Poly work and provides a more recent account of background conditions in Guadalupe. It too contains a section devoted to existing land conditions and issues.
- *City of Guadalupe 2040 Draft General Plan (2018)*. This draft general plan was prepared by Cal Poly students and included an extensive public participation effort, which is summarized in the “City of Guadalupe General Plan Update – Community Input Matrix” (published separately). The draft plan provided alternative buildout scenarios and goals, objectives, policies, and implementing measures. The draft plan was not adopted but has been used as reference material during the development of the *Guadalupe 2042 General Plan*.

2.2 ISSUES AND OPPORTUNITIES

The primary motivations behind this general plan update fall into three categories.

1. The first category concerns the practical need to address new requirements in state planning law requiring local jurisdictions to respond to challenges affecting the entire state, such as housing affordability, environmental justice, wildfire safety, climate change, climate adaptation and resilience, and energy.

2. The second category concerns the need to address chronic land-use conflicts from two local sources: nearby agricultural uses (agricultural chemicals, dust, and traffic) and the Union Pacific Railroad, which bisects the town (safety, access, and noise).
3. The third category concerns aspirational goals such as social equity, economic growth, and downtown revitalization.

While many of these issues are more completely addressed in other elements (e.g., agricultural traffic in the Circulation Element; housing affordability in the Housing Element), the Land Use Element bears on many of these motivations directly. For example, housing affordability depends on underlying residential use designations; conflicts between urban and agricultural uses can partially be addressed through the use of land use buffers; and Downtown revitalization can be supported by a mix of commercial and residential uses in the Downtown District, with an emphasis on revitalizing the Central Business District. The Central Business District is a commercial overlay designation within the Downtown District.

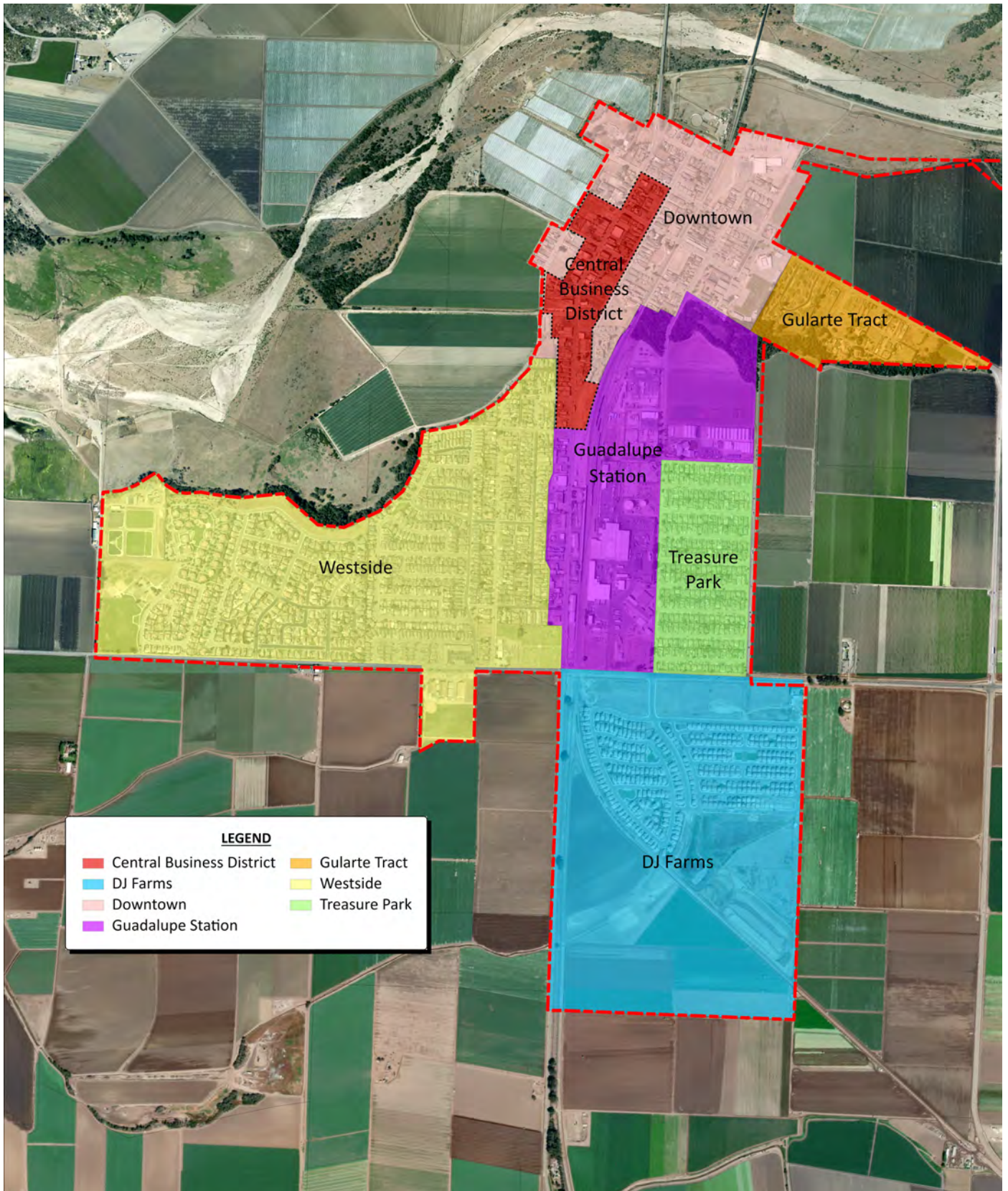


It is worth noting that the City does not plan for expansion of its incorporated area or its LAFCO sphere of influence. Instead, it plans to rely on infill opportunities on vacant and underutilized land and mixed-use redevelopment opportunities on commercial properties in the Central Business District.

