

August 23, 2006 GVC Meeting

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1 Eastern Goleta Valley. Our neighborhoods have traditionally been home to a thriving
2 South Coast middle class. As home prices have far outstripped the rate of increase in
3 earnings, it has become increasingly difficult for middle class families to afford to live
4 here. According to a local economist, and the anecdotal evidence we can all cite, this has
5 led to the following: an increasing number of commuters; a doubling up in housing by
6 lower-wage earners, the departure of young, middle class families; the "aging in place" of
7 a population that is retiring from local jobs but not leaving and the arrival from elsewhere
8 of people--often older, often retired--who can afford the price of housing. Our
9 committee believes that the South Coast needs a vibrant middle class. We also believe
10 that our suggestions contribute to that goal while respecting the slow growth desires of
11 our neighbors and the limitations of our resources. In our analysis, we have taken into
12 consideration the plans of area employers including UCSB, and the cities of Goleta and
13 Santa Barbara, to make large increases in housing stocks, including affordable housing,
14 over the coming years.

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16 It is clear that it will be impossible to accommodate all those who work in the Santa
17 Barbara area with housing they can afford. And, since commuting is an unfortunate
18 reality of most Americans' lives, we realize that some percentage of South Coast workers
19 will have to commute. In our chapter on Transportation, we discuss reducing commuting
20 times and the environmental impacts of commuting, which we feel will expand the viable
21 housing alternatives for people who work here.

22
23 One of our committee members made the point that many people fear development
24 because they see it as bringing something unwanted to a neighborhood. Wouldn't it be
25 great, he asked, if we could view development as something that enhances our
26 community by bringing new bike paths or community gardens to a neighborhood, or that
27 makes a commercial area more attractive, or brings neighbors who add vitality to the
28 community. That is the type of development our committee would like to see here. The
29 smartest growth we can envision, and the only kind we can endorse, is the kind that
30 brings change that our resources can support and that our neighbors will welcome.

The Future

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33 We see a future of slow growth; a growth that is very carefully planned to assure that we
34 have preserved all the aesthetic riches of our area, while simultaneously offering a full
35 range of housing options. Special emphasis is placed on providing opportunities for entry
36 level and affordable housing of all types, and the community is especially mindful of
37 development that might impact viewsheds. The few existing commercial areas in the
38 Eastern Goleta Valley have been revitalized and redeveloped to meet the needs of the
39 neighborhoods they serve.

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41 We can celebrate in the knowledge that our community has met the housing needs of a
42 wide spectrum of our residents, and met them without changing the basic character of our
43 various neighborhoods. Most importantly, we have accomplished this without sacrificing
44 the very special qualities that make the Eastern Goleta Valley such a desirable place to
45 live.

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Vision Statement

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.

Goal #1: Development is limited to infill projects and non-contiguous (leap frog) development is discouraged.

Steps to Achieve Goal

1. Amend the General Plan land use map to reflect the recommendations set forth in this vision document.
2. Adopt a residential growth management ordinance for the planning area that restricts residential development to 100 units per year, with a maximum of 60 at market rate.
3. Make the EIR process more stringent, to rigorously evaluate projects in the context of the cumulative effects of development.
4. Maintain existing residential zoning by restricting parcel maps and subdivisions.
5. On parcels of 3 acres or larger, limit density to 7 units per acre and require that 50% of the land is reserved for open space, green belts, parks and recreation. Discussion on density.

6. Discussion on zoning of agriculture.

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7. Discussion of TDRs and applicability to this area.

We Will Recognize Success When:

1. The Goleta Community Plan is adopted based on the vision statements in this document.
2. The General Plan map has been revised accordingly.
3. Leap frog development is not permitted.
4. A growth management ordinance has been adopted that establishes a limit on the number of residential units that can be built each year and the maximum number of residential units allowed in any one development.
5. The County enforces the growth management ordinances.

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1 **Vision Statement**

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3 The community offers a full range of housing options serving all incomes, lifestyles and
4 age groups.

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7 **Goal #2:** Welcome diversity in the community by putting policies in practice that creates
8 a full range of housing opportunities.

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10 **Steps to Achieve Goal** 47

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|----|------------------------------------|----|------------------------------------|
| 11 | 1. Amend applicable County | 48 | 6. Identify and implement |
| 12 | documents to reflect the land | 49 | incentives that generate a range |
| 13 | use recommendations of the | 50 | of housing designs, formats, |
| 14 | GVC as specified in this and | 51 | pricing and target populations for |
| 15 | other chapters of this | 52 | entry-level and middle income |
| 16 | document. | 53 | individuals and families. |
| 17 | | 54 | |
| 18 | 2. Maintain the current inventory | 55 | 7. Find ways to provide affordable |
| 19 | of affordable housing by | 56 | housing for police, fire and |
| 20 | retaining existing apartment | 57 | emergency personnel in, or near |
| 21 | rentals, limiting condo | 58 | the Eastern Goleta Valley |
| 22 | conversions and retaining | 59 | |
| 23 | existing mobile home parks in | 60 | 8. Enlist the help of non-profit |
| 24 | the unincorporated area. | 61 | organizations (e.g. Self-Help |
| 25 | | 62 | Housing, Habitat for Humanity) |
| 26 | 3. Expedite the permitting process | 63 | to assist in achieving the dual |
| 27 | for developments that have the | 64 | goals of building new affordable |
| 28 | highest proportion of | 65 | housing and revitalization of |
| 29 | affordable and entry level | 66 | underdeveloped existing housing. |
| 30 | housing. | | |
| 31 | | | |
| 32 | 4. Find ways to encourage the | | |
| 33 | development of infill rental | | |
| 34 | housing on small undeveloped and | | |
| 35 | underdeveloped sites (e.g. | | |
| 36 | churches). | | |
| 37 | | | |
| 38 | 5. Design of underdeveloped sites | | |
| 39 | should take into consideration | | |
| 40 | the already built environment, | | |
| 41 | incorporating new buildings | | |
| 42 | clustered adjacent to on-site | | |
| 43 | buildings, so that the maximum | | |
| 44 | amount of open and green | | |
| 45 | space is provided for the | | |
| 46 | project. | | |

