Guadalupe Mobility + Revitalization Plan

City of Guadalupe

Final
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OPTICOS

Prepared For:

City of Guadalupe

Funded by:

Caltrans
Sustainable Transportation Planning Grant

Prepared By:

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with

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What's Inside?

Guadalupe Mobility + Revitalization Plan

Introduction

CHAPTER 1

In this chapter

1.1 Project Background

Acknowledgments

The project was made possible with the support of a Caltrans Sustainable Transportation Planning Grant received by the City of Guadalupe in 2018 in partnership with the Local Government Commission, a nonprofit organization that works with California local governments and communities to create healthy, livable places. A consultant team led by Opticos Design, Inc. was selected through a competitive process to provide community and multimodal transportation planning and design expertise and prepare this plan.

Project Intent

This project intends to enhance connectivity and mobility options within and between neighborhoods, between neighborhoods and the historic town center, and between the city and regional destinations, taking into account the specific regional setting of Guadalupe in relation to the ocean and dunes to the west and the City of Santa Maria to the east.

The key objective of this plan is to identify needs, gaps, opportunities, and

Figure 1.1.1

Community members and the design team gather to conduct a walking tour of the Project Area to kickoff the workshop.

Figure 1.1.2

The marquee of the Royal Theater on Guadalupe Street advertises the Design Workshop events.

community values to help inform decision makers on what type of conceptual improvements could enhance mobility for pedestrian and cyclists by creating a complete streets environment, thereby making the corridors more attractive by enhancing multimode transportation features. Furthermore, the project seeks to develop solutions that support safety, convenience, and efficiency for all modes of travel, accommodate future growth, and support development and revitalization within the town core area.

Project Team

This document was prepared through collaboration between the City of Guadalupe staff, a community Advisory Group, and a multi-disciplinary professional consultant team.

Funding was provided by Caltrans through a Sustainable Transportation Planning Grant.

The Local Government Commission (LGC) is a Sacramento-based nonprofit organization that works with local governments and communities to build healthy, livable places. LGC facilitated the project and assembled a multi-disciplinary professional team to develop the plan.

Opticos Design, Inc. provided community planning and urban design expertise, prepared the plan document, and led the development of the proposal with assistance from Michael Moule (providing transportation engineering expertise) and Lisa Wise Consulting (contributing expertise about economic development strategies).

1.2 Community Engagement Process

The development of this plan included a robust public participatory planning process. The community provided insight into current issues and direction for change.

The initial method for engaging the community was a multi-day series of events held April 22 – 25, 2019, in which residents and stakeholders came together to generate ideas for improvements that support downtown character, community revitalization, and safety, access and convenience for all types of mobility (walking, bicycling, transit and driving). Discussions and input during the week's events informed the issues and opportunities identified in Chapter 2 and the design proposals in Chapter 3.

Advisory Group Meetings
An advisory group of approximately a dozen participants was convened in advance of the community events to help guide and inform the outreach and study process. It included staff from the City, School District and Police Department, community residents, and representatives from Santa Barbara County and Santa Barbara County Association of Governments, People's Self Help Housing, Boys and Girls Club, Dunes Center, Coastal Commission, and Rural Community Development Corporation of California.

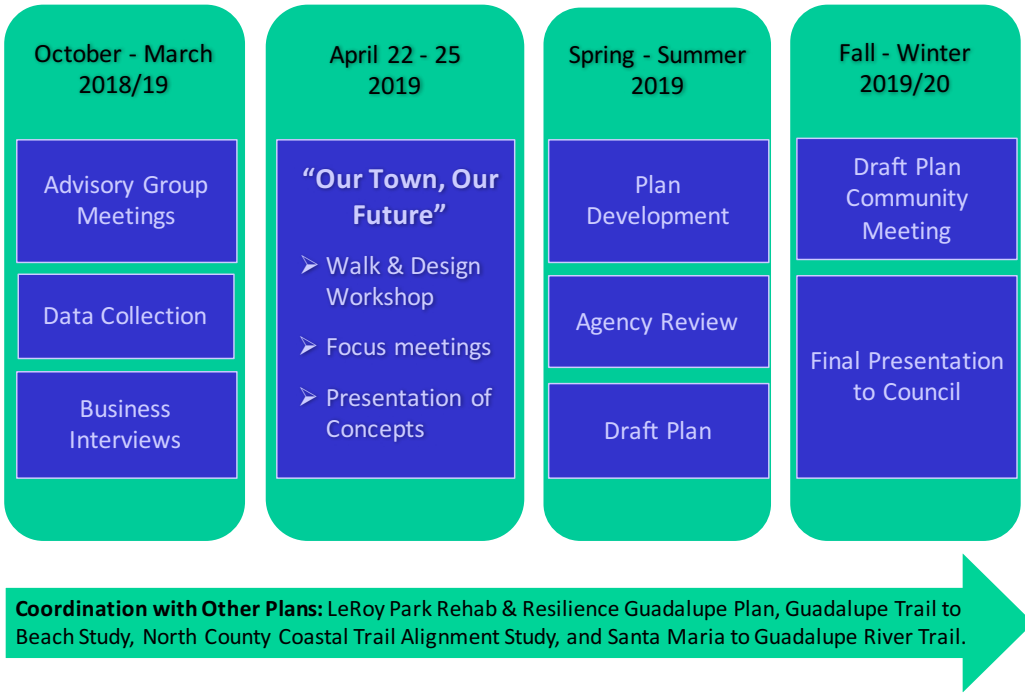


Figure 1.2.1

A timeline of the project shows different community engagement events and project milestones.

The group met in October 2018 to discuss issues to address, stakeholders to involve, and ways to maximize participation. Subsequent meetings occurred in March 2019 as part of the project advisory team kick off for the Guadalupe to Beach Multiuse Path Feasibility Study and leadership team kick off for the Resilience Guadalupe planning effort. The meetings focused on coordination of these and other planning projects in the city and the region, existing conditions, challenges and opportunities, and strategies to address the needs of Guadalupe's diverse community members.

Business Interviews

Prior to and during the April public events, consultant team members from Lisa Wise Consulting conducted phone interviews and visited businesses and institutions on Guadalupe Street to learn about downtown needs and issues. The results are discussed in Chapter 4.1, Implementation Strategies and summarized in Appendix 5.1, Business Survey Questions + Results.

Our Town, Our Future: Multiday Community Events: April 22 – 25, 2019

Approximately 100 people participated in the series of interactive events over the course of four days. Guadalupe veterans provided the venue at the American Legion Hall on Guadalupe Street. The consultant team worked daily in an open studio setting where agency staff, stakeholders and the general public could drop in, observe the work in progress and interact with team members.

Downtown Walk and Workshop

The opening event took place Monday afternoon and evening, April 22. Activities began with group walks led by the Local Government Commission and Opticos team members. Starting at the American Legion Hall, two groups of approximately a dozen participants each toured sections of Downtown Guadalupe to observe and discuss conditions for walking, bicycling, driving and visiting, and opportunities for enhancements.

Figure 1.2.2

Josh Meyer from the Local Government Commission leads a walking tour of Guadalupe to discuss existing conditions and oppotunities for improvement during the "Our Town, Our Future" multiday community workshop.

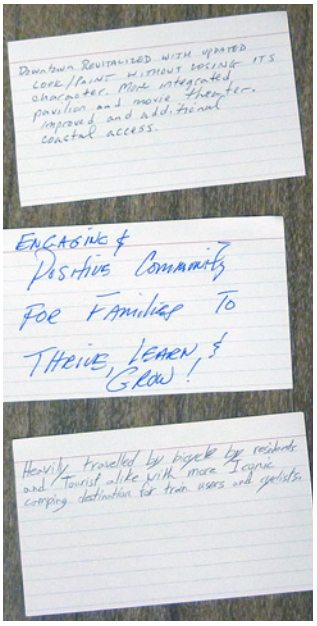


Figure 1.2.3

Workshop participants wrote their vision for the future of Guadalupe on notecards, some of which are shown above.

After the walks the participants returned to the American Legion Hall to join others for the evening community workshop, which was attended by approximately 40 community members. The evening began with the question: "What is your vision for Guadalupe twenty years from now?" Participants spent a few moments writing their responses on note cards. Volunteers were asked to read their visions out loud. Example language included:

- "Downtown revitalized with updated look/ paint without losing its character. More integrated pavilion and movie theater. Improved coastal access."
- "Engaging and Positive community for families to thrive, learn and grow!"
- "Heavily traveled by bicycle by residents and tourists alike with more iconic camping destinations for train users and cyclists."
- "A cohesive community that works/plays together. More stores/opportunities for arts including youth activities."
- "Safe, walkable community with services and businesses and jobs to serve the members of the community."
- "A place where locals shop, visitors stop and everyone enjoys the small-town warmth and feeling."

Following the vision exercise, attendees were asked to write values they hold for the community on sticky notes. The notes were grouped together on a wall in clusters of like values. Key responses included:

- Community/People/ Welcoming
- History/Traditions
- Beach/Coast
- Nature/Clean Air
- Small Community
- Culture/Art
- Diversity

The Local Government Commission then presented concepts and approaches for healthy, walkable, sustainable and economically successful towns and cities. A representative from the consultant for the Guadalupe to Beach Multiuse Trail Feasibility study discussed considerations and opportunities for trail development and connections between Guadalupe and the beach and larger regional network.

Figure 1.2.4

Transportation Planning and Engineering consultant Michael Moule discusses specifics about safe, multi-modal roadway design during a walking tour of Guadalupe as port of the "Our Town, Our Future" multiday community workshop.

Figure 1.2.5

A word cloud shows the most common words that workshop participants used to describe their vision for Guadalupe in the future. The size of the word corresponds to the number of people who used that word in their description of their vision.

Participants then broke into small groups around large aerial table maps to mark up and identify issues and ideas for the community. Each group then shared their ideas to everyone in attendance. Highlights included:

- Improved lighting and intersection sidewalk bulb outs in town core
- Complete sidewalks, pedestrian improvements and more lighting on Highway 1 from Main to 12th Street
- Extend Pioneer Street from 9th to 11th Street
- Add bicycle facilities on Highway 1 across Santa Maria bridge into town
- Connect Mary Buren School and northeast neighborhoods to the south via extension of Flower Avenue or bridge or boardwalk across drainage ditch
- Improve connectivity between new Pasadera neighborhood and town on Highway 166 and at Highway 166 and 1 intersection
- Add lighting and address flooding on Highway 166
- Build path over drainage on West Main
- Build river trail from Santa Maria to Guadalupe
- Explore possible trail alignment west of Highway 1 along the perimeter of town, either connecting to West Main or Santa Maria River west of town to the beach

Focus Group Meetings

LGC and consultant team members also held various small group meetings between events with additional stakeholders to learn about issues they felt could be addressed in the plan. These meetings included:

- A listening and mapping session with affordable housing community residents and representatives at River View Townhomes.
- Meetings with individual property and business owners to learn about potential revitalization opportunities and development projects
- Meeting with Santa Barbara County Supervisor and staff to learn about a proposed river trail from Santa Maria to Guadalupe
- Briefing and discussion with Caltrans and City staff to review community input to date and to learn more about planned and funded highway improvement projects on Highway 1 and 166

Figure 1.2.6

Paul Zykofsky, a community design specialist with the Local Government Commission, meets with residents of the River View Townhomes to discuss mobility issues faced by them and their children. The map below captures their feedback.

Presentation of Concepts

Concurrent with the events, LGC processed the community and stakeholder input while the consultant team conducted field checks and site visits, reviewed plans and data collected prior to and during the week's activities, and developed recommendations for street improvements with design concepts for roadways, downtown and neighborhood focus areas. The potential improvements and concepts were presented Thursday evening, April 25 at a community meeting of approximately 60 people. At the end of the workshop, participants asked questions and offered comments to the consultant team. These included:

- Can roundabouts fit within property lines?
- Are there examples of roundabouts in California with similar truck traffic?

- Consider pedestrian safety in roundabouts with trucks
- Traffic on 11th Street going to Simas Road:
  any alternative route?
- Consider train back up to Highway 1
- Create gateways on Caltrans roads:
- Driver alert at north and south end of town, such as rumble strips
- Speed limit was raised to 30 mph after the installation of the stop sign on Highway 1 at 11th Street
- Add art to utility boxes, for example, Solvang and Santa Maria (done with Santa Barbara Foundation funding)
- Do a Bike Fit program – see Santa Maria
- Add gateway features at Flower Avenue on Highway 166 and across the bridge into town southbound on Highway 1
- Emphasize this is a plan, not construction – some funding from Measure A is available for implementation
- Goals: improve mobility and revitalization of town
- City Council and public to weigh in on refined version of the plan in Fall 2019
- Emphasize "Historic Highway 1" to attract tourism
- Tourist attracted to Dunes, but lack of services, attractions and retail to get them to stop in Guadalupe
- European tourists for Dunes could be welcomed to Guadalupe
- Branding, theme, niche for Guadalupe as the gateway to the Dunes
- Capitalize on the three cultural venues: museum, Dunes Center and Cultural Arts Center
- Consider creating a bicycle park with camping
- Consider equestrian uses with trail development

Presentation of Concepts

The draft study was made available to the community by posting on the city's website. A public workshop was held on January 12, 2020. The public workshop was advertised in water bills and on the city's website, community cable channel, and downtown movie theater marquee. Over 70 people were observed attending the public workshop, and 64 people signed in. Over 20 people provided oral comments at the public workshop. After the meeting, community members were invited to provide written comments via email. Four emails were received. See Section 5.5 (Summary of Comments on the Presentation of Concepts) for a sumamry of the comments received from the public workshop and emails.

Figure 1.2.7

The presentation that concluded the workshop was well attended by residents of Guadalupe who came out to see how thier feedback had been incorportated into the design solutions proposed by the consultant team.


1894
1974
EL TAPATIO
Restaurant
Mexican Food

CHAPTER

2

Analysis + Background

In this chapter

2.1 Project Area + Situation in Regional Context

Regional Context

Guadalupe is an incorporated city in northern Santa Barbara County, California,about 10 miles west of the City of Santa Maria. The two towns are connected by Highway 166. Guadalupe occurs where east-west Highway 166 intersects with north-south Highway 1, resulting in a lot of commercial truck traffic through the city, serving the local agriuculture industry.

The Santa Maria River defines the north edge of the city, and the Guadalupe-Nipome Dunes are three to five miles to the west, a destination for both locals and tourists.

Figure 2.1.1 *Regional locator and Context Maps*

Key

State Highway

County Boundary

Key

State Highway

City of Guadalupe Boundary

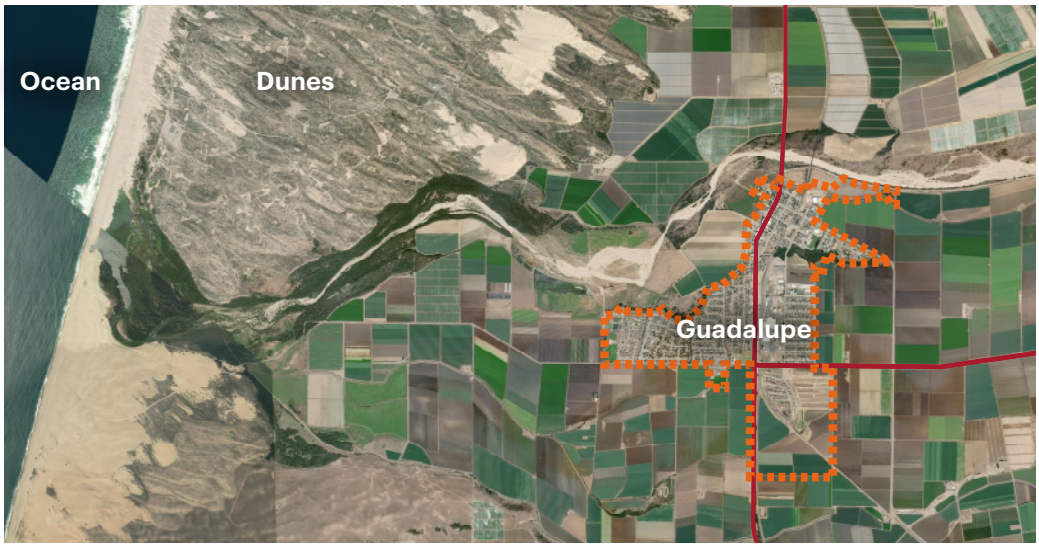


Figure 2.1.2 *Project Area*

Key

Primary Focus Area Boundary

Secondary Focus Corridors

The City of Guadalupe developed in two main eras. First, farmers built up the northern end of the city as agriculture boomed in the late 1800s. Second, the southern end developed with the arrival of the railroad in the early 1900s due to the industrial development.

Project Boundary

The project area centers on the two highway corridors in Guadalupe, Highway 1 and Highway 166. Secondary Corridors include 11th Street, 9th Street, and Obispo Street. Neighborhoods between these corridors were also considered for design recommendations.

Historical Background

Evidence shows that Guadalupe has been inhabited for the last 10,000 years.

Guadalupe was first settled by Native Americans, the Chumash. The area is known to have several archeological sites and burial grounds, but none known to be within the city's boundaries. The Chumash occupied the area until the 1880s.

Figure 2.1.3 *Historical views of Guadalupe, with most activity focused at the north end of town. Looking north (top) and south along Guadalupe Street (bottom).*

The first Spanish land expedition, led by Gaspar de Portola in 1769, included Guadalupe, on the way to Monterey. The Missions to the north and south, built in 1772 and 1787 respectively, provided foot traffic along the Camino Real, one route of which ran through Guadalupe.

Guadalupe's agriculture centricity started in the 1800s, first due to the early Spanish inhabitants and later due to its location along the railroad. While under Mexican rule in 1837, Guadalupe was a 35,000 acre ranch, "Rancho Guadalupe".

The railroads, first installed in 1869, are today used by freight as well as Amtrak passenger trains travelling along the coast, such as the Pacific Surfliner with connections to San Luis Obispo, Santa Barbara, Los Angeles, and San Diego. Due to its history, railroad connectivity, and plentiful fertile agriculture of the area, Guadalupe has maintained its status as a small agricultural service center.

Demographic Background

The city's population has risen gradually since 1990, up by 2,000 residents to 7,625 in 2018, per population estimates.

Of these residents, Guadalupe has an especially high percentage of people younger than 30, which correlates with the high percentage of families, per 2013-2017 American Community Survey 5-Year Estimates.

The largest percent of the population is of Hispanic origin, at about 86%, followed by Caucasian, at 8%.

2.2 Prior Planning Efforts

1986 General Plan (revised 2002)

The 1986 General Plan gave direction for nine elements/sections including community size and form; land use; circulation; housing; conservation and open space; safety; noise; community design and historic preservation; public facilities; and economic development and redevelopment. It specifically included guidance for expansions to the east and south of the city.

Specific Plans

The city has adopted three specific plans since the 1990s:

1 DJ Farms Specific Plan

1993, Covers DJ Farms, 212 acres on the southeast corner of W. Main Street and Guadalupe Street. The plan recommended expanding the City's sphere of influence by 1,075 acres to increase residential commerical, and industrial land uses. This is currently being built out as Pasadera.

2 Point Sal Dunes Specific Plan

1990, Covers 60 acres north of Highway 166 and west of Guadalupe Street, near the western gateway to town. Most of this was intended for residential dwellings at 4 units per acre. It reserved open space for parks and the Santa Maria River. Since this plan's inception, there has been a 65% increase in permits.

3 River View Specific Plan

1998, Covers a 26-acre site in the Coastal Zone. Residential development of single-family and multi-family townhouse clusters with densities between 5 and 8.8 dwelling units per acre. This project was built and is on the west side of town, neighboring O'Connell Park.

City of Guadalupe Downtown Design Guidelines + Downtown Concept Plan

1999, This plan operates as a supplement to the City's general plan and zoning ordinance. The informal group of professionals and stakeholders who created this document sought to establish expectations regarding the design of new development in the downtown. It especially concerns site planning, parking, signs, landscaping, guidelines specific to commercial/residential development, and historic preservation.

City of Guadalupe Bicycle & Pedestrian Master Plan

2014, This plan performed a full assessment of the existing bicycle conditions and pedestrian network. It proposed improvements and support facilities and offered direction for education programs to increase public awareness and community support.

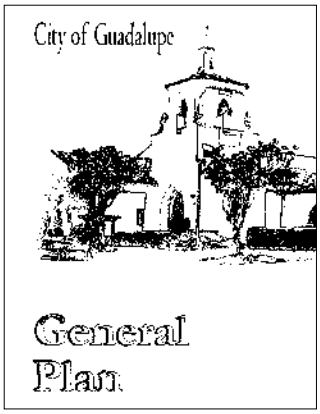


Figure 2.2.1 *The 1986 General Plan shows the current City Hall and police department, which used to be an elementary school for the city.*

Figure 2.2.2 *The Specific Plans' areas of influence in Guadalupe.*

2.3 Concurrent Planning Efforts

The Guadalupe Mobility and Revitalization Plan has been developed to complement other planning efforts occuring simultaneously in and around Guadalupe.

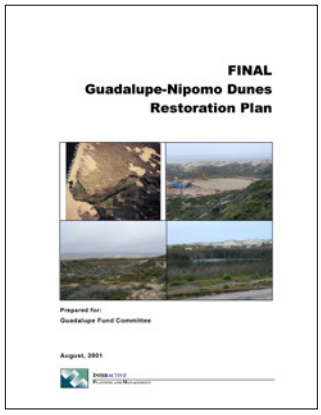


Figure 2.3.1 *A recommendation to find a path to adoption for the Guadalupe-Nipomo Dunes Restoration Plan was made in October 2018.*

Planning efforts led by a variety of local and state organizations will help to improve access to towns and amenities around Guadalupe, while making travel within Guadalupe safer. Planning efforts occuring concurrently with the Guadalupe Mobility and Revitalization Plan are described as follows.

General Plan

Cal Poly SLO, under contract with the city, prepared a draft update to the general plan. The City Council has since directed planning staff to prepare a Request for Proposal (RFP), which would rewrite and expand the students' draft work. Once the full draft has been completed, staff will prepare another RFP to complete the environmental review process. Funding for the general plan update is anticipated to come through the SB 2 Planning Grants Application process.

