

F. VISUAL RESOURCES

Public Vistas and Scenic Local Routes

The south coast of Santa Barbara County is beautiful, from ridgeline to shore. This inherent beauty results from the undisturbed natural environment on the periphery of the Urban Area in the foothills and along the coastline, as well as from the built environment where development has been designed to be architecturally pleasing and enhancing of public views, open space protection, landscaping, and overall quality of construction. This beauty is recognized and protected by many County planning documents, including the County's Scenic Highways Element, which indicates the entire length of US Hwy 101, throughout Goleta Valley, is eligible for scenic highway status, and the County's existing Land Use Element and Coastal Land Use Plan, which contain policies and goals protecting these visual resources. Additionally, State Route 154 is a State-designated Scenic Highway from US Hwy 101 near Los Olivos via San Marcos Pass to US Hwy 101 in Santa Barbara. Collectively, visual resources are valued and protected in Eastern Goleta Valley.

A concept discussed in the Open Space Element, termed "urban perimeters," is relevant to the rural foothills and the coastal areas of Eastern Goleta Valley. Urban perimeters are peripheral open space that gives a sense of place and scale within the Urban Area. Where the open edges can be seen from the built environment of the community, the psychological advantages are enhanced. Even where they cannot be seen from homes or work places, peripheral open spaces can give a sense of openness and offer visual resources close to home or work.

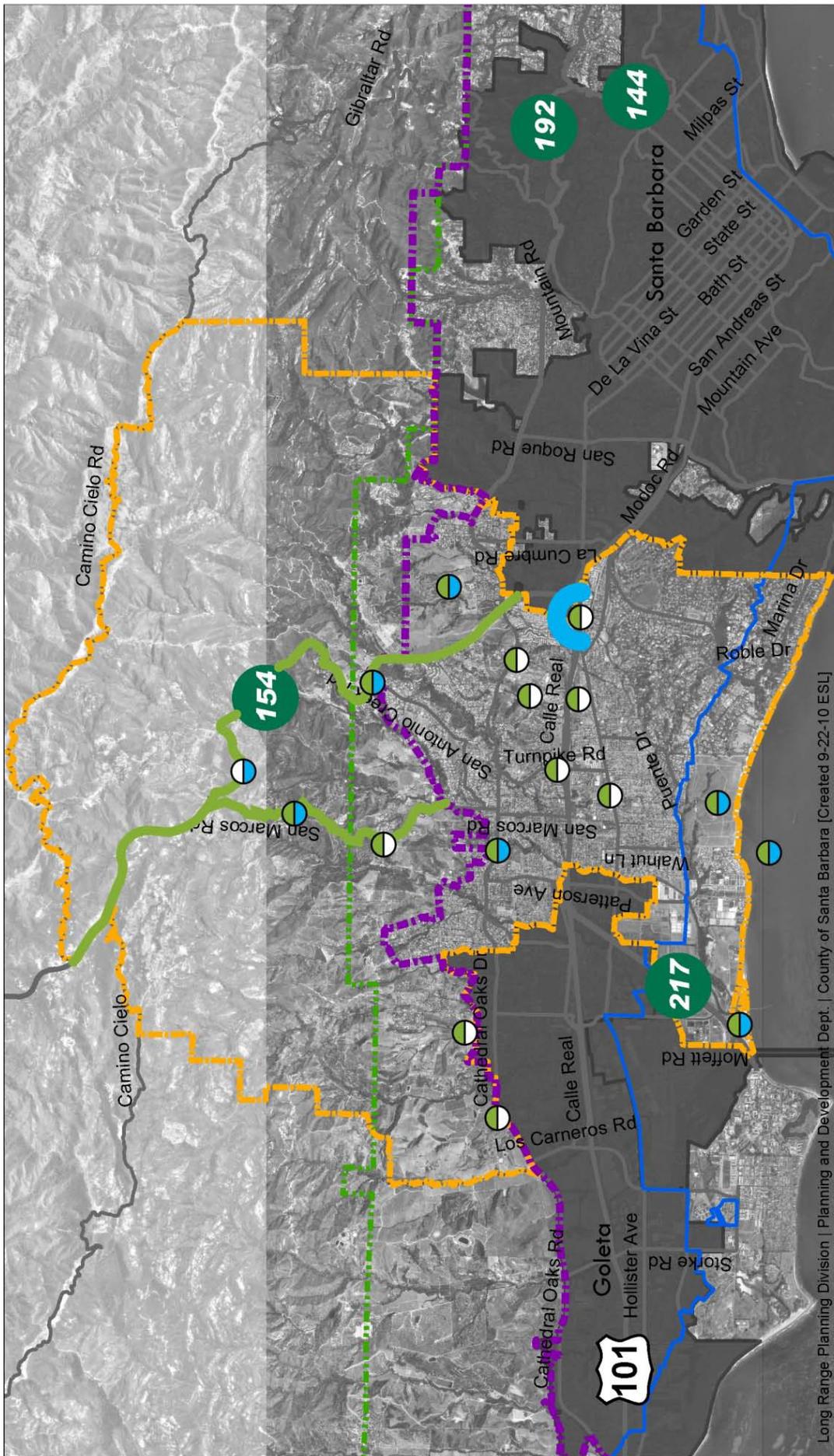
The natural scenic beauty of the South Coast affords the community a range of valuable benefits: environmental protection, economic appeal, community character, and enhanced quality of life. The ocean, mountains, and open spaces provide beautiful views from public vistas and scenic local routes as well as a sense of place and comfort. Often these visual resources stem from other valuable watershed resources, such as riparian corridors, environmentally sensitive habitat areas, and coastal resources. Collectively, these visible features help define the character of the community, a natural backdrop to the built environment within the limited Urban Area. Of particular interest is the preservation of undeveloped land in the foothills, which presents the largest continuous band of open space and coincident visual resources. These rural lands provide a significant visual backdrop to the urban areas and the justification for designing the built environment to frame and enhance these views, particularly from public gathering spaces in the Urban Area. Preserving the scenery from public vistas, scenic local routes, and gateways of the community is an important component of economic vitality, livability, and community well-being.

