



## Planning and Development Department

### Office of Long Range Planning

#### Transmittal Memo



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**DATE:** Thursday, April 16, 2009

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**TO:** GVPAC Members

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**FROM:** David Lackie, Supervising Planner   
Erika Leachman, Associate Planner 

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**CC:** 2nd Supervisorial District Office  
Derek Johnson, Director of the Office of Long Range Planning

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**SUBJECT:** GVPAC Meeting #13: Commercial/Industrial Land Use

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The items listed below have been included as part of the meeting materials for GVPAC meeting on Wednesday, April 22, 2009.

1. **Meeting Agenda:** Please see the attached agenda for the Wednesday, April 22, 2009. For details, please see discussion of agenda items below. **(Attachment 1, P.1)**
2. **Draft Meeting Minutes:** Staff has provided draft meeting minutes from the April 7, 2009 GVPAC Meeting for review and approval. **(Attachment 2, P.5)**
3. **Tentative Long Term GVPAC Meeting Schedule:** An updated long term schedule has been provided for review. **(Attachment 3, P.11)**
4. **List of Known Commercial Businesses and Services in the Eastern Goleta Valley:** During winter 2008-09, GVPAC member Tom Elliot, Recording Secretary, compiled a list of known businesses in the Eastern Goleta Valley, their type, approximate location, and estimation of employment for each. The attached list is intended to inform the GVPAC's discussion of commercial land use. Please note that this attachment may not be an exhaustive list of all active businesses in the Eastern Goleta Valley, but is representative of a visual survey. Also, please note that estimated employment has been omitted from the list at this point and will be discussed under **Community Plan Discussion: Commercial Land Use (Item #4)** of this transmittal memorandum and during the upcoming GVPAC meeting. **(Attachment 4, P.17)**

## **Wednesday, April 22, 2009 Agenda**

The following provides additional detail for selected agenda items, as labeled.

### **Administrative (Item #3)**

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Tentative Long Term Schedule: Modifications have been made to the tentative long term GVPAC meeting schedule as follows:

1. Per GVPAC discussion from the April 7, 2009 meeting, regular GVPAC meetings will resume following the July 11, 2009 public workshop beginning on August 4, 2009 and scheduled biweekly as needed.

### **Community Plan Discussion: Commercial Land Use (Item #4)**

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The upcoming meeting will focus on commercial land use, including existing designations, commercial form and services, employment projections, and future opportunities for economic development and neighborhood improvements through land use designations and tools in the Goleta Valley Community Plan. Building from the policies and tools adopted in the 1993 Goleta Community Plan, we will explore commercial planning for vibrant and vital economic nodes while integrating the information presented thus far regarding environmental resources and constraints and public facilities and services. Specifically, the GVPAC is encouraged to assess the existing commercial areas of the Eastern Goleta Valley in terms of community character, amenities, function, and linkages to environmental protection, air quality, low-impact development, accessibility and connectivity. In doing so, we can discuss potential improvements to future structural form and commercial services to create commercial nodes to best serve the local community. The discussion of commercial land use form will also include relationships to the local jobs/housing balance in terms of employment regionally and locally. Furthermore, we will examine a variety of planning tools and approaches to adapt local land use planning to meet the economic needs for existing and future generations of Goleta Valley residents.

During the discussions of commercial land use types and locations, the GVPAC and the community may begin to identify values for economic development, environmental protection, and equity for residents and employees in livable neighborhoods, public facilities, activity nodes, and mobility corridors. The task for the GVPAC is to transform these values into community plan goals and preferred planning tools to realize these goals in future land uses.