2.3 LAND USE FRAMEWORK

Existing Land Uses

The Guadalupe Planning Area contains approximately 3,466 acres of land, 75 percent of which (2,603 acres) lies outside of the city limits or urbanized area. These unincorporated lands are primarily designated for agricultural use, and the areas not designated for agricultural use lie in and adjacent to the Santa Maria River Basin. The remaining 25 percent or the urbanized portion of the Guadalupe Planning Area contained within the city limits is approximately 863 acres. This urbanized area has been divided into seven neighborhoods: 1) Downtown, 2) Central Business District, 3) Gularte Tract, 4) Treasure Park, 5) Westside, 6) Guadalupe Station, and 7) DJ Farms. [Figure 2-1, Neighborhoods](#), shows the location of the six neighborhoods in Guadalupe.



Source: City of Guadalupe 2021

Figure 2-1
Neighborhoods



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In the fall of 2020, the General Plan Team estimated that approximately 52 percent (445 acres) of the urbanized area was designated for residential purposes. Commercial uses accounted for 5 percent (41 acres) of land in the city and are primarily located along Guadalupe Street/Highway 1. Industrial uses in the city account for about 12 percent (103 acres) of the land and are located in the center of the city, generally adjacent to the railroad and to a lesser extent, in the north. The remainder of land falls into a variety of uses, including public facilities, such as schools and parks, and miscellaneous rights of way and consists of approximately 32 percent (272 acres) of land.

There are approximately 149 acres of vacant land in the incorporated part of the Guadalupe city limits. Most of this is designated for residential use, with about 33 percent (49 acres) of all vacant land designated for residential use. Vacant commercial land accounts for about 17 percent (25 acres) of the total, and vacant industrial land accounts for 27 percent (40 acres) of the total. [Table 2-1, Existing Land Use Designations](#), on the following page, provides a detailed breakdown of existing land uses designations.

Central Business District

Overview



The Central Business District (CBD) is one of seven neighborhood districts. The CBD is comprised of approximately seven city blocks whose boundaries consist of Pioneer Street to the west and Olivera Street to the east. The northern boundary extends to Eleventh Street with Seventh Street as the southern boundary. This overlay designation is automatically applied to every property within the boundaries of the CBD.

A well-defined CBD brings many advantages to the City. First there is convenience for the shopper. The diversity of shopping opportunities in a single area reduces the need for increased driving. Another advantage is the allocation of services and the reduced strain on the City's infrastructure. Business owners will also benefit; an active shopping environment is conducive to better business. Finally, community pride and interest can result from a centralized active trade center.

Table 2-1 Existing Land Use Designations

Use Type	Acres in Use	Percent of Total	Vacant Acres	Percent of Total	Total Acreage	Percent of Total
Urban/Incorporated						
Residential						
Low-Density Residential	157.963		1.697		159.660	
Medium-Density Residential	33.100		6.819		39.919	
High-Density Residential	25.262		13.186		38.447	
Specific Plan (Res)	175.976		31.458		207.434	
Subtotal	392.301	55.2%	53.160	34.8%	445.461	51.6%
Commercial						
Downtown Mixed Use	15.694		2.724		18.418	
General Commercial	2.783		0.241		3.025	
Specific Plan (Comm)	0.000		20.056		20.056	
Subtotal	18.477	2.6%	23.022	15.1%	41.499	4.8%
Industrial						
General Industrial	43.070		39.663		82.733	
Light Industrial	20.760		0.000		20.760	
Subtotal	63.830	9.0%	39.663	26.0%	103.493	12.0%
Public Facilities and Parks						
Public Facility	41.332		na		41.332	
Specific Plan (PF)	0.000		13.636		13.636	
Parks and Open Space	57.899		na		57.899	
Specific Plan (Park)	1.888		23.077		24.965	
Misc (Rights of Way, Etc.)	134.567		na		134.567	
Subtotal	235.686	33.2%	36.713	24.1%	272.399	31.6%
TOTAL (Incorporated)	710.294	100.0%	152.558	100.0%	862.852	100.0%
Unincorporated						
Riparian Corridor	355.916		na		355.916	
Agriculture	2,247.226		na		2,247.226	
TOTAL (Unincorporated)	2,603.143		na		2,603.143	
GRAND TOTAL (Planning Area)	3,313.437				3,465.995	

SOURCE: EMC Planning Group 2021

Property within the CBD should be developed to its highest potential. A parcel of land can be utilized more effectively by the physical expansion of the building, the maximum utilization of yards and side entrances, and reorganizing interior space to accommodate an increase in inventory. The creation of mezzanines, canopy shelters, and sidewalk dining are also conducive to a viable commercial center.



Today's CBD must be competitive with the modern shopping center, i.e., be physically convenient and aesthetically pleasing. The most successful CBDs have a number of characteristics in common. Most important of these are a centralized and contained district boundary, easy access, a strong residential component, well located and well distributed parking, good vehicular circulation, and the separation of vehicular and pedestrian traffic so that shoppers can walk freely into the shopping core. Furthermore, the sidewalks should be enhanced with trees, planters, benches, and wherever possible, works of art. Pocket parks and sidewalk dining should be encouraged. Areas between buildings or clusters of buildings should be designated as pedestrian ways. Beautifying these pedestrian ways with landscape and art creates interest and attracts people to explore the CBD.

The City's objectives for the CBD are to concentrate development in a functional, efficient manner and to create an attractive revitalized city center for housing young urban professionals and the retail businesses and social activities that support them. The end result will be an environment beneficial to the shopper, merchant, landowner, and the community as a whole.

