

# COMMERCIAL LAND USE

## FOCUS QUESTIONS

Which commercial areas or characteristics do you like?

Which commercial areas or characteristics need improvement?

What are the goals for Commercial Land Use?

The following list includes, but is not limited to, opportunities that have been discussed by the GVPAC during the planning process and are available for your consideration:

- 1. Planning-area wide
- 2. Turnpike Shopping Center
- 3. Upper State St/Hollister @ Modoc
- 4. Turnpike and Calle Real to County Campus
- 5. Magnolia Center
- 6. San Marcos Corner

**1993 Commercial Land Use**  
 Goleta Community Plan Principle:  
 To ensure that the population level of the Goleta area not exceed the resource and service capacity of the area nor adversely affect the present quality of life and environment.  
 Goals:  
 To maintain the presently diversified economic base of Goleta.  
 Community Development Super Element Goal: To Provide Housing Affordable To All Goleta Residents, To Secure Fire & Disaster Between Jobs And Housing, To Provide A Range of Commercial And Industrial Uses Which Promote Orderly Economic Development, And To Protect Natural Resources.

**2006 Commercial Land Use**  
 GVC 2020 Vision Statement:  
 Our commercial areas serve our community well and fit in comfortably with surrounding neighborhoods.  
 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, so they remain semi-rural or suburban.  
 Goals:  
 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 local independence with UCSB, the South Coast and the entire Tri-County region.

**Legend**

- Eastern Goleta Valley
- SB County Bus stops
- Existing and Proposed Bikeways
- Car-Free Routes
- Roadways
- Urban/Rural Boundary
- Regional/Highways
- EDRN\_pols
- Unincorporated Area

**Commercial Buildout Potential Add'l Commercial Sq Ft**

- 590 - 1610
- 1611 - 2662
- 2663 - 4286
- 4287 - 8410
- 8411 - 12448
- 12449 - 17004
- 17005 - 25458
- 25459 - 39988
- 39989 - 61902
- 61903 - 125772
- 125773 - 231038

**Land Use Designations**

- Agriculture
- Commercial
- Community Facility
- Educational Facility
- Institutional
- Mountainous Area
- Open Lands
- Recreation
- Residential
- Transportation Corridor
- Utility

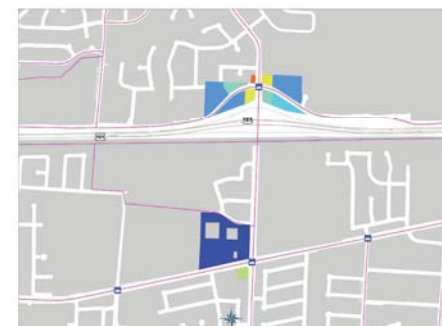
Land Use	Acres
Residential	6,789
Commercial	111
Agriculture	13,887
Open Lands	70
Mountainous Area	17,715
Recreation	349
Community Facility	21
Educational Facility	161
Institutional	302
Utility	454



**GENERAL LAND USE DESIGNATIONS**  
 Eastern Goleta Valley



**TURNPIKE T-BONE**

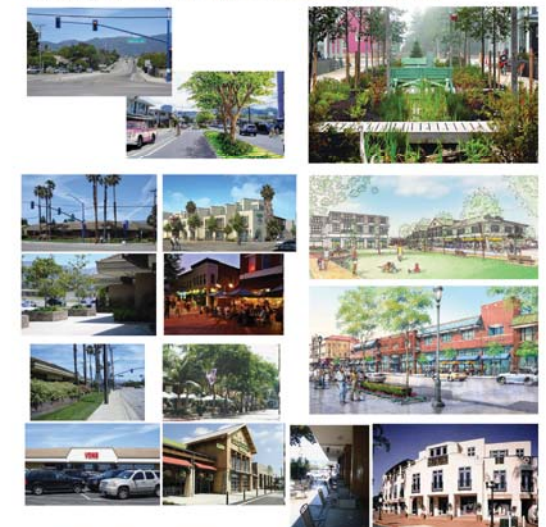


**POTENTIAL ADD'L COMMERCIAL SQ FT**

## Commercial Buildings and Services



## Creating a Sense of Place & Community Character



## Getting from here to there...



How and where do you want to the goals to be achieved?