Guadalupe to Beach Trail Feasibility Study

W. Main Street provides the only formal connection between the City of Guadalupe and the Guadalupe-Nipomo dunes just five miles to the west. This study will identify a preferred alignment for a shared-use trail between the city and the dunes to provide additional recreational opportunities for Guadalupe residents and support ecotourism in the region.

Santa Maria River Levee Shared-Use Path to Santa Maria

A Class I shared-use path is being considered for construction to connect Guadalupe to the existing Santa Maria River Levee Path. The path will likely connect with Guadalupe at the north end of Guadalupe Street.

Guadalupe-Nipomo Dunes Restoration Plan

Operations are ongoing to implement the Guadalupe-Nipomo Dunes Restoration Plan which includes removal of residual contaminants and disused roadways and structures at the former Union Oil of California (Unocal, later Chevron) Guadalupe Oil Field. The plan does not include a succession plan following completion of the cleanup, however there is public support for using the land for conservation and recreation purposes.

LeRoy Park and Community Center Improvements

In 2019, the City of Guadalupe began the planning process to completely renovate LeRoy Park and the Community Center. The program will expand based on community interest, potentially including an amphitheater, play structure, library etc. Other changes include new public restrooms, landscaping, and building improvements. This will all be funded through a $4.5 million Community

Development Block Grant (CDBG) – a U.S. Department of Housing and Urban Development program that helps communities to create jobs and homes, and improve community services and facilities. Once completed, LeRoy Park will be a revitalized gathering center for the community.

CalTrans Improvements

The following projects are under consideration by the California Department of Transportation (Caltrans). The proposals made by this plan accomodate those projects described below that have been approved or for which implementation is underway. Some recommendations have been made in this plan for Caltrans projects that are still undergoing design or which have not yet been implemented. There may be opportunities to implement certain complete street elements within existing Caltrans projects.

Santa Maria River Bridge Replacement
The bridge supporting Guadalupe Street where it crosses the Santa Maria River will be replaced by CalTrans due to deteriorated structural integrity. The new bridge will be a "complete street" that includes facilities for motorists, pedestrians, and cyclists.

W. Main Street & Guadalupe Street Intersection Signalization
A traffic signal with pedestrian crossing signals will be installed by CalTrans at the intersetcion of W. Main Street and Guadalupe Street. Roadway and railroad crossing imrovements will increase safety and operational efficiency of the intersection. This project is funded through mitigation fees paid by Unocal/ Chevron for the Guadalupe-Nipomo Dunes Restoration Plan. Initial designs studied a roundabout; however, proximity to railroad and cemetery made this option infeasible.

W. Main Street Intersection Improvements
The DJ Farms Specific Plan, which provides standards for the development of the Pasadera neighborhood, requires intersection improvements along W. Main St. at Obispo Street and Flower Avenue. Improvements will include ADA-compliant curb ramps and well lit, signalized crosswalks to improve pedestrian access. Caltrans policy requires that roundabout treatments be evaluated for any intersection requiring improvement along state highways such as W. Main St.

Guadalupe Street Pedestrian Improvements
New and upgraded facilities for pedestrians will provide safer access across Guadalupe Street. New crosswalks with pedestrian-actuated warning lights will be installed at 5th and 6th Streets, and the existing intersetions at Olivera and 9th Streets will be upgraded with ADA-compliant ramps and pedestrian-actuated warning lights. A new sidewalk will be installed along the east side of Guadalupe Street to connect the Amtrak Station and bus stop to the existing sidewalk south of Olivera St.

Route 166 to Santa Maria River Bridge

Completed in 2013, this project reconstructed sidewalks, driveways, and curb ramps. In some areas, there is new sidewalk construction to help complete the pedestrian network in Guadalupe.

District 5 Active Transportation Plan

will identify bicycle and pedestrian needs and improvements on, across, and parallel to, the State Transportation System throughout California's Central Coast.

2.4 Existing Conditions

Connectivity

Guadalupe is connected to nearby communities and to the regional transportation network by several key corridors.

Highway 1 / Cabrillo Hwy / Guadalupe Street is a state highway which is an important north-south spine connecting Guadalupe to the adjacent Pismo Beach, San Luis Obispo, and Orcutt. Within Guadalupe, this road connects the cemetary, Amtrak station, and the City's main retail area in Downtown.

West Main Street / Highway 166 is the key east-west connection between Santa Maria and the Dunes. This road has defined the south edge of town, but this is actively changing, as the Pasadera community is built out to the south of this road. West Main Street is a state highway east of Highway 1.

Obispo Street is a north-south road running parallel with Highway 1 on the east side of the railroad tracks. There are few opportunities for cars, bicyclsits, or pedestrians to cross between the two main north-south arteries. To the west of Obispo Street are mostly industrial land uses and freight facilities. To the east are residences, with some key civic uses to the north, including City Hall, an elementary school, and a Catholic Church.

11th Street / Simas Road defines the northeast edge of the town, connecting Guadalupe Street with Highway 166. There is less development along this road than other streets in Guadalupe, so trucks often use this road as a shortcut on the drive to Santa Maria to bypass Guadalupe's center.

Figure 2.4.1

State Highway 1, which traverses 656 miles across the State of California, serves as Guadalupe's Main Street.

Figure 2.4.2 *Project Area*

Key

- State Highway
- Connector
- Local Neighborhood Road/Rural Road
- Alley
- Bus Route and Bus Stops
- Primary Focus Area

Guadalupe's Assets

In the Community

These assets include all major public amenities. Guadalupe's major infrastructure assets are more densely clustered in the north.

1. **Leroy Park**
2. **Guadalupe-Nipomo Dunes Center**
3. **Our Lady of Guadalupe Catholic Church**
4. **Mary Buren School**
5. **City Hall**
6. **Central Park and Elevated Tank**
7. **Veteran's Memorial Plaza**
8. **Neighborhood Park**
9. **Amtrak Station**
10. **Guadalupe Cemetery**
11. **Guadalupe Branch Library**
12. **Kermit Mckenzie Intermediate School**
13. **Jack O'Connell Park**
14. **Rancho Guadalupe Dunes Preserve**

Figure 2.4.3 *Community Assets*

Key

- Primary Proj. Boundary
- Secondary Proj. Boundary

1 Boys & Girls Club

2 Guadalupe-Nipomo Dunes Center
Image courtesy of Google Maps

5 City Hall
Image courtesy of Google Maps

7 Veteran's Memorial Plaza

8 Neighborhood Park

9 Amtrak Station
Image courtesy of Google Maps

2.5 Key Issues + Opportunities

Six key issues were identified through discussions with the community and stakeholders.

Analysis of existing conditions in Guadalupe, along with feedback from the community, revealed opportunities to build upon existing community assets to address these issues.

Each issue is described here along with corresponding opportunities that shaped the design proposals described in Chapter 3, Design Proposals.

1

Cross-Town Connectivity

2

Capitalizing on Tourism

3

Sidewalks and Safe Routes to School

4

Businesses and Services

5

Decentralized Growth

6

Community Identity

Issue

1 Cross-Town Connectivity

Figure 2.5.1 *Railroad tracks create a barrier to connectivity.*

Issue

The Union Pacific railroad bisects Guadalupe in the north-south direction and acts as a barrier between the east and west sides of the community. Between W. Main Street and 9th Street — a distance over three-quarters of a mile — there are no formalized crossings over the Union Pacific tracks. The Guadalupe Amtrak train station is located in between W. Main Street and 9th Street on the west side of the tracks, making access to the train station and businesses along Guadalupe Street inconvenient for residents living east of the tracks.

Opportunity

Improving the safety and operational efficiency of existing crossings could help improve connectivity within Guadalupe. The U.S. Department of Transportation provides guidance for pedestrian crossing features that could improve the safety of railroad crossings in Guadalupe, including fencing, gates, special paving, and pedestrian-scale lighting and signage. These features could be especially helpful on routes with heavy or increasing automobile and truck traffic such as W. Main Street and 11th Street.

Issue

2 Capitalizing on Tourism

Figure 2.5.2 *The Dunes are a major tourist attraction for the region.*

Issue

The Guadalupe-Nipomo Dunes attract tourists from around the world, but few visit Guadalupe on their way to or from the Dunes. Tourism is a large and growing economic sector nationally and within California. While shops, restaurants, and historic attractions in Guadalupe could attract more tourism spending to the town, a lack of awareness has kept Guadalupe off most tourists' itineraries. The elevated tank in Central Park advertises the community as the "Gateway to the Dunes." Additional branding and marketing efforts could do more to attract tourists and visitors to the community.

Opportunity

Guadalupe's downtown provides a historic urban experience that is unique in the area. Tourists tend to seek places that provide a unique experience and highlight the qualities that make an area special. While Santa Maria offers more shopping and dining options, it lacks a pedestrian-friendly area for shopping, dining, and community events that reflects the history of the area. With improvements to the public realm, Guadalupe Street could offer this experience for locals and tourists attracted to the Dunes alike. Signage along W. Main Street and a coordinated wayfinding and branding strategy along Guadalupe Street could help raise awareness of the businesses located there, providing a draw for tourists visiting the Dunes.

Issue

3 Sidewalks and Safe Routes to School

Figure 2.5.3 *Children walk along Guadalupe Street.*

Issue

Some destinations in Guadalupe, including schools, are inconvenient or difficult to access as a pedestrian or cyclist. Kermit McKenzie Intermediate School and Mary Buren Elementary School are accessible by sidewalk, but both schools are located on high-traffic roadways where the community reports that drivers frequently exceed the speed limit—W. Main Street and 11th Street, respectively—creating a difficult environment for children going to and from school. Portions of major streets, like W. Main Street and Guadalupe Street, only have sidewalks on one side, forcing extra pedestrian crossings.

Opportunity

Guadalupe's compact size means that most places in town would be within walking distance to each other with appropriate connections. Limiting the need to cross the street by providing sidewalks on both sides of major streets, and providing safe crosswalks at intersections, can help to minimize hazards to pedestrians and keep students walking to and from school safer. Separated bicycle lanes and paths can provide a safer and more convenient cycling experience for errands around town, children biking to school, and longer-distance trips.

Community members expressed particular concern about high vehicular speed on W. Main St. and 11th St, and support for improving walking along 11th St., from Obispo Street to Pasadera, and to encourage greater use of the existing pedestrian bridge across the railroad tracks.

Issue

4 Businesses and Services

Figure 2.5.4 *A mix of occupied and unoccupied retail spaces.*

Issue

Guadalupe's retail and services are limited, and don't meet all shopping and dining needs of residents. Guadalupe is home to a variety of restaurants, stores, and service-oriented busineses. While these satisfy many of the shopping and dining needs of Guadalupe residents and workers, it is necessary to travel to Santa Maria or other nearby cities to shop at a full service grocery store or dine at a restaurant with late-night operating hours. Addtionally, high turnover of busineses in Guadalupe indicates a challenging operating environment.

Opportunity

Guadalupe Street is a unique retail environment. An improved public realm, programming, and events along the street, and a robust branding and wayfinding strategy could help bring awareness to local businesses and draw people from Guadalupe and surrounding communities to patronize local businesses. Chapter 4, Implementation Strategies, details a suite of strategies that can be used to support local businesses.

Locating more businesses within proximity to existing businesses creates a convenient "one-stop" shopping environment that attracts more customers making everyday and convenience purchases. To that end, vacant and underutilized parcels along Guadalupe Street can be targeted for infill development.

Issue

5 Disconnected Growth

Figure 2.5.5 *New residential development at Pasadera.*

Issue

The center of activity in Guadalupe is in the downtown core at the north end of town, but most population growth has occured at the south end of town, and more is planned. The DJ Farms Specific Plan anticipates the construction of up to 802 new dwelling units in Pasadera. This represents a significant new population in Guadalupe that is not within easy walking distance to existing shops, restaurants, and services at the northern end of Guadalupe Street.

Opportunity

Improving accessibility on north-south streets and pursuing infill opportunities in the center of town could help to better connect new residents with existing businesses and services. Improvements to pedestrian and bicycle facilities on Guadalupe Street and W. Main Street could help to connect new residents in Pasadera to the heart of town without increasing vehicular traffic.

Increasing residential density through infill and redevelopment along Guadalupe and Olivera Streets, as well as new development in areas adjacent to existing development, specifically downtown, can help to promote compact growth that supports existing businesses and amenities in Guadalupe. Section 3.4, Conceptual Designs for Opportunity Sites, for conceptual infill and redevelopment strategies.

Issue

6 Community Identity

Figure 2.5.6 *Gateway signage along Guadalupe Street.*

Issue

At entrances to Guadalupe and throughout the city, branding and signage is limited and lacks a consistent aesthetic expression. The built environment does not adequately reflect the history or identity of Guadalupe. The southern entrance on Guadalupe Street from W. Main Street is not cohesive, and the Amtrak station does not lead directly to a convenient or attractive entrance to the rest of town. While the downtown core includes a public plaza on Guadalupe Street, this public space could be enhanced as a center of activity and identity through the addition of public art, programming, and celebration of Guadalupe's history.

Opportunity

Guadalupe has a wealth of community culture, interesting history, and a strong branding strategy as "Gateway to the Dunes". Guadalupe's community identity is informed by a variety of inputs, including the community's agricultural economy, Chumash Native American culture, the nearby Guadalupe-Nipomo Dunes, a history of Spanish colonial activity, and the diverse cultural groups that settled in Guadalupe.

Several key intersections offer gateway opportunities that could reinforce Guadalupe's identity through branding and signage.

CHAPTER

3

Design Concepts

In this chapter

3.1 Overall Framework Plan

Supporting regional connectivity and a robust multi-modal transportation network are keys to a safe, walkable, and revitalized Guadalupe.

Priority Improvements

Improvements to major corridors such as Guadalupe Street and W. Main Street, as well as new regional trails, can help to improve connections between neighborhoods in Guadalupe, and better connect the town to other regional destinations. These improvements address items detailed in Section 2.4, Key Issues + Opportunities by implementing roadway and intersection improvements that will increase vehicular safety; provide more space, safety, and comfort for people who walk and bike; and create a more economically vibrant environment by promoting development in places that are nearby existing Guadalupe businesses and amenities.

Gateway Opportunities.

Gateways can provide several functions for a community:

- Slow traffic and improve safety for pedestrians and people riding bikes by signaling a change of context to drivers.
- Support community identity and branding.
- Improve wayfinding.

In Guadalupe, there are opportunities to improve existing gateways and establish new gateways to help strengthen the town's identity and calm traffic at the following intersections:

- Guadalupe Street at 12th Street
- Guadalupe Street at W. Main Street
- W. Main Street at Obispo Street
- W. Main Street at Flower Avenue

Figure 3.1.2 *(Above) A well used informal path connecting 3rd Street and Point Sal Dunes Way demonstrates a need for better connectivity between west-side neighborhoods. A formalization of this path could provide safer access.*

Connectivity

Figure 3.1.1 *(Right) Neighborhoods such as Point Sal Dunes and Riverview were built without connections to adjacent neighborhoods. A potential pedestrian connections (green arrow) could help to better connect these neighborhoods to each other and to the rest of Guadalupe, including businesses along Guadalupe Street, by providing access options in addition to the points of access at W. Main Street.*

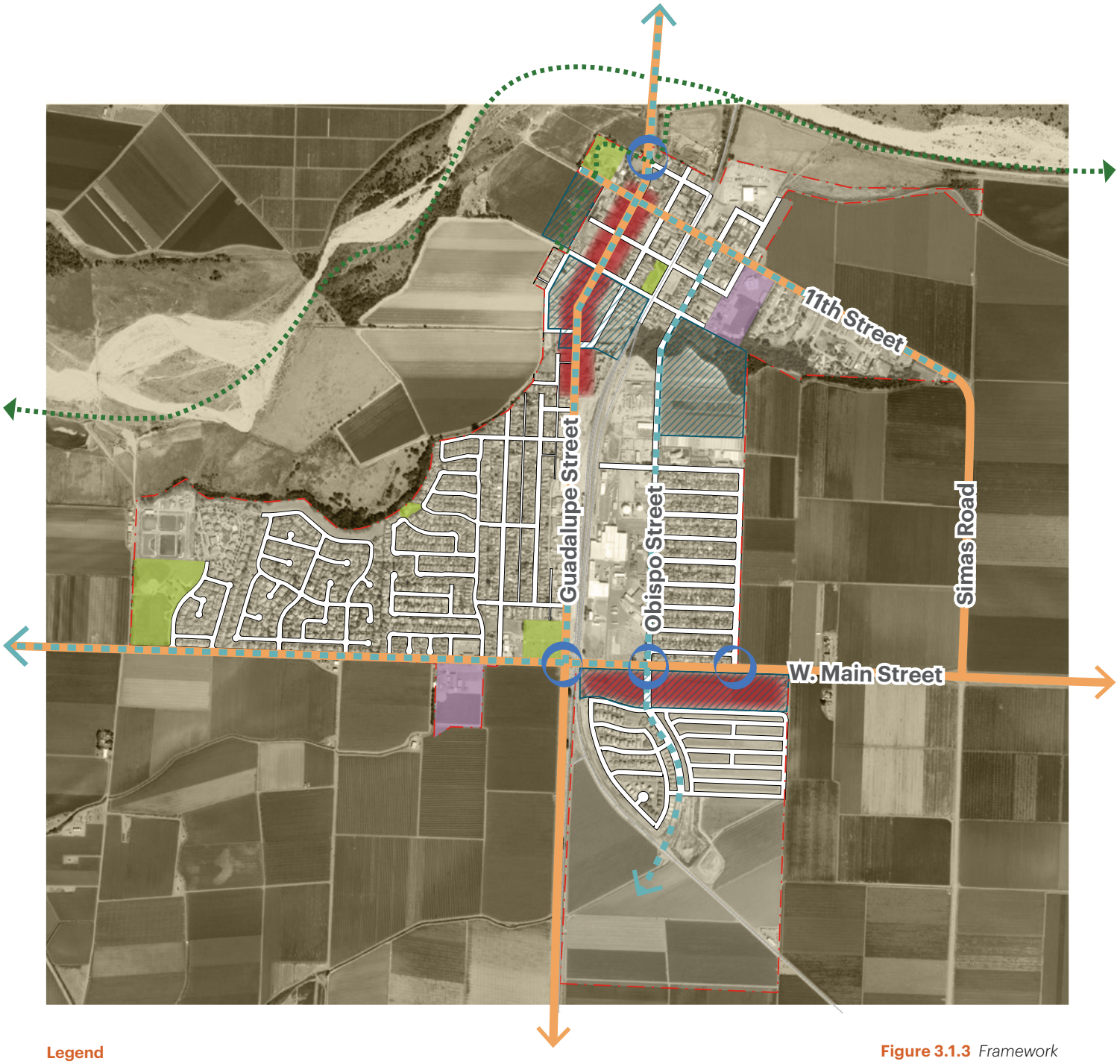


Figure 3.1.3 *Framework plan highlighting major roads, gateways, and community destinations.*

3.2 Design Tools for Improvements

Issues addressed:

Cross-Town Connectivity

Sidewalks and Safe Routes to School

Community Identity

In coordination with roadway improvements, Guadalupe can use a variety of techniques to create a safe and comfortable environment for people who walk and bike, and motor vehicles.

Gateways

Gateways can signal to drivers that they are entering a special environment, such as a downtown, that warrants a change in driving behavior and increased awareness of people who walk and bike. Gateways can also function as invitations to enter a new environment for those passing by. Guadalupe has several key entry points where additional gateway features could improve the experience of arrival.

Gateway features can take a variety of forms in different relationships with the roadway. Monument signs can sit in a median between two travel lanes and can be low in height. Alternatively, simple post signs or monument signs can sit on the side of the roadway, like the existing "Welcome to Guadalupe" signs on Guadalupe Street (Figure 3.2.1). Large overhead gateways can frame a roadway, often symmetrically, and create a grander sense of entrance. These need not project over the roadway itself, since Caltrans has restrictions on projections over the roadway. The Kearney Boulevard gateway in Fresno, California is an example of a grand gateway design that does not span over a roadway (Figure 3.2.2).

Gateways and signage were discussed at the Design Charrette as features that

Figure 3.2.1 *(Above) "Welcome to Guadalupe" sign at the northern end of Guadalupe Street greets arriving traffic (image source: Google Earth)*

Figure 3.2.2 *(Right) Gateway designed with monumental pillars on Kearney Boulevard in Fresno, California signifies a grand entry*

could enhance Guadalupe's identity. The framework plan, Figure 3.1.1, identifies three priority gateway opportunities along Guadalupe Street and West Main Street.

The intersection of West Main Street and Flower Street is an appropriate location for a gateway on West Main Street. The intersection is notable because of its role as an entrance to the Pasadera development. This gateway could attract through traffic between Santa Maria and Highway 1 or the Guadalupe-Nipomo Dunes, perhaps enticing some passersby to turn onto Guadalupe Street and see what the community has to offer. This gateway opportunity is studied in Section 3.4 (Conceptual Designs for Focus Areas)

Two additional gateway opportunities form north and south bookends for Guadalupe Street, near 12th Street at the northern end and at West Main Street at the southern end. These gateways mark Guadalupe Street as the central spine of the city and set it apart from the adjacent stretches of Highway 1. Currently, "Welcome to Guadalupe" signs mark each of these locations (Figure 3.2.1). In the future, even more pronounced gateways could be considered, such as monumental entrance features on both sides of the street (Figure 3.2.2).

In Guadalupe, gateway improvements could be considered in conjunction with other roadway and opportunity site improvements. For example, the redesign of the Guadalupe Street and West Main Street intersection presents an opportunity to integrate a gateway feature.

Traffic Calming

Traffic calming initiatives focus on creating a safer pedestrian and bicycle network, typically by reducing travel speeds and modifying driver behavior near intersections. Traffic calming along streets in Guadalupe can help to make the area more safe and comfortable for all users, including motorists.

Curb Extensions

Curb extensions extend the sidewalk and curb line into the parking lane to visually and physically narrow the roadway. This reduces crossing distance for pedestrians, improves sight lines between drivers and pedestrians, and reduces vehicle speeds.