Revitalization of the Central Business District involves adherence to the following principles:

- Provision of adequate off-street parking, located behind buildings and away from the main streets;
- Safe and convenient pedestrian circulation enhanced by landscaping, street furniture, and public art within the shopping area;
- Convenient automobile access around the central business core area, including easy access to and between parking areas;
- A strong residential component comprised of second-story apartments, townhomes, and single room occupancy units;
- Structural soundness of commercial buildings for revitalization and the addition of second story residential units;

- Attention to façade and other architectural treatments; and
- Improvement of visual aspects of signage in the CBD.

CBD Revitalization Strategy

The basic revitalization strategy for the CBD is one that places emphasis on bringing new residents to the area who in turn become new customers for the commercial enterprises that are located in the district. This infusion of residents into the district should breathe new life into the CBD economy and tracks well with the overall trend of a diminishing need for brick-and-mortar storefronts as commerce increasingly goes online. CBD residential development—second- and third-story apartments, townhomes, and single room occupancy units—in addition to bringing new retail customers to the area also tends to appeal to younger residents who increasingly look for a more “urban” experience and who don’t yet have the income to purchase a single-family house in one of the more traditional residential neighborhoods of Guadalupe. Bringing young urban professionals to the Downtown District is reinforced with the opportunities presented by existing train service to San Luis Obispo, Santa Barbara and beyond.

The community envisions Downtown District revitalization where over time, single-story construction is replaced by two- and three-story construction, with commercial uses on the ground floor and residential units on the second and third floors. Where lots are vacant or significantly underutilized, new two- or three-story townhome development would be allowed. Where existing two-story commercial development exists, rehabilitation and retrofit would be allowed to convert second stories into residential single-room occupancies and other appropriate residential uses.

The redevelopment opportunities described above are accompanied by historic preservation controls to ensure that historic facades are preserved, even as the structure is being converted from single-story construction to two story. New construction that does not involve an existing façade would be subject to additional design regulations to ensure that it is compatible with the overall historic character of the Downtown District.

2.4 LAND USE INTENSITY STANDARDS

Land Use Intensity

State law requires that a General Plan specify standards of population density and building intensity for each land use designation. Standards for building intensity for residential designations are stated in terms of the allowable range of dwelling units per gross acre. Standards for population density for residential land uses are derived by multiplying the maximum number of dwellings allowed per gross acre by the average number of persons

per dwelling unit, which for purposes of this General Plan is assumed to be 3.92 persons per household based on California Department of Finance data (January 2020). For example, the maximum population standard for Low-Density Residential development, which allows a maximum of 10 dwelling units per gross acre, is approximately 12 (units) x 3.92 (population) = 47 persons per acre. Although population density is described as a standard, it is a guideline for projecting population growth, in order to plan for infrastructure and facilities (e.g., water, wastewater, parks, etc.) within the Planning Area.

For non-residential land uses, building intensity standards are expressed in terms of maximum allowable floor-area ratios (FARs). A FAR is the ratio of building size to lot area:

$$\text{Floor Area Ratio} = \text{Maximum Building Area Allowed} \div \text{Net Area of Lot}$$

The FAR is most often used to determine the maximum allowable building size for a particular lot, as follows:

$$\text{Maximum Building Area Allowed} = \text{Net Area of Lot} \times \text{Floor Area Ratio}$$

For example, a 5,000 square foot lot with a FAR of 1.00 will allow a building of 5,000 gross square feet, regardless of the number of stories in the building (e.g., 2,500 square feet on two floors, or 5,000 square feet on one floor). The same lot with a FAR of 0.50 would allow a 2,500 square foot building, or a 10,000 square foot building with a FAR of 2.00.

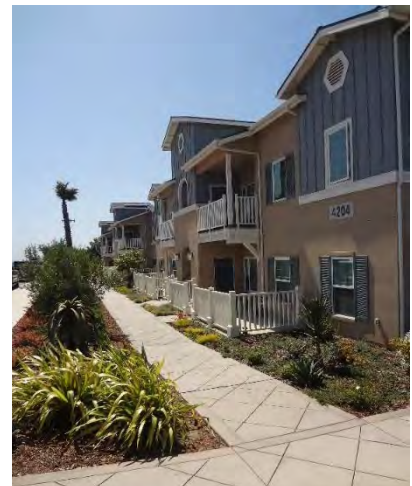
Land use intensities are presented as part of the land use designations presented in the next section.

2.5 LAND USE DESIGNATIONS

The Land Use Element establishes the following land use designations within the city limits and the Planning Area:

Residential Designations

The *Guadalupe 2042 General Plan* retains, with modifications, four residential land use designations from the *Guadalupe 2002 General Plan*: Low-Density Residential, Medium-Density Residential, High-Density Residential, and Residential Planned Development. The primary purpose of each of these designations, the uses allowed within each, and the intensity of development for each, are presented below.



Low-Density Residential (1-12 units per gross acre)

The primary purpose of this designation is to identify those areas that are appropriate for low-density residential development. Allowed uses include the following: single-family

detached homes, group homes with six (6) or fewer residents, accessory dwelling units, religious facilities, and other facilities such as parks, neighborhood community centers, schools, fire and police services, and other infrastructure and facilities that service the neighborhood district. This designation allows residential densities between one (1) and 12 dwelling units per gross acre, and these densities have been modified upward from the *Guadalupe 2002 General Plan* to allow the higher densities permitted under the R-1-SP and R-1-M zoning districts and to create incentives for developers willing to meet the Planned Development standards.

The zoning districts that most closely corresponds to this General Plan designation are the R-1 Single Family Residential District (Low Density), R-1-M Single Family Residential District (Medium Density), and the R-1-SP Single Family Residential District (Specific Plan). This designation has been applied to 160 acres of land within the city limits of Guadalupe and is the most prevalent land use designation in the urban portion of the Planning Area.

