

## Alvarez, Stacey

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**From:** McCune, Kevin  
**Sent:** Monday, February 11, 2013 1:36 PM  
**To:** Breese, Lucille; Alvarez, Stacey  
**Subject:** Fwd: FW: Out of date General plan  
**Attachments:** Lompoc business.doc

For the 26th...

Kevin P. McCune  
Public Works Director  
City of Lompoc

----- Original Message -----

**Subject:** FW: Out of date General plan  
**From:** Justin Ruhge <[jaruhge@hotmail.com](mailto:jaruhge@hotmail.com)>  
**To:** "McCune, Kevin" <[K\\_MCCUNE@ci.lompoc.ca.us](mailto:K_MCCUNE@ci.lompoc.ca.us)>  
**CC:**

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**From:** [jaruhge@hotmail.com](mailto:jaruhge@hotmail.com)  
**To:** [j\\_linn@ci.lompoc.ca.us](mailto:j_linn@ci.lompoc.ca.us)  
**Subject:** Out of date General plan  
**Date:** Mon, 11 Feb 2013 21:08:53 +0000

About 7 years ago the City Council began reworking the General plan and hired a consultant to help do that. To date, the General Plan is still up in the air. Much has changed since 7 years ago so new thing should be considered. One of those is the western boundary of the City. In the "continuing plans" the boundary must be moved west to the Floradale boundary. The new boundary would be Floradale from the river to Ocean and then east on Ocean to Bailey and south on Bailey to the end of the road.

It would be the goal of the City to have Ocean on 246 extended 10 miles east to Buellton as a four lane parkway to connect with the four lane parkway at Mail road. The City Council would become "active" with SBCAG and Caltrans to achieve this goal in the next 5 years.

Annex the lot at the Y so that the 48 housing units planned there will be included in the city income. Expand the "sphere of influence" of the City to match that of the School and Hospital Districts.

Study the revitalization of "old town" to decide just what will work best in the new business paradigm of 2013. A possible format is suggested in the attachments. The Old buildings there could be used as "business incubators" to bring "young" people into old town. The Theater building, Record building and the Chamber building could all be used for these purposes.

In the future the State population is projected to grow to 45 million. Some of that will spill over to Lompoc, so Lompoc must get ready for the future with "big ideas."

Attached is the E-mail sent earlier to the Economic Development Committee. It has 7 figures so please read it over to use to "modernize the obsolete General Plan."  
Concerned Taxpayers, I.N.C.  
Justin M. Ruhge, Lompoc, CA 93436

To: Teresa Gallavan, Economic Development Manager 1-4-2013  
Subject: Observations about Lompoc Economic Development Committee  
proposed business improvement initiatives.

As a new business activist for Lompoc, I have reviewed the year's minutes of the Committee. For 18 years in Lompoc, I have observed the difficulty that Lompoc has in getting any new business. In the past, three similar committees (Chair of the last one) have looked at the same problems without any major solutions.

The question I have asked, is just why don't companies think of Lompoc as a place to put their new facilities? The town has space and it seems to desire to accept new business. But no one comes. Oh yes, some wineries came but they are warehouses to store wine but have very few jobs but do contribute to property taxes.

Historically, Lompoc's biggest business is housing. At present there are 5 housing projects that have been approved, but due to the recession, have not been built.

The second biggest business are the 12,000 commuters who go to jobs out to 90 miles away and bring back funds to pay for the sales tax and the property taxes needed to keep the city government going. There is also a small commuter group who come to Lompoc every day to jobs at the base or prison. Many City employees do not live in Lompoc so they too commute.

In the past the elected representatives and the members of past Committees have not addressed the commuter issues in their development plans.

The number one attraction to live in Lompoc is LOW COST – here you get more bang for the buck than anywhere in the South County. As long as this continues to be an advantage, Lompoc still may attract other businesses.

One of the big disadvantages however, is that the commuters tend to shop where they work if there are better or same price products available than in Lompoc.