Curb extensions, especially at intersections and mid-block crosswalks, prevent motorists from parking too close to a crosswalk (which can visually screen pedestrians from traffic) or from parking in a manner that can block a curb ramp or crosswalk. They also improve the public realm by providing adequate space for accessible ramps and crossing infrastructure, as well as additional space for landscaping and streetscape features.

Along Guadalupe Street, curb extensions could be installed at every major intersection and have been recommended in prior planning documents discussed in Section 2.3 (Concurrent Planning Efforts). Existing mid-block curb extensions where no crosswalks are present could be removed to provide additional on-street parking.

Figure 3.2.3. *Curb extension at an intersection.*

Roundabouts

A roundabout is an intersection configuration that directs traffic counterclockwise around a raised central island at low speeds, without stop signs or signals. Roundabouts can provide for safer, slower, and more consistent traffic flow, and can be designed for greater pedestrian and bicycle perceived safety.

Though roundabouts are becoming more common in California and around the country, some communities may not have experience with modern roundabouts, which can be safer, quieter and more attractive than conventional intersections.

Legend

- Vehicle-to-vehicle conflict
- Vehicle-to-pedestrian conflict

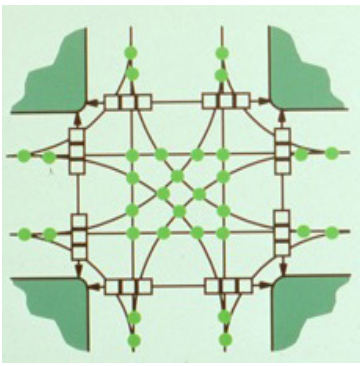


Figure 3.2.4 *(Top left) Conflicts at a four-way intersection: 32 vehicle-to-vehicle conflicts and 24 vehicle-to-pedestrian conflicts.*

Figure 3.2.5 *(Bottom left) Conflicts at a roundabout: 8 vehicle-to-vehicle conflicts and 8 vehicle-to-pedestrian conflicts.*

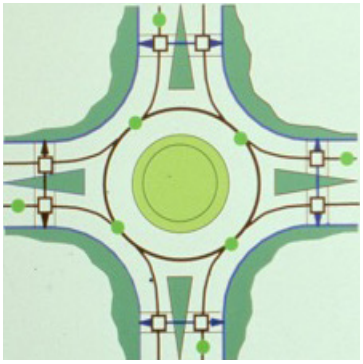


Figure 3.2.6 *(Top right) Intersection before roundabout improvement*

Figure 3.2.7 *(Bottom right) Intersection transformed by a roundabout*

Traffic engineers are recognizing that roundabouts are safer and often more efficient than stop-controlled or signalized intersections.

Roundabouts can increase intersection capacity by up to 30 percent, reduce delays, reduce the need for storage lanes, and improve traffic flow at intersections with frequent left turns. They save signal maintenance and energy costs and have a longer service life than signal equipment.

Roundabouts can be designed to accommodate the largest trucks and agricultural vehicles with a mountable truck apron to allow space for wheels or equipment to pass over for turning movements. Trucks can pass through roundabouts in low gear, which eliminates the need for excessive downshifting that conventional intersections require. This greatly reduces the amount of noise and air pollution that trucks and agricultural vehicles produce.

A typical 4-way intersection has 32 vehicle-to-vehicle conflicts and 24 vehicle-to-pedestrian conflicts. At a roundabout, both types of conflicts are reduced to 8. (See Figures 3.2.4 and 3.2.5).

Roundabouts are designed to bring vehicle speeds down to 15-25 mph, speeds at which motorists are much more likely to yield to pedestrians and the frequency and severity of accidents are greatly diminished.

Each roundabout approach has a splitter island that provides a refuge for pedestrians as they cross the street and simplifies the crossing by letting them focus on vehicles traveling in only one direction.

People on bicycles can take the travel lane since vehicles are circulating at a comfortable bicycle speed. Ramps can be provided on the approach to the roundabout so people who ride bikes but are less confident in doing so can choose to exit and use the sidewalk to walk their bicycle in the crosswalk.

Routes for People Walking and Riding Bikes

Pedestrian Crossings

High-visibility markings signal to motorists to be aware of the potential presence of individuals in the roadway. For example, longitudinal crosswalk markings have greater visibility than simple parallel lines.

Crosswalks can be enhanced to increase the visibility of the crosswalk on uncontrolled approaches to unsignalized intersections, at mid-block crossings and in pedestrian-intensive areas. Pedestrian actuated rectangular rapid flashing beacons (RRFBs) are one of the most effective and inexpensive treatments for crosswalks not controlled by signals or stop signs. Other enhancements may include patterned or colored concrete, stamped asphalt, pavers or textured pavement treatments, raised crosswalks, or uniquely designed markings. Pavers or other crosswalk treatments could be smooth and level to allow for passage by people using wheelchairs.

The California Manual on Uniform Traffic Control Devices provides guidance for where such treatments may be appropriate.

Figure 3.2.8 *High-visibility crosswalk markings and Rectangular Rapid Flashing Beacons on West Main Street*

Figure 3.2.9 *Example of enhaced crosswalk with change in paving material*

Figure 3.2.10 *Good example of pedestrian-scaled lighting along Guadalupe Street*

Figure 3.2.11 *(Top) Bike lane*

Figure 3.2.12 *(Right) One-way cycle track*

Figure 3.2.13 *(Bottom left) Two-way cycle track*

Figure 3.2.14 *(Left) A buffered bike lane with flexibile, surface-mounted deliniators in an industrial context. Photo courtesty People for Bikes.*

Figure 3.2.15 *(Right) A buffered bike lane with flexibile, surface-mounted deliniators in a rural context. Photo courtesty Jackson Hole News and Guide*

Universally Accessible Curb Ramps

Installing curb ramps at every intersection improves mobility for all and complies with Americans with Disabilities Act regulations. Where feasible, two ramps per corner at right angles to the curb provide an enahnced user experience, rather than having one "diagonal" curb ramp per corner (acceptable but not recommended). Slopes must comply with ADA standards with a maximum running slope of 1:12 and a maximum cross slope of 1:48. Curb ramp slopes must be perpendicular to any grade break, and wherever possible should align with the crosswalks for the benefit of the visually impaired. Ramps must also have turning space at any locations where pedestrians must turn in order to use the ramp. Turning spaces must have a maximum slope of 1:48 in any direction, and must be at least 48 by 48 inches. Ramps must have detectable warning strips (truncated domes) placed in a three-foot wide band behind the normal curb location.

Facilities for People Riding Bicycles

Bicycle infrastructure can be improved by the addition of bike lanes and separated bikeways at priority locations in Guadalupe. See Section 3.3 (Improvements to Roadways and Intersections) for potential locations.

Bicycle lanes (class II bikeways) are designated by a durable, highly-visible painted stripe; painted buffers can be used to further separate the bike lane from the travel lanes. In priority areas, bike lanes can be further designated with the use of colorized pavement to signal to motorists that they are entering a central, urbanized area that dictates appropriate caution and speeds.

Separated (class IV bikeways), also called "cycle tracks", can be buffered from vehicular traffic by a variety of methods including planted medians or bollards. They may be one-way or two-way. Shared use paths (class I bikeways) can also be provided along roadways, where it is feasible to provide even more physical separation from the roadway and paved shoulder. Cycle tracks and paths provide the greatest degree of separation between vehicles and people riding bikes.

Streetscape

Lighting

Pedestrian-scaled lighting helps foster a safe and comfortable pedestrian environment. Properly illuminating the pedestrian path of travel can contribute to pedestrian safety, and is an important component of crime prevention through environmental design (CPTED). Illumination can increase foot traffic after dark and enhance business exposure and activity.

Pedestrian-scaled lighting serves a specialized purpose that is different from motor vehicle-oriented lighting. Pedestrian lighting is typically positioned over the sidewalk rather than over the street. When lampposts are placed between the sidewalk's path of travel and the roadway,

they can also serve as a visual buffer from motor vehicle traffic that further enhances the sense of pedestrian safety.

Together, pedestrian-scaled lighting and motor vehicle-scale lighting can illuminate the roadway and sidewalk to keep all users safe and comfortable.

Trees and Landscaping

Street trees are an important streetscape element for three reasons. First, they contribute to a comfortable pedestrian environment by providing shade. Trees can lower the ambient temperature on the sidewalk and shield pedestrians from the rays of the sun.

Second, the shade that street trees provide helps preserve the built environment. By protecting the asphalt and the sidewalk from the sun, street trees can extend the life of these roadway materials, improving the condition of streets and sidewalks and saving money on costly repairs.

Third, street trees have been demonstrated to provide a measurable economic benefit in downtown areas, both in increased revenue streams and increased property values.

The northern portion of Guadalupe Street has fairly consistent street trees from 11th Street to 8th Street, but the southern portion between 8th Street and South Main Street lacks street trees, contributing to a less welcoming environment. Street trees could help enhance this southern portion of Guadalupe Street to help it better serve people who walk and bike, and could also enhance additional important north-south connections described in the framework drawing (Figure 3.1.1) such as Obispo Street.

Street trees should be selected and placed to maximize a continuous, verdant shade canopy for pedestrians. In order for trees to grow to a substantial size they will typically require a tree well at least 6′ on all sides and 5′ deep and will require space and periodic pruning to ensure minimal conflict with building facades as they grow taller. Larger street trees can be planted with a broader tree well where curb extensions are implemented.

Planting, irrigation, and maintenance of street trees, as well as consistent lighting along Guadalupe Street and other important pedestrian routes, will require the mutual cooperation of property and business owners.

Public Art

Public art can contribute to community identity and pride. Guadalupe has many good examples of public art that enhances the public realm, like the murals that decorate side facades of buildings along Guadalupe Street. Murals can be an effective and simple form of art, and can enliven otherwise bland streetscapes, particularly when there is a blank wall or fence facing the pedestrian path of travel.

Public art can help enliven public gathering places, like the plaza on Guadalupe Street near 9th Street (Figure 3.2.18).

The design concepts included in this section will require further analysis to determine feasibility in Guadalupe.

Figure 3.2.16 *Northern Guadalupe Street has consistently planted street trees that provide shade and a buffer between pedestrians and vehicular traffic*

Figure 3.2.17 *Southern Guadalupe Street lacks street trees and a sidewalk, yielding an environment hostile to pedestrians*

Figure 3.2.18 *The plaza on Guadalupe Street could be improved as a source of community identity by the addition of public art*

3.3 Improvements to Roadways and Intersections

Improving Mobility through Guadalupe

Utilizing funding from Caltrans, Guadalupe is working to improve roads for passenger vehicles, freight, buses, bicyclists, and pedestrians. The goal is to improve access and safety, especially in current and future retail areas, which need to be the most pedestrian-friendly.

This section includes recommended redesigns for existing roads to provide efficient but calmed motor vehicle traffic, and benefit pedestrians and bicyclists. Some methods to improve mobility include restriping the roadway to narrow travel lanes, separating bicycle lanes, and adding street trees and medians. These and other traffic-slowing methods will not only increase access but also enhance the safety of people walking and biking.

Bigger Issues

Figure 3.3.1 *Existing conditions on Guadalupe Street*

Strategies for improving access and safety within the town of Guadalupe include:

- Ensuring local connectivity.
- Expanding pedestrian/bike infrastructure.
- Addressing safety concerns.
- Guiding truck access and circulation.

Conceptual Nature of Potential Improvements in this Plan

The conceptual plan and street cross section designs included in this chapter are intended to articulate the vision for the Guadalupe Mobility and Revitalization Plan. A traffic operation study and detailed survey will be required to confirm lane dimensions and reconfigurations as part of future design efforts. This plan does not constitute any design approval.

Short- and Long-term Improvements to Arterial Roads

In the short term, each of these roadways is to benefit from immediate improvements including re-striping and maintenance for trees that have outgrown their tree wells. In the long term, design improvements could include the following:

- Curb extensions, at intersections to improve pedestrian safety.
- Lighting improvements including increased number and improved quality of light, especially in Downtown to promote pedestrian and vehicle safety.
- Narrower travel lanes, to slow traffic but not encumber farm vehicles.
- Buffered bike lanes on opposite sides of street or other dedicated, buffered bicycle facilty to promote bicycle safety

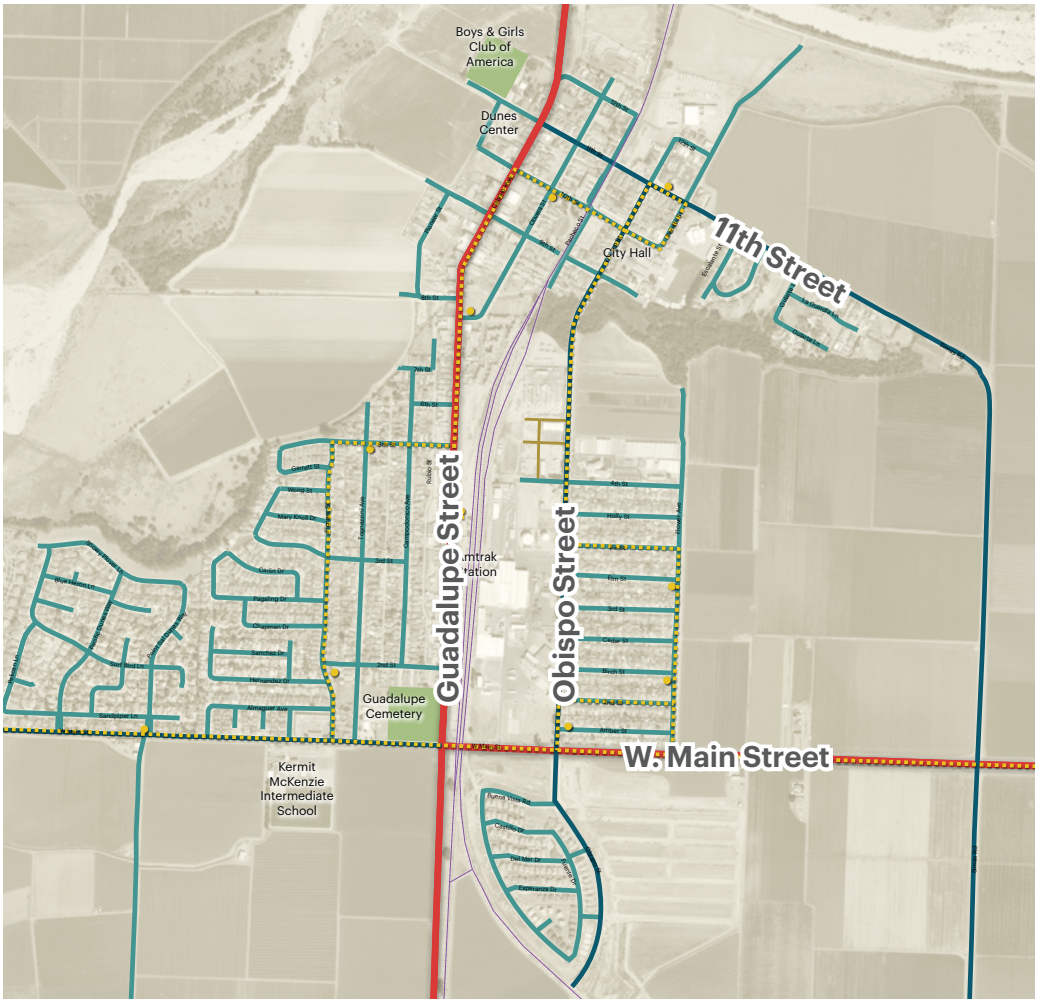


Figure 3.3.2 *Existing street framework*

Key

- State Highway
- Connector Road
- Local Road
- Bus Route and Bus Stops
- Primary Focus Area

- Landscaping and more shade opportunities along the sidewalk
- Street parking, design for sustainable maintenance.

For more information about these and other design tools, see Section 3.2 (Design Tools for Improvements).

Five areas where specific interventions have been detailed:

1. W. Main Street (East of Guadalupe Street)
2. W. Main Street (West of Guadalupe Street)
3. Obispo Street (South of Buena Vista Road)
4. Obispo Street (9th Street to W. Main Street)
5. Guadalupe Street (Downtown Core)
6. 11th Street (Northern Gateway)

Context-Sensitive Design Strategies

This document includes a series of context-sensitive design proposals for roadways in Guadalupe that are controlled by Caltrans Several of these roadways are in Main Street environments or are envisioned to support Main Street environments in the future. These environments are supportive of lower traffic speeds and increased access for people walking or riding bikes.

Caltrans' technical and design guidance has evolved in recent years to encourage roadway designs that are sensitive of, and respectful to, local context, including specific guidance in the Highway Design Manual (2018) and informational publications such as Main Street, California: A Guide for Improving Community and Transportation Vitality (2013). This guidance promoties flexibility in design operations with particular attention to Main Street environments. In 2014, the Caltrans Design Division endorsed additional resources, including the National Association of City Transportation Officials' (NACTO) Urban Street Design Guide and Urban Bikeway Design Guide and the Institute of Traffic Engineers' (ITE) Designing Walkable Urban Thoroughfares as additional resources that local entities can reference when making planning and design decisions on the State Highway system. They also identified a desire to analyze these resources in order to find additional areas of improvement in their standards.

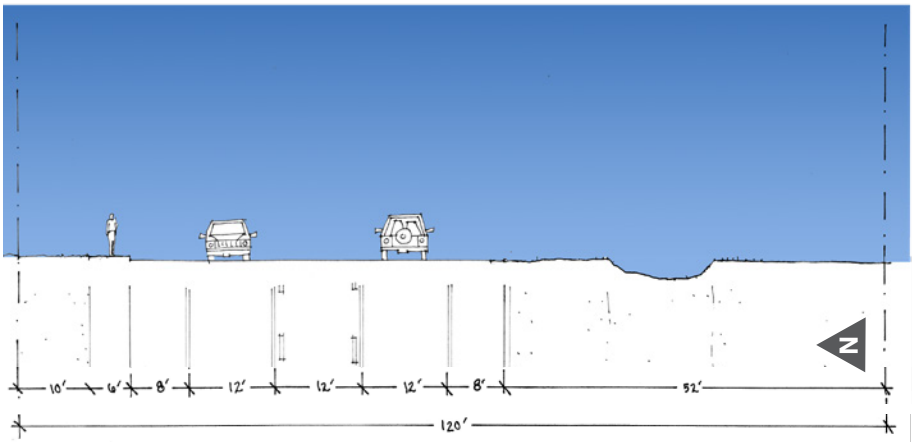
The proposed design components in this plan document draw from this broad set of references and recognize that while all proposals may not currently be compliant with applicable Caltrans standards, that current Caltrans policy encourages local agencies to achieve design flexibility within the guidance provided in the Highway Design Manual, and that Main Street environments along State Route 01 and State Route 166 in Guadalupe are appropriate for the application of flexible design. In the event that the need for design exceptions is identified, as design and implementation moves forward, there are established processes to evaluate design concepts that deviate from standards that must be followed, and Caltrans has underscored the importance of thoroughly documenting engineering decisions to ensure design-immunity. Design proposals will thus require careful and ongoing coordination between the County, local stakeholders, and Caltrans representatives to achieve successful implementation.

Speed laws, as well as other traffic laws, are enacted by the State Legislature and compiled in the California Vehicle Code (CVC). For State Route 01 and State Route 166 within the City of Guadalupe, California Vehicle Code Section 22349 (CVC §22349) establishes a statutory maximum speed limit of 55 mph. The setting of speed limits can be controversial and requires a rational defensible determination to maintain public confidence and compliance. California Vehicle Code Section 22354 (CVC §22354) grants Caltrans the authority to reduce speed limits below the statutory maximum speed limit. However, reduced speed limits may only be established based on an Engineering and Traffic Survey (E&TS) that has been performed in accordance with standard traffic engineering practices. The posted speed limits on State Route 01 and State Route 166 within the City of Guadalupe were set based upon the results on an Engineering and Traffic Survey (E&TS). If, under existing conditions Caltrans were to reduce the speed limit further, a speed trap would be created and law enforcement officers would be unable to use radar or laser speed measurement devices to enforce the speed limit. To that end, speed limit reduction would be considered only if changes to roadway design or changes to the contextual built environment warrant a reexamination of speed limits.

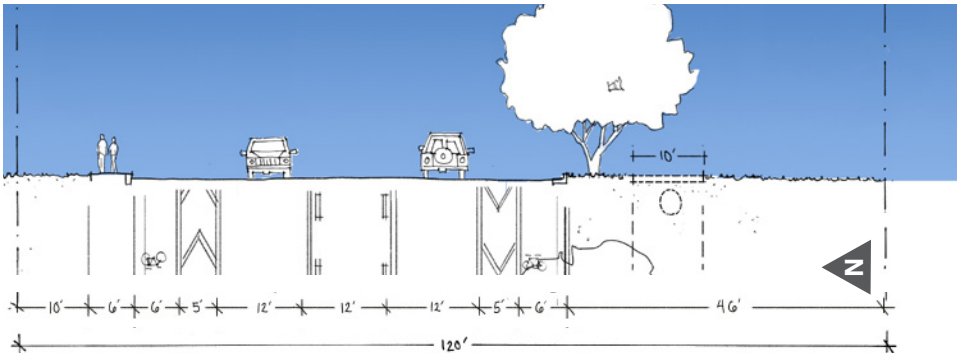
W. Main Street (East of Guadalupe Street)

1

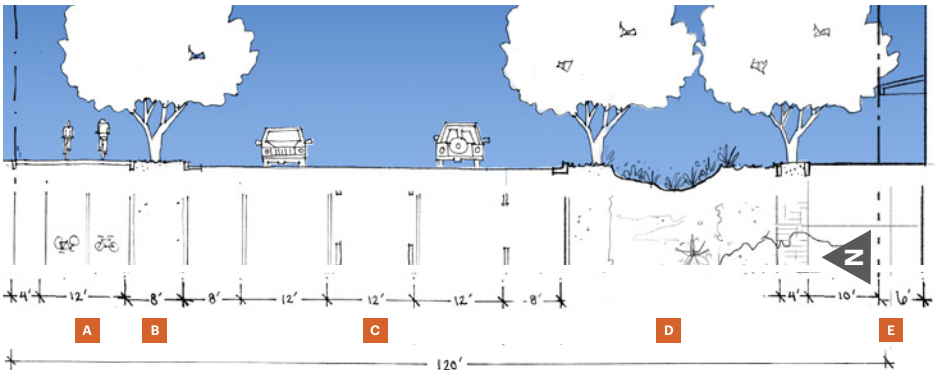
Existing Condition (looking east)



Short-Term Potential: Buffered bike lanes



Long-Term Potential: Shared-use path



Potential Improvements

- **A** Develop 2-way Class 1 shared-use path on north side of street.
- **B** Plant street trees in planting strips.
- **C** Restripe 12' travel lanes with 8' shoulder per highway design standards and center 12' turn lane.
- **D** Install rain garden/bioswale for attractive stormwater management and to create a desirable frontage for retail..
- **E** Design sidewalk with enough depth for retail frontages.