For this meeting, staff will refer to basic demographic and development data to inform the GVPAC of local trends in commercial land uses. The data has been summarized from land use analyses of County Assessor parcel database information for the Eastern Goleta Valley (Zone 2) to derive existing retail and non retail commercial sq ft and projections for future potential commercial development. As such, it would be beneficial to review some of these data ahead of the meeting as follows:

Firstly, the commercial development can be analyzed by specific land use designation, as displayed in **Table 1**. The existing commercial sq feet were estimated and totaled based on:

1. County of Santa Barbara Assessor land use labels for each parcel;
2. Both visual aerial inspection to determine gross floor area of existing structure for each parcel
3. Street view confirmation of type, form, business (if available) and height.

The future commercial sq feet were projected based on the capacity of each parcel for additional commercial structures by assuming an average floor area ratio (FAR) per land use designation. Specifically, retail and non retail parcels are presumed to accommodate a 0.32 and 0.3 building footprint, respectively, based on existing commercial land use patterns in the Eastern Goleta Valley. In other words, future retail and non retail buildings could cover 32% and 30% of each commercial parcel and accommodate 2 stories of commercial space. This approach accounts for both vacant parcels and under-utilized (not built to full potential capacity) parcels. **This approach does not take into consideration any environmental, public service, or resource constraints.** As such, the totals are theoretical maximums at full capacity of the land under the 1993 Goleta Community Plan. **Table 1** is an updated version of Table 2 on Pages 29-30 of the 1993 Goleta Community Plan (reformatted) for the Eastern Goleta Valley.

**Table 1: Eastern Goleta Valley Commercial Maximum Buildout Table (Zone 2)**

Land Use Designation	Acres	2009 Existing Sq Ft	Future Sq Ft	Total Sq Ft at Buildout
AC	2,079	34,450	0	34,450
A-I	498	0	0	0
A-I-5	259	753,400	0	753,400
A-I-10	340	979,771	0	979,771
A-I-20	187	0	0	0
A-I-40	73	0	0	0
A-II-40	541	0	0	0
A-II-100	2,712	0	0	0
MA-40	3,407	0	0	0
MA-100	2,909	0	0	0
MA-320	827	0	0	0
OPEN LANDS	36	0	0	0
RECREATION/OPEN SPACE	490	86,605	0	86,605
CEMETERY	21	0	0	0
GENERAL COMMERCIAL	57	734,330	739,522	1,473,852
HIGHWAY COMMERCIAL	9	93,800	191,686	285,486
NEIGHBORHOOD COMMERCIAL	30	322,716	546,353	869,069
OFFICE AND PROFESSIONAL	1	8,475	22,365	30,840
INSTITUTION/GOVERNMENT FACILITY	301	987,880	0	987,880
RESIDENTIAL RANCHETTE	650	0	0	0
RR-5	423	0	0	0
RES-0.33	396	0	0	0
RES-0.33/EDUCATIONAL FACILITY	11	22,000	0	22,000
RES-0.5	108	0	0	0
RES-1.0	2,118	96,800	0	96,800
RES-1.8	241	83,600	0	83,600
RES-3.3	745	139,510	0	139,510
RES-3.3/EDUCATIONAL FACILITY	38	221,404	0	221,404
RES-4.6	577	65,323	0	65,323
RES-4.6/EDUCATIONAL FACILITY	69	508,000	0	508,000

RES-8.0	0	0	0	0
RES-12.3	152	15,900	0	15,900
RES-20.0	31	0	0	0
RES-30.0	2	0	0	0
PLANNED DEVELOPMENT-70	264	0	0	0
PLANNED DEVELOPMENT-75	376	0	0	0
UT	325	105,590	0	105,590
<b>TOTAL</b>	<b>21,306</b>	<b>5,259,554</b>	<b>1,499,926</b>	<b>6,759,480</b>

The details of the Eastern Goleta Valley Commercial Buildout Table can be summarized into commercial sq ft per general land use type, as shown in **Table 2**:

**Table 2: Total Maximum Commercial Sq Ft by Land Use Type Summary Table (Zone 2)**

Land Use Type	Acres	2009 Existing Sq Ft	Future Sq Ft	Total Sq Ft at Buildout
Residential	6,083	401,133	0	401,133
Commercial	97	1,159,321	1,477,561	2,636,882
Agriculture	6,690	1,767,621	0	1,767,621
Open Lands	36	0	0	0
Mountainous Area	7,144	0	0	0
Recreation	490	86,605	0	86,605
Community Facility	21	0	0	0
Educational Facility	118	751,404	0	751,404
Institutional	301	987,880	22,365	1,010,245
Utility	325	105,590	0	105,590
<b>TOTAL</b>	<b>21,306</b>	<b>5,259,554</b>	<b>1,499,926</b>	<b>6,759,480</b>

**Table 1 and Table 2** include existing and potential future commercial sq ft throughout the Eastern Goleta Valley dependent on land use designation, which indicates the form of commercial structures and the services they provide to the community. In short, non retail commercial development in agricultural, residential, recreation, institutional, education facility, or utility areas have unique characteristics and uses from retail and office-based commercial development in economic centers. Non retail developments include a wide array of business and uses, such as greenhouses, schools, churches, water treatment facilities, day care centers, light manufacturing, government facilities, warehouses, or clubhouses/halls. In contrast, existing retail commercial developments include retail stores, shopping centers, mixed use, restaurants, service stations, and hotels. Both retail and non retail developments often require public roads, sewerization, water services, public services, and have concerns about neighborhood compatibility, noise, air quality, traffic, safety, and other topics addressed thus far in GVPAC meetings. With these general characteristics in mind, **Table 3** describes existing and potential future commercial sq ft in terms of retail and non retail land uses.

**Table 3** also describes existing and potential future commercial sq ft in terms of parcels currently designated for commercial development and vacant parcels with a commercial land use designation. By isolating the vacant parcels, we can omit potential commercial sq ft on parcels that have already been developed to better understand a more reasonable assumption for future development under the 1993 Goleta Community Plan. In short, it is more likely that new commercial developments will be built on vacant

commercial parcels. Again, these totals do not consider any environmental, public service, or resources constraints on development; instead, the totals are based solely on existing adopted land use capacity for future development.

Table 3: Land Use Type Maximum Commercial Summary Table (Zone 2)				
Land Use Type	Acres	2009 Existing Sq Ft	Future Sq Ft	Total Sq Ft at Buildout
RETAIL	70	641,016	1,115,499	1,756,515
NON RETAIL	777	4,618,538	384,427	5,002,965
COMMERCIAL LAND USES	97	1,159,321	1,477,561	2,636,882
<b>VACANT COMMERCIAL LAND USES</b>	<b>22</b>	<b>0</b>	<b>301,528</b>	<b>301,528</b>

Specifically in **Table 3**, the capacity for future retail commercial development is notable both as infill on existing parcels and new development on vacant parcels, assuming existing commercial developments add square footage in the future. The potential for additional non retail commercial development is relatively small given existing land use designation. Most notably, the vacant commercially designated parcels, including dirt lots, parking lots, and unused parcels, have a capacity for **301,528 sq ft** of mostly retail commercial businesses.

Based on these calculations of existing and potential future commercial development in the Eastern Goleta Valley, we can make projections about employment now and in the future based on assumptions for an average number of employees per 1,000 sq ft of gross commercial space. According to the Land Use Codes from *Trip Generation*, 7th Edition, Volumes 2 and 3 published by the Institute of Transportation Engineers, 2003, the estimated employees per 1,000 sq ft of gross leasable area is directly related to the use of the commercial property and range from 0.036 emp/1,000sq ft for warehousing to 5.66 emp/1,000 sq ft for government buildings. Multiplying the total commercial sq ft by these factors calculates an estimate of existing and future retail and non retail employees working in the Eastern Goleta Valley, as displayed in **Table 4 and Table 5**. Please note that the uses in **Table 4 and Table 5** represent the actual use of the properties as recorded by the County Assessor and are not necessarily representative of the land use designation under the County Comprehensive Plan.