EASTERN GOLETA VALLEY COMMUNITY PLAN

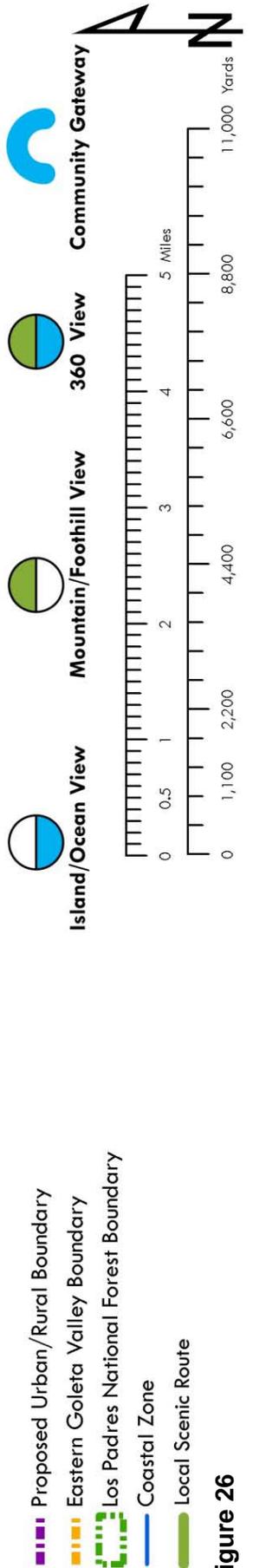
Table 4: General Locations of Public Scenic Resources

TYPE OF VIEW	Location
MOUNTAIN VIEWS	In the vicinity of State Street at State Route 154 Hollister Avenue from the western terminus of Auhay Drive to South San Marcos Road Cathedral Oaks Road at State Route 154 Cathedral Oaks Road from La Patera Lane to Los Carneros Road North Fairview Avenue to its terminus Northern portion of North San Marcos Road (from the Urban Boundary) to its intersection with State Route 154
ISLAND/OCEAN AND COASTAL VIEWS	State Route 154 from Painted Cave Road to intersection with State Street Goleta Beach Coastline, Beach, and Bluffs
360 VIEWS	Goleta Beach Northerly portion of San Antonio Creek Road to its intersection with State Route 154 More Mesa San Marcos Preserve and Open Space Northerly portion of North San Marcos Road to its intersection with State Route 154
GATEWAY	State Street at State Route 154
LOCAL SCENIC ROUTES	North San Marcos Road from Cathedral Oaks Road to State Route 154 State Route 154 from Camino Cielo Road (ridgeline) to State Street Turnpike Road from Hollister Avenue to Cathedral Oaks Road North Fairview Avenue to its terminus

Figure 25



Eastern Goleta Valley: Priority Public Vistas, Scenic Local Routes, and Gateways



IV. ENVIRONMENTAL RESOURCES AND CONSTRAINTS

F. Visual Resources

Design Guidelines for the Built Environment

In the interest of complementing the natural environment with an equally-pleasing built environment, design guidelines provide the steps to take in the development process to ensure a well-designed contribution to the community. Design guidelines for one-family and two-family residential development and mixed-use/multifamily residential development are important implementation tools of this Plan. In 2006, the County adopted the “Eastern Goleta Valley Residential Design Guidelines.” These guidelines apply to all one-family and two-family development subject to the Design Control Overlay, and include guidelines for elements such as site planning; neighborhood compatibility; second story additions; building mass, shape, and scale; and architectural styles and features. Action LUC-EGV-1A directs the County to develop and apply design guidelines for mixed-use/multifamily residential development.