The members of the Committee and many people in Lompoc tend to see themselves as on an island separated from the rest of the county. To them the sphere of influence and interest stops at the City limits.

In reality, Lompoc is a node in a matrix of business centers in the tri-counties and even more so with the continued commuter outflow everyday, so Lompoc must see itself as an integral part of the whole business community in the tri-counties.

Its business plans must be an integral part of the overall matrix. What can Lompoc provide that is novel, less expensive and more convenient than the other areas of business? No, Imax is not it! That requires a lot of tourists and a dedicated large modern theater, such as they have at Hearst Castle. Lompoc does have a lot of pass-through drivers traveling on Highway 1. Just what could they do or see in Lompoc on a day trip? Are we covered in the AAA tour book?

A New City Center could draw more attention to the old town area with new facilities for shopping, shows, performances and conventions.

Another obvious geographic issue is that Lompoc is 17 miles from the 101 freeway, a great disadvantage. At the same time the Highways One and 246 connections to the 101 are both 1930s farm roads that have seen little improvement in 40 years. None of our elected representatives have done anything in 40 years to improve these important connections to the business centers in the South Counties. So the geographic disadvantage is emphasized for this reason. Just why would any new business want to invest in a town that has such outdated roads? The perception is that this is a backward area that does not care much about its image. The roundabout at the entrance to town is another big disadvantage.

An improved perception of the business image for Lompoc can come from annexing the business areas around Lompoc, i.e. golf course, Mission, parks, mines, oil field, wind farm, etc.

While the Strategic Plan outlines various actions, it really needs to have some "meat put on the bone" to make a systemic change to the business picture in Lompoc instead of vague suggestions for future actions.

Over the past 18 years, I have proposed three improvements that might help make the town look more appealing to the out of town new business people:

1. Complete widening 246 from Domingos Rd. to Ocean and build a parallel span of bridge on Ocean over the river. Widen Purisima Rd. to four lanes and have an interchange at the junction of Purisima and 246.
2. Redevelop the square block of Lompoc at H, Ocean, G, and Walnut. Add a performing arts center, retail and business spaces, and a convention center and parking structure.
3. Annex areas around Lompoc that could add to its tax base, and make it easier to do business than in the county.

The attached figures illustrate the problems and the suggested solutions. The inertia that exists in Lompoc against change (the "no growthers" will stop everything), and the lack of funding will probably not allow the proposed developments, but this is what really needs to be done to make things happen in Lompoc.

Based on past experience, Lompoc business will continue to muddle through and may survive by:

1. Keeping the real estate market "reasonable"
2. Streamline development regulations and reduce fees to encourage anyone who wants to do business in Lompoc
3. Trying to integrate business with tri-county business
4. Building on existing capabilities.