Medium-Density Residential (13-20 units per gross acre)

The primary purpose of this designation is to identify those areas that are appropriate for medium-density residential development. Allowed uses include the following: existing single-family homes, duplexes, triplexes, fourplexes, townhouses, religious facilities, and other facilities such as parks, neighborhood community centers, schools, parks, fire and police services, and other infrastructure that serve the neighborhood district. Existing single-family homes are allowed to include accessory dwelling units and may be used as group homes with six (6) or fewer residents. This designation allows residential densities between 13 and 20 dwelling units per gross acre, and these densities have been modified upward from the *Guadalupe 2002 General Plan* to allow the higher densities permitted under the R-2 Multiple Dwelling Residential Zoning District (Medium Density) and to create incentives for developers willing to meet the Planned Development standards.

The zoning district that most closely corresponds to this General Plan designation is the R-2 Multiple Dwelling Residential District (Medium Density). This designation has been applied to 40 acres of land within the city limits of Guadalupe, mostly east of Downtown and in the Gularte Tract.

High-Density Residential (21-30 units per gross acre)

The primary purpose of this designation is to define those areas that are appropriate for high-density residential development. Allowed uses include the following: apartments, townhouses, similar multiple-family structures, homeless shelters, group homes of any size, religious facilities, and other facilities such as parks, neighborhood community centers, schools, fire and police services, and other infrastructure that serve the neighborhood district. In no case shall construction in this designation exceed three (3) stories. This designation allows residential densities between 21 and 30 dwelling units per gross acre, and

these densities have been modified upward from the *Guadalupe 2002 General Plan* to allow the higher densities permitted under the R-3 Multiple Dwelling Residential Zoning District (High Density) and to create incentives for developers willing to meet the Planned Development standards.

The zoning district that most closely corresponds to this General Plan designation is the R-3 Multiple Dwelling Residential District (High Density). This designation has been applied to 38 acres of land in the urbanized area within the city limits of Guadalupe and is used primarily in the Downtown District.

Residential Planned Development (Overlay Designation)

The primary purpose of this overlay designation is to encourage imaginative development and provide for effective use of unusual sites by allowing more flexibility in the design of housing projects than normal standards allow. Imaginative development is defined by variations from zoning and subdivision standards that provide benefits to the project or the community that could not be provided under conventional regulations. Allowed uses in this designation include all uses in the underlying “base” designation, plus neighborhood-oriented commercial uses may be allowed. This designation allows residential densities up to the maximum allowed in the underlying residential designation and remains essentially unchanged from its use in the *Guadalupe 2002 General Plan*. This designation may be applied on an as-needed basis by the City Council to any “base” residential designation.

To approve a "Planned Development" overlay designation, the City Council must find that the project fulfills the general purpose of this section and meets one or more of the following criteria:

- It provides benefits to the project or community;
- It provides facilities or amenities suited to a particular occupancy group (such as the elderly or families with children);
- It transfers allowable development within a site from areas of greater environmental sensitivity or hazard to areas of less environmental sensitivity or hazard;
- It provides a greater range of housing types and costs than would be possible with development of uniform dwellings throughout the project site or neighborhood;
- The features of the particular design achieve the intent of conventional standards (privacy, useable open spaces, adequate parking, compatibility with neighborhood character, and so on) as well as or better than the standards do; or
- It incorporates features that result in consumption of significantly less materials, energy, or water than conventional development.

Commercial Designations

The *Guadalupe 2042 General Plan* retains one commercial land use designation, establishes one new commercial land use designation, and retains one overlay designation, from the *Guadalupe 2002 General Plan*. The one commercial designation that was retained is the General Commercial designation. The new designation created for the 2021 update is Downtown Mixed Use, which replaces the old Central Business District designation used in the *Guadalupe 2002 General Plan*. The primary purpose of each of these designations, the uses allowed within each, and the intensity of development for each, are presented below.



Downtown Mixed Use

The primary purpose of this designation is to promote Downtown Guadalupe as a fully occupied commercial, civic, and cultural focal point for the City. Allowed uses include retail commercial, services, banks, post office, office, and related uses. Also allowed in this designation are two types of residential use: 1) residences occupying second floors (e.g.,



above ground-floor non-residential uses) including single-room occupancies, apartments, and stacked-flat-style condominiums; and 2) attached two- and three-story residences occupying their own site. This second form of residential use is limited to townhouse-style condominiums, townhouse-style duets¹, and townhouse-style apartments that are not located on Guadalupe Street north of 7th Street. All development in this area must be pedestrian-oriented

and compatible with the goal of maintaining the Downtown's historic character. This designation allows a maximum FAR of between 0.5 and 1.0, with a maximum of three stories. The maximum residential density is 30 dwelling units per gross acre.

The zoning district that most closely corresponds to this designation is MIX, Mixed-Use District. The designation has been applied to approximately 18 acres in Downtown Guadalupe.

¹ Duets are zero-lot-line SFDs in a townhouse configuration (no homeowners association)

General Commercial

The primary purpose of this designation is to identify areas for commercial uses that are not considered appropriate for Downtown Guadalupe. Allowed uses include highway commercial, regional retail centers, gas stations, big-box retail, fast-food restaurants, lumber yards, motels, auto malls, building contractor storage yards, and other uses that serve local and regional needs for goods and services. Also allowed in this designation are second- and third-story multi-family



residences that are designed to be compatible with neighboring commercial uses (e.g., sound proofing, parking access, etc.). This designation allows a maximum FAR of 0.5. The maximum residential density is up to 30 dwelling units per gross acre.

The zoning districts that most closely corresponds to this designation are the C-S Commercial Service District, the G-C General Commercial District, and the C-N Neighborhood Commercial District. This designation has been applied to three (3) acres of land in Guadalupe and primarily is used along the west side of Guadalupe Street, south of the Central Business District and along the south side of West Main Street/Highway 166, east and west of Guadalupe Street.

