

**DRAFT 2014 UPDATE TO 1998**  
**GOLETA OLD TOWN REVITALIZATION PLAN**

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**FINAL 1998**  
**GOLETA OLD TOWN REVITALIZATION PLAN**

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## LIST OF ABBREVIATIONS

The following abbreviations are frequently found in the Revitalization Plan:

ADT	Average Daily Trips
AFY	Acre Feet Per Year
ALUC	Airport Land Use Commission
AHO	Affordable Housing Overlay
APCD	Air Pollution Control District
APN	Assessors Parcel Number
BAD	Benefit Assessment District
BID	Business Improvement District
CalTrans	California Department of Transportation
CDBG	Community Development Block Grant
cfs	cubic feet per second
CHP	California Highway Patrol
CNEL	Community Noise Equivalent
COP	Certificate of Participation
CREF	Coastal Resource Enhancement Fund
dBA	Decibel (A-weighted)
DevStd	Development Standard
EDA	Economic Development Administration
EIR	Environmental Impact Report (also MEIR/Master EIR or FEIR/Final EIR)
ESH	Environmentally Sensitive Habitat Area
FAA	Federal Aviation Authority
FAR	Floor Area Ration
FEIR	Final Environmental Impact Report
FEMA	Federal Emergency Management Agency
FIRM	Flood Insurance Rate Map
GCP	Goleta Community Plan
GGMO	Goleta Growth Management Ordinance
GOTA	Goleta Old Town Association
GOTAC	Goleta Old Town Advisory Committee
GSD	Goleta Sanitary District
GTIP	Goleta Transportation Improvement Plan
GVCC	Goleta Valley Community Center
GWD	Goleta Water District
HUD	Housing and Urban Development
HWY 101	United States Highway 101
ISTEA	Intermodal Surface Transportation Efficiency Act
KS	Key Site
LOMR	Letter of Map Revision
LOS	Level of Service
LUFT	Leaking Underground Fuel Tank
MTD	Metropolitan Transit District

O&M	operation and maintenance
OT	Old Town
PAC	Goleta Old Town Project Area Committee
P&D	Planning and Development
PHT	peak hour trips
PSD	Santa Barbara County Fire Department, Protection Service Division
PW	Public Works
RA	Redevelopment Agency
RdMAP	Road Maintenance Annual Plan
ROW	right of way
RP	Revitalization Plan
RWQCB	Regional Water Quality Control Board
SBCFCD	Santa Barbara County Flood Control District
SBHSD	Santa Barbara High School District
SBMA	Santa Barbara Municipal Airport (also airport)
SF	Square Feet (also s.f., sf, or sq.ft.)
SMU	Site Mitigation Unit
SP	Specific Plan
SPRR	Southern Pacific Railroad
SR 217	State Route 217 (also Ward Memorial Boulevard)
STP	Surface Transportation Program
TOT	Transient Occupancy Tax
UCSB	University of California at Santa Barbara
US 101	United States Highway 101

I.

# INTRODUCTION

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## I. INTRODUCTION

**MISSION STATEMENT:** As the historic heart of the Goleta Valley, a revitalization project shall be undertaken in order to make Old Town a sustainable and dynamic community center with a vital and diversified economy and an enhanced quality of life.

### A. BACKGROUND

#### PURPOSE

The Goleta Old Town Revitalization Plan (Revitalization Plan)--functionally similar to a Specific Plan-- guides both private and public sector development through a coordinated series of land use designations/regulations, policies, development standards, design guidelines, and public infrastructure improvements for the Planning Area. The purpose of this Plan is to identify and guide construction of physical improvements, stimulate private development, and develop effective funding mechanisms to achieve the revitalization of Goleta Old Town.

#### PLAN BACKGROUND

In the summer of 1995, the Board of Supervisors approved the Goleta Old Town Redevelopment Feasibility Study, which was an implementation item of the county's adopted Goleta Community Plan (August 1993). Based on the need to identify and analyze a range of public infrastructure improvements, private developments and financing options, the Board initiated the Goleta Old Town Revitalization Project. To assist county staff in developing specific revitalization strategies, the Board also appointed the Goleta Old Town Advisory Committee (GOTAC) in winter 1996. The work of this committee resulted in the release of the Initiation Draft Goleta Old Town Revitalization Plan for public review and comment in August 1996. This document was also initiated for environmental review by the County Planning Commission in September 1996. A Program Environmental Impact Report (BIR) on the proposed public infrastructure improvements and known private developments was released for public comment in December 1996.

To maintain Redevelopment as a potential financing mechanism to fund Old Town improvements, the Board of Supervisors appointed a Project Area Committee (PAC) in November 1996 as mandated under state Redevelopment Law. The PAC concluded its review and recommendations on the Initiation Draft Revitalization Plan in September 1997, resulting in the release of the Revised Draft Revitalization Plan (December 1997).

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# GOLETA OLD TOWN REVITALIZATION PLAN

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The Revised Draft Revitalization Plan and Proposed Final BIR went before the Planning Commission in Winter of 1998. The Commission then forwarded the Plan to the Board of Supervisors. This Final Revitalization Plan was adopted by the Board of Supervisors in July of 1998. Over 65 community meetings, workshops and hearings were held to shape and refine the proposals contained in this Plan.

## **AUTHORITY**

The City's General Plan was adopted in 2006. It governs land use in the City and supersedes this document. For the purposes of this update, only specific policies will be edited or removed, not necessarily every aspect of the original 1998 document. ~~The Comprehensive (General) Plan, the primary land use planning document in Santa Barbara County, contains the goals, policies, and land use standards for growth, development, and resource conservation in Santa Barbara (County). The Elements of the Comprehensive Plan include: Land Use, Circulation, Housing, Noise, Safety, Open Space, Conservation, Agriculture, Environmental Resources Management, Hazardous Waste, Scenic Highways, and Energy. The Goleta Community Plan is a part of the Comprehensive Plan and contains specific development policies adopted for the Goleta planning area and identifies measures to implement these policies.~~

~~The Revitalization Plan is a product of the Goleta Community Plan (GCP) and was implemented as an attachment to the overall GCP. The policies and development standards of the Revitalization Plan carry the same weight and legal authority as those in the GCP.~~

