

D. COMMERCIAL/MIXED LAND USES

Eastern Goleta Valley currently provides commercial uses located primarily within small to mid-sized centers based around a supermarket/drug store combination and supportive of a variety of ancillary stores and services. The primary existing retail destinations include the Turnpike Center located on the northwest corner of Hollister Avenue and Turnpike Road, and the Magnolia Center on Hollister Avenue just west of Walnut Lane. Other small neighborhood and highway-serving commercial nodes are distributed along Hollister and Calle Real.

Uniquely, the Hollister Avenue – State Street corridor, from San Antonio Road to the City of Santa Barbara limit, combines a diverse mix of uses ranging from storage facilities and auto mechanics, to restaurants, offices, and retail storefronts, to apartments and mobile homes, and recreation facilities. Though the corridor supports a mix of uses, it is also hindered by incongruous urban design and insufficient facilities for pedestrians, cyclists, public transit riders and vehicle parking.

Regionally, the cities of Goleta and Santa Barbara provide the majority of commercial services and employment opportunities. The Camino Real Marketplace, the Fairview/Calle Real Centers and Old Town in Goleta, and the Five Points Center and La Cumbre Mall in Santa Barbara are daily retail destinations. The appeal of these destinations means Eastern Goleta Valley residents often travel regional distances to find the retail and entertainment commercial services desired, as well as employment opportunities. This regional land use pattern not only reduces the economic vitality of commercial services in Eastern Goleta Valley, but also increases vehicle miles traveled (VMTs) and average daily trips (ADTs) generated by residents to reach regional destinations.

Given this existing arrangement of commercial land uses, of the following issues arise and are addressed by this Plan:

1. Many commercial properties are underutilized and/or under-serving of the commercial demands of the community.
2. Many existing commercial properties are reaching ages and stages where redevelopment or redesign is likely within this Plan's timeframe.
3. Commercial uses are not well-connected to one another or to residential neighborhoods by pedestrian, bicycle and public transit facilities.
4. Land use planning strategies for local economic stability and sustainability have become a priority for Eastern Goleta Valley.

The community desires human-scale, attractive, and pedestrian-friendly commercial destinations that meet the service and goods demands of local residents. For those commercial areas that do

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not provide this level of commercial service, the objective is to transform the character and increase the appeal to better serve the needs of the local community. This community plan contains programs and policies for redevelopment and revitalization of the Hollister Avenue – State Street commercial corridor as an important mixed-use corridor for the community to meet goals for commercial and residential land use. This Plan also allows for the continued expansion of the community's commercial base on vacant or underutilized commercial parcels and the long-term transformation of the existing commercial areas to increasingly serve local demands. Strategies include zoning for mixed-use development within existing commercial nodes. These and other issues are addressed in the objectives, policies and programs outlined below.

Land Use and Development Policies and Implementation Strategies

The following goals, objectives, policies, standards, and programs shall apply to all properties with commercial land use designations within the Eastern Goleta Valley.

OBJECTIVE LUC-EGV-1: Provide local mixed-use commercial services, employment and business opportunities with compatible residential uses.

Policy LUC-EGV-1.1: Mixed-use development on land designated for commercial use shall be encouraged.

Policy LUC EGV-1.2: When adding residential units to a commercial property, it shall be demonstrated that materials present in the business would not create a hazard or nuisance to occupants of the residences.

DevStd LUC EGV-1A: *Mixed-use neighborhoods, properties, and/or structures shall be designed and constructed for maximum compatibility and complementary transitions between uses.*

Action LUC-EGV-1A: Develop and apply Mixed-Use/Multifamily Residential Design Guidelines to development to ensure mixed-use and multifamily residential neighborhoods, properties, and/or structures are attractive to occupants, complement the aesthetics and character of the built environment, and are designed to be energy and resource efficient.

OBJECTIVE GV-LUC-EGV-2: Promote and maintain a vibrant and diverse economy and support local businesses.

Policy LUC-EGV-2.1: Commercial designations shall provide flexible spaces to accommodate local businesses, live-work accommodations, small-scale fabrication and compatible industry, and local commercial destination clusters within walking and biking distance to residential neighborhoods.

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- Policy LUC-EGV-2.2:** The County shall provide for and encourage a range of uses in commercial areas to facilitate the development of businesses which are innovative and provide for a sustainable economy.
- Policy LUC-EGV-2.3:** Commercial and economic development shall operate at a scale complementary to the residential neighborhood characteristics of Eastern Goleta Valley.
- DevStd LUC-EGV-2A:* *Commercial development shall provide secure bicycle parking in a sufficient amount to serve both patrons and employees.*
- DevStd LUC-EGV-2B:* *Commercial development shall be designed to be human-scale, visually pleasing, and create pleasant outdoor conditions where feasible to encourage walking to and within the development.*
- Policy LUC-EGV-2.4:** Commercial and economic vitality along the Hollister Avenue – State Street commercial corridor shall be maintained and encouraged.
- Policy LUC-EGV-2.5:** Any proposal to redevelop the Turnpike Center should strive to create a mixed-use commercial node that serves the needs of the community for centrally-located goods/services and a community meeting place, prioritizing an open-air plaza design and layout, pedestrian and bicycle-friendly access, outdoor social spaces, ample tree canopy, and appropriate and well-designed circulation and parking supply.

Action LUC-EGV-2A: *Develop and implement programs to ensure economic vitality along the Hollister Avenue – State Street commercial corridor as feasible, such as the establishment of a parking district, business improvement district, or redevelopment agency.*

Action LUC-EGV-2B: *Apply General Commercial designations and zoning districts to all Highway Commercial properties to allow for community-oriented commercial development and services.*

- Policy LUC-EGV-2.6:** Commercial uses shall be encouraged within employment centers appropriately to provide basic food and shopping amenities to employees in close proximity to their workplace.
- Policy LUC-EGV-2.7:** Local amenities and services should be developed to conveniently serve any commercial and/or institutional facilities developed at corner of Foothill Road and State Route 154.