**An additional design option for W. Main Street was developed during the Community Design Workshop and has been included in Section 5.4 (Additional Street Cross Section Design Option). A description of the barriers for implementing that design are also included.*

2

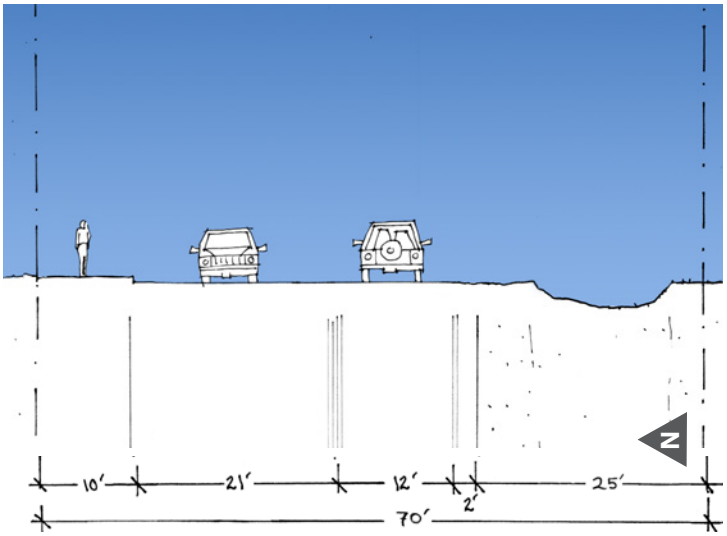
W. Main Street (West of Guadalupe Street)

Potential Improvements

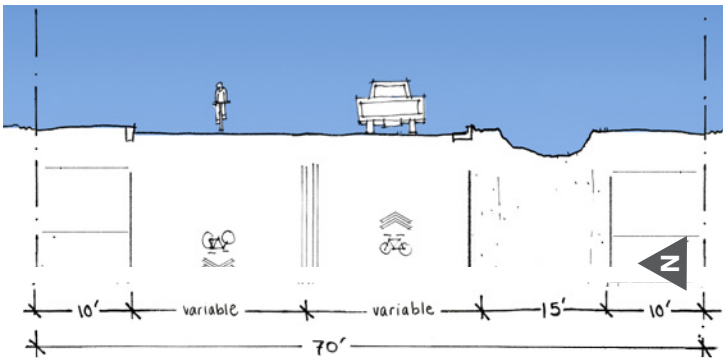
- A Maintain sidewalk
- B Paint lines for buffered bike lanes on both sides of street
- C Demarcate 11' travel lanes.
- D Maintain agricultural ditch

Figure 3.3.3 *Street existing condition. Image courtesy Google Maps.*

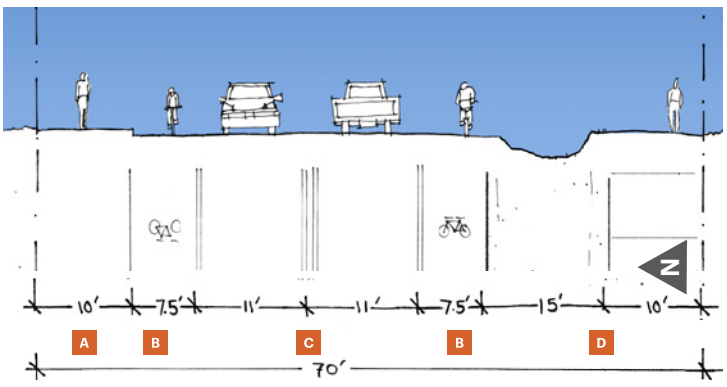
Existing Condition (looking east)



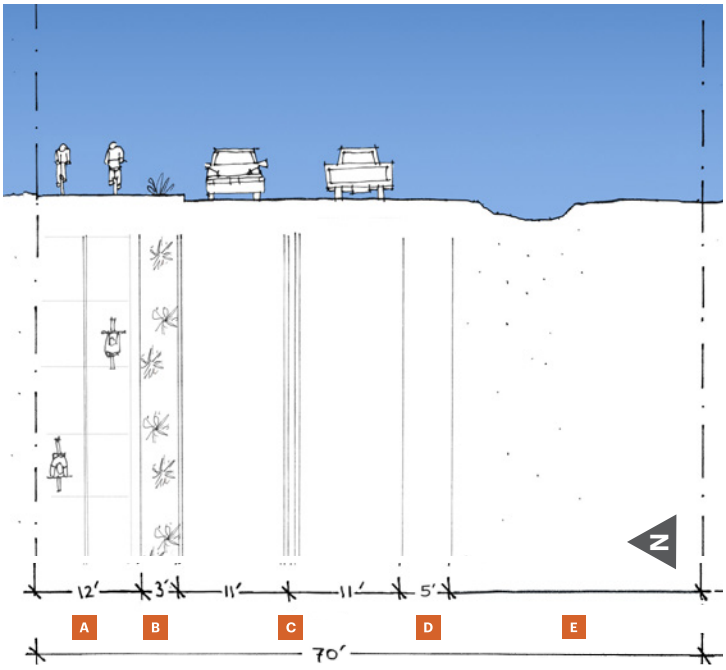
West Main, Guadalupe Street to Tognazzini Avenue



West Main, west of Tognazzini Avenue



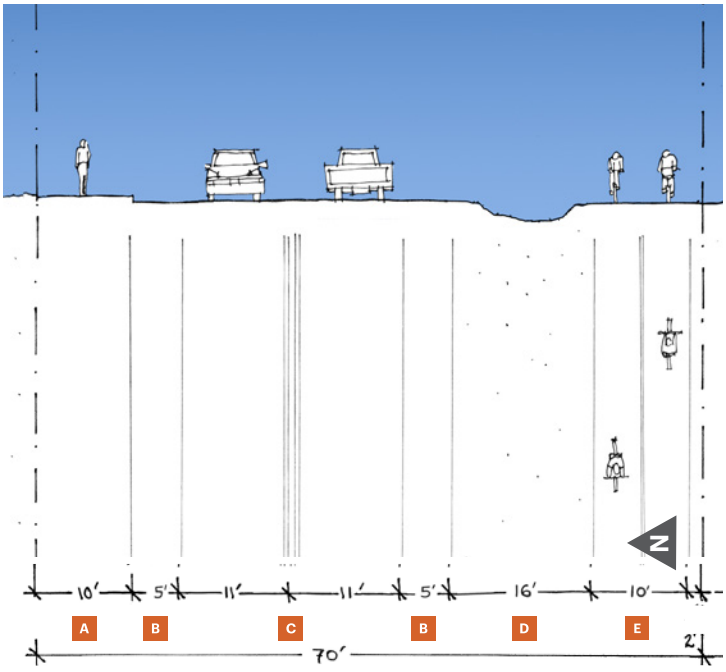
Long-Term Potential (1 of 2): 2-way shared-use path, north side of street



Potential Improvements

- **A** Replace sidewalk with shared-use path
- **B** Planted buffer between shared-use path and travel lane
- **C** Narrow travel lanes from 12' to 11'.
- **D** Ditch narrowed and rebuilt as reinforced bioswale
- **E** Shoulder

Long-Term Potential (1 of 2): 2-way shared-use path, south side of street



Potential Improvements

- **A** Maintain sidewalk
- **B** Shoulder
- **C** Narrow travel lanes from 12' to 11'.
- **D** Ditch narrowed and rebuilt as reinforced bioswale
- **E** Shared-use path for pedestrians and people riding bikes

3.a

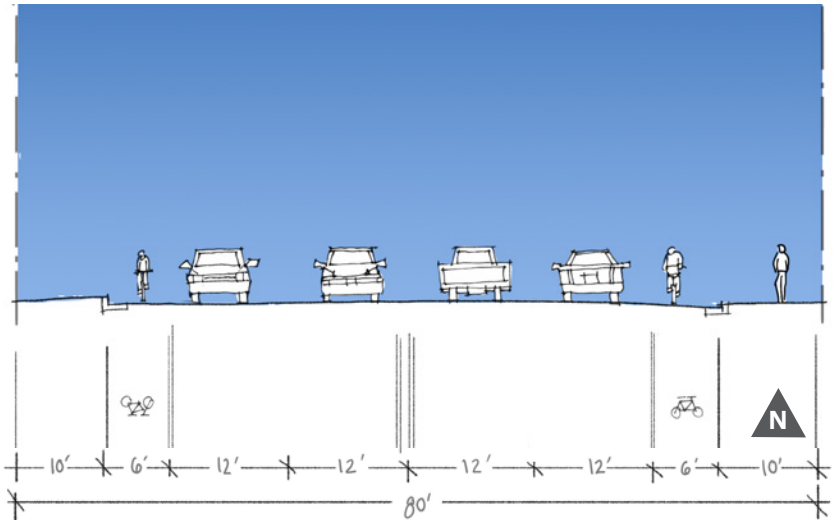
Obispo Street (South of W. Main Street)

Potential Improvements

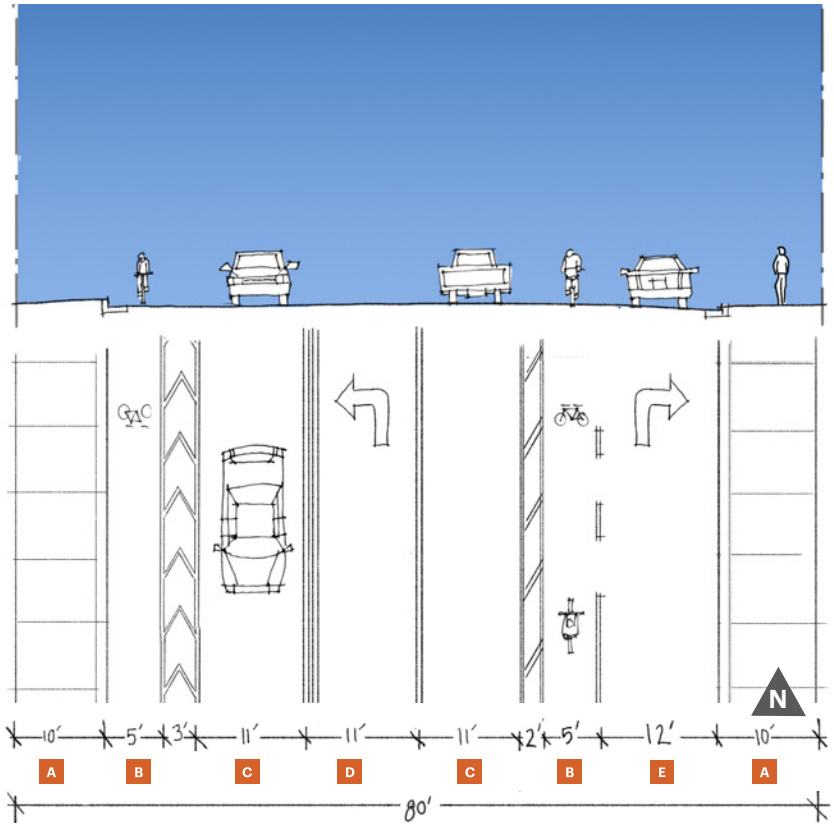
These design options build upon the street design included in the D.J. Farms Specific Plan to provide a more robust multi-modal street.

- A Maintain sidewalk
- B Restripe lanes for buffered bicycle lanes on both sides of street.
- C Demarcate 11' travel lanes.
- D Demarcate 11' center turn lane.
- E Demarcate 12' parallel parking lane on east side of street.

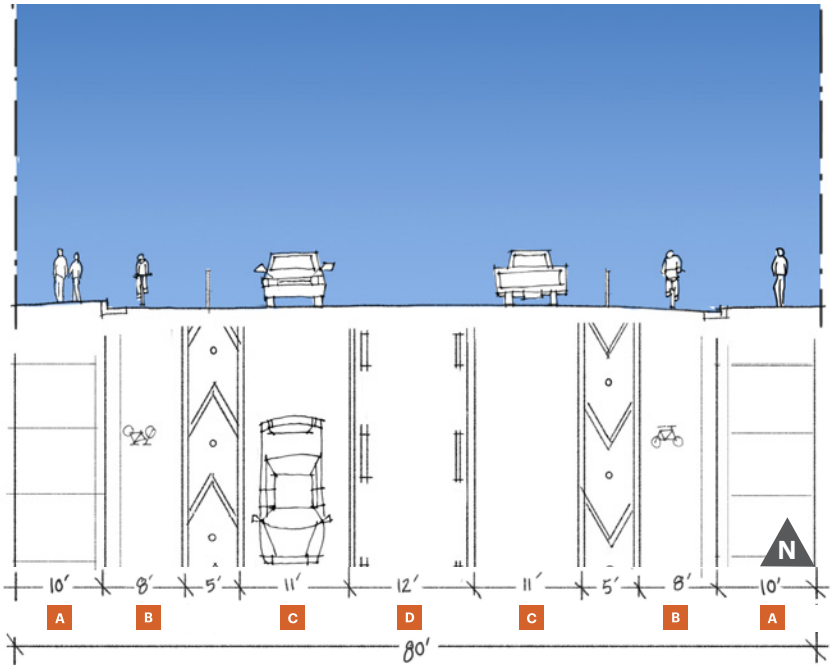
Condition Detailed in DJ Farms Specific Plan (looking north)



Near Intersection, Potential (1 of 2): Buffered bike lanes



Away from Intersection, Potential (1 of 2): Buffered bike lanes

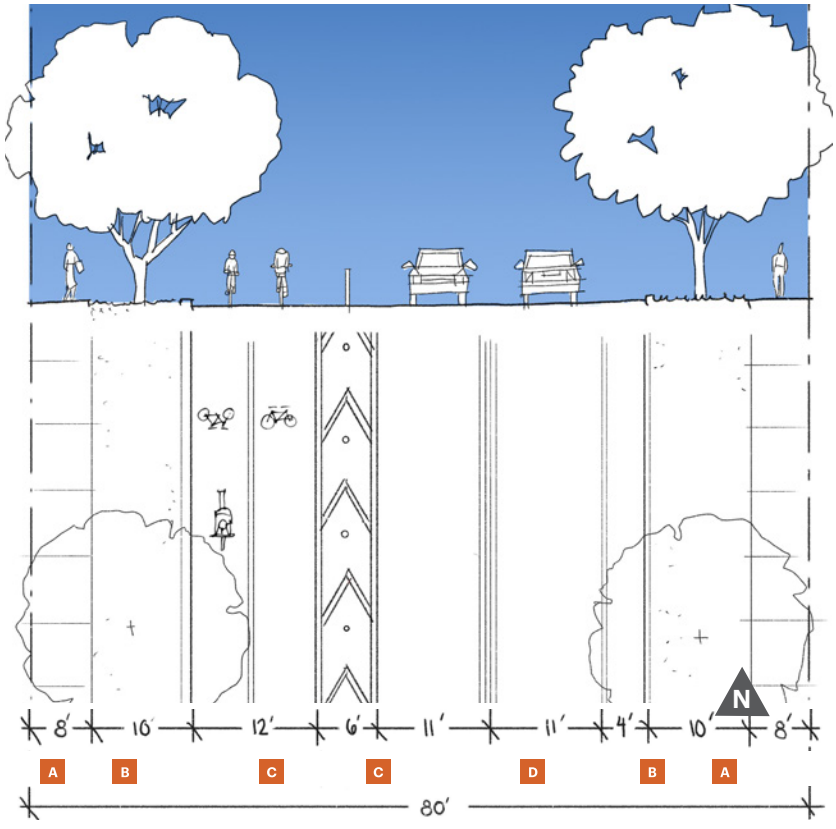


Potential Improvements

These design options build upon the street design included in the D.J. Farms Specific Plan to provide a more robust multi-modal street.

- **A** Maintain sidewalk
- **B** Restripe lanes for buffered bicycle lanes on both sides of street.
- **C** Demarcate 11' travel lanes.
- **D** Demarcate 12' center turn lane.

Away from Intersection, Potential (2 of 2): Separated 2-way cycle track



Potential Improvements

These design options build upon the street design included in the D.J. Farms Specific Plan to provide a more robust multi-modal street.

- **A** Maintain sidewalk
- **B** Plant trees in planter strip.
- **C** Demarcate 11' travel lanes.
- **D** Develop 2-way buffered bikeway with landscaped buffer (Class IV cycle track).

Figure 3.3.4 *Street existing condition*

3.b

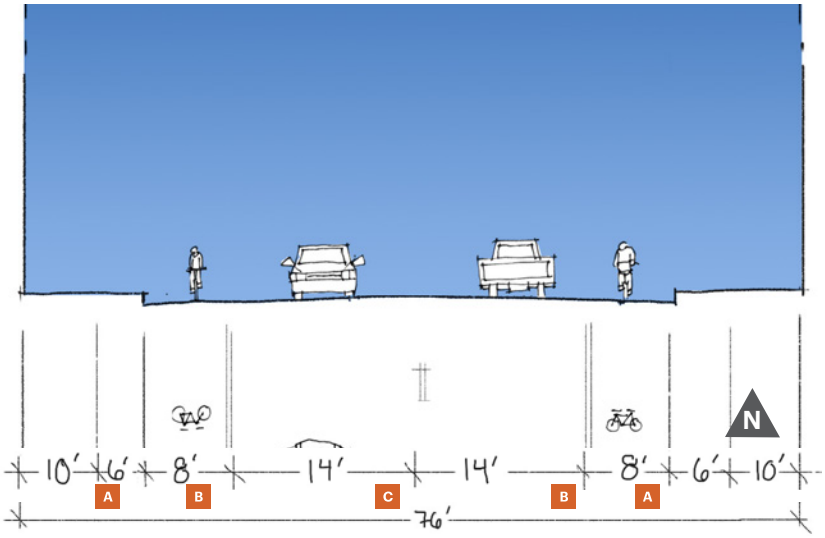
Obispo Street (South of Buena Vista Road)

Potential Improvements

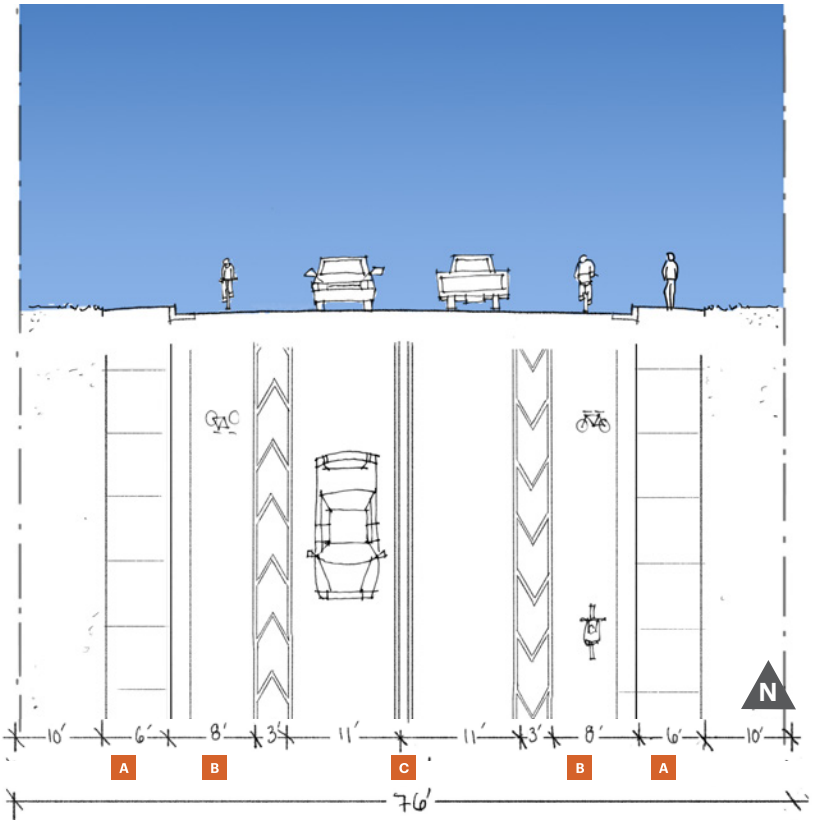
This design option builds upon the street design included in the D.J. Farms Specific Plan to provide a more robust multi-modal street.

- A Existing sidewalk
- B 8' buffered bicycle lane
- C Demarcate 11' travel lanes'.