## **B. SETTING**

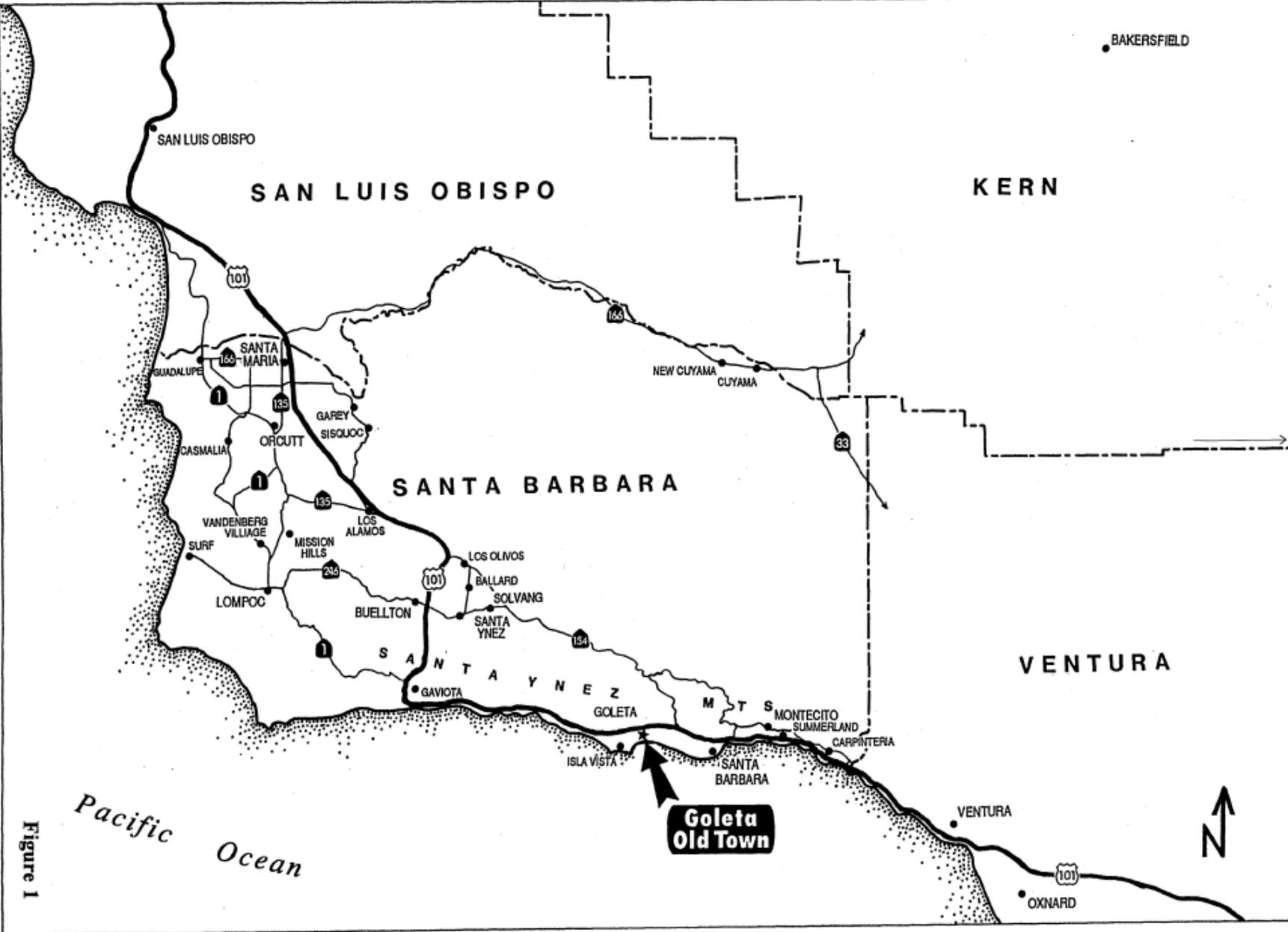
### **PROJECT LOCATION AND SETTING**

The Goleta Old Town Project Area is centrally located within the Goleta Valley (Figure 1). Project boundaries are irregular and generally include US Highway 101 on the north, Hollister Avenue and the Goleta Slough to the south and southwest, the Santa Barbara Municipal Airport and Los Carneros Road to the west, and Maria Ygnacia Creek to the east (Figure 2).

The Project Area is in close proximity to several prominent natural and community features, including the Pacific Ocean, Goleta Beach Park, the Goleta Slough, the University of California at Santa Barbara (UCSB), the airport, and Goleta's light industrial/high tech employment centers.

Major roadways include US Highway 101 (US 101) to the north; Hollister Avenue, which runs east and west through the commercial core; Fairview and Patterson Avenues, which run north-south and provide access to the freeway; and State Route 217 (SR 217), which runs northeast-southwest between the freeway and UCSB.

Goleta Old Town Vicinity Map



3

Figure 1

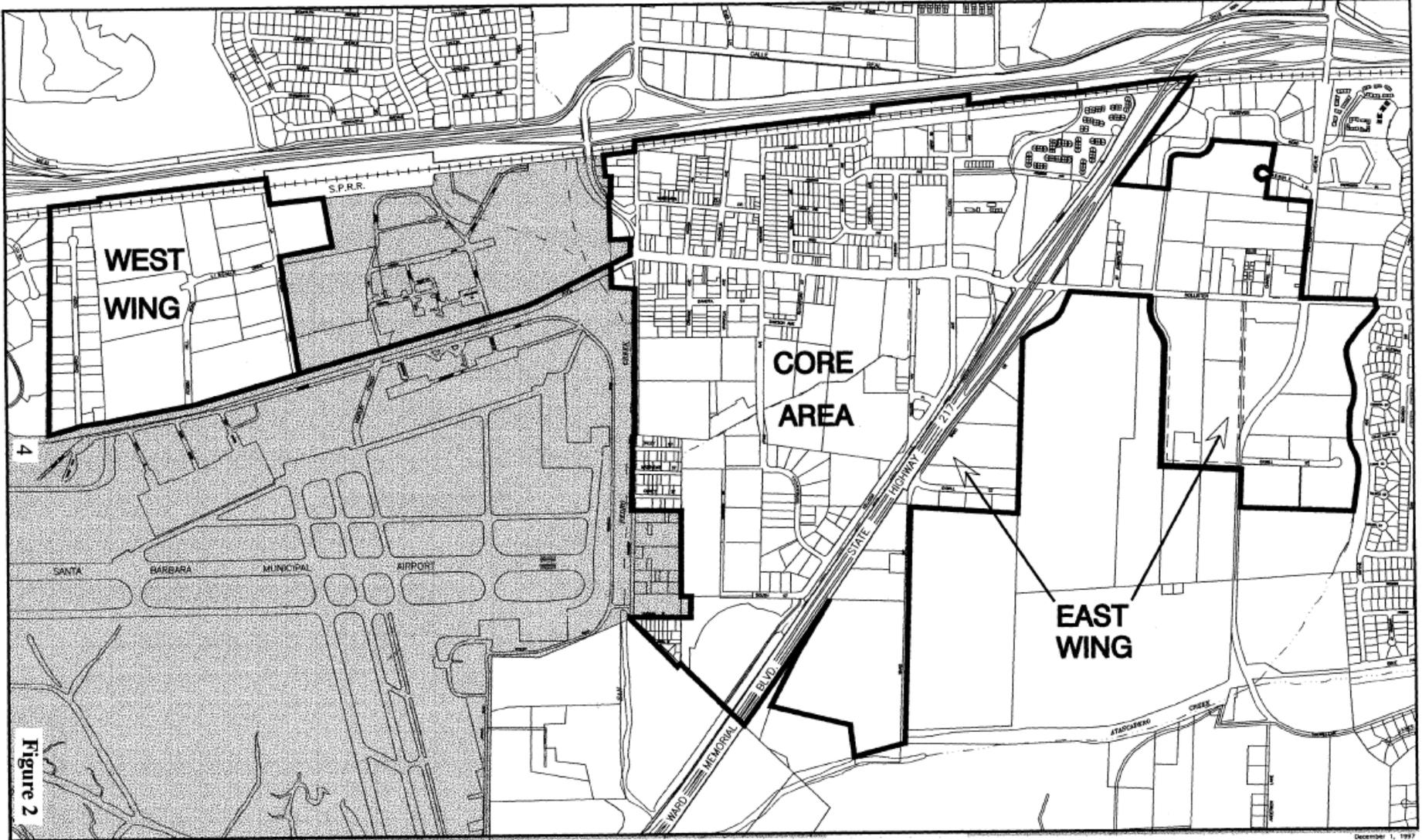


Figure 2

**Goleta Old Town  
Redevelopment Project Area Boundary**



SCALE

City of Santa Barbara

December 1, 1997

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# GOLETA OLD TOWN REVITALIZATION PLAN

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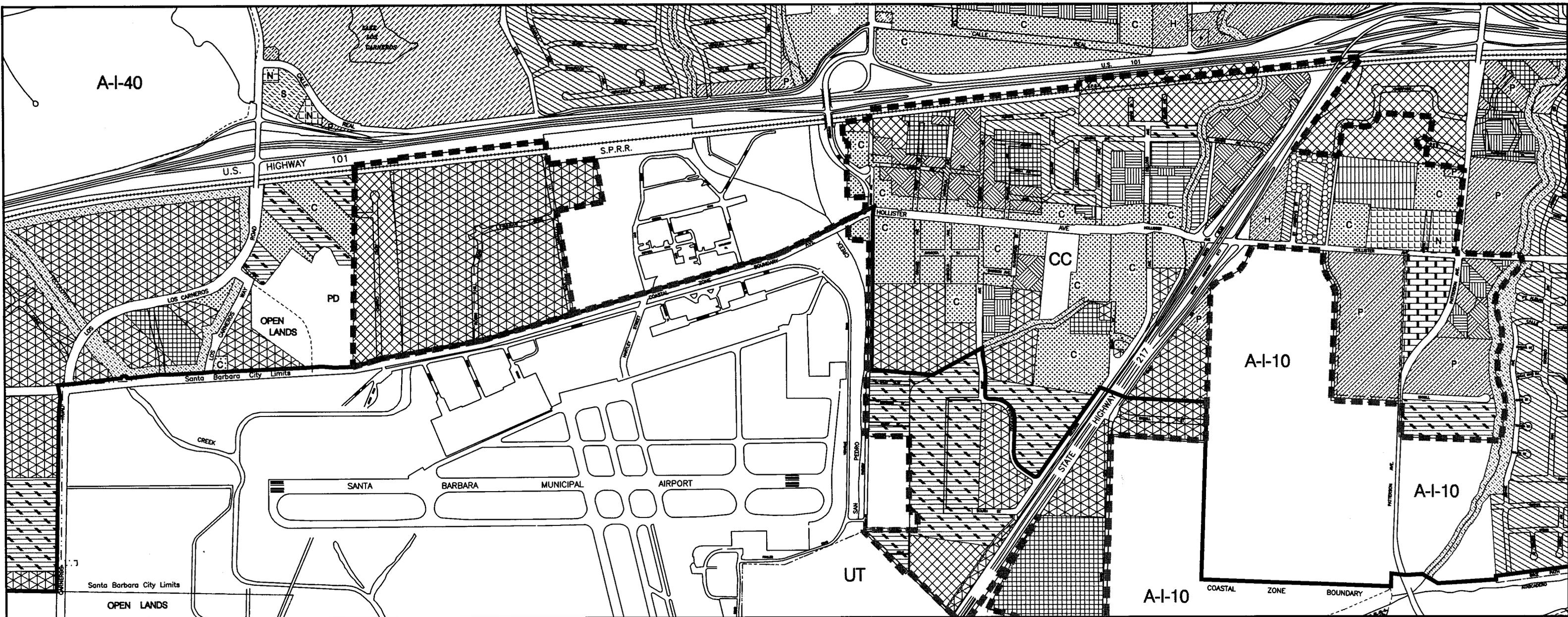
## COMMUNITY HISTORY