Table 4: Maximum Commercial Square Footage in Eastern Goleta Valley by Use				
Retail Use	Retail Total Sq. Ft.*	Retail Total Employees**	Future Retail Sq Ft***	Future Retail Employees**
AUTO SALES, REPAIR, STORAGE, CAR WASH, ETC	12,795	23	34,875	64
BANKS, S&LS	9,000	36	0	0
HOTELS	137,050	76	154,862	86
LIGHT MANUFACTURING	19,950	46	15,454	36
MIXED USE-COMMERCIAL/RESIDENTIAL	3,500	7	3,546	7
RESTAURANTS,BARS	60,930	135	154,198	343
RETAIL STORES, SINGLE STORY	56,950	114	36,036	72

SERVICE STATIONS	26,700	27	74,772	75
SHOPPING CENTERS (NEIGHBORHOOD)	292,941	195	369,688	246
STORE AND OFFICE COMBINATION	21,200	42	13,924	28
ADD'L RETAIL	0	0	258,144	516
<b>TOTAL</b>	<b>641,016</b>	<b>702</b>	<b>1,115,499</b>	<b>1,472</b>

**Table 5: Maximum Commercial Square Footage in Eastern Goleta Valley by Use**

Non-Retail Use	Non-Retail Total Sq. Ft*	Non-Retail Total Employees**	Future Non Retail Sq Ft****	Future Non Retail Employees**
CHURCHES, RECTORY	352,725	297	0	0
CLUBS, LODGE HALLS	62,103	26	0	0
COMMERCIAL (MISC)	6,425	13	37,481	75
DAY CARE	7,170	7	0	0
GOLF COURSES	39,765	17	0	0
INSTITUTIONAL (MISC)	20,610	63	0	0
LIGHT MANUFACTURING	52,500	121	0	0
NURSERIES, GREENHOUSES	1,740,700	62	0	0
OFFICE BUILDINGS, MULTI-STORY	193,190	592	19,504	60
OFFICE BUILDINGS, SINGLE STORY	22,250	68	36,358	111
PROFESSIONAL BUILDINGS	4,400	13	1,610	5
PUBLIC BLDGS, FIREHOUSES, MUSEUMS, POST OFFICES, ETC	965,300	1,931	201,360	403
RACE TRACKS, RIDING STABLES	17,600	1	0	0
SCHOOLS	750,500	695	0	0
WAREHOUSING	383,300	14	44,730	2
ADD'L NON RETAIL	0	0	43,384	100
<b>TOTAL</b>	<b>4,618,538</b>	<b>3,920</b>	<b>384,427</b>	<b>756</b>

\*County of Santa Barbara Assessor Parcel Use Database, Aerial/streetview inspection and floor area measurement (Photomapper and Google Earth)

\*\*Calculations from ITE Land Use Codes from *Trip Generation*, 7th Edition, Volumes 2 and 3 published by the Institute of Transportation Engineers, 2003

\*\*\*Based on average floor area ratio (FAR) of existing retail development in the Eastern Goleta Valley of 0.32, assumes 35ft potential height (2 floors) per the County's Land Use and Development Code (LUDC)

\*\*\*\*Based on average floor area ratio (FAR) of existing non-retail development in the Eastern Goleta Valley of 0.3, assumes 35ft potential height (2 floors) per the County's Land Use and Development Code (LUDC)

Overall, the potential for new commercial development, new businesses, and new employees in the Eastern Goleta Valley is driven by the demand for economic development both locally and regionally. Locally, economic development can result from land use and zoning changes to incentivize a particular form and function desired by the community. Regionally, demand for economic development and services can be projected in terms of a percent increase in employment, according to the Santa Barbara County Association of Government's (SBCAG) *Regional Growth Forecast*.