Condition Detailed in DJ Farms Specific Plan (looking north)



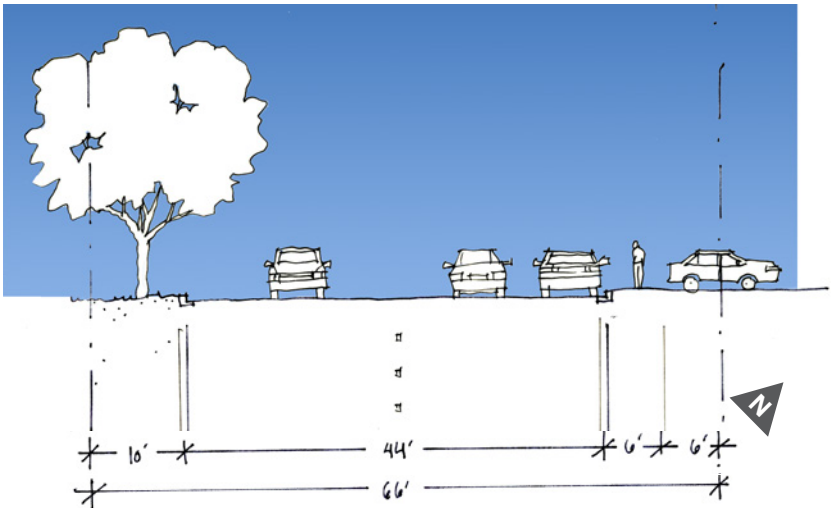
Potential: Buffered bike lanes



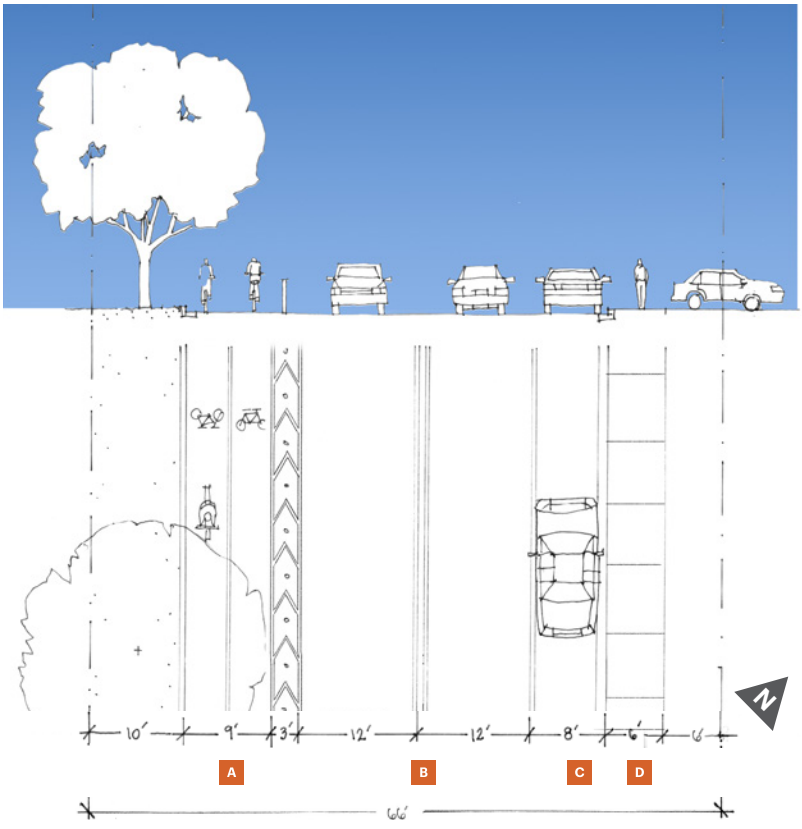
Obispo Street (9th Street to W. Main Street)

4

Existing Condition (looking north)



Potential 2-way buffered bicycle lanes + on-street parking



Potential Improvements

- **A** Buffered 2-way bikeway, making Class 4 cycle track.
- **B** Demarcate 12' travel lanes.
- **C** Restripe lines for parallel parking on east side.
- **D** Maintain sidewalk

Figure 3.3.5 *Street existing condition*

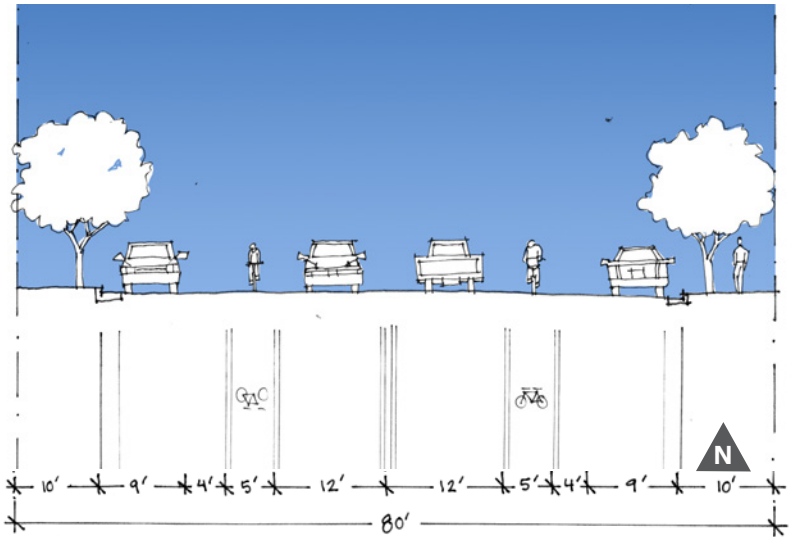
5

Guadalupe Street (Downtown)

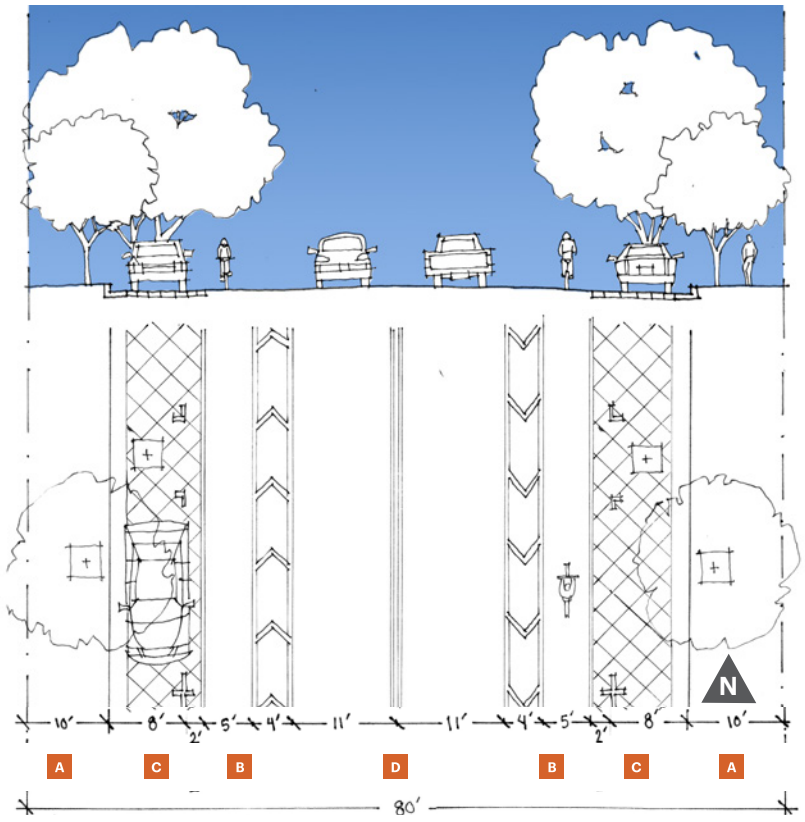
Potential Improvements

- A Maintain sidewalk
- B Buffered bikeway, providing Class 2 bicycle lanes or Class 4 cycle tracks.
- C Parallel parking, with space for trees. The trees shade the cars and narrow the road, slowing traffic. Optional permeable paving and rain garden to support water drainage.
- D Narrow travel lanes from 12' to 11'.

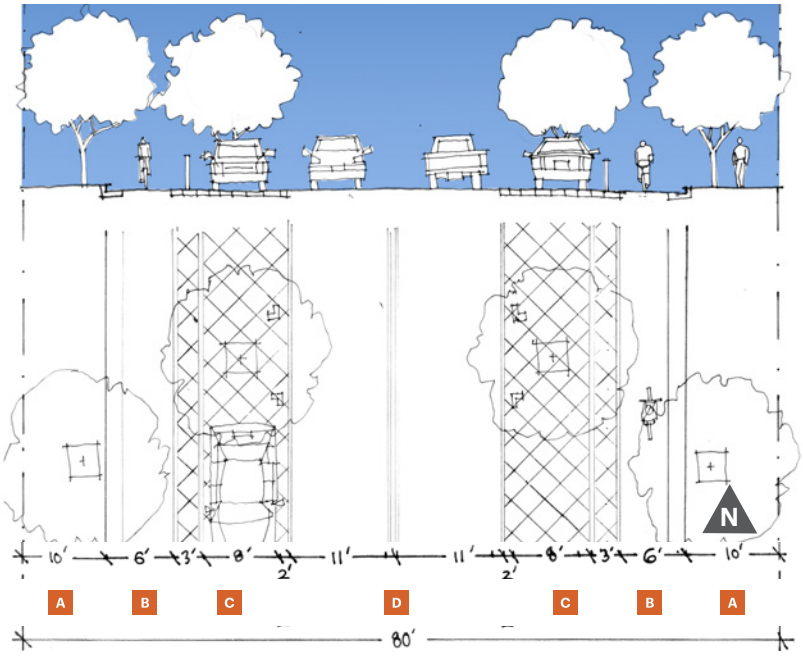
Existing Condition (looking north)



Potential (1 of 3): 1-way buffered bicycle lanes



Potential (2 of 3): Parking-separated 1-way buffered bicycle lanes



Potential (3 of 3): Parking-separated 2-way buffered bicycle lane

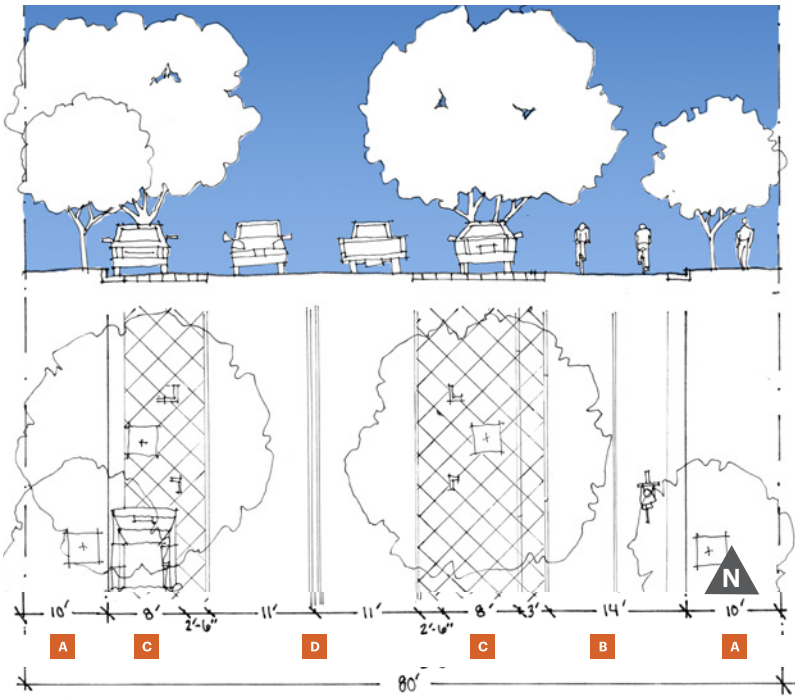


Figure 3.3.6 *Existing street condition*

Figure 3.3.7 *Potential street condition*

6.a

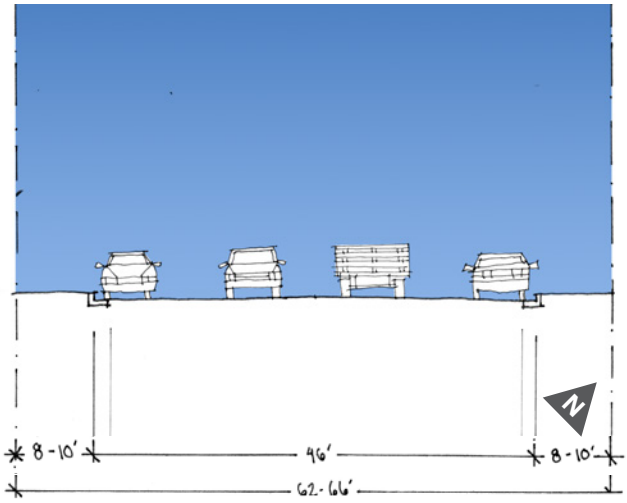
11th Street - West of Peralta (Northern Gateway)

Potential Improvements

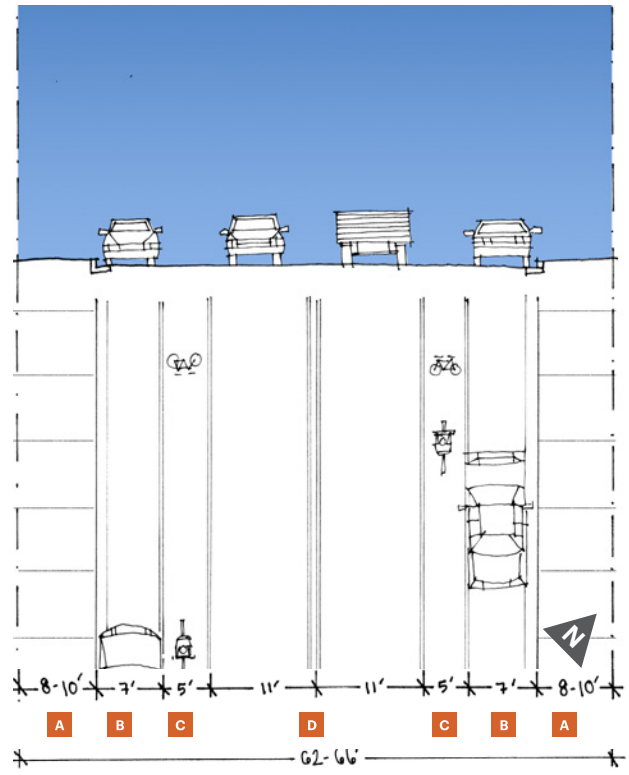
- A Maintain sidewalk
- B Paint lines for parallel parking on both sides of road.
- C Paint lines for bike lanes on both sides of road
- D Demarcate 11' travel lanes.

Figure 3.3.8 *Existing condition*

Existing Condition (looking northwest)



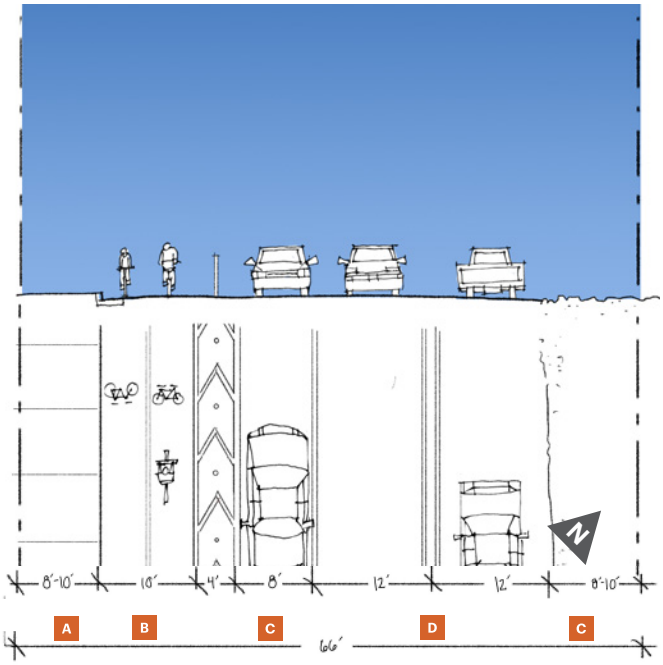
Potential: Demarcated parking + bike lanes both directions West of Peralta Street



11th Street - East of Peralta (Northern Gateway)

6.b

Potential: 2-way buffered bike lane
East of Peralta Street



Potential Improvements

- **A** Existing sidewalk
- **B** Buffered 2-way bikeway, (Class 4 cycle track)
- **C** Paint lines for parallel parking on south side of road
- **D** Demarcate 12' travel lanes.

W. Main Street Design Concepts

W. Main Street features a variety of land uses that generate diverse types of traffic along the roadway. Intersections along W. Main Street should provide safe and efficient facilities for motorized and non-motorized traffic.

Existing Conditions

The intersections of Obispo Street and Flower Avenue at W. Main Street are currently unsignalized four-way (Obispo) and three-way (Flower) junctions. Traffic on Obispo Street and Flower Avenue must yield to traffic on W. Main Street. At Obispo Street there is a painted crosswalk, however no additional pedestrian facilities currently exist. Traffic projections show an increase in traffic at these intersections that will require improved intersection control to facilitate better safety for all users and minimize dangerous crossings. Additional plans call for the extension of Flower Avenue south of W. Main Street..

Figure 3.3.9 *(top) A roundabout designed to accomodate over-size vehicles with a large mountable apron, similar to the design option detailed for W. Main Street in Figure 3.3.8. Image ©2019 Short Elliott Hendrickson Inc.*

Figure 3.3.10 *(bottom) A sketch showing how landscape elements and special pavement treatments can create an aesthetically appealing gateway environment at a roundabout intersection. Roundabouts on Caltrans thoroughfares throughout California include enhanced landscape elements and sculptural art.*

Design Considerations

Following careful review of the DJ Farms Specific Plan (Pasadera), analysis of existing conditions, and consultation with stakeholders including Caltrans, the City of Guadalupe, the developer of Pasadera, and residents of Guadalupe, the following two intersection design options were developed to improve safety and convenience for all users at the intersections of W. Main Street at Obispo Street and Flower Avenue.

In accordance with Caltrans policy and international best-practice, flexible roundabout designs that can accommodate the diversity of traffic travelling on W. Main Street have been explored for these intersections. Signalized intersection designs have also been included as design options.

Both design options accomodate projected traffic growth from development in Pasadera, along with the variety of motorized and non-motorized traffic on W. Main Street, including specialized agricultural vehicles, freight trucks, and oversize vehicles serving Vandenberg Air Force Base.

Design Options

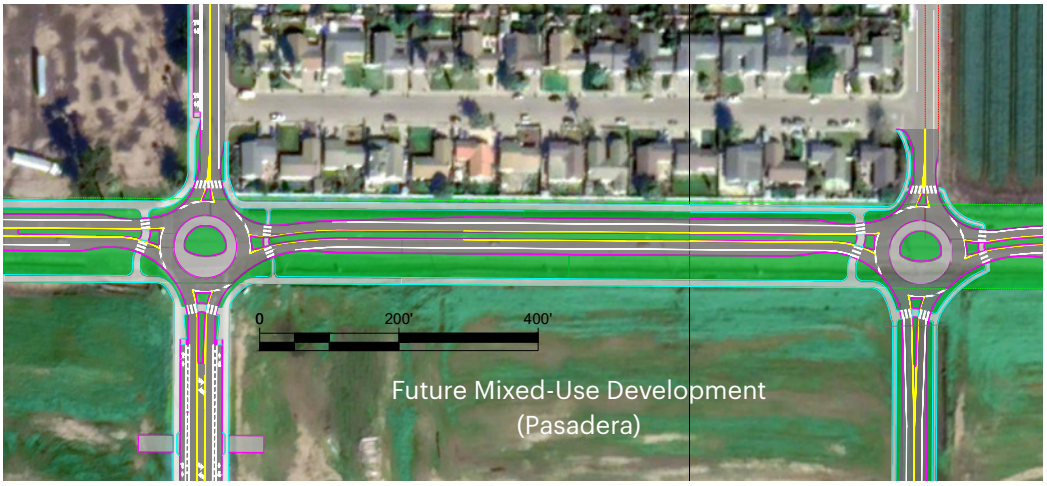
Additional details on the technical considerations that have informed these design options can be found in the Appendix chapter of this document.

Two primary intersection design options for W. Main Street east of Guadalupe Street are provided in this report. These options represent solutions that maintain W. Main Street with one through lane in each direction, with the lanes needed to serve the trip generation estimated for the full Pasadera development.

The images on the facing page show the two design options, along with existing conditions. The following pages provide additional details.

Caltrans' Intersection Control Evaluation (ICE) Process will help guide in the decision- making process on the appropriate intersection control.

Existing Conditions



Option 1: Roundabouts

Option 2: Signalized Intersection

Figure 3.3.11 *(top) An aerial image showing existing conditions.*

Figure 3.3.12 *(middle) A conceptual design drawing showing roundabouts and a new street design along W. Main Street with sidewalks and a shared-use path.*

Figure 3.3.13 *(bottom) A conceptual design drawing showing signalized intersections and a new street design along W. Main Street with sidewalks and a shared-use path.*

The design options shown are conceptual designs based on estimated traffic volume, the need for large tractor-trailer vehicles to move through the intersection (including the very large Extra-Legal Load Network vehicle). The general size and design layout for the roundabouts are anticipated to service the traffic volumes and large vehicles, but detailed truck template and speed control iterations for roundabouts have not been completed, and geometric tweaks would be necessary in final design. Additional information about design considerations can be found in the Appendix.

Option 1: Roundabout

Option 1 includes single lane roundabouts at the intersections of West Main Street with both Obispo Street and Flower Avenue. Also shown is a variant (below, left) that adds a westbound left turn lane, an eastbound right turn lane, and a northbound right turn lane at Obispo Street. This variant should be sufficient to handle the very conservative (high) trip generation shown in the Traffic Impact Analysis (TIA). If there is a strong concern that the traffic volumes may eventually exceed the capacity of a single-lane roundabout, it is strongly recommended that the roundabout construction be staged: Construct the roundabout as a single lane roundabout, but design it so that it can be easily expanded to accomodate the additional turn lanes.