Development of the Goleta Old Town area began in the early 1900s. Increases in population led to the development of two towns, one at the intersection of Hollister and Patterson Avenues, the other along Hollister near Fairview Avenue. By the 1930s these two towns had merged into one. In 1936 a lemon packing plant was constructed on a 7-acre tract of land across La Patera Lane. Portions of the Goleta Slough were developed into a commercial airport during the late 1930s and the beginning of the 1940s. During World War II a Marine Corps Air Station was constructed on the mesa of Goleta Point and the military turned this entire area, including the airport, into a military complex. The 1950s marked the transfer of military property to the Regents of California, the airport to the City of Santa Barbara, and the construction of Cachuma Dam. The dam provided a more reliable water supply which allowed the development of new housing and an influx of population into the Goleta Valley. Most of the housing stock in Old Town was built during this expansion period, and until this time Old Town was the only commercial area serving the Goleta Valley. Old Town's importance as the geographic, cultural, and economic center of the community began to wane through the 1970s and '80s with the development of new housing tracts and shopping centers north of the freeway and west of Old Town.

## **PROJECT AREA AND EXISTING USES**

The Goleta Old Town Project Area is comprised of 1006 parcels totaling 595 acres. This Project Area boundary was selected as a proposed Redevelopment Project Area boundary under California Redevelopment Law by the Planning Commission on September 4, 1996. It was formally adopted by the Board of Supervisors on July 7, 1998. To avoid confusion, the term "Project Area" will be used in this document to identify the planning area for revitalization activities as well as the boundary for financing mechanisms allowed under Redevelopment (see Section D below for a more detailed discussion of the relationship between revitalization and Redevelopment). The only difference in the boundary lines is the northern boundary of Key Site 2 where one additional parcel is included within the Revitalization Planning Area and is not included in the Redevelopment Project Area.

**Zoning and Land Use.** The Project Area includes a wide variety of commercial, industrial, and residential uses. Land use and zoning designations are shown in Figures 5 and 6. Existing development includes an estimated 1,900 residential units and 4.2 million square feet of commercial/industrial development. Potential future development in the Project Area is approximately 550 residential units and 1.9 million square feet of commercial/industrial space. Additional commercial/industrial square footage has been estimated using existing valleywide figures which do not account for more recent changes in parking and landscaping requirements. Therefore, the estimates of additional commercial/industrial square footage may be somewhat high.



# Goleta Old Town Land Use Designations (Coastal & Comprehensive Plans) LEGEND

## OPEN LAND USES

- A-1 AGRICULTURE 1**  
5 OR MORE ACRES MINIMUM PARCEL SIZE  
5 TO 40 ACRES MINIMUM PARCEL SIZE IN COASTAL ZONE
- EXISTING PUBLIC OR PRIVATE PARK/  
RECREATION AND/OR OPEN SPACE
- PROPOSED PUBLIC OR PRIVATE PARK/  
RECREATIONAL FACILITY OVERLAY
- OPEN LANDS**  
100-320 ACRES MINIMUM PARCEL SIZE  
100 OR 320 ACRES MINIMUM PARCEL SIZE IN COASTAL ZONE

RESIDENTIAL		
SINGLE FAMILY - MIN. LOT SIZE		MAX. UNITS/ACRE
[Hatching]	10,000 SQ. FT. OR MORE	3.3/ACRE
[Hatching]	7,000 SQ. FT. OR MORE	4.6/ACRE
MULTIPLE - MIN. LOT SIZE		
[Hatching]	5,450 SQ. FT. OR MORE	8.0/ACRE
[Hatching]	4,360 SQ. FT. OR MORE	10.0/ACRE
[Hatching]	3,500 SQ. FT. OR MORE	12.3/ACRE
[Hatching]	2,180 SQ. FT. OR MORE	20.0/ACRE
[Hatching]	1,450 SQ. FT. OR MORE	30.0/ACRE
PD	PLANNED DEVELOPMENT	

COMMERCIAL	
[Hatching]	GENERAL COMMERCIAL
[Hatching]	NEIGHBORHOOD COMMERCIAL COMPREHENSIVE PLAN ONLY
[Hatching]	SERVICE COMMERCIAL COMPREHENSIVE PLAN ONLY
[Hatching]	HIGHWAY COMMERCIAL
[Hatching]	OFFICE AND PROFESSIONAL
INDUSTRIAL	
[Hatching]	INDUSTRIAL PARK
[Hatching]	LIGHT INDUSTRY
[Hatching]	GENERAL INDUSTRY

COMMUNITY FACILITIES	
[Hatching]	EDUCATIONAL FACILITY (PUBLIC OR PRIVATE)
[Hatching]	INSTITUTION/GOVERNMENT FACILITY
UT	PUBLIC UTILITY
CC	CIVIC CENTER

## OVERLAY DESIGNATIONS

- [Hatching] SCENIC/BUFFER AREAS

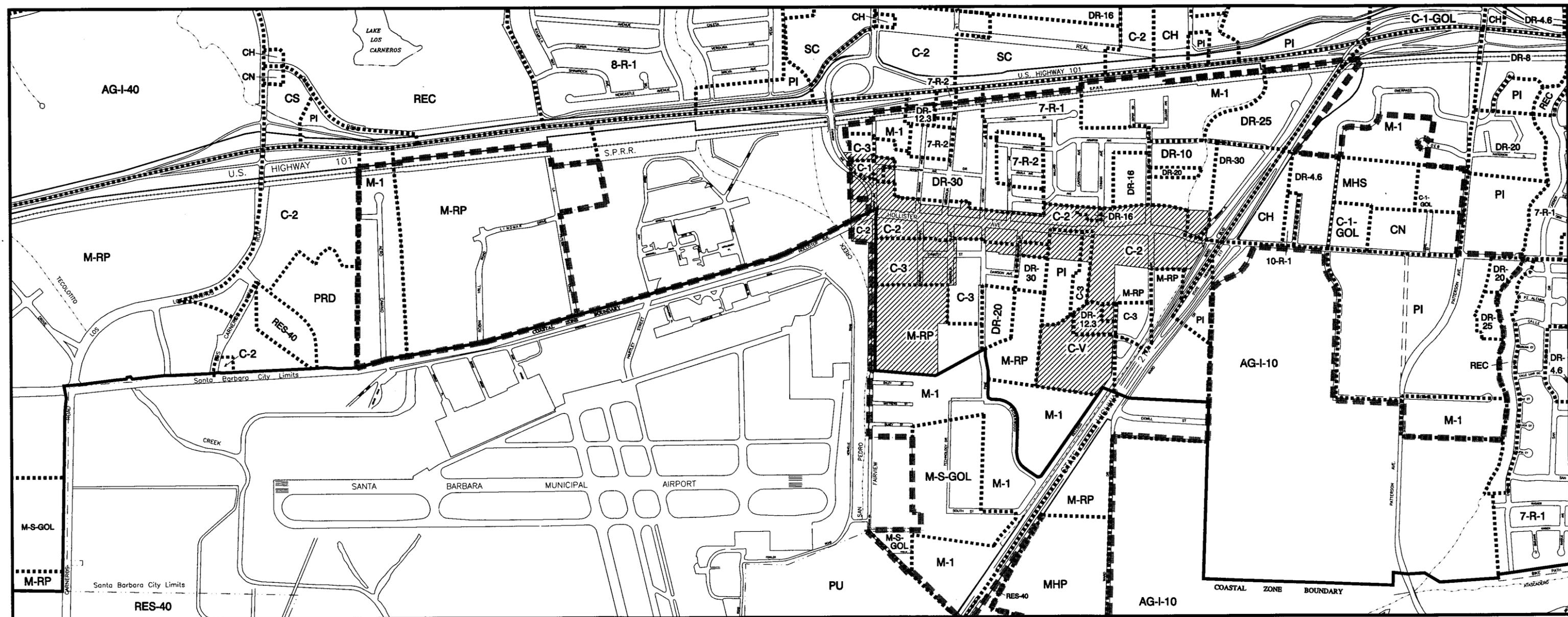
## BOUNDARY LINES

- [Solid Line] COASTAL ZONE BOUNDARY
- [Dashed Line] CITY BOUNDARY
- [Dotted Line] REDEVELOPMENT PROJECT AREA BOUNDARY