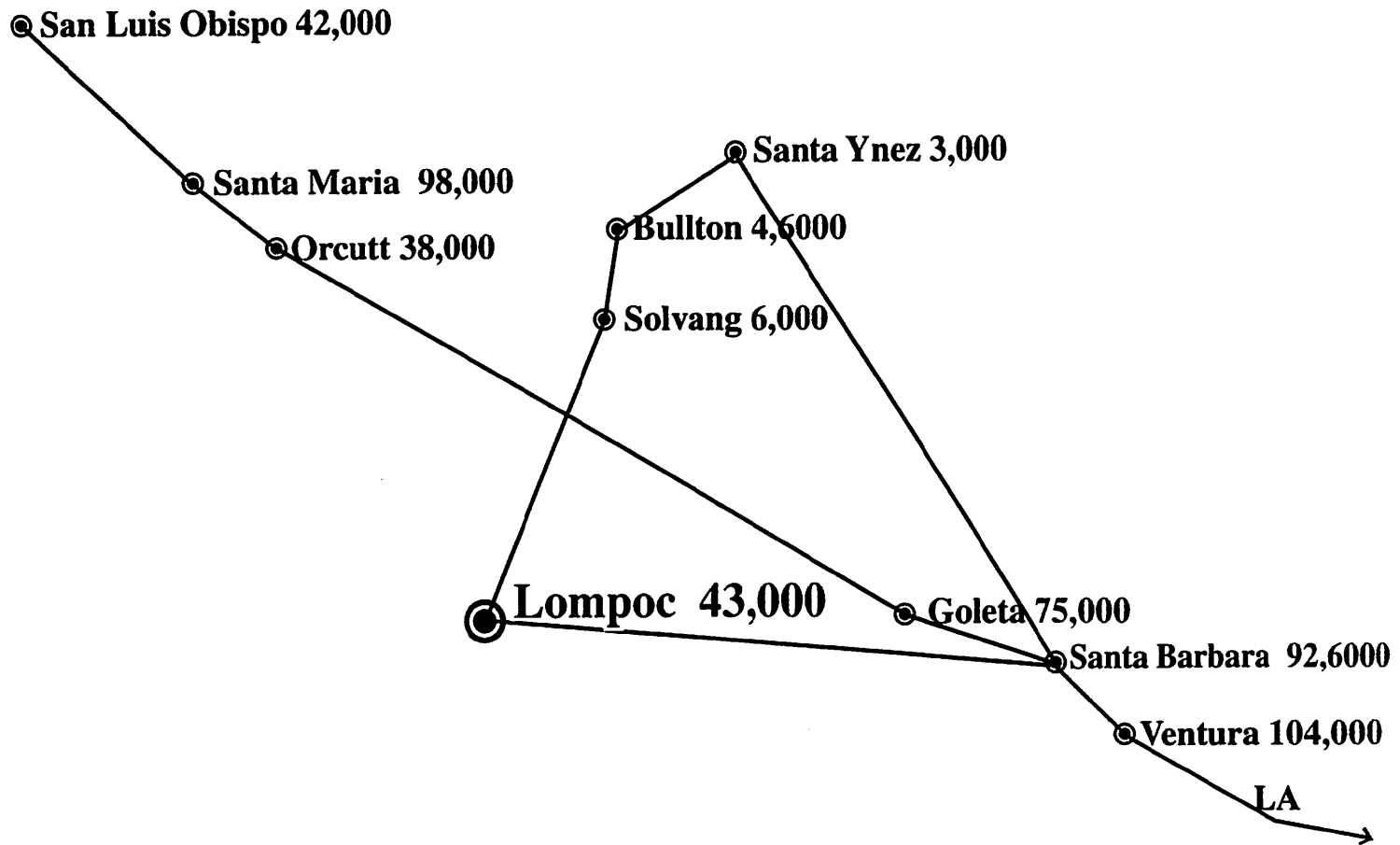
Concerned Taxpayers, I.N.C.  
Justin M. Ruhge, Lompoc CA.