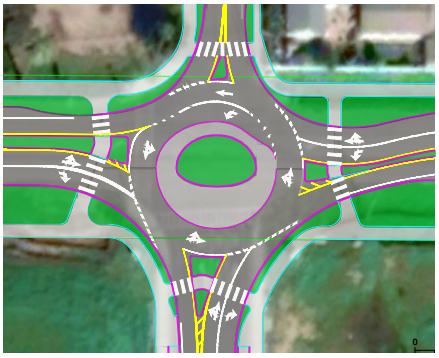
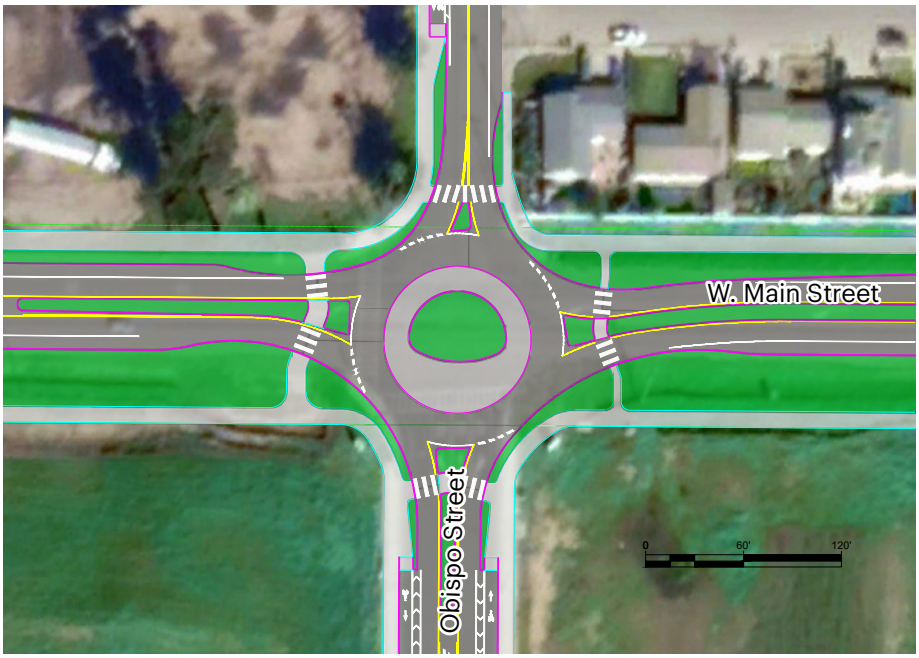


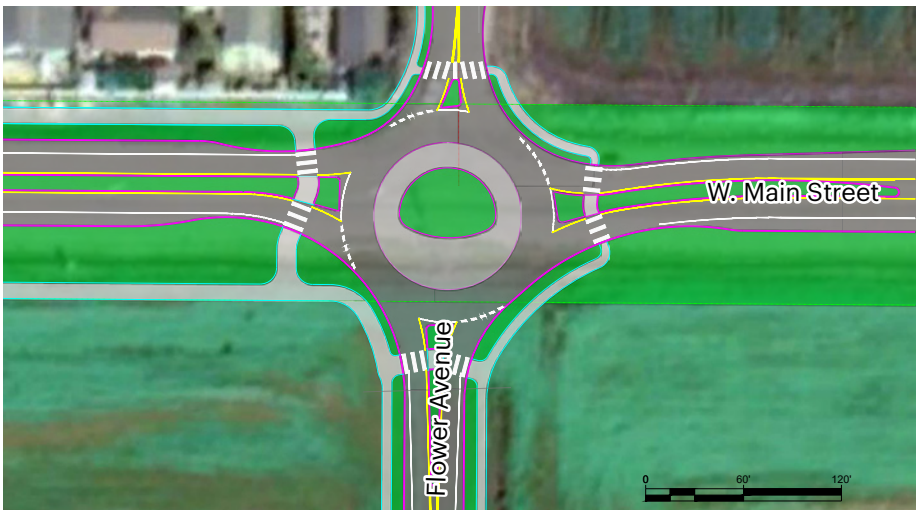
Figure 3.3.14 *A design option showing a westbound left turn lane, an eastbound right turn lane, and a northbound right turn lane at Obispo Street. This design option could be implemented as a second phase of intersection improvements if traffic volumes necessitate additional intersection capacity.*

Roundabout Design Features

- Mountable traffic islands for large vehicles (light grey in plan)
- Pedestrian refuge areas in crosswalks between travel lanes to reduce crossing distance.
- Planted median converts to center turn lane west of Obispo Street and East of Flower Avenue.



Obispo Street Roundabout

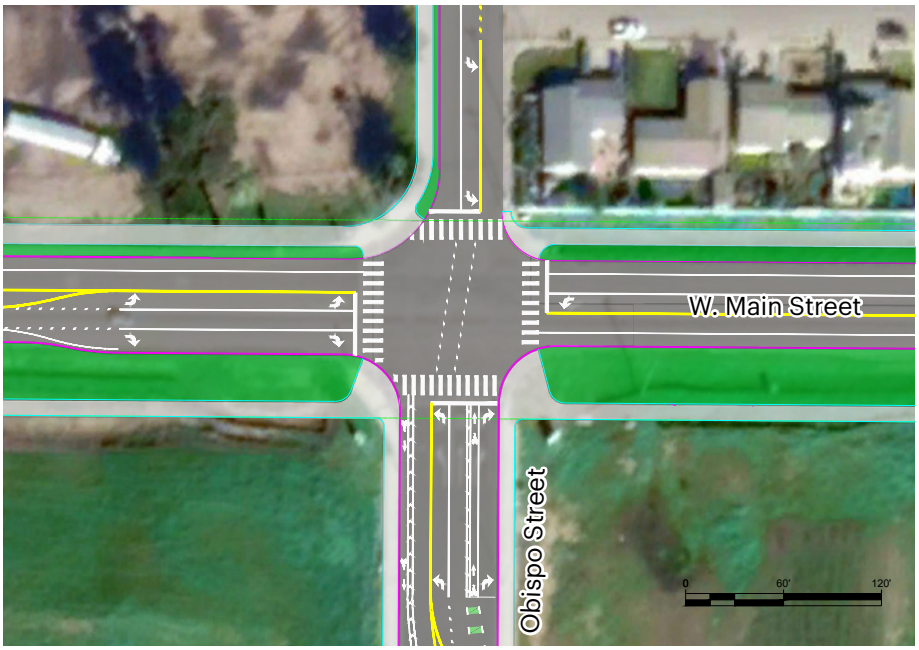


Flower Avenue Roundabout

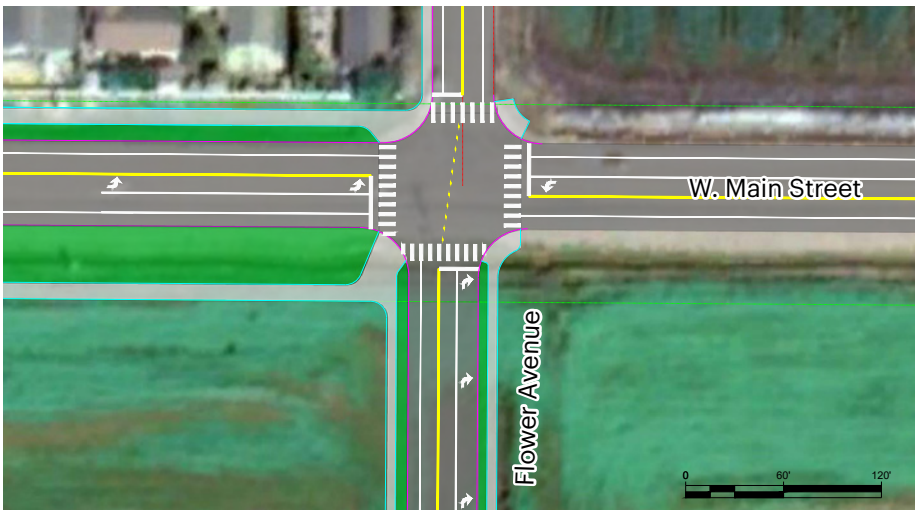
Option 2: Signalized Intersection

Option 2 includes signalized intersections on West Main Street at Obispo Street and Flower Avenue. This option is recommended if Caltrans determines that roundabouts are not feasible, or if the existing negative public sentiment for roundabouts makes the roundabout option untenable. For increased pedestrian safety, comfort and convenience the following should be considered when determining signal phasing:

- All-pedestrian phase
- Leading pedestrian interval for crossing W. Main (all red signals for first several seconds of walk signal)
- Utilize pedestrian recall (pedestrians do not need to push button to activate crossing phase)



Obispo Street Signalized Intersection



Flower Avenue Signalized Intersection

Signalized Intersection Design Features

- At Obispo Street, dedicated left turn lanes for all approaches, and dedicated right turn lanes for eastbound W. Main Street and northbound Obispo Street.
- At Flower Avenue, dedicated left turn lanes for both approaches on W. Main Street and a dedicated right turn lane for northbound Flower Avenue.
- Left turn lanes convert to center turn lane west of Obispo Street and East of Flower Avenue.

3.4 Conceptual Designs for Focus Areas

The following conceptual designs for focus areas are intended for activation or improvement.

The design team looked at placemaking strategies to activate vacant and underutilized properties in the northern part of Guadalupe near the downtown core, and examined ways to connect the expanding development at Pasadera to the rest of the city. The designs are intended to strengthen existing business activity and create a framework for new commercial activity to occur in a walkable urban pattern. New housing options surrounding the downtown core are intended to counterbalance the current decentralized growth and support activity in the heart of town.

Design concepts also incorporate new and enhanced community spaces and gateways that reinforce Guadalupe's unique identity.

Conceptual designs address the following focus areas:

- Downtown Core
- LeRoy Park Neighborhood
- W. Main Street Gateway

Figure 3.4.1 *Illustrative plan depicting conceptual designs for four focus areas*

Improvements in Downtown Core

Issues addressed:

Businesses and Services

Decentralized Growth

Community Identity

Conceptual drawings for improvements to the downtown core focused on infill development opportunities on Guadalupe Street and Olivera Street to enhance the continuity of the urban environment and bring additional housing options to the heart of town.

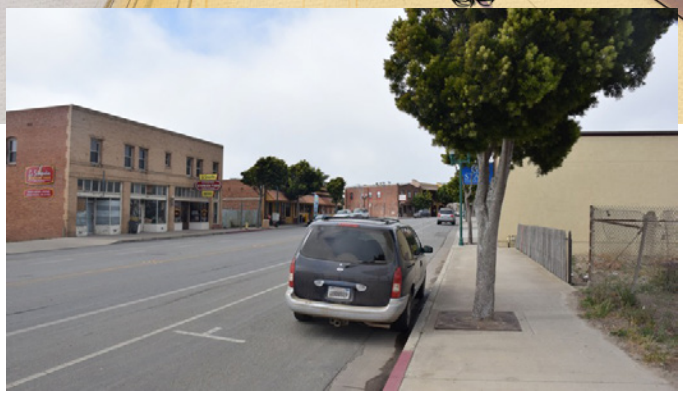
The illustrative plan below depicts the following improvements:

A Improvements to the plaza alongside Guadalupe Street will activate this public space and the nearby streetscape. Moving the bandstand structure that is currently located behind the parking lot forward into the plaza would bring new life and activity here. Trees can help provide a backdrop to the plaza and give a sense of enclosure within the plaza.

B New buildings along Guadalupe Street south of the theater will extend the main street environment further south by defining the street edge and utilizing vacant lots.

Figure 3.4.2 *(Right) Illustrative plan for improvements to the downtown core*

Figure 3.4.3 *(Below) This bandstand currently sits far back from Guadalupe Street behind a parking lot, but could be moved closer to the street to better engage the plaza.*



C A new pedestrian connection between Guadalupe Street and Olivera Street will enhance connectivity.

D Infill development on lots along Olivera Street provides additional housing choice near the downtown core and helps support downtown businesses.

E Pedestrian enhancements, including pedestrian crossings and bulb-outs near intersections, improve safety and connectivity for pedestrians.

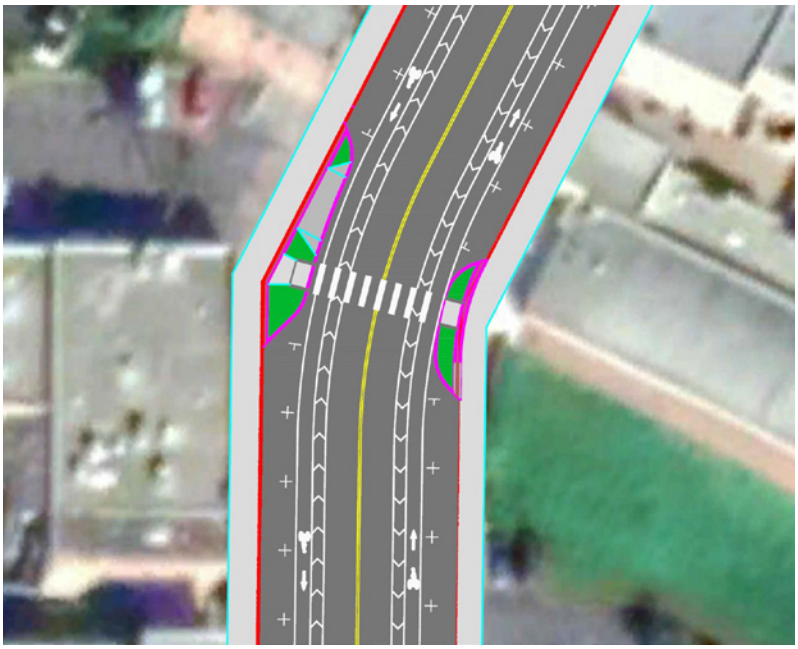


Figure 3.4.4 *(Top) Conceptual rendering of potential improvements to the downtown core along Guadalupe Street*

Figure 3.4.5 *(Middle right)) Existing conditions*

Figure 3.4.6 *Lower right)) Conceptual design for a mid-block crosswalk where Guadalupe Street bends between 8th Street and 9th Street.*

Improvements in LeRoy Park Neighborhood

Issues addressed:

Cross-Town Connectivity

Capitalizing on Tourism

Decentralized Growth

Community Identity

Conceptual drawings for improvements in the LeRoy Park neighborhood focus on land to the west of the Pioneer Street right-of-way.

The illustrative plan below depicts the following recommended improvements:

A Extend Pioneer Street from its current end at 9th Street to connect north to 11th Street and LeRoy Park.

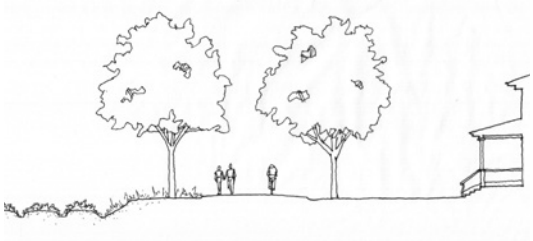
B Create a pedestrian connection from 10th Street to Pioneer Street. Currently, 10th Street dead-ends at a bluff with a fairly steep drop-off, so a pedestrian-only stair connection is recommended at this time.

C Extend development to the west side of the new segment of Pioneer Street. Note that the depth of this new developable block is constrained by the Santa Maria River flood plain. The available depth is half the depth of a typical residential block in Guadalupe.

Figure 3.4.7 *Illustrative plan for improvements in the LeRoy Park neighborhood.*

Organize new buildings so that they provide fronts on both Pioneer Street and the shared-use trail. Avoid configurations that would expose private backyards or unfriendly back fences to either of these routes.

D Utilize this opportunity to build a class I shared use path along this new front, connecting north and south and, delineating the interface between agriculture and city. (Below)



E Continue improvements at LeRoy Park along with the construction of new trail connection.

Figure 3.4.8 *(Top) Conceptual rendering of potential improvements, looking north along the potential extension of Pioneer Street and a shared-use path*

Figure 3.4.9 *(Bottom) Existing conditions*

West Main Street Gateway

Issues addressed:

Capitalizing on Tourism

Businesses and Services

Sidewalks and Safe Routes to School

Community Identity

Conceptual drawings for roadway improvements near the Pasadera development focus on commercial development on West Main Street, improving connectivity between Pasadera and the rest of Guadalupe, and creating a unique retail and mixed-use gateway.

The illustrative plan below depicts the following recommended improvements:

A Commercial development occurs along the southern edge of South Main Street. Buildings are set close to the street to promote an inviting and engaging walkable environment. Buildings near the street edge also indicate to highway users a change in environment from the open fields to a city.

B A rain garden, generous sidewalks, and buildings with high ground level transparency and entrances accessible from W. Main Street create an attractive retail frontage along this important gateway into Guadalupe.

C Parking is provided in parking lots located behind buildings, accessible from the local access lane off of West Main Street and from Obispo Street.

D A shared use path along the western edge of the commercial development provides a walking and bicycling connectionfrom the Pasadera development to West Main Street and Guadalupe Street. This connection

Figure 3.4.10 *(Right) Illustrative plan for improvements in Pasadera*

Figure 3.4.11 *(Below) Option showing a signal-controlled intersection at W. Main Street and Obispo Street.*

intends to mitigate the isolation of the Pasadera community relative to the rest of Guadalupe.

E Interventions on West Main Street prioritize the perceived safety and comfort of people who walk and ride bikes, especially given the location of Kermit McKenzie Intermediate School across Guadalupe Street and railroad tracks from the Pasadera development. A two-way protected cycle track on the north side of West Main Street and an expanded sidewalk network provide safe routes to school.

F The provision of a roundbout at West Main Street and Obispo Street, and at West Main Street and Flower Avenue, provides opportunities to improve traffic flow, provide traffic calming, and create a gateway experience at one of the western entrances to Guadalupe from Santa Maria. Improvement of these intersections will also enhance Obispo Street as a north-south route between the Pasadera development and the downtown core.

Figure 3.4.12 *(Top) Conceptual rendering of potential improvements to West Main Street and Pasadera, including commercial development oriented to the street, enhanced connections to and from the neighborhood, and a roundabout at the intersection of West Main Street and Obispo Street*

Figure 3.4.13 *(Bottom) Existing conditions*


Small
TOW
BIG

CHAPTER

4

Implementation Strategies

In this chapter

4.1 Implementation Strategies

To strengthen the overall economic sustainability of Guadalupe and respond to interviews of Guadalupe Street businesses conducted during the Mobility and Revitalization Plan effort, the following economic development recommendations are potential.

Recommendation

1 Streetscape Enhancements

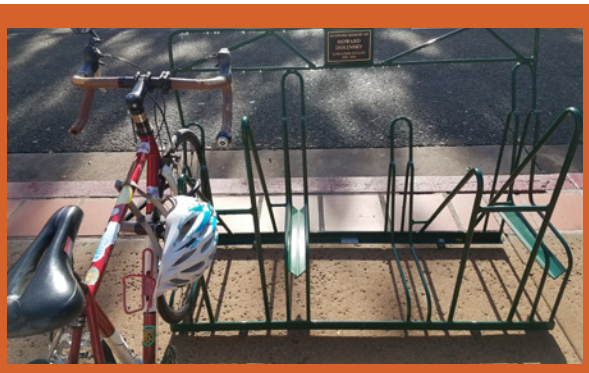
Two of the most common responses from Guadalupe Street businesses during the interviews were that additional lighting and landscaping would have a positive impact on their business. Additional lighting, both street and decorative, especially during the holidays, could be encouraged. Street lighting is important for visibility and natural surveillance of the street, and decorative lighting enhances attractiveness and ambiance. Well-maintained trees provide shade and help to create a welcoming environment. Street trees could be selected, placed, and trimmed to not block business signage, as feasible. Existing landscape areas could also be enhanced (e.g., low maintenance landscaping instead of mulch or bark chips).

Many businesses did not see cyclists and tourists as an important part of their current customer base. While there are some bike racks along Guadalupe Street, making sure those racks are readily visible or can accommodate more bikes may encourage cyclists to stop and shop. By developing a sponsored bike racks program or using other funds to install

Figure 4.1.1 *EV charging stations; people crossing Guadalupe Street midblock; City parking lot on Guadalupe Street*

public bike racks, businesses may benefit more from their location on Highway 1.

Customer access was also identified as an issue during the business interviews. Parking along the street is often used all day for employee parking, reducing on-street parking for customers. A suggestion was made to remove the 2-hour limit at the City parking lot on Guadalupe Street to provide another option for long-term or employee parking. Additionally, business owners and operators could coordinate with their employees to ensure employees are parking where desired.



Figures 4.1.1 and 4.1.2 *Bike rack (above) and bench (below) in San Luis Obispo.*

Streetscape Implementation Example

The City of San Luis Obispo has a bench and bike rack donation program. The "Racks with Plaques" program allows locations in downtown and parks to receive brand new bicycle racks for free and allows donors to be permanently recognized. Donors volunteer to purchase a bike rack from the City, the donor's message is attached, and the rack is installed at the location determined by the City and the donor. A 4-bike rack estimated cost is $1,156 (https://www. slocity.org/government/department-directory/publicworks/programs-and-services/bicycling/racks-with-plaques).

Recommendation

2 Programming That Activates the Street

Programming that activates Guadalupe Street was identified frequently by businesses as a desired way to energize Downtown. Vacant lots and underutilized spaces, like parking lots along Guadalupe Street, could be used immediately for temporary uses and events, including food truck gatherings, pop-ups, live music and dancing, and farmers' markets. These events could be coordinated with community organizations that provide opportunities for music and dance, such as the Guadalupe Cultural Arts and Education Center, El Padrecito's Performing Arts Center, and others. Activating Guadalupe Street through various programming would draw more people Downtown, both residents and visitors, supporting businesses and creating opportunities for community interaction. Closing Guadalupe Street/ Highway 1 for larger events could also be explored with Caltrans.

In conjunction with programming, the development of Downtown as an "entertainment district" could be considered. Allowance of later business hours, including alcohol service, could benefit Guadalupe Street businesses and support expansion or new business operations. Outdoor dining that is adequately protected from the wind and weather could also be encouraged to activate the street.

Figure 4.1.2 *A marketplace activates the streetscape*

Recommendation

Public Art

3

Public art can contribute to community identity and pride, help draw and capture tourists, and support local artists. Specifically, further developing and representing Guadalupe's brand, in particular the uniqueness and historic nature of Downtown and the spectacular character of the dunes, could be accomplished through public art.

Murals are an effective and simple form of public art already used in Guadalupe to enliven streetscapes, particularly when there is a blank wall or fence facing the pedestrian path of travel. Without renovating buildings to introduce more transparency along the street, murals are a low-cost option to brighten unwelcoming frontages and replace eyesores with sources of pride. Furthermore, Guadalupe is home to the Juda Baca Guadalupe Murals Project, on display at City Hall. Originally funded with support from the Santa Barbara County Arts Commission, the Guadalupe Murals Project celebrates the rich history and culture of Guadalupe (http://ci.guadalupe.ca.us/judy-baca-guadalupe-murals-project/).