September 1, 1988  
propul.dwg  
b=ku17bw, pc2=ku17br



Figure 5



September 1, 1988  
propzone.dwg  
1x=11x170w, pc2=zone1azr

# Goleta Old Town Zoning Districts

(Art. II & Art. III)

## LEGEND

### OPEN LAND USES

- AG-I** AGRICULTURE I  
5, 10, 20, OR 40 ACRES MINIMUM PARCEL SIZE
- RES** RESOURCE MANAGEMENT  
40, 100, OR 320 ACRES MINIMUM PARCEL SIZE

### RESIDENTIAL

- 8-R-1** SINGLE FAMILY  
8,000 SQ. FT.
- 7-R-1** 7,000 SQ. FT.
- 7-R-2** MULTIPLE  
TWO FAMILY - 7,000 SQ. FT.
- DR** DESIGN RESIDENTIAL
- MHP** MOBILE HOME PARK  
COASTAL ZONE (ARTICLE II) ONLY  
MOBILE HOME PLANNED DEVELOPMENT  
INLAND SECTION (ARTICLE III) ONLY
- MHS** MOBILE HOME SUBDIVISION
- PRD** PLANNED RESIDENTIAL DEVELOPMENT

### COMMERCIAL

- C-1-GOL** LIMITED COMMERCIAL GOLETA
- C-2** RETAIL COMMERCIAL
- C-3** GENERAL COMMERCIAL
- CH** HIGHWAY COMMERCIAL
- CS** SERVICE COMMERCIAL  
INLAND SECTION (ARTICLE III) ONLY
- SC** SHOPPING CENTER
- CN** NEIGHBORHOOD COMMERCIAL  
INLAND SECTION (ARTICLE III) ONLY
- CV** RESORT/VISITOR SERVING COMMERCIAL
- PI** PROFESSIONAL and INSTITUTIONAL

### INDUSTRIAL

- M-1** LIGHT INDUSTRY
- M-2** GENERAL INDUSTRY
- M-RP** INDUSTRIAL RESEARCH PARK
- M-S-GOL** SERVICE INDUSTRY GOLETA

HERITAGE DISTRICT

### BOUNDARY LINES

- ZONING DISTRICTS
- COASTAL ZONE BOUNDARY
- CITY BOUNDARY
- REDEVELOPMENT PROJECT AREA BOUNDARY



Figure 6

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## GOLETA OLD TOWN REVITALIZATION PLAN

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The western portion of the Project Area contains the aging Aero Camino industrial area immediately west of the Airport Specific Plan area north of Hollister Avenue. The area between Fairview Avenue and State Route 217 includes a wide variety of commercial establishments, professional offices, light and general industrial uses, single family homes, apartment buildings, and mobile home parks. The eastern portion is generally anchored by development at the Hollister/Patterson Avenue intersection, with light industrial/high tech businesses located primarily south, retail commercial and offices and some pockets of service industrial (along Overpass Road) to the north, and pockets of residential uses to the north.

Retail Commercial (C-2) uses are located primarily along the Hollister corridor through the downtown area. This zone district allows local retail business including stores, shops, and offices supplying commodities or performing services for the residents of the surrounding community. The Hollister corridor Mixed Use Overlay allows the addition of residential units without the normal conditional use permit is subject only to a ministerial land use permit. There are 73 separate parcels, approximately 115 different businesses and single and multi-family dwellings surrounding the Hollister corridor. Commercial businesses and office's along 6 blocks of Hollister Avenue total 454,700 s.f of development (180,800s.f on the north side and 273,900 s.f on the south side). The full economic and cultural potential of this downtown corridor has not been realized due to a number of siting, design and infrastructure deficiencies. These deficiencies are related primarily to inefficient roadway layout and design, lack of adequate parking, lack of pedestrian amenities, and poor building orientation.

Primary concentrations of General Commercial (C-3) are located south of Hollister Avenue. This designation allows all C-2 uses, but it also allows wholesale and heavy commercial uses and services which are necessary within the county but which are not suited to the light commercial district (C-2). Secondary residential uses are also permitted in this zone district. The largest area of C-3 zoning is located between South Fairview Avenue and Pine Avenue starting just below businesses fronting on Hollister Avenue (see Figure 6) and this area contains a wide variety of commercial, industrial and residential uses.

Light and general industrial uses are generally concentrated in the southernmost portion of the Project Area. Light Industrial (M-1) uses are found along Thornwood Drive, as well as in two areas north of Hollister Avenue covering all or parts of Key Sites 2 and 14. The M-1 on Key Site 2 is found in an area of otherwise residential and light commercial uses. The General Industry (M-2) zone district allows for highly intensive industrial uses. One of the more intensely developed pockets of M-1 includes Daley, Matthews, and Olney Streets within Key Site 9. This site's 42 parcels are developed with various auto body and repair shops as well as approximately 11 nonconforming single and multi-family residences.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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Service Industrial-Goleta (M-S-GOL) is a zone district specific to Goleta which provides for industrial and storage uses that are less employee intensive than other industrial zone districts in order to limit employment density, primarily within the airport safety area. Key Sites 7a, part of 7b, and 8 are in the M-S-GOL zone district. Finally, the Industrial Research Park (M-RP) zone district allows for research/industrial and business headquarters office uses in a park-like setting. Properties designated M-RP in Old Town are located along both sides of Old San Jose Creek between Kellogg Way (Key Site 16) and the eastern side of Pine Avenue as well as Key Site 10.

Approximately 5,000 people live in Old Town, with residences concentrated primarily in neighborhoods north of Hollister Avenue. There are also scattered pockets of residential uses south of Hollister Avenue as well as isolated legal, nonconforming units within service/industrial areas in the southern triangle (see Residential section).

Goleta Valley Cottage Hospital and the Goleta Valley Community Center (GVCC) are the only public service buildings in Old Town. There is ~~only~~ one small public park (0.14 acre on Nectarine Avenue) and one 1.48 acre neighborhood park (Armitos Park) serving the residents of Old Town and the playing fields and community activities at the GVCC presently provide the primary local recreational outlet.

## C. PROJECT DESCRIPTION

The mix of land use designations and zoning within the Project Area provides a broad range of economic development opportunities. However, the existing configuration of land uses in Old Town does not provide the ideal balance to most effectively foster the economic revitalization of the area. In addition, the area's currently "blighted"<sup>1</sup> condition, lowered property values, and inadequate public infrastructure discourage private investment, particularly given rigorous ~~county~~-permitting requirements. Finally, because of these conditions, the possible presence of groundwater/soil contamination, and some types of proposed development (e.g. mixed-use), financing is sometimes difficult to obtain.

### KEY SITES

To help focus planning efforts on parcels with a high potential for new development and/or a need for redevelopment, 16 parcels or groups of parcels totaling approximately 200 acres were selected as "Key Sites" for this Plan. The sites are made up of both individual and multiple parcels which

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<sup>1</sup> The term "blight" is a legal term defined in Redevelopment law and is not in any way used to imply that the Project Area or any specific structure or parcel of land is totally dilapidated. The term is used only to describe the Project Area as complying with the requirements of Redevelopment law.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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are vacant, underdeveloped, or developed. Several development options were examined for each Key Site, and after environmental review and numerous public workshops and hearings, primary development options were chosen. Site specific development standards were drafted for each Key Site (see Key Sites section). Key Site buildout under the adopted Goleta Community Plan and this proposed Revitalization Plan is summarized in Table 1 and locations are shown in Figure 7.

## **PLAN COMPONENTS**

To address the issues identified above, the Revitalization Plan implemented land use changes that balance employment, shopping, housing, and recreational land uses critical to the successful revitalization of the Project Area. This effort also relies upon a combination of private development, development incentives such as fee reduction, public infrastructure improvements, and financial assistance.

**Land Use Changes:** The Revitalization Plan's land use scenario includes changes from GCP land use and/or zoning on all or portions of 7 of the Project Area's 16 Key Sites. These changes foster the mix of economic development, entertainment, employment projects, and housing needed to revitalize the area. Designation/zone changes for Key Sites are indicated on Table 1.

