

# Economy

## Background

The Eastern Goleta Valley can be characterized as a residential area of low-density, single family homes. These neighborhoods surround the commercial corridors formed by Hollister Avenue and, to a much lesser extent, Calle Real. The existing retail centers in the planning area include the Turnpike and Magnolia Shopping Centers.; these being constructed when the retail pattern was oriented towards the automobile. Employment generating land uses are limited to these two commercial areas, as well as the County facilities located in the “County Campus” immediately north of Calle Real. Over the past ten years, there has been limited growth and revitalization of the Eastern Goleta Valley, with major growth occurring outside the planning area; i.e., to the west, within the City of Goleta, and at the University of California, the South Coast’s largest employer.

While there is very little space for even one additional large commercial complex, revitalization of some existing areas can greatly contribute to the overall economic picture of the Eastern Goleta Valley. Cases in point are the retail and mixed industrial establishments that front State Street from State Route 154 westward towards the Union Pacific Railroad overcrossing and in the Hollister Avenue/Nogal Drive area. These businesses are mixed use, have been constructed during various time periods with disjointed architectural styles that have little or no street presence. We find that overall, commercial and retail land uses along the Hollister/State corridor have stagnated to some degree and their ability to compete with new retail areas has suffered as a result. Also, access to many of these businesses is problematic, due to the lack of parking, bicycle paths, or sidewalks.

## The Future

Opportunities for economic development in the eastern Goleta Valley are extremely limited. Remaining vacant land is largely dedicated to agriculture, open-space, or has been has been under discussion as it relates to housing development. We imagine the extent of economic development to be primarily limited to pedestrian oriented retail, with some adaptable, mixed use office space oriented toward small businesses. Any economic development will occur as a result of renovating and revitalizing existing areas. Further, additional small-scale commercial development will be focused on providing convenient easy access shopping structured to minimize and reduce car trips.

1 **Vision Statement**

2  
3  
4  
5  
6  
7  
8

Commercial areas are integrated with housing and underutilized existing facilities are revitalized to accommodate small, mixed-use, where appropriate. All commercial areas are pedestrian and transit oriented, sustainably landscaped and built to blend in with their natural surroundings.

9 **Goal #1:** We have land use designations for development of small stores and destination clusters that foster a sense of community. These small, appropriately sized developments are to be located where they will encourage walking and the use of bikes.

12

13 **Steps to Achieve Goal**

14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32

- 1. Amend the Land Use Element of the Goleta Community Plan and rezone strategically located parcels.
- 2. Develop a zone district that ensures that the neighborhood oriented commercial areas are of appropriate scale.

33 **We Will Recognize Success When:?**

34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51

- 1. People are driving less for small purchases; and
- 2. Small appropriately designed commercial areas have been developed that are oriented towards meeting the convenience needs of neighborhoods.

1 **Vision Statement**

2  
3  
4  
5  
6  
7  
8

Commercial areas are integrated with housing and underutilized existing facilities are revitalized to accommodate small, mixed-use, where appropriate. All commercial areas are pedestrian and transit oriented, sustainably landscaped and built to blend in with their natural surroundings.

9 **Goal #2:** Provide incentives and land use designations that encourage use by businesses to supply “green building” materials, renewable energy equipment and similar goods and services.

12

13 **Steps to Achieve Goal** 36

- 14 1. Amend the Goleta 37
- 15 Community Plan to provide 38
- 16 greater incentives to 39
- 17 encourage the use of green 40
- 18 building technology. 41
- 19 2. Seek business assistance 42
- 20 grants to encourage the 43
- 21 creation of businesses that 44
- 22 cater to providing 45
- 23 sustainable building 46
- 24 products. 47
- 25 3. Allow solar photovoltaic 48
- 26 and water heating panels on 49
- 27 roofs in the design 50
- 28 guidelines. 51

29 52  
30 53  
31 54  
32 55  
33 56  
34  
35

37 **We Will Recognize Success When:?**

- 1. Projects are taking advantage of County green building incentives.
- 2. Projects use more green building materials.
- 3. More solar photovoltaic and water heating panels are in use.
- 4. More driveways have pervious paving material

57

1 **Vision Statement**

2

3 Commercial areas are integrated with housing and underutilized existing facilities are  
4 revitalized to accommodate small, mixed-use, where appropriate. All commercial areas  
5 are pedestrian and transit oriented, sustainably landscaped and built to blend in with their  
6 natural surroundings.

7

8

9 **Goal #3:** Meet the need for small, adaptable, mixed-use work spaces (retail, office and  
10 clean research).

11

12 **Steps to Achieve Goal**

13

- 14 1. The County has developed a
- 15 program to help facilitate
- 16 small scale business
- 17 development.
- 18 2. Develop land use policies
- 19 which encourage small scale
- 20 “incubator” businesses.
- 21 3. Work with UCSB to identify
- 22 appropriate “live/work
- 23 environments

24

25

26

27

28

29

30

31

32

33

34

35 **How Will We Recognize A Success?**

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

- 1. Small entrepreneurial  
businesses have emerged in  
the Eastern Goleta Valley.
- 2. “Live/work” entrepreneurial  
incubators have been created  
in the eastern Goleta Valley.
- 3. Existing underutilized space  
has been transformed into  
small, more productive uses,  
with no net increase in  
commercial square footage.

57

58

59

60

61