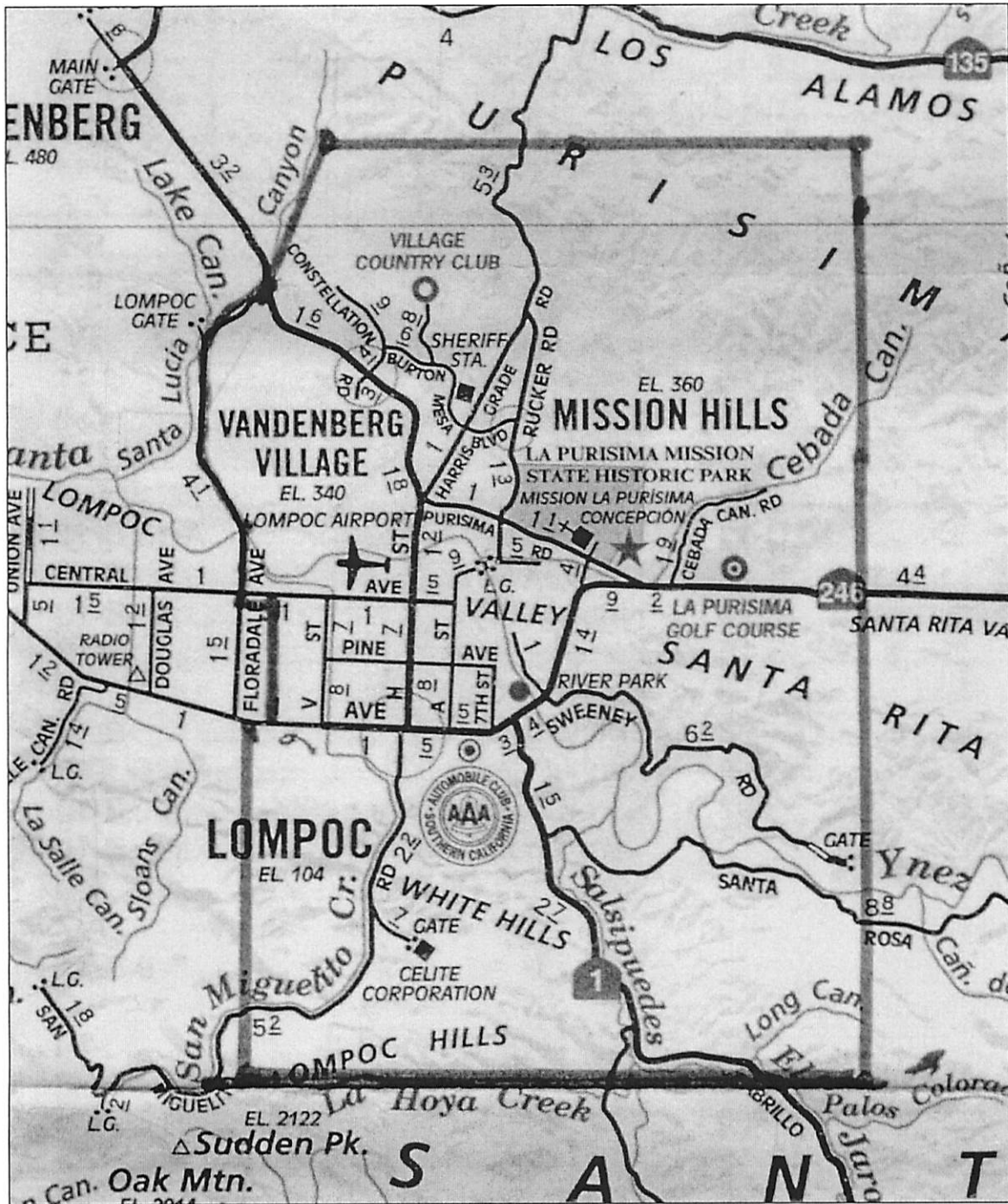


From Space Lompoc Does Look Like an Island Surrounded by Wilderness, But it is Connected to the Tri-County Economy and Not a Business Island.