The land use based goals of revitalization must be balanced with the constraints on development in the Old Town area due to lack of public infrastructure such as streets, parks and public parking facilities. Although revitalization will enhance the quality of life for Old Town residents and employees, it may also increase the strain on these resources. In response to this tension, upzoning was implemented only where the increase in density or intensity of use will be offset by either the provision of infrastructure or through the development of projects which will uniquely benefit the Old Town area.

**Development Incentives:** The Program EIR prepared for the Revitalization Plan provides environmental analysis of all public infrastructure-related components of the Plan and limited private development (to a varying degree depending on property owner contribution to specific studies for the EIR). The level of detail in the EIR should substantially reduce or eliminate the need for additional environmental review at the time of project application. This review and the areawide and project-specific development standards will substantially reduce the time and costs associated with design and permitting of larger scale projects.

# GOLETA OLD TOWN REVITALIZATION PLAN

**TABLE 1**  
**SUMMARY OF KEY SITE INFORMATION AS OF 1998**  
**(SEE SECTION V FOR DETAILED INFORMATION ON EACH OF THESE KEY SITES)**

KEY SITE # ACREAGE, EXISTING DEVELOPMENT	LAND USE DESIGNATION/ ZONING	ESTIMATED BUILDOUT
#1 GENERAL RESEARCH 12.59 ac. 164,970 sf	Office and Professional / PI	20,000 sf office building
#2 KELLOGG READY MIX 17.96 ac. 64,000 sf	General Industry, Open Space / M-1, Rec.	45,000 sf
#3 HOLLISTER/KELLOGG 14 ac. 1,875 sf 24 units	Res 10.0, Res 20.0, Gen.Comm, Scenic Buffer / DR-10, DR-20, C-2	120 room hotel (88, 125 sf) and 15 units west of creek; 37 units and 1.5 acre park east of creek (Assumes a portion of the site is rezoned to C-2)
#4 SANDERS 4.76 ac. 2 units	General Commercial / C-2	100,000 sf retail and 10 units <sup>2</sup>
#5 GOLETA VALLEY COMMUNITY CENTER 9.84 ac. 27,717sf	General Commercial, Civic Center / C-3, PI	30,000 sf addition/ Rec. facilities
#6 PAGE 12.36 ac. Vacant	General Commercial / CV	250 room hotel/conference center (187,808 sf), Retail and conference facilities (33,600 sf)
		Total 221,408 sf

<sup>1</sup> Assumes total additional buildout under existing designations based on Floor Area Ratios and recent development trends in the Project Area.

<sup>2</sup> Estimate includes acreage from Key Site 5.

# GOLETA OLD TOWN REVITALIZATION PLAN

KEY SITE # ACREAGE, EXISTING DEVELOPMENT	LAND USE DESIGNATION/ ZONING	ESTIMATED BUILDOUT
#7A THORNWOOD DRIVE 26.1 ac Vacant 10,000 sf	Light Industry / M-1, M-S-GOL	102,300 sf M-1, 222,200 sf M-S-GOL (open storage yard as approved)  Total 324,500 sf
#7B DRIVE-IN 16 ac. 9,600 sf	Light Industry, General Industry / M-1, M-S-GOL	4,400 sf car rental facility 113,700 sf M-1 24,800 sf M-S-GOL  Total of 142,900 sf
#8 CORTA STREET 2.07 ac. 5,000 sf 15 units	Light Industry / M-S-GOL	25,000 sf <sup>3</sup>
#9 DALEY, MATTHEWS, AND OLNEY 6.39 ac. 53,100 sf, 11 units	Light Industry / M-1	25,600 sf <sup>3</sup>
#10 AIRPORT PLAZA 17.16 ac. 193,200 sf	Industrial Park / M-RP	256,000 sf (56,800 sf new)
#11 SOUTH-EAST HOLLISTER/FAIRVIEW AVE. 9.93ac 116,400 sf, 34 units	General Commercial / C-2 and C-3	13,400 sf
#12 HOLLISTER CORRIDOR <sup>4</sup> 48 ac. 365,400 sf	General Commercial, Residential, Civic Center / C-2, DR-16, DR-10, PI  Mixed Use Overlay	33,600 sf office 57 units

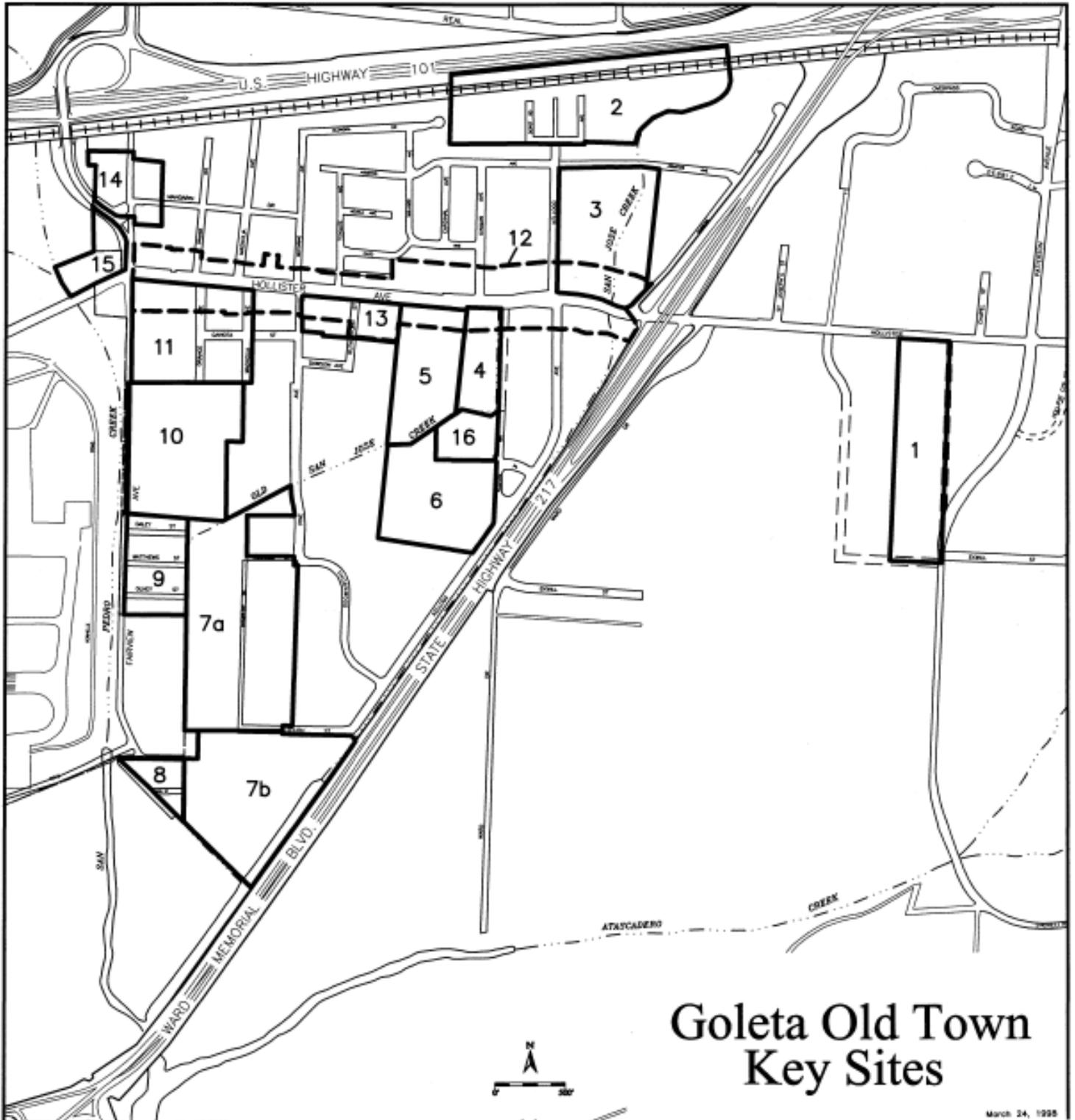
<sup>3</sup> Assumes theoretical full potential buildout on each parcel with existing residences removed. If residences remain, buildout would be less.