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1	We Will Recognize Success When:	18	emergency positions fully
2		19	staffed and turnover is
3		20	reduced.
4	1. Affordable and entry level	21	5. People from a variety of
5	housing has allowed more	22	incomes, lifestyles and age
6	middle income employees	23	groups have found housing in
7	to live in a community	24	our community.
8	closer to their workplaces.	25	
9	2. New incentives are in place	26	
10	that generate affordable	27	
11	housing at a rate that is	28	
12	much faster than the current	29	
13	rate.	30	
14	3. More housing choices are	31	
15	available.	32	
16	4. The Couty has been able to	33	
17	keep the fire, police and	34	
36		35	

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2 **Visual Resources Vision Statement**

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4 Vision Statement: The spectacular physical beauty of our coast, valley and mountains has
5 been preserved.

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7 **Goal # 3:** Protect and enhance the aesthetics of the Eastern Goleta Valley, with major
8 emphasis on protection of viewsheds.

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10 **Steps to Achieve Goal** 46

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12 1. Create a viewshed map 48

13 identifying special 49

14 locations (public roads, 50

15 trails, parks, open spaces 51

16 and beaches) that serve as 52

17 public view corridors and 53

18 overlooks. 54

19 2. Create and enforce design 55

20 guidelines for residential 56

21 and commercial 57

22 development. 58

23 3. Use Floor area to lot Area 59

24 Ratios (FARs) to ensure 60

25 that bulky structures do not 61

26 destroy viewsheds. 62

27 4. Maximize preservation of 63

28 healthy specimen trees in 64

29 all new and remodel 65

30 projects. 66

31 5. Lessen the visual impact of 67

32 existing, and possible 68

33 future, development 69

34 through the use of 70

35 appropriate landscaping, 71

36 and color palettes. 72

37 6. Protect natural landforms 73

38 by eliminating excessive 74

39 and unsightly grading. 75

40 7. Adopt and implement a 76

41 policy standard that triggers 77

42 a visual impact analysis for 78

43 any development with 79

44 potential neighborhood 80

45 incompatibility issues. 81

82

8. Create a brochure to assist property owners and developers in understanding the important factors to consider in protecting the aesthetic qualities of neighborhoods' within the study area.

9. Use setbacks, landscaping and structural treatments to protect viewsheds along major roadways.

10. On all County lands, require all non-architecturally significant structures to be painted, or otherwise surfaced, to blend into the natural setting.

We Will Recognize Success When:

1. Existing identified public viewsheds are preserved.
2. The scenic character of neighborhoods and natural resources is preserved.
3. Where views are impaired, sufficient landscaping is used to screen and/or soften the impact.

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2 4

5 **Vision Statement**

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8 and in a manner that preserves the character of our neighborhoods, be they rural, semi-rural or
9 suburban

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11 **Goal # 4:** Locate small stores and destination clusters where they will foster a sense of
12 community, as well as encourage walking and the use of bikes.

13

14 **Steps to Achieve Goal** 47

- 15 1. In commercial centers along
16 Hollister Avenue; such as the
17 Turnpike and Magnolia shopping
18 centers and Modoc to Rte. 154,
19 modest redevelopment and
20 revitalization efforts should focus
21 on meeting the needs of adjacent
22 neighborhoods. This combination
23 of uses might include residences
24 (including live/work), cafes, small
25 restaurants and retail stores.
26
27 2. The design of mixed use space
28 should blend smoothly into
29 surrounding neighborhoods, with
30 landscaping (trees, plantings)
31 providing an attractive and open
32 environment that will foster a sense
33 of community.
34
35 3. Coordinate planning for
36 redevelopment at the edges of the
37 planning area, so design themes are
38 consistent with adjacent
39 jurisdictions (Cities of Santa
40 Barbara and Goleta.).
41
42
43 4. Encourage the inclusion of “corner
44 stores” or other meeting places
45 within walking distance of
46 residential neighborhoods.

- 48 5. *Discussion of incubators and*
49 *whether they belong as part of*
50 *revitalization.*
51

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53 **We Will Recognize Success When:**

- 54 1. Additional affordable and entry level
55 housing has allowed more middle
56 income employees to live in a
57 community near their workplaces.
58
59 2. Small appropriately designed
60 commercial areas have been developed
61 that are oriented towards meeting the
62 convenience and service needs of
63 neighborhoods.
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65 3. People patronize community-level
66 business establishments and auto trips to
67 outside destinations are reduced.
68
69 4. See above discussion topic
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