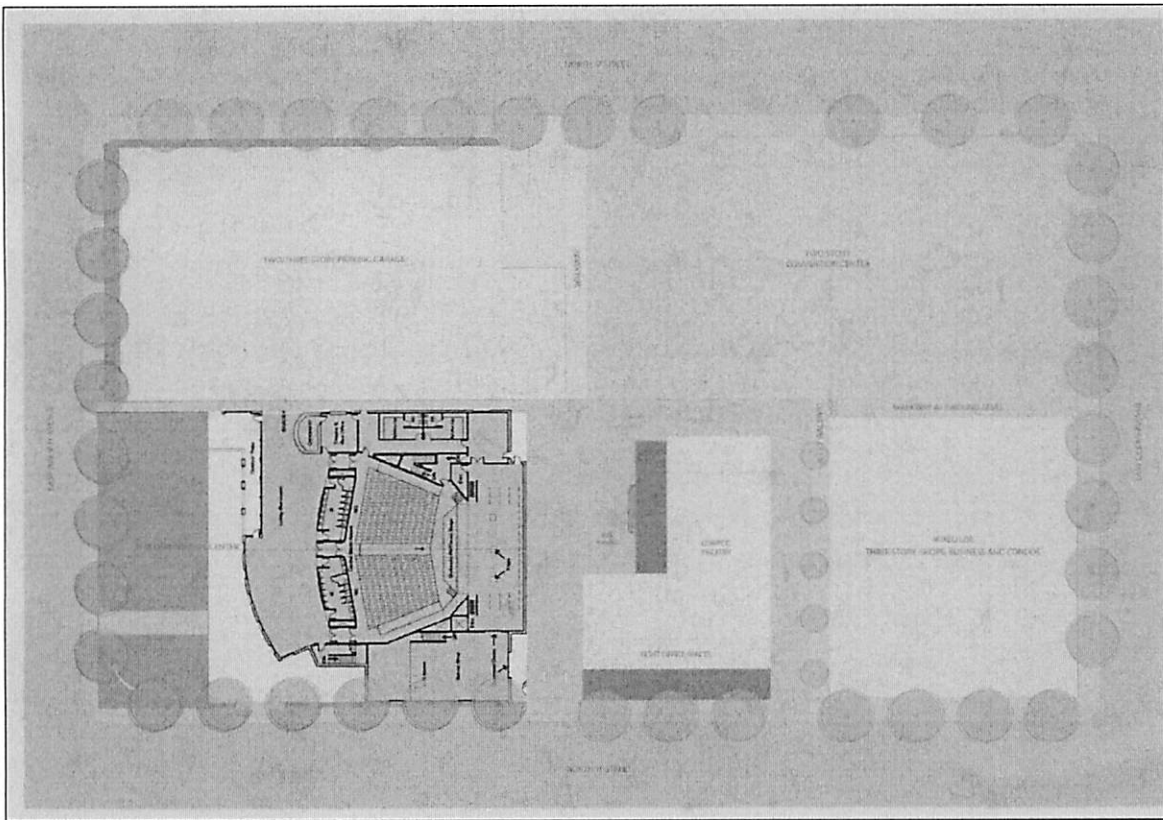
## Lompoc is a node in the Tri-County network of business

Lompoc is a Node in the Tri-County Business Matrix.