Industrial Designations

The *Guadalupe 2042 General Plan* retains two industrial land use designations from the *Guadalupe 2002 General Plan*: General Industry and Light Industry. The primary purpose of each of these designations, the uses allowed within each, and the intensity of development for each, are presented below.



General Industry

The primary purpose of this designation is to define those areas that are appropriate for heavy industrial and manufacturing uses. Allowed uses in this designation include industrial parks, light manufacturing, warehousing, wineries, auto and farm equipment sales or repair establishments, feed stores, lumberyards, construction supply companies, and similar and compatible uses. Compatible highway-serving uses like gas stations, restaurants, motels, and truck stops are permitted in this area. This designation allows a maximum FAR of 0.5.

The zoning districts that most closely corresponds to this designation are the G-I General Industrial District and the M-C Industrial-Commercial District. This designation has been applied to 83 acres of land within the city limits of Guadalupe located east of Guadalupe Street and south of Downtown.

Light Industry

The primary purpose of this designation is to provide an opportunity for light industry that is designed to be compatible with adjacent neighborhoods. Allowed uses in this designation include campus-like office complex development as well as industrial parks, including single and multi-story office, flex-space, and industrial buildings for single and multiple users, light industrial and warehouse uses, and research and development activities. Other uses may include wholesale, bulk retail, and businesses with limited customer access, commercial recreation², and other uses that require large, warehouse-style buildings. Small-scale retail and service uses serving local employees and visitors may be permitted as secondary and accessory uses. This designation allows a maximum FAR of 0.5.

The zoning district that most closely corresponds to this designation is the UR/I, Urban Reserve/Light Industrial District. The designation has been applied to 21 acres of land within the city limits of Guadalupe located in two areas: south of Downtown/west of Guadalupe Street and north of Downtown/east of Pacheco Street.

Public/Quasi Public Uses

The *Guadalupe 2042 General Plan* retains, with modifications, one public/quasi-public land use designation from the *Guadalupe 2002 General Plan*: Public Facility. This designation has been redefined to exclude park and recreation uses, which are now combined with open space uses in a separate designation. The primary purpose of this designation, the uses allowed, and the intensity of development, are presented below.



Public Facility

The primary purpose of this designation is to accommodate public and quasi-public uses. Allowed uses include schools, public services, fire and police stations, city hall, cemeteries, corporation yards, potable water treatment facilities, wastewater treatment facilities, drainage facilities, other public



² Examples of commercial recreational uses include (but are not limited to) theme parks, aquatic centers, and miniature golf.

facilities and infrastructure, electric power assets (including renewable energy), communication equipment, and similar uses. The maximum allowable FAR is 1.0.

The zoning district that most closely corresponds to this designation is the PF, Public Facilities and Institutional Zone District. The designation has been applied to 41 acres of land within the city limits of Guadalupe.

Recreation and Open Space Uses



The *Guadalupe 2042 General Plan* retains, with modifications, one recreation and open space land use designation from the *Guadalupe 2002 General Plan*: Parks and Open Space. This combines park uses (previously part of Public Facilities) with the previously used Open Space designation. The primary purpose of this designation, the uses allowed, and the intensity of development, are presented below.

Parks and Open Space

The primary purpose of this designation is to accommodate recreation and open space uses, as well as conservation for sensitive habitat areas. Allowed uses include parks, active and passive recreation areas, and open space uses.

The zoning district that most closely corresponds to this designation is the Open Space District. The designation has been applied to 83 acres of land within the city limits of Guadalupe, of which 58 acres dedicated to park use and 25 acres to open space.

Agricultural Uses

The *Guadalupe 2042 General Plan* retains, with modifications, one agriculture land use designation from the *Guadalupe 2002 General Plan*: Agriculture. The modifications include adding grazing as an allowed use (previously allowed in the 2002 Open Space designation) and the allowance of employee housing, per new requirements of state housing law. The primary purpose of this designation, the uses allowed, and the intensity of development, are presented below.

Agriculture

The primary purpose of this designation is to promote the long-term conservation of land in agricultural use outside the City limits. Allowed uses include limited single-family residential, farmworker/employee housing, agriculture, grazing, barns and equipment storage, animal husbandry, community gardens, and similar uses.

The maximum allowable density for single-family residential is one (1) unit per 40 acres. Accessory dwelling units and employee housing consisting of no more than 36 beds in a group quarters or 12 units or spaces designed for use by a single family or household are also allowed. The maximum allowable FAR for non-residential uses is 1.0.



There are no corresponding zoning districts for this land use designation, as the designation is applied exclusively outside of the City limits. This designation has been applied to 2,247 acres in the Guadalupe Planning Area, exclusively in unincorporated areas surrounding the city limits.

Agricultural uses can pose land use conflicts with neighboring residential/urban uses. The activities generated by agricultural land uses include crop dusting, pesticide and insecticide spraying, agricultural burning, and generation of odor and dust. Therefore, this Land Use Element includes policies and programs that help mitigate land use conflicts and support the protection of agricultural land from complaints.

Neighborhood Uses

The *Guadalupe 2042 General Plan* retains one neighborhood land use designation: Specific Plan. The primary purpose of this designation, the uses allowed, and the intensity of development, are presented below.

Specific Plan

The primary purpose of this designation is to provide a template for new neighborhoods in areas where detailed land uses are not defined as part of a General Plan Land Use Diagram (the City map illustrating the location and type of land use within the Planning Area).

Allowed uses in this designation include a mix of uses typically found in healthy, viable neighborhoods, including a full range of housing types, retail and service commercial, public parks, civic uses, places of worship, schools, public utilities, and other public, quasi-public, and institutional uses. The Neighborhood designation shall be implemented only through the development of a Specific Plan, and the precise mix of uses shall be determined through the Specific Plan process.