# GOLETA OLD TOWN REVITALIZATION PLAN

KEY SITE # ACREAGE, EXISTING DEVELOPMENT	LAND USE DESIGNATION/ ZONING	ESTIMATED BUILDOUT
#13 CENTRAL HOLLISTER 4 ac. 46,300 sf, 1unit	General Commercial / C-2, C-3	Minor infill of 6,200 sf
#14 NORTH FAIRVIEW INDUSTRIAL 39,800 sf 29 units	General Commercial, Residential 30 I C-1, C-3 and DR-30	5,000 sf retail 21 units
#15 GERARD TRIANGLE <sup>5</sup> 3.19 ac Vacant	General Commercial / C-2	10,700 sf 6 units
#16 STORAGE YARD 10,000 sf 2 units	Industrial Park, Residential 12.3 I DR 12.3, M-RP	52 units 9,200 sf
<b>TOTALS: 1,099,689 sf 118 units</b>		<b>1,157,433 sf 198 units</b>

<sup>4</sup> Key Site 12 overlaps other Key Sites (3, 4, 5, 11, and 13), buildout figures do not double count square footage or residential units.

<sup>5</sup> Includes only the Gerard parcel located within the County. Two developed parcels are located within the City of Santa Barbara.



# Goleta Old Town Key Sites

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# GOLETA OLD TOWN REVITALIZATION PLAN

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This Revitalization Plan encourages construction of mixed use development (typically ground floor retail uses with office and/or residential uses above) in Old Town. The Mixed Use Overlay along the Hollister corridor reduces requirements for residential uses from a Conditional Use Permit to an over-the-counter land use permit. The utilization of the mixed use program is further encouraged through potentially free plan review and reduction or waiver of development fees for a limited period of time (e.g. 2-5 years). A full discussion of mixed use development is found in the Residential section (section II.A).

Finally, in order to facilitate financing of projects involving existing nonconforming uses, the Plan proposes options such as Zoning Ordinance modifications for Old Town which would establish an Old Town Overlay that would, in part, "grandfather" in consistency with the County's Zoning Ordinance for existing nonconforming uses. Specific modifications will be proposed at a future date as an implementation action of this Plan.

**Public Infrastructure Improvements:** The Revitalization Plan proposes a number of infrastructure improvements intended to help stimulate economic revitalization of the area and better serve property and business owners, as well as residents and visitors. A substantial number of the improvements are related to transportation to improve access and allow people to travel into and throughout Old Town via all modes of transportation. Major roadway improvements include the reconstruction of Hollister Avenue, transforming the Old Town area into a more pedestrian and bicycle friendly downtown, the east-west extension of Ekwil through to Fairview Avenue, the extension of Fowler Road to S. Kellogg Avenue, and State Route (SR) 217 at-grade intersections which would all facilitate direct access into the commercial/industrial areas south of Hollister Avenue. Additional parking, bikeways, and an electric shuttle system are also proposed. The Plan encourages the correction of area drainage and flooding problems and an increase in public safety through addition of a sheriff's substation (or local field office) in Old Town. Provision of additional recreational opportunities include plans for a park, trails, and bikeways. Most of these improvements will rely in part on Redevelopment funding (discussed below).

Public improvements which would collectively enhance the visual appearance of the Project Area are also proposed. These include the streetscape component included with the Hollister Avenue reconstruction project, Old Town gateways, beautification of S. Fairview, and provision of street trees and landscaping along major new roadways. Figure 8 shows the proposed 10 year implementation of public infrastructure improvements.

# Goleta Old Town Revitalization Public Infrastructure - 10 Year Implementation

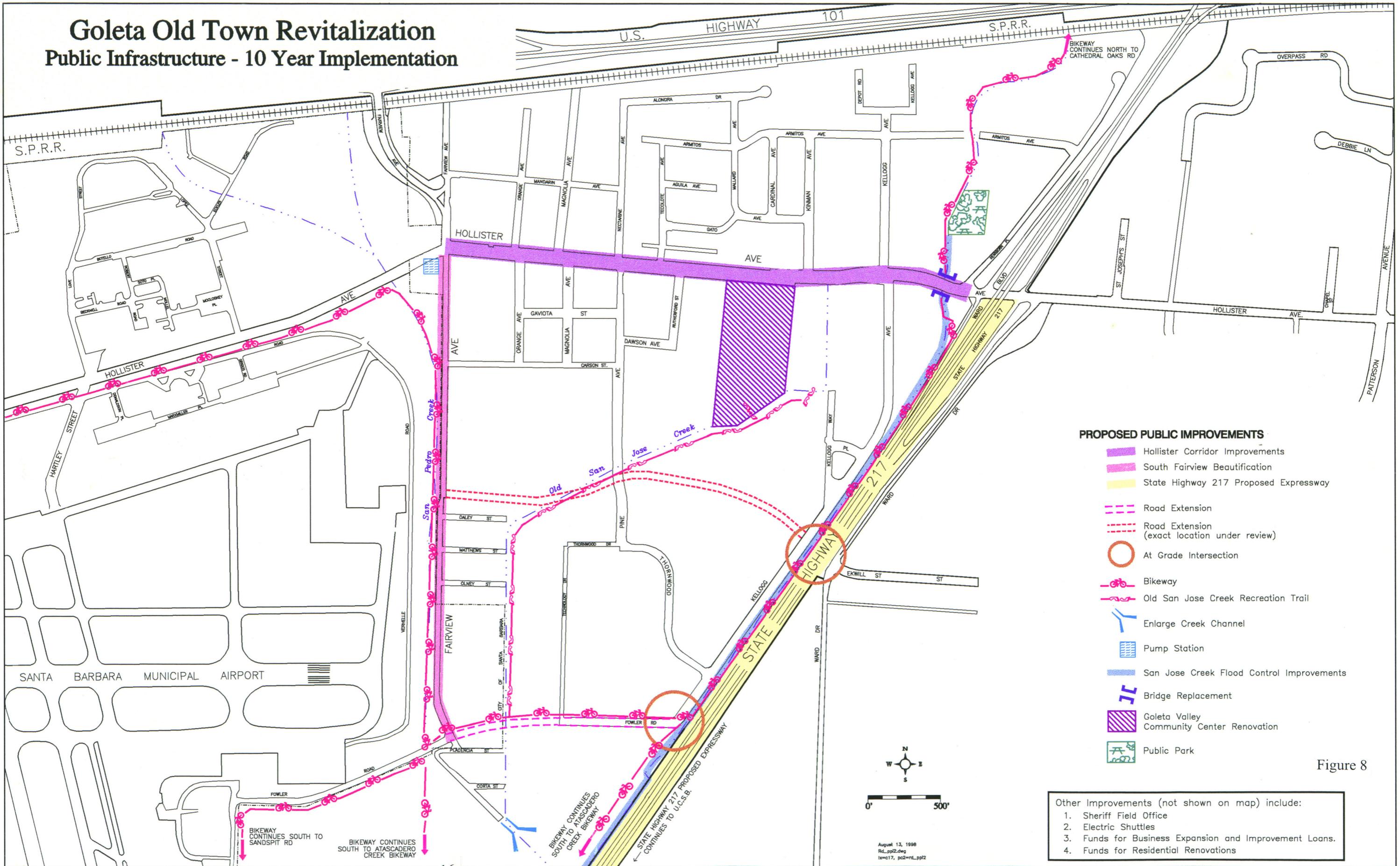


Figure 8

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## D. REDEVELOPMENT PROJECT AREA

On December 29, 2011, the California Supreme Court issued an opinion in *California Redevelopment Association v. Matosantos*, upholding Assembly Bill 1X 26 and invalidating Assembly Bill 1X 27 (the legislation that would have permitted redevelopment agencies to continue operation if their sponsoring jurisdiction agreed to make certain payments for the benefit of schools and special districts).

As a result, all California redevelopment agencies along with their source of revenues were dissolved, effective February 1, 2012.

The planning effort for the Revitalization Plan began with the County's preparation of a Redevelopment Feasibility Study, the purpose of which is to determine if an area qualifies under state Redevelopment Law for Redevelopment activities. The study concluded that economic and physical "blight" findings could be made for Old Town, and a future Redevelopment Project Area would generate revenues sufficient to fund a program of improvements for the area. During the Board of Supervisors' consideration of the Feasibility Study (summer, 1995), the broader concept of a Revitalization Plan was developed so that financing mechanisms in addition to Redevelopment property tax increment financing would be analyzed.

The Revitalization Plan is an umbrella term for the comprehensive program of public infrastructure improvements, private developments and financing mechanisms. These financing mechanisms include grants, traditional county revenue sources such as road impact fees, and Redevelopment revenues. The range of revenue sources for revitalization activities are described in the Financing section of this Plan.

Redevelopment property tax increment financing has emerged as a key source of funding which can be most effectively used in conjunction with other revenue sources available to the county. For the county to have access to Redevelopment funding, it must first formally establish a Redevelopment Project Area. The County Board of Supervisors directed that the adoption process for establishing a Project Area run on a parallel track with the Revitalization Plan. The Project Area was also adopted by the Board of Supervisors on July 7, 1998.