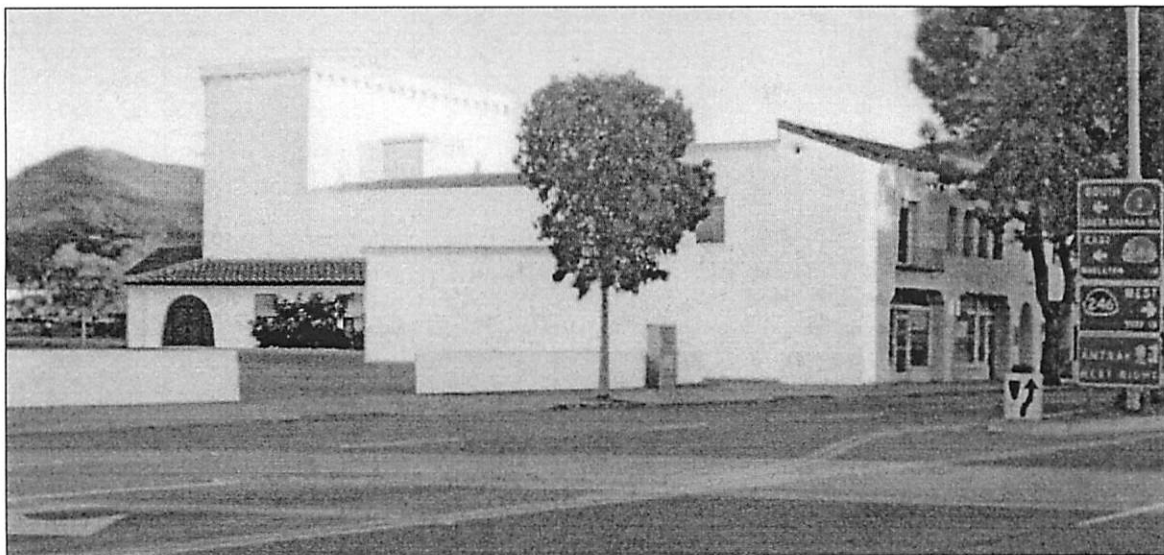
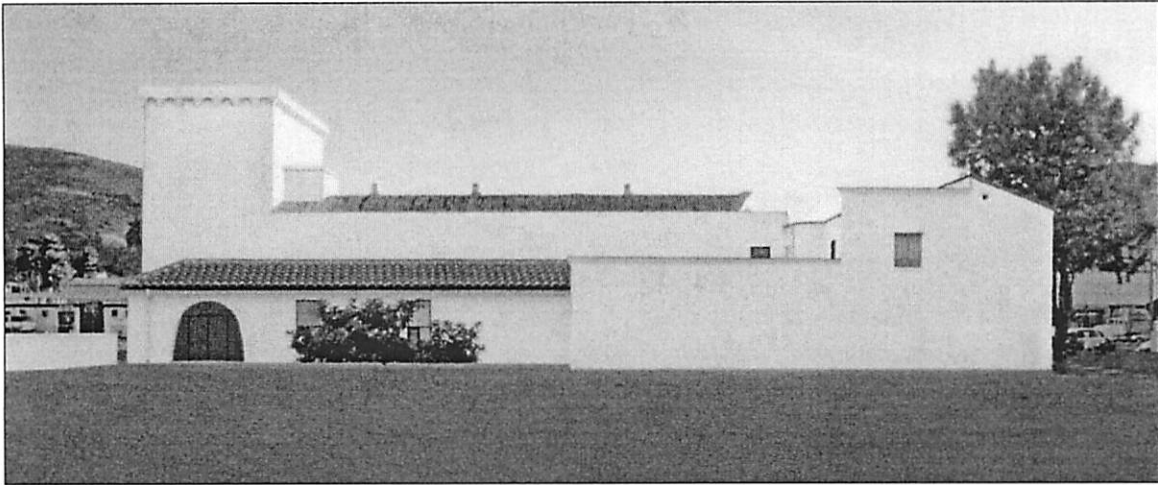




Proposed Area of Annexation to Increase Lompoc Business Perception.