The following list includes, but is not limited to, planning tools that have been discussed by the GVPAC during the planning process and are available for your consideration:

- 1. Mixed-use projects, which combine residences and commercial spaces in the same building, that provide community amenities, including plazas, outdoor seating/gathering areas, and providing access to open spaces.
- 2. Mixed-use projects, which combine residences and commercial spaces in the same building, to create complete neighborhoods that provide residents access to retail, services, parks and recreation opportunities, and transportation nodes and corridors.
- 3. Form-based code to program the look, feel, and function of a business corridor
- 4. Transit Oriented Development and Smart Growth
- 5. Commercial Design Guidelines
- 6. Revitalization Plan for Small Area Plans
- 7. Specific Plans for Commercial Areas
- 8. Streetscape, and Public space improvements
- 9. Façade Improvements to existing buildings
- 10. Underground and off-street parking
- 11. Other



**UPPER STATE ST BOWTIE**



**POTENTIAL ADD'L COMMERCIAL SQ FT**



**MTD/CALLE REAL HWY COMMERCIAL**

Goleta Valley Planning Advisory Committee [GVPAC]  
 Community Planning Workshop  
 Saturday, July 11, 2009



Planning and Development Dept.  
 Office of Long Range Planning  
 County of Santa Barbara

## GVPAC Community Workshop Plan

Commercial Land Use					
Materials	References	Maps/Graphics	What are the Goals for...	Planning Tools	Focus Questions
Walkability Transparency Pens Paper Easel(s) Barebones Table Map for notes GVC vs. GCP Land Use Stats	GCP Commercial Land Use Chapter	Land Use Map with Commercial emphasis Commercial Renderings TOD/Smart Growth Concept Maps Connectivity Maps Walkability Maps Node Maps	<ol style="list-style-type: none"> <li>1. Planning-area wide</li> <li>2. Turnpike Shopping Center</li> <li>3. Upper State St/Hollister @ Modoc</li> <li>4. Turnpike and Calle Real to County Campus</li> <li>5. Magnolia Center</li> <li>6. San Marcos Corner</li> </ol>	<p>The following list includes, but is not limited to, tools that have been discussed by the GVPAC during the planning process and are available for your consideration:</p> <ol style="list-style-type: none"> <li>1. Mixed-use projects, which combine residences and commercial spaces in the same building, that provide community amenities, including plazas, outdoor seating/gathering areas, and providing access to open spaces.</li> <li>2. Mixed-use projects, which combine residences and commercial spaces in the same building, to create complete neighborhoods that provide residents access to retail, services, parks and recreation opportunities, and transportation nodes and corridors.</li> <li>3. Form-based code to program the look, feel, and function of a business corridor</li> <li>4. Transit Oriented Development and Smart Growth</li> <li>5. Commercial Design Guidelines</li> <li>6. Revitalization Plan for Small Area Plans</li> <li>7. Specific Plans for Commercial Areas</li> <li>8. Streetscape, and Public space improvements</li> <li>9. Façade Improvements to existing buildings</li> <li>10. Underground and off-street parking</li> <li>11. Other</li> </ol>	<p>Which commercial areas or characteristics do you like?</p> <p>Which commercial areas or characteristics need improvement?</p> <p>What goals should be included in the updated Goleta Community Plan for the commercial areas?</p> <p>Which planning tools would you like to see used to realize the goals for commercial land use in the updated Goleta Community Plan?</p>