Smaller-scale public art has the additional benefit of providing opportunities to involve children and young students in its creation. Public art could be coordinated with local organizations and available resources as appropriate, such as the Guadalupe Cultural Arts and Education Center, the Santa Barbara County Creative Communities Project (Cultural Arts Plan underway), and the Santa Barbara County Arts Fund.

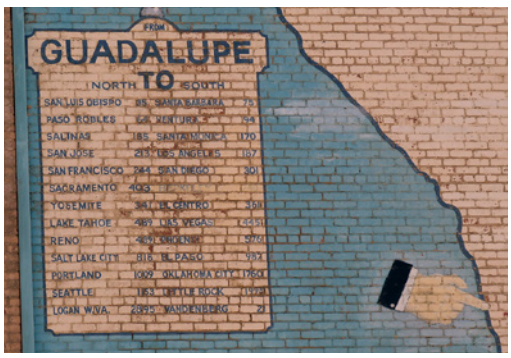


Figure 4.1.3 *Murals in Guadalupe express local opinions, history, stories, and context.*

Recommendation

4 Reduce Regulatory Barriers

Businesses raised concerns with certain regulatory barriers. Although, the City already subsidizes a portion of the costs for City staff review of business licenses (i.e., Planning, Building, Police, and/or Fire Department review), the City may consider future modifications to the business license fees to encourage local business, while still achieving fiscal sustainability. For example, the City of Santa Maria has a tiered system where annual license fees range from $0 to $500 based on gross receipts. Restructuring business license fees would have to be thoroughly evaluated to determine economic and fiscal impacts.

The General Plan, Zoning Code, and other planning documents and maps could be updated to be easier to use and understand. A General Plan update is currently underway, which will provide policy guidance for a Zoning Code update.

Additionally, the City's permit procedures should be clear and streamlined, and the City may have opportunities for improvement through updating sections of the Municipal Code and/or a future permit software system.

Standards in the Downtown could encourage the preservation of existing buildings (located at the sidewalk with parking behind or to the side), as well as business signage that has unique character. The City could consider special standards for signs in the Downtown area when the sign ordinance is updated in early 2020. Standards could be clear and achieve the desired built environment while providing necessary flexibility (e.g., minor modifications, nonconforming standards, etc.).

Figure 4.1.4 *An example of horizontal mixed-use*

Recommendation

Business Coordination and Cooperation

5

Business coordination and cooperation is often a significant factor in vibrant commercial districts. Forming a merchant association or business group has been discussed and could be considered. This would provide an opportunity for business coordination and help build a united business voice in Guadalupe. Coordination could occur on various issues, such as business representation at City Hall, promotions and events, maintenance in front of stores, and employee parking.

A successful merchants association or business group could give rise to the establishment of a more formal business association or business improvement district (BID), which can fund a variety of improvements and services.

CLOSER LOOK

What is a business improvement district?

A business improvement district or BID provides revenue for improvements and services that supplement or enhance County services, such as public perceived safety, landscaping maintenance, special events, public art, street furnishings, marketing, and advocacy on behalf of the business district.

Recommendation

6 Business Assistance

There are many programs available for business assistance, which could be promoted in the community. They include Small Business Development Center (SBDC) consulting and trainings for new and growing businesses and other programs. These programs could be promoted by the organizations, such as the SBDC, directly visiting businesses or business groups in Guadalupe or having a booth at special events. The City could coordinate with the SBDC to encourage and coordinate on the promotion of available resources.

A façade improvement program could also be considered. This type of program provides loans or grants to help fund improvements to storefronts, such as exterior light fixtures, signage, repainting, and new windows. For example, a façade improvement program could have matching grants ranging from $250 to $3,000 per building, but appropriate amounts in Guadalupe would be determined during program development. A BID, discussed under Business Coordination & Cooperation, could be a source of funding for a façade improvement program.

The Santa Maria Revolving Loan Program is a cooperative program of the City of Santa Maria and the Economic Development Commission administered by Coastal Business Finance (https://www.coastalbusinessfinance.com/images/rlp3.pdf). The program provides small business loans with a preference for business plans that create jobs, fix distressed properties, and stimulate private investment in Santa Maria. These loans vary according to business size, but rarely exceed $250,000. Eligible projects include business construction or acquisition, building renovation, purchase of machinery and equipment, and working capital. The City could coordinate with the Economic Development Commission to explore whether a similar program could provide Guadalupe businesses with better access to capital

Recommendation

Workforce Training

7

There are resources available for vocational training that could be promoted to Guadalupe residents. The County Regional Occupational Program (ROP)/Career Technical Education (CTE) provides career technical education, career development, and workforce preparation to high school students. Guadalupe residents attend high school in Santa Maria, and the ROP/CTE offers a range of courses in the Santa Maria Joint Union High School District, including communication technology, medical science/health careers, accounting and finance, horticulture, and others (http://rop.sbceo.org/north-county-courses.html#santamaria).

Allan Hancock College, with its main campus in Santa Maria, provides education for adults and students in various skills. Well-known for its English as a second language program, professional theatre program, nursing program, computer program, basic law enforcement and firefighter academies, and others, Allan Hancock College provides numerous opportunities for workforce education and training (https://www.hancockcollege.edu/).

The City could coordinate with the County ROP/CTE, high schools, and Allan Hancock College on the best methods for promoting their resources in Guadalupe (e.g., at special events, etc.). Also, opportunities for high school student internships or apprentice positions at Guadalupe businesses could be explored.

Lastly, Guadalupe Street businesses with a social media presence reported an increasing customer base, particularly from tourists along Highway 1. Training classes in social media marketing would be valuable to help promote local businesses to visitors. The City, or a merchants association or business group, if formed, could coordinate, provide, and promote social media education and training for local businesses.

Figure 4.1.5 *Regional Occupational Program (ROP) and Career Technical Education (CTE) are opportunities in Santa Maria County to learn skills and vocational training.*

Table 4.2.A Implementation Strategy Summary Matrix

Implementation Strategy	Lead Agency/ Organization: Funding	Lead Agency/ Organization: Maintenance	Timing[1]	Potential Partnerships[2]: California Department of Housing and Community Development	Caltrans	Caltrans Active Transportation Program	Strategic Growth Council	U.S. Department of Agriculture	California Natural Resources Agency	California Department of Parks and Recreation	Proposition 68-SB 5	Business Improvement District (BID)	Community Development Corporations (CDCs)	Private Development	Votlunteers (donors, nonprofits, etc.)
Specific Design Proposals															
Improvements in Downtown Core															
Pedestrian connection between Guadalupe and Olivera Streets	City	City, BID	Medium-Term		x	x	x					x		x	
Workforce housing on Olivera Street	CDC, private development, volunteers	CDC, private property owners, volunteers	Medium-Term	x			x	x					x	x	x
Mixed-use infill at corner of Guadalupe and Olivera Streets	Private development	Private property owners	Long-Term				x							x	
Complete Streets improvements to Guadalupe Street	City	City	Short-Term		x	x	x								
Complete Streets improvements to Olivera Street	City	City	Short-Term		x	x	x								
Additional beautification of Vietnam War Memorial park and parking lot	City, volunteers	City, volunteers	Short-Term						x						x
Infill of rear lots along Olivera Street	Private development	Private property owners	Medium-Term				x							x	
Complete Streets improvements to 11th Street	City	City	Short-Term		x	x	x								

Table 4.2.A Implementation Strategy Summary Matrix

Implementation Strategy	Lead Agency/ Organization: Funding	Lead Agency/ Organization: Maintenance	Timing[1]	Potential Partnerships[2]: California Department of Housing and Community Development	Caltrans	Caltrans Active Transportation Program	Strategic Growth Council	U.S. Department of Agriculture	California Natural Resources Agency	California Department of Parks and Recreation	Proposition 68-SB 5	Business Improvement District (BID)	Community Development Corporations (CDCs)	Private Development	Votlunteers (donors, nonprofits, etc.)
Specific Design Proposals (continued)															
Improvements near LeRoy Park															
Extension of Pioneer Street to 11th Street	City	City	Long-Term		x		x							x	
Pedestrian path between 9th and 11th Streets	City	City	Long-Term		x	x	x			x				x	
Workforce housing along Pioneer Street extension	CDC, private development, volunteers	CDC, private property owners, volunteers	Long-Term	x			x	x					x	x	x
Complete Streets improvements to 11th Street	City, private development	City	Short-Term		x	x	x							x	
Improvements along W. Main Street															
Intersection improvements at W. Main Street and Obispo and Flower Streets	City	City, Caltrans	Medium-Term		x		x							x	
Consideration of additional design guidelines to promote walkable mixed-use development	City	City	Short-Term												
Shared-use path along north side of W. Main Street	City	City	Short-Term		x	x	x							x	
Shared use path along Obispo Street	City	City	Short-Term		x	x	x							x	

Table 4.2.A Implementation Strategy Summary Matrix

Implementation Strategy	Lead Agency/ Organization: Funding	Lead Agency/ Organization: Maintenance	Timing[1]	Potential Partnerships[2]: California Department of Housing and Community Development	Caltrans	Caltrans Active Transportation Program	Strategic Growth Council	U.S. Department of Agriculture	California Natural Resources Agency	California Department of Parks and Recreation	Proposition 68-SB 5	Business Improvement District (BID)	Community Development Corporations (CDCs)	Private Development	Votlunteers (donors, nonprofits, etc.)
Specific Design Proposals (continued)															
Implementation Tools and Strategies															
Streets															
Remove mid-block bulb-outs	City	City, Caltrans	Short-Term		x	x	x								
Formalize on-street parking	City	City, Caltrans, BID	Short-Term		x		x								
Road diets	City	City, Caltrans	Short-Term		x	x	x								
Trees and shade	City	City, BID	Short-Term		x	x	x		x						x
Sidewalks and Crosswalks															
Lighting	City	City, BID	Short-Term		x	x	x								
Curb extensions at crosswalks	City	City, Caltrans	Short-Term		x	x	x								
Curb ramps	City, Caltrans	City	Short-Term		x	x	x								
Other Public Spaces and Placemaking Opportunities															
Crosswalks	City, Caltrans	City	Short-Term		x	x	x								
Railroad Crossings	City	City	Medium-Term		x		x								
Formalize pedestrian trail between 3rd Street park and Snowy Plover Lane	City	City	Long-Term		x	x	x			x					
Murals and other public art	City, CDC, private property owners, volunteers	City, CDC, private property owners, volunteers	Short-Term										x	x	x
Street furniture (benches, trash bins)	City	City, BID	Short-Term		x		x							x	x

Table 4.2.A Implementation Strategy Summary Matrix

Footnotes

[1]Timing estimates use the following time frames: Short-Term for time frames under five years; Medium-Term for time frames from five years to ten years; and Long-Term for time frames beyond ten years.

[2]Notes about potential partnerships:

California Department of Housing and Community Development includes CBDG, CalHome, and SB2 funding.

Caltrans funding may be limited for improvements other than maintaining exisitng state highway infrastructure.

Caltrans funding includes the Transportation Planning Grant.

The Active Transportation Program (ATP) is funded by the California Transportation Commission (CTC). The ATP consolidates existing federal and state transportation programs, including the Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA), and State Safe Routes to School (SRTS), into a single program with a focus to make California a national leader in active transportation.

Strategic Growth Council funding includes Affordable Housing and Sustainable Communities (AHSC).

U.S. Department of Agriculture funding includes Community Facilities Direct Loan and Grant Program and Multi-Family Housing Programs

California Natural Resources Agency funding includes the Environmental Enhancement and Mitigation Grant Program and Urban Greening Grant Program.

California Department of Parks and Recreation funding includes the Land and Water Conservation Fund.

Proposition 68 - SB 5 provides funding for local park creation, access, and improvement in park-poor neighborhoods.

There is no BID established along Guadalupe Street. BID formation would be required before BID funding would be available.

A CDC is a nonprofit neighborhood or community-based organization typically serving lower-income residents or undeserved neighborhoods.

Private Development could fund improvements through actual construction, in-kind participation, or contribution of impact fees.

Volunteers could be individuals, service organizations, or other non-profit groups.

Appendices

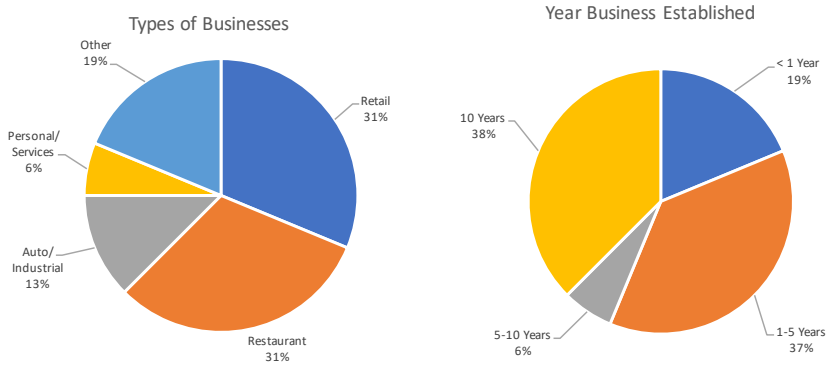
CHAPTER 5

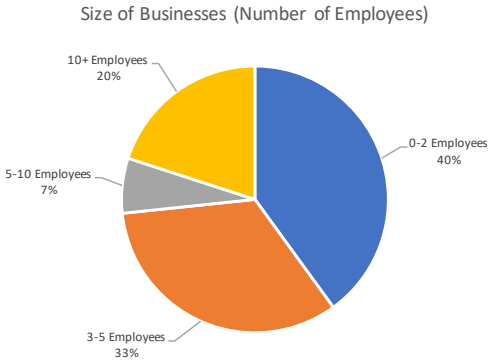
In this chapter

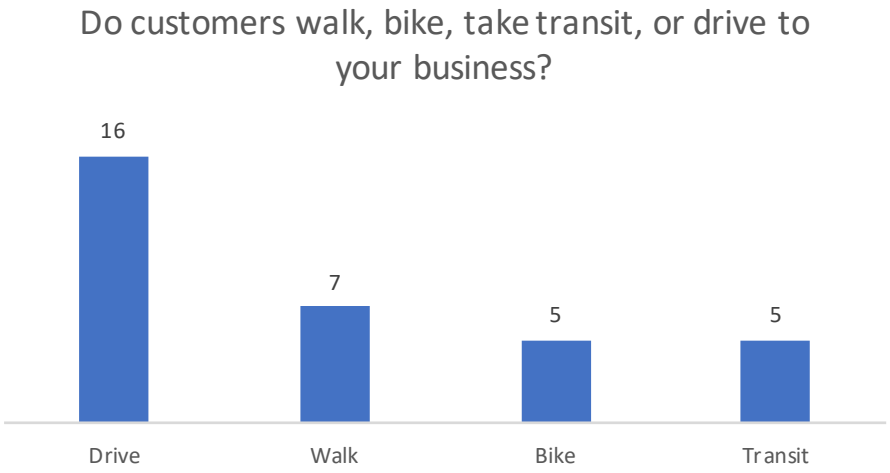
Appendix 5.1

5.1 Business Survey Questions + Results

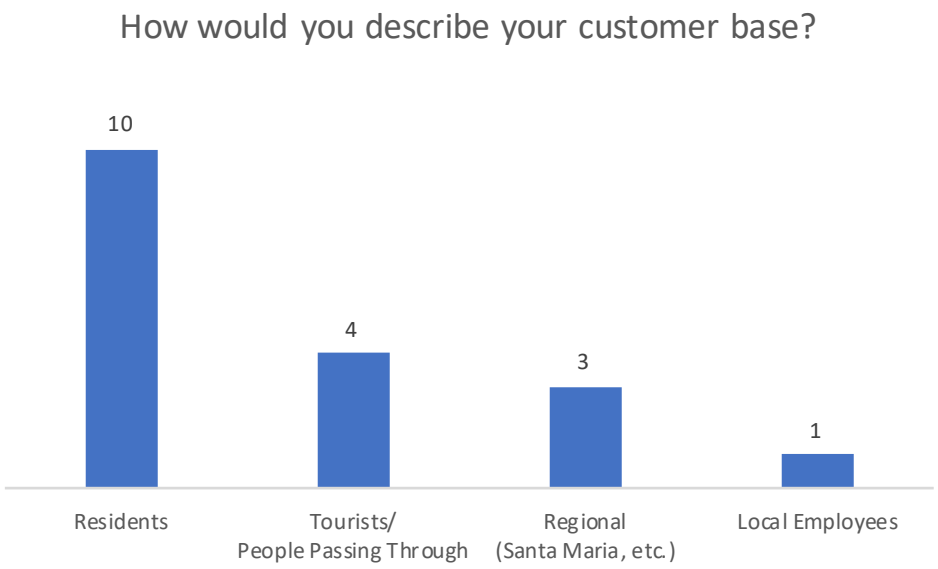
Source: Lise Wise Consulting

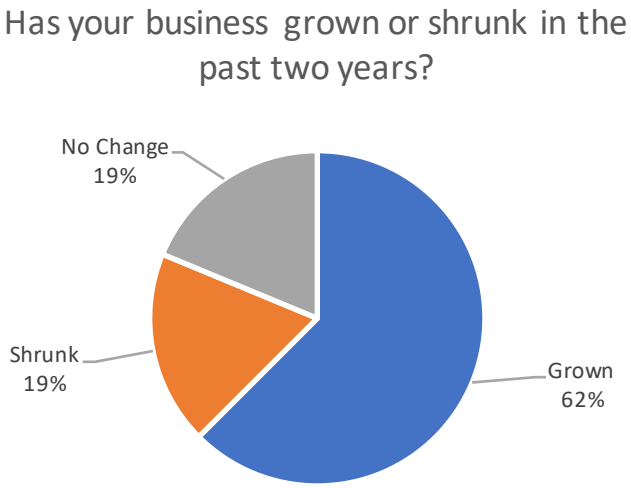

Types of Businesses
Other 19%
Retail 31%
Personal/ Services 6%
Auto/ Industrial 13%
Restaurant 31%
Year Business Established
< 1 Year 19%
10 Years 38%
5-10 Years 6%
1-5 Years 37%

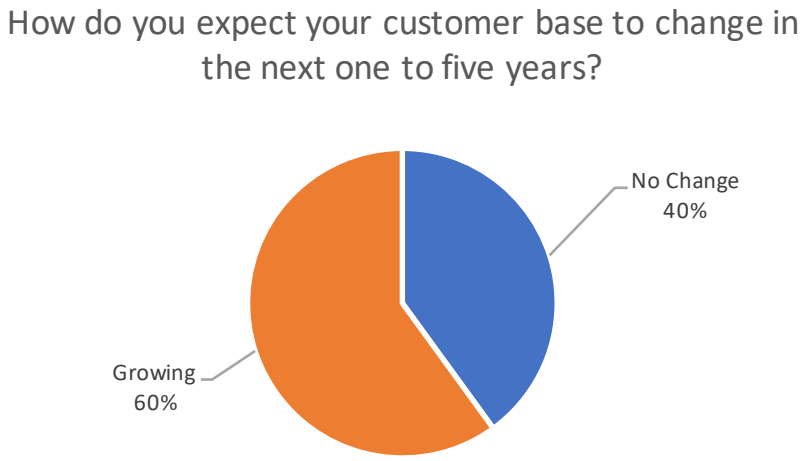

Size of Businesses (Number of Employees)
10+ Employees 20%
0-2 Employees 40%
5-10 Employees 7%
3-5 Employees 33%

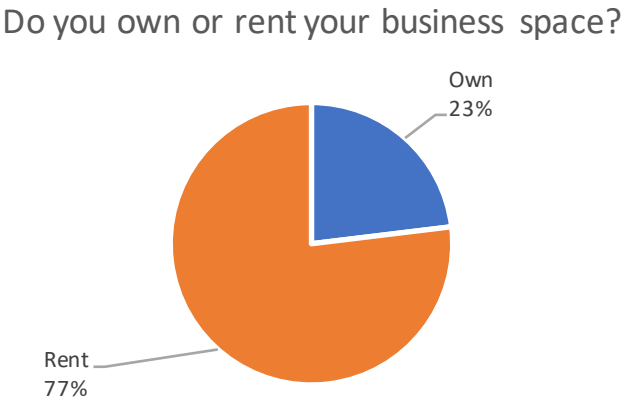

Do customers walk, bike, take transit, or drive to your business?
16
7
5
5
Drive
Walk
Bike
Transit

Business Survey Questions (Continued)

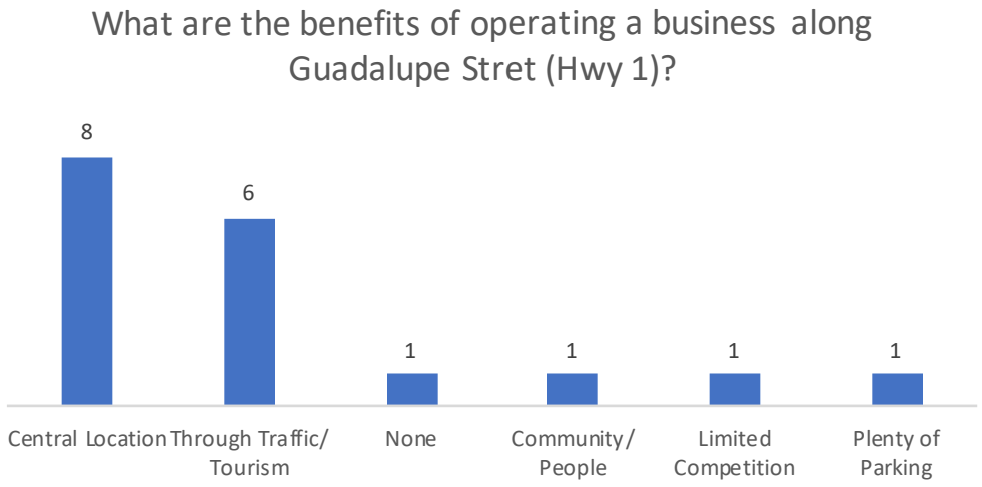


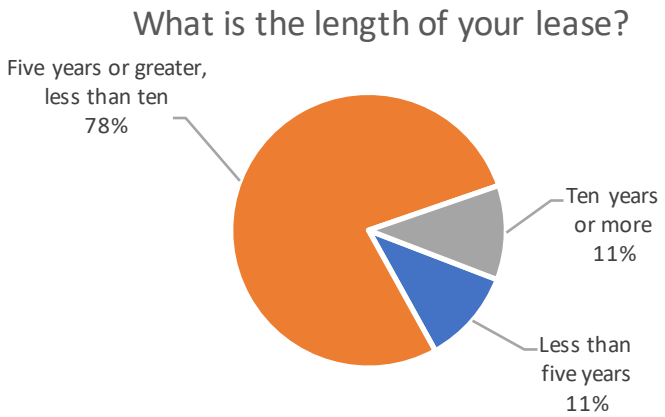


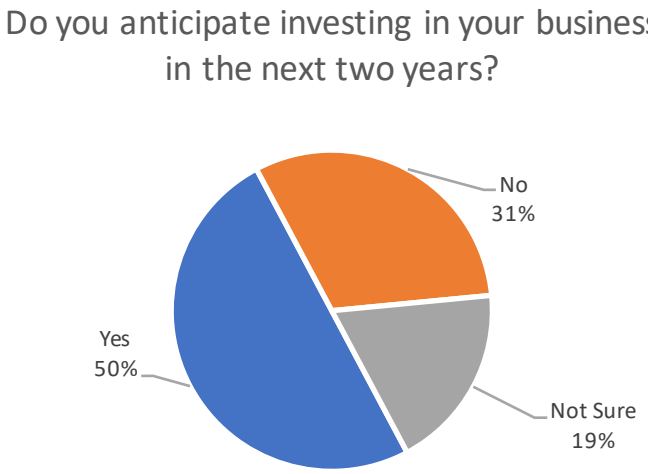

How do you expect your customer base to change in the next one to five years?
No Change
40%
Growing
60%