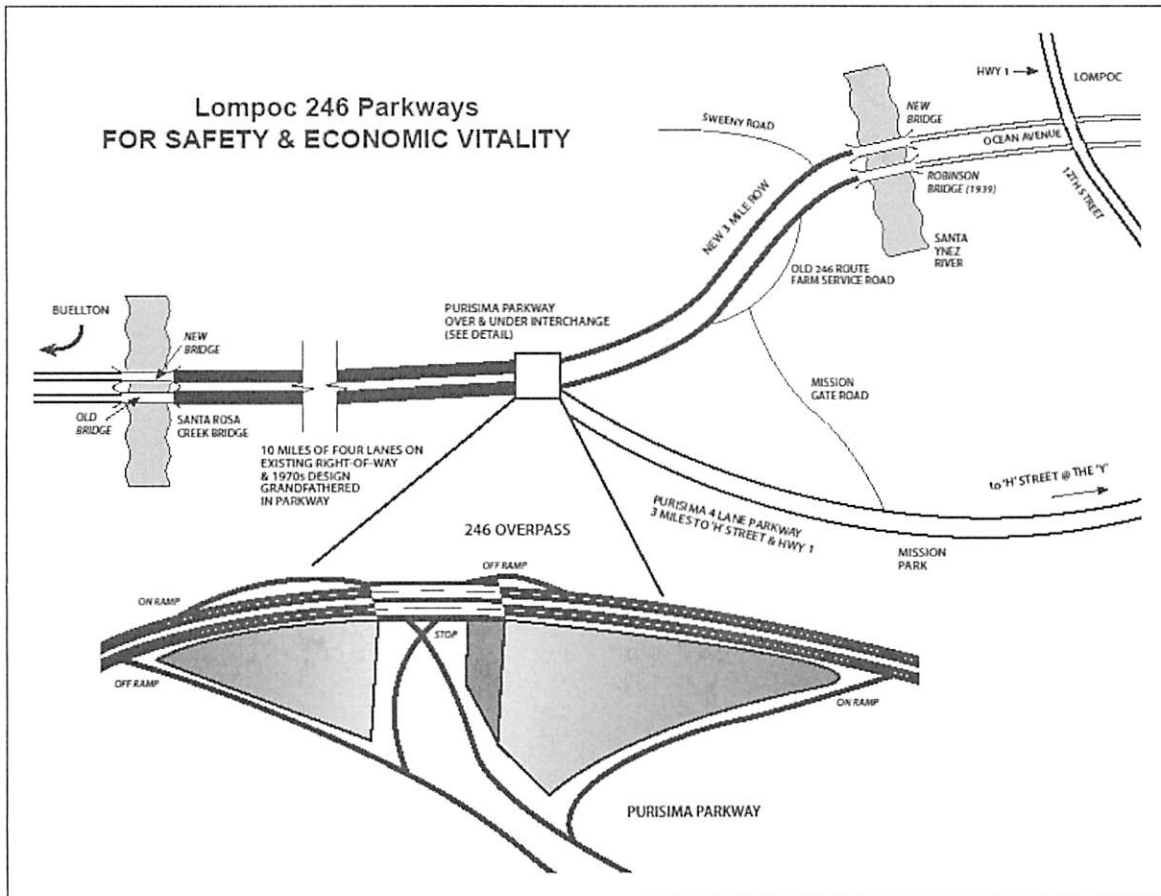


Proposed Old Town Block Layout of New Facilities.  
Proposed are a Convention Center, Parking Structure, Modern Performing Arts  
Center; Restored Boutique Theater with Offices;  
Three Story Complex with Retail, Office and Residents Condos.  
Rendering by Ed Brooks  
Proposed by Justin Ruhge



Two Views of the Proposed Restored Boutique Theater with Office Spaces.  
With the Addition of the New Dressing and Storage Facility.  
The Building Is Shown with New Paint After a Power Wash and a New Roof.  
In Lieu of a Permanent Addition, a Portable Building Can be Used as was Done  
with the Old Land Office; or No Addition Made and the Original Facilities in the  
Theater Used Instead, after Cleaning and Refurbishments.

Renderings by Ed Brooks.  
Proposed by Justin M. Ruhge.



### Proposal for 246 Parkways

1. Extend the 4 lanes of the existing 246 parkway from Domingos Road to Ocean in Lompoc, 13 miles, using the existing grandfathered-in design and right- of- ways.
2. Much of the work on surveying and EIR conducted by Caltrans for the proposed passing lanes can be applied to this work.
3. Add a parallel two land bridge across Santa Rosa Creek.
4. At Purisima Road, construct an over and under interchange instead of a roundabout, so that traffic will not have to stop and can proceed safely at normal speeds.
5. Convert the obsolete and poorly maintained Purisima Road to a four-lane parkway to connect the 246 parkway with the parkway at H St. and Highway 1 at the Y.
6. Note that the Central Ave. bridge over the Santa Ynez River has been eliminated from the Lompoc General Plan.
7. At Purisima Road the three mile 246 right- of- way to Lompoc will be realigned onto higher ground and east of the orchards and homes on the existing right of way. The present roadway will become a service road for the local residents there. This 3-mile stretch will be the same four-lane parkway design as the other sections of 246.

8. A new parallel bridge will be placed next to the 1939 Robinson Bridge across the Santa Ynez River at the entrance to Lompoc. Federal bridge funds are available if only Lompoc will request them. Bridges have been built and are being built in the county using such funds.
9. This parkway design will vastly improve the safety of the road to 101 for our commuters and its Modern design will contribute to the economic viability of Lompoc.
10. This proposed plan solves most of the problems that Lompoc has had over the years in developing a road improvement plan. It will result in improved safety and improved capacity for our all-important Lompoc commuters, and future business prospects.