Land Use and Development Policies and Implementation Strategies

GOAL #18. THE SPECTACULAR BEAUTY OF EASTERN GOLETA VALLEY IS PRESERVED AND ENHANCED.

OBJECTIVE VIS-EGV-1: Preserve and enhance the visual resources and public vistas of the built and natural environment.

Policy VIS-EGV-1.1: Development should minimize impacts to open space views as seen from public vistas and scenic local routes and avoid impairment of significant visual resources.

Policy VIS-EGV-1.2: **Public Vistas and Scenic Local Routes:** Prominent views to and from the following Public Vistas and along and through Scenic Local Routes shall be preserved and enhanced:

- Santa Ynez Mountains and rural foothills
- Undeveloped skyline
- Coastal resources, including sloughs, beaches, wetlands, bluffs, mesas, the Santa Barbara Channel and islands
- Open space, or other natural area
- Natural watershed resources, such as creek/riparian corridors, wetlands, vernal pools, habitat areas, etc.
- Rural agricultural and mountainous areas

Policy VIS-EGV-1.3: **Gateway to the Community:** The County shall enhance the gateway to Eastern Goleta Valley at the intersection of State Route 154/US Hwy 101 and State Street as a local visual resource. Urban design and roadway improvements should indicate the transition to

EASTERN GOLETA VALLEY COMMUNITY PLAN

the Eastern Goleta Valley community through a combination of features including, but not limited to:

- Landscaping.
- Signage.
- Public art and monuments.
- Decorative pavement and streetscape installations.
- Building façade and interface design.
- Multimodal transportation amenities.

Policy VIS-EGV-1.4: **Priority Public Vistas, Scenic Local Routes, and Gateway Map:** The scenic value of visual resources, public vistas, and scenic local routes and view corridors depicted in Figure 26 shall be preserved and enhanced. The Priority Public Vistas, Scenic Local Routes, and Gateway Map shall be updated periodically to depict the extent and location of visual resources defined through Policy VIS-EGV-1.2 and Policy VIS-EGV-1.3.

Policy VIS-EGV-1.5: High quality, well-designed structures and landscaping of commercial, institutional, agricultural, and residential development shall result through discretionary and/or design review processes, especially when development is highly visible from public places, such as public roads, bike paths, parks, trails, and beaches.

Policy VIS-EGV-1.6: Development shall be compatible in design and scale with the surrounding built environment and shall not impair public visual resources.

Policy VIS-EGV-1.7: **Mixed-Use Development Design:** Mixed-use development shall be reviewed by the County Board of Architectural Review. Where mixed-use development includes commercial and residential uses, the scale and design of the development shall maximize compatibility between the mix of uses and with surrounding development, enhance the character and function of the adjacent area, avoid light, noise, odor, and/or air pollution effects on residential uses, limit signage appropriately to achieve attractive designs for both residents of dwelling units and patrons of commercial businesses, and should incorporate plaza or courtyard materials that create a community space through the use of color and layering as patterns in the landscape and hardscape.

Policy VIS-EGV-1.8: The night sky shall be protected from excessive and unnecessary light associated with development as a strategy to promote safety,

save money, conserve resources, help retain the community's character, eliminate light trespass onto adjacent properties or other sensitive areas, and reduce health risks.

Policy VIS-EGV-1.9: In hillside areas where water tanks are required for structural fire-fighting purposes, tanks should be designed to:

- Blend in with natural land forms.
- Not impinge on the views.
- Be screened by landscaping.

Policy VIS EGV-1.10: In hillside areas, structures shall avoid the use of highly reflective materials, or be sited to minimize visible glare, with the exception of solar panel installations.

DevStd VIS-EGV-1A: *Development should enhance, frame, or promote public views within and adjacent to public vistas and scenic local routes, designing the development to:*

- *Incorporate natural features in design.*
- *Plant trees and install landscaping for screening purposes and/or minimizing view blockage as applicable.*
- *Limit the height and size of structures.*
- *Cluster building sites and structures.*
- *Limit grading for development including structures, access roads, and driveways. Minimize the length of access roads and driveways and follow the natural contour of the land.*
- *Preserve historical and culturally significant structures and landscapes.*
- *Ensure use of signage is appropriate and attractive.*
- *Provide site-specific visual assessments, including use of story poles.*
- *Provide a similar level of architectural detail on all elevations visible from scenic corridors.*
- *Place existing overhead utilities and all utilities underground.*
- *Design buildings along scenic local routes to help protect views and create an attractive scenic corridor. On flat sites, vary or step building heights so that the height of building*

EASTERN GOLETA VALLEY COMMUNITY PLAN

elements is lower close to the street and increases with distance from the street.