## GOLETA VALLEY COMMUNITY SURVEY Results Summary by Land Use Topic

### COMMERCIAL LAND USE

**please indicate on a scale of 1 to 7 how important it will be for the County of Santa Barbara to consider in its plans for the future of the Eastern Goleta Valley.**

	Favorable Rating	Neutral	Unfavorable Rating	DK/NA
Managing residential and commercial development, including both renovation of existing buildings and construction of new residential, retail, and non-retail buildings.	56%	33%	10%	1%
Improving streetscapes, parks, and public spaces.	48%	44%	8%	0%

**please indicate if the County is doing an excellent job, a good job, only a fair job, or a poor job.**

	Excellent Job	Good Job	Fair Job	Poor Job	DK/NA
Enhancing the character and identity of the Eastern Goleta Valley.	4%	19%	37%	25%	15%
Implementing programs to make the County of Santa Barbara more energy efficient, to increase resource conservation, and promote environmental regulations.	6%	26%	33%	11%	23%
Permitting retail and non-retail commercial services to serve local residents, property owners, and business owners.	5%	36%	21%	10%	27%
Managing overall development and population growth.	5%	23%	39%	26%	7%

**please indicate on a scale of 1 to 7 how important it will be for the County of Santa Barbara to consider in its plans for the future of the Eastern Goleta Valley.**

	Favorable Rating	Neutral	Unfavorable Rating	DK/NA
Turnpike Shopping Center	34%	50%	11%	5%
Turnpike Shopping Center and adjacent areas (San Marcos High School, agricultural and residential areas)	44%	41%	10%	4%
Upper State Street/Hollister from Auhay Dr to Hwy 154.	31%	51%	12%	5%
Turnpike/Calle Real Highway Commercial area	28%	53%	13%	6%
Magnolia Center	28%	53%	14%	5%
County Campus - Calle Real	24%	46%	21%	9%

**please indicate if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	DK/NA
The character of the Eastern Goleta Valley has changed in recent years due to too much development.	34%	30%	22%	11%	3%
Eastern Goleta Valley businesses are easy to access and provide the goods and services I need.	25%	53%	15%	5%	2%

**please indicate whether you think over the next 10-20 years the County will need a lot more, some more, a little more, or no more of that building type.**

	A lot more	Some more	A little more	No more	DK/NA
New retail and service buildings, such as shops, cafes, offices, and flex-spaces.	7%	19%	33%	39%	2%
Mixed-use and live-work developments in active commercial areas.	19%	24%	28%	26%	3%
Houses that low income couples earning up to \$50,000 a year can afford.	13%	18%	27%	39%	3%
Small-scale manufacturing, industrial, or warehouses.	7%	24%	36%	31%	3%
Strip malls and shopping centers.	1%	3%	16%	79%	1%
Gas stations and convenience stores.	1%	3%	19%	75%	1%
Hotels/Motels.	1%	6%	33%	59%	0%
Senior Housing and/or Nursing Facilities	9%	26%	43%	18%	3%
Streetscape improvements.	25%	35%	30%	8%	2%

**please indicate if you strongly support, somewhat support, somewhat oppose, or strongly oppose the goal for the future of the Eastern Goleta Valley.**

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	DK/NA
Permitting new commercial, business, and entrepreneurial development projects to create local jobs and new community-serving retail and services.	14%	45%	18%	21%	1%
Permitting new commercial development projects that provide cultural and recreational opportunities, or programs for local youth.	22%	50%	18%	7%	3%
Permitting mixed-use projects, which combine residences and commercial spaces in the same building, to that provide community amenities, including plazas, outdoor seating/gathering areas, and providing access to open spaces.	24%	42%	15%	18%	2%
Permitting mixed-use projects, which combine residences and commercial spaces in the same building, to create complete neighborhoods that provide residents access to retail, services, parks and recreation opportunities, and transportation nodes and corridors.	23%	37%	16%	21%	3%
Requiring new development and redevelopment to use energy efficient/green building techniques and technologies.	48%	33%	10%	7%	2%

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