This land use designation has been applied to portions of the City's planning area where, because of their size and environmental constraints, an overall comprehensive plan for development provides the best option. Areas governed by specific plans include the Point Sal Dunes and River View residential neighborhoods at the far western boundary of the City, north of West Main, and the DJ Farms specific plan area at the southeast corner of West Main and Guadalupe Street.

Point Sal Dunes Specific Plan

The Point Sal Dunes Specific Plan was approved in 1990 and covers about 60 acres located north of and adjacent to West Main Street. The Specific Plan designates the majority of the plan area for residential development at about four (4) dwellings per gross acre. Approximately nine (9) acres of land is also set aside for open space along the Santa Maria River, and this area is now being considered for housing. The plan area is otherwise built out with approximately 250 residences.

River View Specific Plan

The River View Specific Plan was approved in 1998 and covers about 26 acres immediately west of Point Sal Dunes Specific Plan in the Coastal Zone portion of the city limits. The plan accommodates 130 residential units, including 50 single family units and 80 multi-family townhome units clustered in fourplexes.

DJ Farms Specific Plan

The DJ Farms Specific Plan was approved in 1995 and covers approximately 209 acres located south of Main Street and east of Guadalupe Street within the city limits. The plan has been amended several times.

The planned development includes 740 dwelling units, approximately 18 acres of commercial land uses, a ten-acre school site and a nine-acre public park. Development is phased over several years. The specific plan includes an agricultural buffer around the perimeter of the plan area, intended to reduce conflicts between urban development and farming. The agricultural buffer is a minimum 100-foot wide, consisting of a perimeter road and landscaping.

The property within the specific plan boundaries is relatively flat and has been in agricultural production for many years with a variety of row crops, including broccoli, cauliflower and squash. Surrounding properties to the east, south and west are all in cultivation with similar crops. The Santa Maria Valley Railroad crosses the property from the southeast to the northwest corner where it intersects the Southern Pacific Railroad, which runs parallel to the western property line next to Guadalupe Street. The southern portion of development will be connected to the northern portion through construction of two bridges over the Santa Maria Valley Railroad tracks.

2.6 LAND USE DIAGRAM

The Land Use Diagram in this element designates the general extent of potential development envisioned within the Planning Area over the long term. The Land Use Diagram embodies the goals and policies of the General Plan and as such illustrates the anticipated use types and locations within the city's Planning Area and has controlling effect in any balancing required to reconcile the various and sometimes competing objectives conveyed by the narrative and policies of the General Plan. [Figure 2-2, Land Use Diagram](#), presents the *Guadalupe 2042 General Plan* Land Use Diagram.

2.7 CAPACITY ESTIMATES

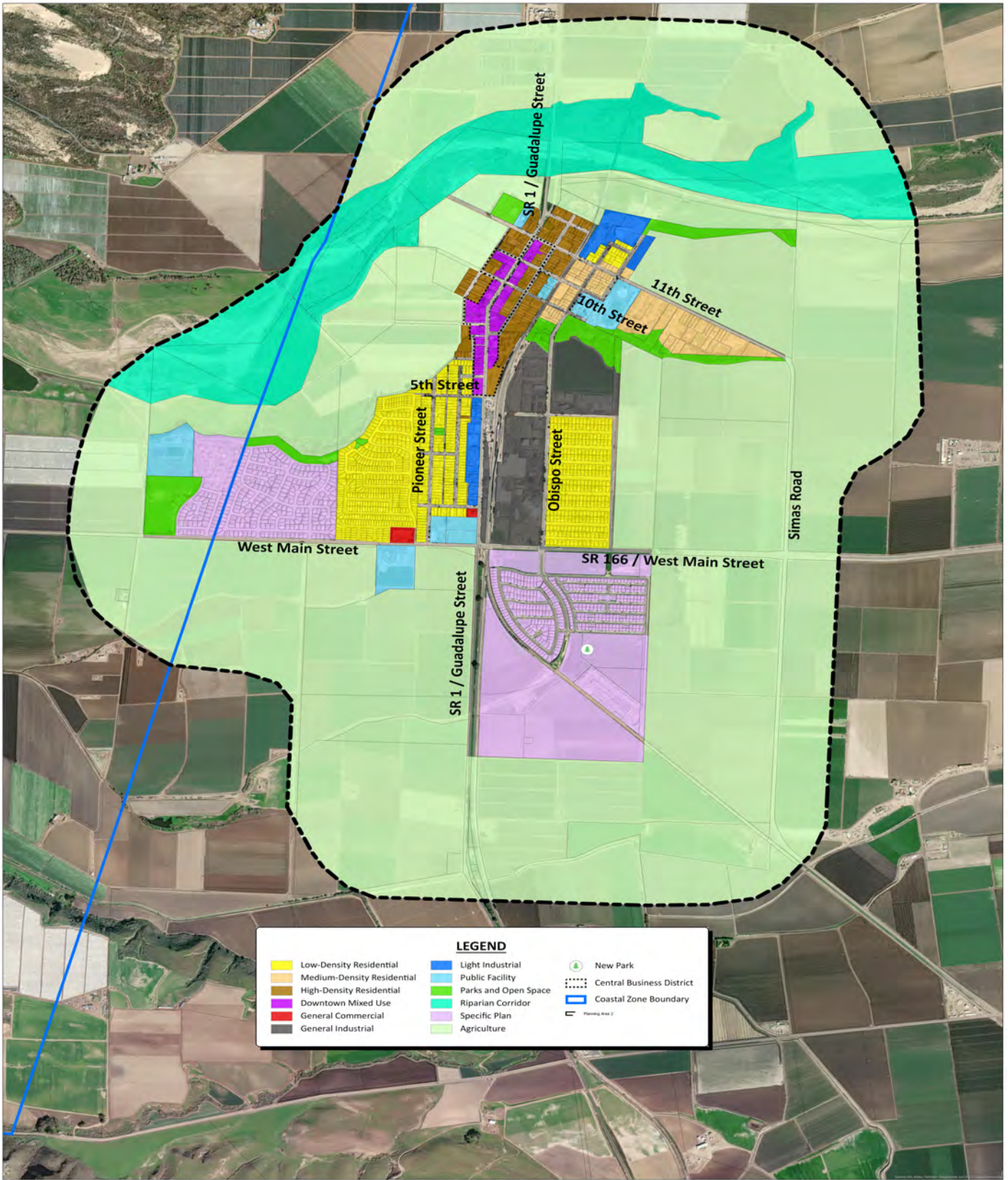
The *Guadalupe 2042 General Plan* Land Use Element provides for development opportunities that bring jobs and housing to the community. Existing and new housing within the city limits tends to drive the City's population. While the Land Use Element is the structure upon which new development can proceed, it does not in itself seek to promote or curtail the rate of population growth.