- *Design site layouts with parking behind buildings or out of view from building frontages and roadways.*
- *Avoid wall-like landscaping or building frontages along Community Corridors and Scenic Local Routes.*

DevStd VIS-EGV-1B: *Development of structures on coastal bluffs shall be discouraged, including coastal armoring, seawalls, and engineered staircases. Existing structures on coastal bluffs should be removed as feasible. When structures are removed, coastal bluffs shall be restored consistent with Comprehensive Plan policies for restoration (See also, Section IV. D: Ecology, Biology, and Watersheds).*

DevStd VIS-EGV-1C: *Development shall not occur on ridgelines if suitable alternative locations are available on the property. When there is no other suitable location, structures shall not intrude into the skyline or be conspicuously visible from public vistas. Additional measures such as an appropriate landscape plan and limits to building height may be required in these cases.*

DevStd VIS-EGV-1D: *Setbacks, landscaping, and structural treatments shall be emphasized along major roadways to help preserve public views and create an aesthetic visual corridor.*

DevStd VIS-EGV-1E: *Development along State Street, Hollister Avenue, Calle Real, and Turnpike Road should enhance existing view corridors. Parking lots and other impervious surfaces should be placed in side and rear, rather than frontage, areas in all development along community corridors (see also Section III.F: Transportation and Circulation).*

DevStd VIS-EGV-1F: *Commercial and residential buildings along Hollister Avenue, State Street, Calle Real, and Turnpike Road should have variation in building setback and façade design along the street frontage to enhance the visual interest and quality of the streetscapes (see also, Section II: Community Development and Land Use).*

DevStd VIS-EGV-1G: *Land use and development of the County Administration Campus on Calle Real should establish and enhance visual resources, including view corridors toward the mountains, coastline, and public spaces through appropriate landscape design and architecture(see also Section III: Public Services and Facilities).*

EASTERN GOLETA VALLEY COMMUNITY PLAN

- DevStd VIS-EGV-1H:*** *Outdoor lighting shall be designed, located, properly mounted, and maintained in order to prevent over-lighting, energy waste, glare, light trespass, and light pollution of the night sky while decreasing the ambient illumination of the community as a whole.*
- DevStd VIS-EGV-1I:*** *Outdoor lighting shall have the minimum number of fixtures and intensity needed for the intended purpose. Fixtures shall be fully shielded and full cut-off to prevent light trespass above the horizontal, onto adjacent properties or into sensitive areas. Direct upward light emission shall be avoided. Light levels at the property line should not exceed 0.1 foot-candles adjacent to business properties and 0.05 foot-candles at residential properties. No light trespass in rural areas or on properties with sensitive resources shall be allowed.*
- DevStd VIS-EGV-1J:*** *All exterior lighting shall be designed as part of the overall architectural style and in scale with the development.*
- DevStd VIS-EGV-1K:*** *Lighting poles for parking lots shall be of the minimum height necessary to achieve sufficient and evenly spread illumination without "hot spots" for safety and security. Streetlights shall be pedestrian in scale and compatible with the development.*
- DevStd VIS-EGV-1L:*** *Interior lighting should illuminate only the interior of the building, and not illuminate the outdoors. This is particularly important for highly visible developments on ridges, hillsides, and in other sensitive areas.*
- DevStd VIS EGV-1M:*** *Lighting plans for development shall be reviewed by the BAR and these plans will, as a minimum, indicate the type, location, and number of fixtures, and include "cut" sheets indicating manufacturer-supplied specifications, photographs of fixtures, plots of the distribution of light levels in foot-candles on the ground at the designated mounting heights for the proposed fixtures, and a photo-simulation of the proposed night-time lighting.*
- DevStd VIS-EGV-1N:*** *Shut-off controls shall be used to decrease unnecessary night-time lighting. Commercial outdoor lighting should be used for safe pedestrian passage and property identification during business hours and shut off during non-business hours.*
- DevStd VIS-EGV-1O:*** *Adopt for the Plan area the outdoor lighting regulations cited in LUDC Section 35.30.120 C – Outdoor Lighting, Mission Canyon, for the Santa Ynez Valley and Summerland Community Plan areas.*