Table 6: South Coast Employment Forecast*	
5-year Terms	Percent Change
2010 - 2015	3.6%
2015 - 2020	2.7%
2020 - 2025	2.3%
2025 - 2030	0.6%
2030 - 2035	0.3%
2035 - 2040	0.2%
<b>TOTAL % CHANGE</b>	<b>14.8%</b>

Based on these employment projections, the South Coast as a whole would see a 9.2% increase in employment between 2010 and 2030. Based on the assumption that future commercial development in the Eastern Goleta Valley will be retail developments given the existing commercial land use designation described in **Table 2** and **Table 3**, we can assume that **65 additional employees** (702 existing retail employees x 9.2%) will be able to find a job in the Eastern Goleta Valley during the Goleta Valley Community Plan timeframe under current land use and zoning designations.

These data tables should help form a basic understanding of commercial land uses existing and projected in the Eastern Goleta Valley under the 1993 Goleta Community Plan land use designations. During the upcoming meeting, staff will supplement these basic data with additional information about trends in the Eastern Goleta Valley and the GVPAC will discuss these topics to develop goals for commercial land use in the future and identify planning tools to determine commercial land use form and function. The GVPAC will have the opportunity to ask questions of staff and discuss commercial land use planning concepts, future conditions and regulations, and options to ensure a well-planned, safe and sustainable community for future generations through linkages to land use planning.

In preparation for this discussion, please consider the following principles and goals from the GVC 20/20 Vision Document and the 1993 Goleta Community Plan.

**GVC 20/20 Vision Statement:** (GVC pages 17 and 25)

*Our community is a place where change comes purposefully, and when we grow, we grow slowly, and in a manner that preserves the character of our neighborhoods, be they rural, semi-rural or suburban.*

*Our commercial areas serve our community well and fit in comfortably with surrounding neighborhoods.*

**Goal #1:** Locate small stores and destination clusters where they will foster a sense of community, as well as encourage walking and the use of bikes.

**Goal #2:** The development review process is timely, efficient, fair and consistent.

**Goal #3:** The Goleta Community Plan recognizes the Eastern Goleta Valley's economic and social interdependence with UCSB, the South Coast and the entire Tri-County region.

**1993 Goleta Community Plan Principles:** (reformatted GCP pages 17 and 35)

*To ensure that the population level of the Goleta area not exceed the resource and service capacity of the area nor adversely alter the present quality of life and environment.*

*To maintain the presently diversified economic base of Goleta.*

**Community Development Super Element Goal:** To Provide Housing Affordable To All Goleta Residents, To Strive For A Balance Between Jobs And Housing, To Provide A Range of Commercial And Industrial Uses Which Promote Orderly Economic Development, And To Protect Natural Resources.

Also, in preparation for this presentation and discussion, please read the following selected chapters of the Goleta Community Plan:

1. II.D. Land Use - Commercial;
2. II.E. Land Use - Industrial

Following the presentation, the GVPAC will have the opportunity to discuss the capabilities of land use planning in the Goleta Community Plan to support a sustainable community. The following focus questions are provided to aid in the discussion. Please consider these questions prior to the meeting and feel free to generate additional questions for staff and the GVPAC to augment the discussion.

1. What does the Goleta Valley community value in terms of commercial developments in form and function? Which commercial forms and styles are desirable in the Eastern Goleta Valley?
2. What commercial land use patterns and components in the Eastern Goleta Valley define the community's identity? What land use patterns detract from the community's identity?
3. Which nodes and corridors of activity in the Goleta Valley serve local residents? Which nodes and corridors serve regional residents?
4. What opportunities exist to integrate and relate a variety of land uses to encourage walkability, bicycle facilities, roadway improvements, reduction in vehicle miles traveled, parks and recreation, houses for local employees, public gathering places, neighborhood character, and an overall sense of place?
5. What types of improvements to the built environment and infrastructure and amenities do current residents and employees need? What types of improvements and amenities are needed for future residents and employees?