Private market forces are, typically, the best gauge in determining the rate at which housing and jobs are to be provided. Santa Barbara County Association of Governments (SBCAG) growth projections tend to be a mirror of the same larger economic forces that drive private market decisions and population growth rates in Guadalupe, so no independent estimate of future growth rates is offered as part of this general plan update.

Capacity estimates for the area contained in the city limits is shown in [Table 2-2, Land Use Capacity Estimates by Use Type](#), and is primarily intended to demonstrate the rough extent of growth enabled by the *Guadalupe 2042 General Plan*. These capacity estimates are not intended as a projection or forecast of the rate of population or employment growth.

2.8 FINANCING IMPROVEMENTS NECESSITATED BY GROWTH

The *Guadalupe 2042 General Plan* accommodates approximately 840 new dwelling units and 1.3 million square feet of new commercial/industrial space. It also provides the foundation for the redevelopment of existing uses as they become defunct or otherwise outlive their useful life. This growth and change are expected to impose a burden on the community that if left unaddressed could impact the quality of life in Guadalupe.



Source: City of Guadalupe 2021

Figure 2-2

Land Use Diagram

Guadalupe 2042 General Plan



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Table 2-2 Land Use Capacity Estimates by Use Type

Use Type	Vacant Acres	Use Intensity	Potential Units/SF	Persons per Household	Additional Population
Urban/City Limits					
Residential					
Low-Density Residential	1.697	8.5 du/ac	14 du	3.92	55 Persons
Medium-Density Residential	6.819	16.5 du/ac	112 du	3.92	439 Persons
High-Density Residential	13.186	25.5 du/ac	336 du	3.92	1,317 Persons
Specific Plan (Res) ¹	31.458	12.0 du/ac	377 du	3.92	1,478 Persons
Subtotal	53.160		839 du		3,289 Persons
Commercial					
Downtown Mixed Use					
Retail Commercial ²	2.724	0.5 FAR	59,338 SF	n/a	--
High-Density Residential ²	2.724	25.5 du/ac	35 du	3.92	136 Persons
General Commercial	0.241	0.5 FAR	5,254 SF	n/a	--
Specific Plan (Comm)	20.056	0.5 FAR	436,820 SF	n/a	--
Subtotal (Commercial)	23.022		501,412 SF		--
Subtotal (Residential)	2.724		35 du		136 Persons
Industrial					
General Industrial	39.663	0.5 FAR	863,868 SF	n/a	--
Light Industrial	0.000	0.5 FAR	--	n/a	--
Subtotal	39.663		863,868 SF		--
TOTAL					
TOTAL (COMMERCIAL/IND)	62.685		1,365,280 SF		--
TOTAL (RESIDENTIAL)	55.884		874 du		3,425 Persons
GRAND TOTAL	118.569				

SOURCE: EMC Planning Group 2021

NOTES:

- DJ Farms has 363 existing dwelling units according to the Guadalupe Building Department; A total of 740 dwelling units are authorized for the site. The difference is 377 units, which when developed on approximately 31.5 acres of land results in an average density of 12.0 dwelling units per acre.
- Development potential for the mixed-use designation was calculated assuming that all new development would be ground-floor commercial and second-story residential. Residential use was calculated by multiplying the total achievable single-story commercial square footage (109,292 SF) by 25.5 du/ac (the midpoint of the allowable density in the High-Density Residential designation).

Each substantive chapter of *Guadalupe 2042 General Plan* describes needs to be addressed and/or resources to be protected as the community grows and changes. In so providing, the plan establishes a nexus between planned public improvements and the new development and redevelopment that precipitate the needed improvements. It is the intent of this plan to provide a solid basis upon which the City of Guadalupe may equitably address the burdens imposed on the Guadalupe community by new development and redevelopment.

2.9 GOALS, POLICIES, AND PROGRAMS

Goals

- Goal LU-1:** To prevent urban sprawl, promote efficiency to keep construction and maintenance costs in check, improve infrastructure efficiency to keep public service costs as low as possible, preserve community character, support community preferred life styles, and maintain and enhance property values.
- Goal LU-2:** To achieve a distribution of uses and building types that preserves residential neighborhoods, strengthens community identity, provides efficient service distribution, reduces transportation demands, and protects the community.
- Goal LU-3:** To separate incompatible land uses for functional efficiency, reduction of nuisance, and improvement of health and safety.
- Goal LU-4:** To stabilize and maintain the older portions of Guadalupe for more efficient use of services, historic preservation, protection of the housing supply, prevention of blight, maintenance of property, and enhancement of tax values.
- Goal LU-5:** To develop vacant and underutilized land within existing urban and suburban areas with a mix of land uses that provide benefit to the community.
- Goal LU-6:** To achieve long-term, high-standard commercial growth of a stable and permanent nature that maintains and enhances the quality and well-being of the community.
- Goal LU-7:** To create a compact, walkable, and beautiful downtown with a mix of uses that maintains the feel of a small, tight-knit community anchored in the surrounding agricultural economy.