II.

LAND USE

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## II. LAND USE

The Land Use section of the Revitalization Plan describes land use and zoning in three categories (Residential, Commercial and Industrial) and describes how infill development is to be carried out with high quality design and construction (Aesthetics and Design).

**GOAL:** To promote a mixed use sustainable urban village concept where dependence on the automobile for transportation is minimized, people can live close to where they work, pedestrian foot traffic is encouraged, and public mass transit is easily accessible and convenient.

**Policy LU-OT-1:** The Development Standards contained within this Plan shall be utilized to implement the policies of the Plan. Where appropriate, each of these standards shall be applied to the project under review unless the standard would be inapplicable or ineffective and/or other standards have been required which implement the policies.

**NOTE:** The following (*Policy LU-OT-2, Action LU-OT-2. 1, Action LU-OT-2. 2, DevStd LU- OT-2.3, and Action LU-OT-2. 1*) is subject to discretionary future action by the Board.

*The GGMO was repealed by the City of Goleta in 2009.*

~~*Policy LU-OT-2: The County shall amend the Goleta Growth Management Ordinance to facilitate development in the Old Town area, consistent with the goals of the GGMO.*~~

~~*Action LU-OT-2.1: Flagship development in Old Town (defined as hotel development on Key Sites 3 and 6 and the theater/retail complex on Key Site 4) shall be considered "Category A" (exempt) under the GGMO.*~~

~~*Action LU-OT-2.2: A separate allocation pool available only to projects within the Goleta Old Town area shall be established at a rate of 25 units and 25,000 sf the first year, 50 units and 50,000 sf the second year, and 50 units and 75,000 sf each year until the year 2002 at which time the Board of Supervisors shall determine an appropriate allocation level. Each year, 10,000 square feet of the CI/ pool shall be reserved for projects within Key Site 12 (Hollister corridor). Any remaining unclaimed allocation from this Site 12 setaside may be used by other Old Town projects at the end of the allocation period*~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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~~*DevStd LU-OT-2.3: All projects in the Old Town area must first apply for allocation from the Old Town pool. If an Old Town project is unable to secure allocation from this pool, it may apply for allocation from the general GGMO allotment.*~~

~~*Action LU-OT-2.4: Within six months of adoption of this Plan, P&D shall return to the Planning Commission with recommended fees for the establishment and operations and maintenance of alternative transportation facilities, which shall be paid by all development within the Old Town area which is exempted or granted allocation from the GGMO as set forth in Actions LU-OT 2.1 and LU-OT-2.2.*~~

## A. RESIDENTIAL

### SETTING

The Project Area includes an estimated 1,900 existing housing units; approximately 1,450 of these are located on residentially designated land and approximately 450 units are located on commercially and industrially designated land. Most of these units were constructed in the 1950s-'70s, and range from older single family homes on 7,000 s.f lots to apartment units at a density of 30 units per acre.

The primary concentration of housing is in the area north of Hollister Avenue, south of the SPRR, and between State Route 217 on the east and Fairview Avenue on the west. Housing types primarily consist of single family units, duplexes, and apartment complexes. South of Hollister Avenue, other residential development includes scattered apartment houses and mobile home parks, with occasional single family homes and duplexes. Additional units are located throughout the portion of the Project Area east of SR 217, primarily between Patterson Avenue and Maria Ygnacia Creek and within the primarily commercially designated areas north of Hollister Avenue.

Total additional potential residential buildout in the Project Area includes an estimated 550 units based upon zoning designations in the Revitalization Plan. The Sumida and Hollipat Affordable Housing Overlay (AHO) sites contribute nearly 250 of these units. An initiated AHO site (Site 16-Storage Yard) created with the adoption of this Plan contributes an additional 50 units.

### PLANNING ISSUES

#### *Housing Stock Condition*

The condition of the existing housing stock is variable, depending upon age, location, and upkeep of the units involved. While most single family neighborhoods and apartment complexes are generally well maintained, significant deterioration of the existing housing stock is occurring in a number of neighborhoods. In some cases maintenance incentives are often diminished by area

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# GOLETA OLD TOWN REVITALIZATION PLAN

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conditions such as poor road maintenance, incomplete circulation, poor lighting, inadequate parking and public parks, and crime. The quality and condition of the housing can also be affected by incompatible adjacent uses. Where units are located adjacent to severely incompatible uses, such as those generating high levels of noise, dust or fumes, homes tend to be substantially less well maintained. Many of the residential units subject to these conditions are those no longer conforming to present zoning. The Project Area contains approximately 450 non-conforming units, including approximately 100 within Key Sites 8, 9, 11, and 14. Condition of these units ranges from well-maintained to states of dilapidation resulting in health and safety concerns.

## *Affordability*

The existing housing stock contributes significantly to the county's affordable housing pool, often without the assistance of governmental programs. The majority of the apartment complexes scattered throughout the area provide rental units at rates more affordable than the Goleta Valley at large. In addition, the Dearborn Place condominiums and the single family and duplex neighborhoods north of Hollister Avenue provide important entry level housing opportunities into the constrained and expensive South Coast housing market.

## *Housing Programs*

One of the overall themes of the Revitalization Plan is sustainability. Housing in close proximity to retail businesses, transit, recreation, schools, and jobs promotes this concept. The housing programs proposed under the Plan provide an opportunity to contribute to the balance of land uses necessary for a sustainable community. These programs are designed to both assist in renovation of existing older housing, and to provide new residential development. A key goal is implementation of these programs to ensure housing for residents of all ages and incomes, while not diminishing the quality of life for existing residents.

## *Funding*

Funding for the proposed housing programs will come from public and private sources. ~~Primary public funding will come from the 20% set aside of property tax increment funds (mandated by State Redevelopment Law) for affordable housing programs in the Redevelopment Project Area.~~ Additional funds could come from the Federal Community Development Block Grant (CDBG) and HOME programs, and the County Housing Authority. ~~Redevelopment tax increment revenue is projected to provide \$1.7 to \$6.0 million during the first ten years.~~ Additional funds will likely be secured depending on the county's success in applying for available state and federal grants. Funding will likely be delivered through low interest loans in revolving loan programs, and in some cases direct grants could also be utilized. Private participation and/or public/private joint ventures are also expected, particularly for mixed use programs and new housing developments.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## 1. Renovation Program

Preservation and renovation of the existing housing stock is a high priority of the Revitalization Plan. In response, the County Affordable Housing Program ~~is currently undertaking~~ **undertook** a housing needs assessment in the Project Area with funding provided through CDBG.

In addition to units in need of improvement in existing residential areas, many of the units requiring renovation are located on properties with land use and zoning designations allowing for commercial/industrial uses (e.g. C-2 and C-3) and not stand alone residences. These units are not considered secondary uses to a primary commercial use, so they are considered legal non-conforming. Under this housing program, methods to preserve and/or replace these units will be analyzed and include the following:

- Incentives (e.g. financial assistance) for mixed use development;
- Incentives for preserving these units as higher value commercial uses continue to develop in proximity;
- Encouraging replacement of demolished units either onsite or where not in conflict with public health and safety concerns; and
- ~~Financial assistance for providing onsite or offsite replacement units through the 20% set-aside of property tax increment funds.~~

## 2. Mixed-Use Program

Mixed-use development typically includes a building with combined retail, office and/or residential uses. Retail uses are on the ground level to capitalize on street exposure, with offices and residential units on the second and third stories. Mixed-use development in downtown areas stimulates economic activity by expanding the local customer base, increasing neighborhood safety due to a 24 hour presence of local population, and encouraging the development of weekend and evening dining and entertainment establishments. Costs associated with development and maintenance are usually reduced due to an increase in building density and ability to share surrounding amenities. For example, with certain mixes of uses, parking used by retail establishments during the day could be used by residents at night.

The adopted Goleta ~~Community Plan~~ **General Plan** identifies mixed-use development along Hollister Avenue in Old Town ~~as a high priority~~ and the **City's Zoning Code** includes a Mixed Use Overlay (**MIX-GOL**) on this corridor. Within this Overlay, the addition of residential units does not require the normal conditional use permit but is subject only to a ministerial land use permit and a primary residential use may be permitted with a minor conditional use permit. The Revitalization Plan proposes additional incentives to facilitate mixed-use development in Old Town. These incentives include:

- Expedited processing of mixed-use projects through use of areawide design standards;

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# GOLETA OLD TOWN REVITALIZATION PLAN

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- ~~• Free plan review and reduction in or waiver of development fees for an introductory period of time (e.g. two to five years); and~~
- ~~• County assisted pilot projects to identify issues and solutions associated with mixed use development.~~

Impediments to construction of mixed-use projects exist in Old Town. Unlike areas such as the East Coast or San Francisco, southern California financial institutions are generally unfamiliar with mixed-use projects and as a result developers have difficulty securing loans for these projects. Second, many structures on the Hollister Corridor are nonconforming to ~~County~~ City Zoning Ordinance requirements for setbacks and parking. Of the approximately 70 structures on the Hollister Corridor, a third are nonconforming as to side or rear yard setback requirements, and a third are nonconforming as to parking requirements. These nonconforming conditions for structures are not exclusive; a structure may be, for example, nonconforming as to parking and setback requirements. In addition, the nonconforming status of a structure can also negatively impact a bank's willingness to provide a loan on the property for improvements.