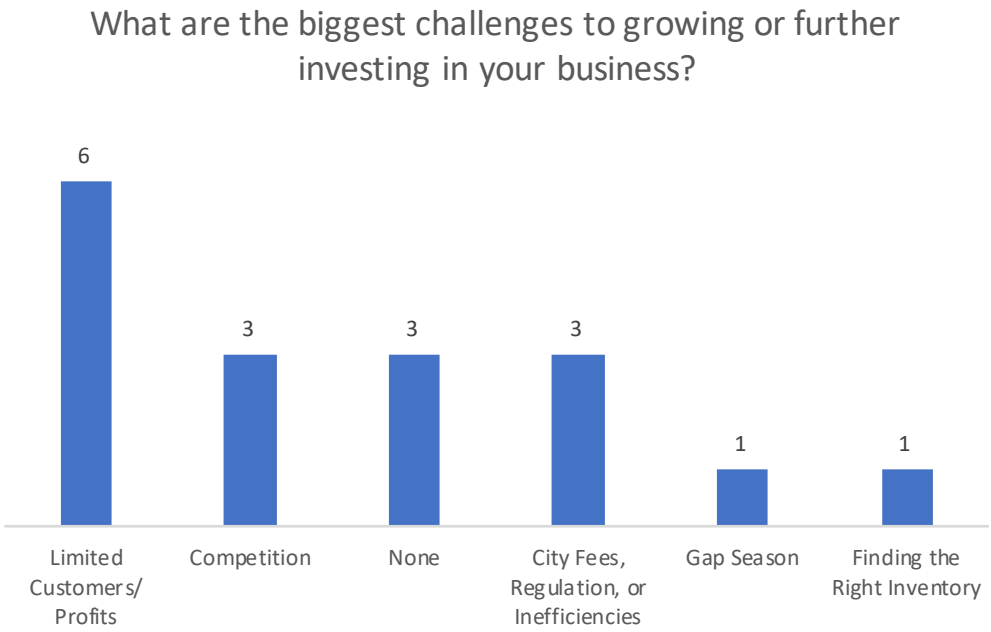

Do you own or rent your business space?
Own
23%
Rent
77%

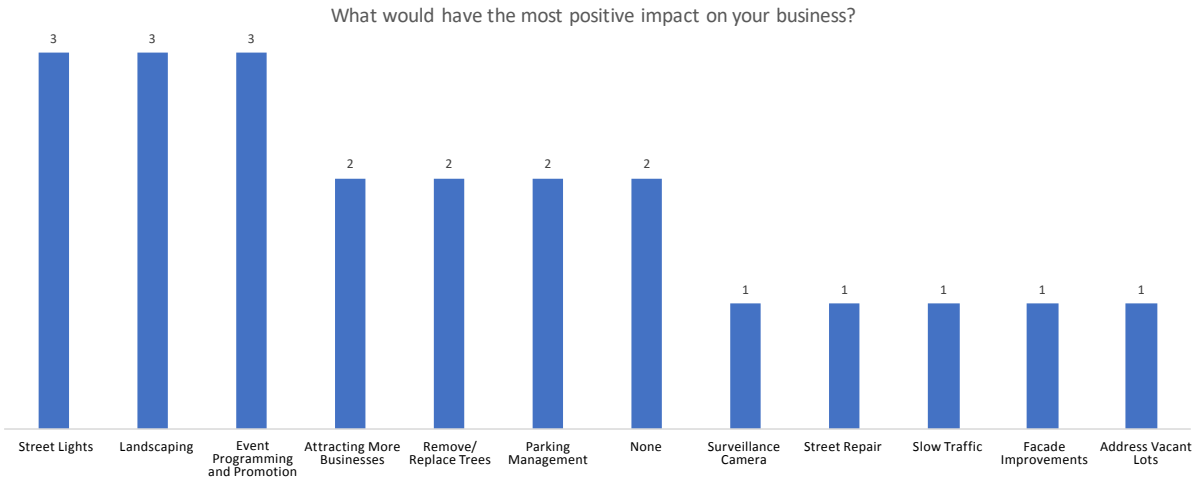
Business Survey Questions (Continued)






Do you anticipate investing in your business in the next two years?
No
31%
Yes
50%
Not Sure
19%


What are the biggest challenges to growing or further investing in your business?
6
3
3
3
1
1
Limited Customers/ Profits
Competition
None
City Fees, Regulation, or Inefficiencies
Gap Season
Finding the Right Inventory


What would have the most positive impact on your business?
3
3
3
2
2
2
2
1
1
1
1
1
Street Lights
Landscaping
Event Programming and Promotion
Attracting More Businesses
Remove/ Replace Trees
Parking Management
None
Surveillance Camera
Street Repair
Slow Traffic
Facade Improvements
Address Vacant Lots

Anything else?

1. The city/ABC restricts the sale of alcohol to before 10pm in most cases, which limits the area's ability to develop as an entertainment district and limits business opportunities.
2. The Dunes frequently close and are not reliable as a destination for tourists.
3. Trees block signs and create a mess on the sidewalk.
4. Would like to see a different demographic with more money move into town.
5. Façade improvement program would be a good idea.
6. There is no current business organization or group for Guadalupe or Downtown.
7. Never felt unsafe, crime is not an issue.
8. Difficult to cross the street, but not really a problem.
9. Rain has caused a drop-in business.
10. Would like to have the option to sell alcohol after 10pm.
11. Could use more landscaping, lighting, and decoration for Holidays.
12. Need more event programming for street, and maybe the ability to close the street.
13. Like the look of Guadalupe, but think it needs to be freshened up.
14. Would like to see a skate park built in town.
15. Vacant lots could use improvement (i.e. gardens, etc.).
16. Business licenses increased dramatically, but businesses do not see any improvements.
17. City should not charge fees for events and festivals.
18. Businesses would benefit from additional programming.
19. Planning efforts usually return to the same topics, but nothing is ever done.
20. The City does not promote local businesses or events.

Appendix 5.2

5.2 W. Main Street Intersection Design Background Information

Design Background

The DJ Farms Specific Plan requires intersection improvements along W. Main Street at Obispo Street and Flower Avenue to be constructed with the Pasadera development. The specific plan shows two travel lanes in each direction on W. Main Street between Guadalupe Street (Highway 1) and immediately east of Flower Avenue. These intersections are shown to include designated left- and right-turn lanes on W. Main Street and on the northbound approaches, however Caltrans staff has indicated that W. Main Street is not likely to be widened to four lanes as part of the Pasadera development. In addition, Caltrans has a policy to first consider roundabouts at intersections along state highways such as W. Main Street (State Route 166). Assessment is underway to determine the suitability and desirability of roundabouts at these intersections.

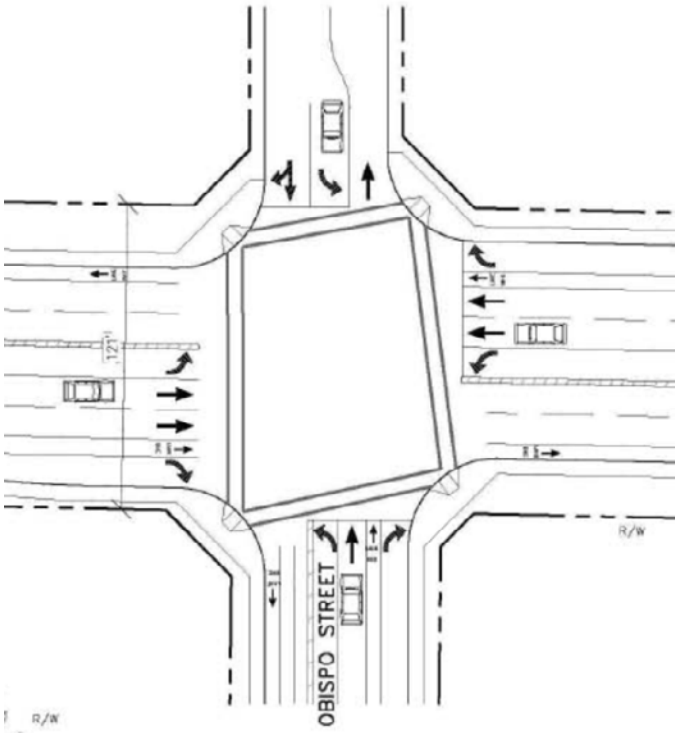


Figure 5.2.1 *Typical configuration shown in the DJ Farms Specific Plan for the intersections of W. Main Street with Obispo Street and Flower Avenue.*

Pasadera Development Traffic Impact Analysis

The preliminary draft Traffic Impact Analysis (TIA) for Pasadera — prepared by Rick Engineering and dated May 30, 2019 — estimates the trip generation for the future development and provides recommended lane configurations for both roundabout and signalized intersection options for W. Main Street at Obispo Street and Flower Avenue. The trip generation estimate for Pasadera is 19,002 vehicles per day; 1,205 vehicles during the morning peak hour, and 1,460 vehicles during the afternoon peak hour.

An evaluation of this trip generation estimate as part of the Guadalupe Mobility + Revitalization Plan (this plan) determined that these numbers appear to be extremely conservative (high). As a reference, this volume is slightly higher than the combined total traffic volume entering and leaving Guadalupe on all three state highway accesses to the City, including Guadalupe Street at the Santa Maria River, Guadalupe Street south of W. Main Street, and W. Main Street east of Simas Road. The trip generation for the Commercial Neighborhood land use type in Pasadera seems extremely high for this development. Prior to including reductions for overall internal capture and pass-by trips, the Commercial Neighborhood land use is estimated by the TIA to generate 14,929 trips for the 12.441 acres of proposed Commercial Neighborhood development.

For the Commercial Service, Commercial Neighborhood, and Park/Recreation land uses, the TIA used trip generation rates from the San Diego Association of Governments' (SANDAG) Brief Guide of Vehicular Traffic Generation Rates for the San Diego Region. The TIA provides a disclaimer about these rates, stating, "It should be noted that traffic impact analysis studies in the region

typically utilize Institute of Transportation Engineers (ITE) trip generation rates when applicable, but where land uses are more generalized, as with the commercial and park/recreation land use proposed for this project, SANDAG trip generation rates provide a more appropriate rate for calculating project trips." An earlier version of the report used the word "conservative" instead of "appropriate."

While considering conservative (high) trip generation rates in traffic impact analyses can help to ensure that improvements built as part of the development mitigate the traffic generated by the development, there are significant negative impacts from building intersections that are larger than necessary. For example, large intersections are more challenging for non-motorized users such as people walking and riding bikes. In addition, large signalized intersections have more lost time in the signal cycle, increasing delay for all users, due to the need for long vehicular and pedestrian clearance intervals.

In order to evaluate a potential less-conservative trip generation estimate, an approximate amount of leasable square footage was estimated for the 12.441 acres, and trip generation estimates were calculated for that square footage, resulting in a daily trip generation of 9,879 vehicles per day using ITE trip generation rates. This value is 66% of the value estimated using the SANDAG rates. After considering the pass by trips and internal trip capture, it is estimated that a less conservative trip generation for the entire development is 14,250 vehicles per day. This is approximately 75% of the 19,002 trips estimated in the TIA. Using 75% of the hourly trips provides a morning peak hour volume of 904 trips and an afternoon peak hour volume of 1,095 trips for the Pasadera development. These lower volumes have been used to analyze the designs shown in this report, to represent a less conservative but very reasonable trip generation for the Pasadera development. Given the unpredictable nature of estimating trip generation, it's quite possible that the trip generation for this development could be even lower.

Another consideration is that if the intersection of West Main Street and Obispo Street is constructed with fewer turn lanes and congestion starts to develop, motorists will choose to use the Flower Street intersection to make their turning movements. This is especially true for the left turn movement from westbound W. Main Street and the right turn movement to eastbound W. Main Street. Most of the motorists turning to and from Pasadera will be familiar with the area and will take advantage of the connected street system within Pasadera to avoid experiencing delay.

West Main Street Roundabout Layout Review

Bethel Engineering produced a layout for roundabouts at the intersections of W. Main Street with Obispo Street and Flower Avenue, based on the TIA from Rick Engineering. The roundabout at Flower Avenue is a simple single lane roundabout, and the roundabout at Obispo Street is a single lane roundabout with the following additions:

•Two westbound approach lanes on West Main Street. The lane assignment for each of these lanes is not clear, but given the westbound left turn volumes predicted by the TIA and the fact that there is only one westbound exit lane, it stands to reason that the right approach lane would be for right turns and through movements, and the left approach lane would be for left turns to Pasadera.

•An eastbound right turn bypass lane.

•A northbound right turn bypass lane.

Bethel Engineering's drawing also used the WB-67 vehicle for all turning movements at the roundabout. The use of this vehicle makes the entry widths, exit widths, and right turn bypass lane widths very large. Given the agricultural packing plants in the area, the WB-67 design vehicle does need to be used for the west, north, and east legs of the roundabout. But a vehicle this large probably isn't necessary for the south leg, into and out of Pasadera. In addition, providing right turn approach lanes to the roundabout itself instead of bypass lanes will provide enough capacity to handle the very conservative (high) volumes in the TIA.

Appendix 5.3

5.3 Public Design Workshop Flyer

Source: Local Government Commission

CITY OF GUADALUPE

Our Town, Our Future

Mobility and Revitalization Plan

Join your friends and neighbors to help:

- Improve safety and conditions for walking, bicycling, transit and driving.
- Beautify the downtown and promote business development.
- Connect Guadalupe to the beach and other locations.

A team of experts will translate your ideas into a plan for historic Guadalupe St. (Highway 1) and West Main St. (Highway 166), other routes within the city, and links to the beach and other destinations.

Coastal Conservancy

Local Government Commission
Leaders for Livable Communities

For more information
Juana M. Escobar, City of Guadalupe
juana@ci.guadalupe.ca.us
805.356.3891

Monday, April 22

Downtown Walk & Workshop

Walk with Design Experts

- **5:00-6:00 pm**

Workshop: Develop Your Solutions

- **6:00-8:30 pm**

Thursday, April 25

Presentation of Concepts

- **6:00-7:30 pm**

all events at **American Legion Hall**
1025 Guadalupe St. (Hwy 1)

All events in Spanish and English.
Bring the whole family!
Food and refreshments provided.

Hosted by the City of Guadalupe, in partnership with the Local Government Commission.
Funded by a Caltrans Sustainable Transportation Planning Grant.

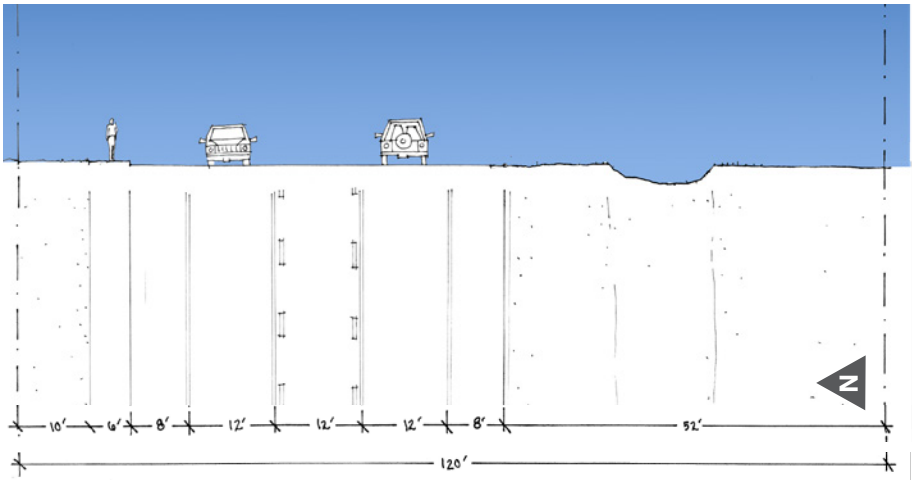
Appendix 5.4

5.4 Additional Street Cross Section Design Option

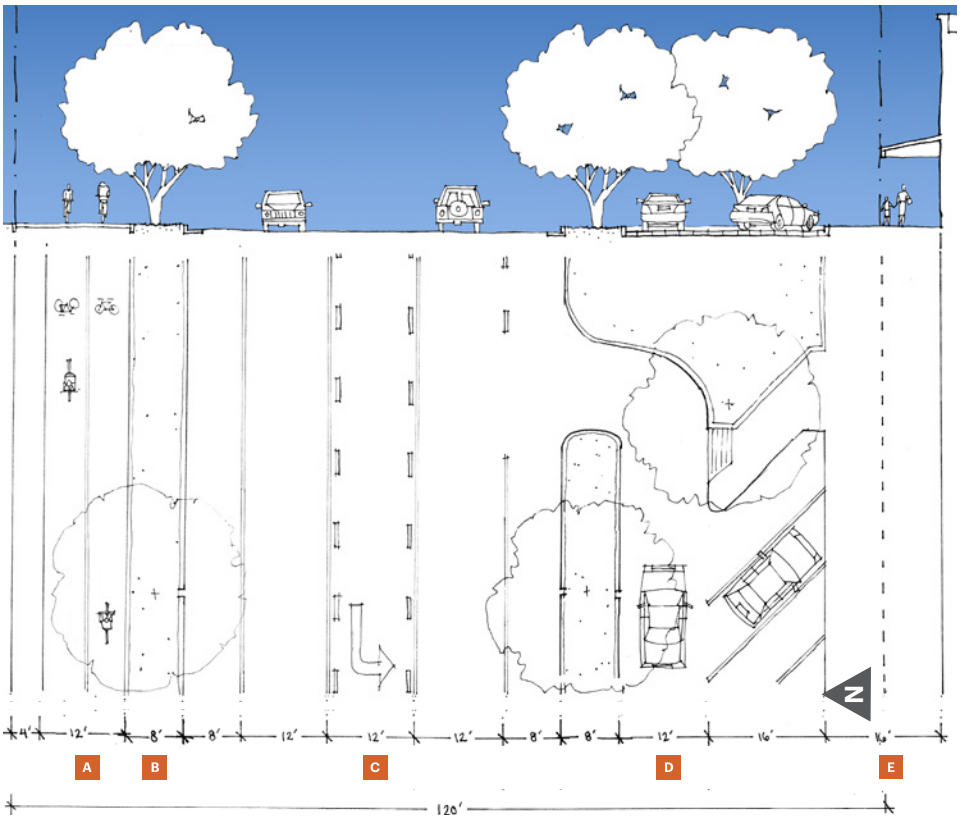
This street design option for W. Main Street was developed during the Community Design Workshop in addition to the option included in Chapter 3. Hurdles to implementation including proximity to existing railroad tracks would require more resources to implement this design option than the option included in Chapter 3.

W. Main Street (Pasadera)

Existing Condition (looking east)



Potential: Two-way cycle track + parking slip lane



Potential Improvements

- **A** Develop 2-way Class 1 shared-use path.
- **B** Plant trees and formalize median.
- **C** Restripe 12' travel lanes with 8' shoulder per highway design standards.
- **D** Develop slip lane with diagonal parking. Optional permeable paving and rain garden to support water drainage.
- **E** Design sidewalk with enough depth for retail frontages.

**Additional coordination with the railroad would be necessary to implement the parking slip lane.*

California Vehicle Code Section 22503 states Local authorities may by ordinance permit angle parking on any roadway. The ordinance must be approved by the Department of Transportation.

Appendix 5.5

5.5 Summary of Comments on the Presentation of Concepts

The following comments were received during the public workshop on 1/12/2020 or via email following the workshop.

Comment	Number of Commenters
General concern about roundabouts	I I I I I I I I I (9)
Reroute commercial trucks off of Guadalupe Street	I I (2)
Add a sidewalk/fencing/landscaping on east side of Guadalupe Street north of Amtrak	I I I (3)
Add a signal/improve navigation at 1 and 166	I I (2)
Improve lighting at Obispo at 166	I (1)
Improve walking along 11th	I (1)
Improve walking from Obispo to Pasadera	I I (2)
Do not give up parking along West Main	I (1)
Speed it too high on W. Main St. west of Highway 1	I I (2)
Address parking at Olivera and Highway 166 so it doesn't block lights	I (1)
Roundabout design affect pedestrian/children safety	I I I I I I I (7)
General interest in supporting industry	I (1)
Another exit from Pasadera	I I (2)
Cars need to slow down coming into Guadalupe on 166 W.	I I (2)
Don't limit potential future widening of 166 with a single lane roundabout	I (1)
Limited use of existing pedestrian bridge	I (1)
Improve pedestrian safety/add crosswalks on Guadalupe	I (1)