- Goal LU-8:** To promote quality, attractive, and self-sustaining residential development at all levels of affordability for all segments of the population.
- Goal LU-9:** To ensure that improvements to public improvements are adequately funded and that new development contribute its fair share toward such funding.

Policies

General Policies

- Policy LU-1.1** The City will require developers to pay their fair share of the cost of providing public improvements, the need for which can be shown to have a nexus to the new development being proposed and that are not otherwise directly provided by the developer.
- Policy LU-1.2** The City will discourage incompatible land uses and urban sprawl by encouraging land use types and development that preserve residential neighborhoods, improve infrastructure efficiency, strengthens the community character and identity, and protect the health and safety of the community.
- Policy LU-1.3** The City will maintain and enhance the older portions of Guadalupe by removing blight, maintaining public-rights-of-way and other public services, protecting and improving the housing supply, preserving historic resources, and providing efficient delivery of services.
- Policy LU-1.4** The City will support the development of vacant and underutilized land with a mix of land uses that increases livability and benefits the community.
- Policy LU-1.5** The City will coordinate planning activities (e.g., Sphere of Influence or other boundary changes, tax revenues, circulation, and proposed projects) with the City of Santa Maria and the Counties of Santa Barbara and San Luis Obispo to encourage sound and orderly growth of areas that affect the respective jurisdictions.
- Policy LU-1.6** The City will evaluate projects proposed within the Counties of Santa Barbara and San Luis Obispo that lie within Guadalupe's designated planning area to determine their impact on, and/or benefit to, the city.

Residential Land Use

- Policy LU-1.7** The City will time new residential development to coincide with its ability to provide public services, including water and sewer service. In the event that water and sewer services are limited, the City will give service priority to affordable housing projects over other types of development.
- Policy LU-1.8** The City will actively encourage varied approaches to residential development to promote attractive, well-designed and innovative residential projects that are revenue neutral, provide a variety of amenities, benefit the neighborhood and the community, and provide a variety of housing types and densities for all segments of the population. The City, at the discretion of the Planning Director, will encourage the use of specific plans or planned development provisions for developments.
- Policy LU-1.9** The City will promote density bonuses, incentives, and accessory dwelling units consistent with the provisions of state housing law in order to encourage investment, building of affordable housing, and efficient use of existing infrastructure.
- Policy LU-1.10** The City will protect residential areas from higher intensity commercial or industrial uses through buffer zones or other comparable methods.

Commercial Land Use

- Policy LU-1.11** The City will require residential development in the Downtown Mixed-Use designation to be compatible with neighboring commercial uses. This means that residential uses must be sound insulated to protect against noise from existing and potentially future neighboring commercial uses and street traffic. It also means that townhouses that occupy their own site must be designed so that the main entrance and first story are elevated above the street by a minimum of four (4) feet, unless parking is proposed on the ground floor and the main entrance leads up to a second floor living room design. Finally, it means that the design of new structures must be compatible with the historic fabric of Downtown.

- Policy LU-1.12** The City will maintain and strengthen its partnership with private business associations working to protect and expand the economic viability and pedestrian vitality of Downtown Guadalupe.
- Policy LU-1.13** The City will encourage commercial uses that serve the entire community and/or region to locate in the Downtown Guadalupe.
- Policy LU-1.14** The City will work with Caltrans to provide wider sidewalks along Guadalupe Street in the Central Business District, with a clear path for pedestrians to walk side by side and with space for sidewalk activities (e.g., sidewalk cafe seating, pocket parks, etc.).
- Policy LU-1.15** In the Central Business District, the City will encourage new construction to be designed to enclose the fronting street and to avoid dead spaces, such as parking lots, side-yard setbacks, and empty lots. All new structures shall be designed, where feasible, with no setback from the sidewalk or neighboring building, and the main entrance should face the street or a shared side courtyard. Off-street parking should be located behind the building, whenever physically possible, and commercial development shall meet all design and architectural standards.

Industrial Land Use

- Policy LU-1.16** The City will encourage industrial development that creates jobs, improves the local economy, and does not otherwise detract from the community character or the health and safety of Guadalupe residents.
- Policy LU-1.17** The City will protect areas designated for industrial development from encroachment of residential and/or other incompatible land uses.
- Policy LU-1.18** The City will encourage quality industrial development—especially diversified, clean labor-intensive light industrial uses that yield multiple economic benefits—through the use of objective performance standards contained in a planned industrial park design or a specific plan. The City will approve new industrial uses based on their ability to meet the performance standards, rather than the use type or activity.

Policy LU-1.19

The City will require industrial use to provide and maintain a buffer between itself and adjacent, less-intensive use types. It will also require the consolidation of ingress and egress, where appropriate and feasible, to mitigate traffic and reduce impacts to adjacent and nearby land uses.

Agricultural Land Use**Policy LU-1.20**

The City will encourage the continuation of agricultural uses in the unincorporated portion of the Planning Area and support the agricultural business community, while build relations to address adverse effects to the city and its residents (e.g., agricultural employee traffic, dust, pesticide drift, noise, etc.).

Policy LU-1.21

The City will protect prime agricultural lands characterized by having Class I or II soils or lands protected by a Williamson Act Agricultural Preserve contract from urban development until such time it is established by the City that conversion to urban uses is necessary for the viability of community.

Programs**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 complete its process with an ad hoc committee to pursue the restoration of the Royal Theatre for use as a performing arts space. This process may also include development of adjacent parcels that are owned by the City of Guadalupe for use as a farmer's market or other community-related use. 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.

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