Finally, the long, narrow configuration of most Hollister Corridor parcels (e.g. 45ft. x 125ft.) causes significant challenges to structural design and accommodation of adequate onsite parking. An option for adding space to an existing structure without sacrificing limited setback areas or parking is to add additional floors. Currently the ~~County's Zoning Ordinance~~ City's General Plan limits building height to 35 feet for most commercial uses and 30 feet for the Old Town Commercial designation, which allows a three story building. Property owners and architects attempting to exercise this option however, are confined to essentially flat roof treatments. ~~An amendment to the zoning ordinance~~ The General Plan raising the maximum building height to 40 feet would allow some flexibility and permit at least limited roof pitches to be possible on three story buildings to increase the height limitation with a good cause finding. Concerns which must be addressed include visual, solar and privacy impacts to adjacent residences north of Hollister, and visual and aesthetic impacts from the Hollister Corridor.

To successfully implement a mixed-use program, these issues need to be resolved. Future action items include:

- Establish an Old Town Overlay or other mechanism to provide consistency with the ~~County's~~ City's Zoning Ordinance for existing nonconforming structures in the Heritage District;
- Analyze the feasibility of appropriately located shared parking configurations;
- Analyze the use of public parking by mixed-use projects within 1,000 feet of the project; and
- ~~• Review the appropriateness of increasing height limits from 35 feet to 40 feet.~~

An additional potential impediment to mixed-use development in Old Town is the number of current and past businesses that use or store materials that could be hazardous to nearby residences. The Goleta ~~Community~~ General Plan addresses this concern through ~~Policy RISK-GV-3~~ SE 5.1 Coastal and Other Hazards (Policy SE 1 "Safety In General") and SE 10: Hazardous Materials and Facilities which states that County ~~Environmental Health Services (now the Fire Dept.)~~ Fire Department shall determine that a hazardous situation will not be created with the addition of mixed-use development.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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Preliminary property owner interest has identified 10 proposed mixed use developments. This is the result of free county consultations to inspect buildings for structural feasibility of adding additional floors and providing preliminary designs and development pro formas. The projects would be located along the Hollister Corridor and within Key Site 11 (SE Hollister/Fairview).

To capitalize on existing property owner interest in building upgrades, an additional incentive is recommended in this Plan. To provide a very limited opportunity for small-scale mixed use projects to be introduced to the Hollister corridor and create enthusiasm for locating additional public parking (see Transportation section for a full discussion of the proposed Parking Program), a pool of 16 parking space credits has been established to facilitate mixed use development on sites that may not be able to provide sufficient parking onsite. These credits would be granted to Old Town mixed-use projects located in the Heritage District (excluding Key Sites 4, 6 10 and 16) with a single project limit of 4 parking space credits. This limit prevents any one project from consuming all of the 16 space special exemption, allows for small scale additions in this pilot program, and may serve to minimize impacts to surrounding parking caused by a single project.

### **3. Regulatory/Development Incentives Program**

The Revitalization Plan's land use and zoning designations, ordinance changes and development incentives could facilitate development of up to approximately 550 new residential units. This includes residential buildout on Key Sites 14 and 15, mixed-use projects on the Hollister Corridor and development of the Sumida and Hollipat Affordable Housing Overlay sites. Residential buildout proposed in the Revitalization Plan is roughly equal to buildout under the previous land use and zoning designations. While some housing is lost due to rezones on Key Site 6 (Page) and Key Site 3 (Hollister/Kellogg), the potential for new housing is provided for on Key Sites 14 and 16 and through the mixed use program.

New residential units in the Project Area could be provided through private and/or joint public/private development. Due to existing infrastructure constraints, the high cost of land, and the challenges of infill development in existing urban areas (e.g. "Brownfield" sites with actual or potential soil/water contaminants), it is likely that county assistance would be required for projects and could include:

- Public infrastructure necessary to facilitate new development;
- ~~Financial assistance including use of the 20% set aside of property tax increment funds;~~ and
- Incentives including free plan review and reduction or waiver of development fees.

### **4. Neighborhood Safety and Improvement Program**

The Revitalization Plan places a high priority on addressing the issues of neighborhood safety and public improvements for existing residents in Old Town. Construction of improvements in existing neighborhoods would provide greater incentives for renovation and increased

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# GOLETA OLD TOWN REVITALIZATION PLAN

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maintenance of private property. Increased public and private investment in Old Town's existing neighborhoods would in turn contribute to the preservation of the existing housing stock. Proposed elements include:

- That residential neighborhoods be given parity with commercial and industrial areas in planning decisions;
- That the interests of residents, business owners, and commercial developers be given equal status and consideration in planning decisions;
- That extreme care be taken so that residential density levels are not increased to the detriment of the quality of life in Old Town;
- That neighborhood roadways not be looked at as alternative routes for business traffic and commercial deliveries;
- That residential neighborhood streets not be used to relieve parking stresses created by commercial expansion and development;
- That measures to promote personal safety and prevent crime, including but not limited to increased Sheriff's Department presence, additional night lighting, efforts to curtail graffiti and vandalism, and local coordination on gang issues, be adopted and funded;
- That maintenance of current improvements, including but not limited to sidewalk repairs, paving, and street resurfacing, be increased and funded as a means of protecting and enhancing the character and quality of Old Town residential neighborhoods;
- That neighborhood improvements, including but not limited to traffic calming measures (for example, speed humps), improved drainage, curbs and gutters, improved street lighting, and sidewalks where and in design appropriate to individual neighborhoods, be formulated and funded as a means of protecting and enhancing the character and quality of Old Town residential neighborhoods;
- That aesthetic and design changes, including but not limited to landscaping, be formulated and funded as a means of protecting and enhancing the character and quality of Old Town residential neighborhoods; and
- That channels of communication ~~with the County~~ for imparting information to residents and receiving input from residents be kept open.

## POLICIES

**GOAL:** In order to provide housing affordable to all segments of the community, the Goleta Old Town Revitalization Plan shall develop programs to foster the renovation/reconstruction of existing housing stock, mixed use projects, construction of new housing units, and increase neighborhood safety so that revitalization activities maintain or increase housing opportunities in the Project Area.

**Policy LUR-OT-1:** **P&D**City shall encourage the preservation/replacement of existing conforming and non-conforming residential units within the Project Area.

# GOLETA OLD TOWN REVITALIZATION PLAN

**Action LUR-OT-1.1:** ~~P&D~~City shall work ~~with the County's Affordable Housing Program of the Office of the Treasurer Tax Collector to identify and secure funding (e.g. Community Development Block Grant, use of 20% set aside of property tax increment funds, etc.)~~ to implement a housing renovation program in the Project Area.

**Action LUR-OT-1.2:** ~~P&D~~City shall develop incentives to preserve and maintain existing non-conforming housing units. Such incentives could include ~~Redevelopment Housing Set Aside funds, CDBG grants, and amendments to the zoning ordinances.~~

~~**Action LUR-OT-1.3:** The county's priorities for expenditure of Redevelopment housing set aside funds are 1) to facilitate the implementation of the mixed use program to provide secondary residential units; 2) to assist in the renewal/redevelopment of the existing housing stock; 3) and to facilitate redevelopment housing and new housing projects, with a priority on the revitalization of Old Town.~~

~~**Action LUR-OT-1.4:** The County Planning and Development Department and Office of the Treasurer Tax collector shall coordinate on the preparation of the Redevelopment Housing Plan which reflects these priorities, consistent with State and Federal law. This process shall be coordinated with the County's Consolidated Housing Plan and return to the Planning Commission as soon as possible, but no later than one year from adoption of the Redevelopment Plan, for consideration of this housing plan. This process shall also be coordinated with the County's Consolidated Plan funding process.~~

**Action LUR-OT-1.5:** The ~~County~~City shall encourage mixed use development in all appropriate commercial/industrial developments in Goleta Old Town by considering reduction in impact fees for the residential components of these developments, by modification of standards (e.g.: parking) consistent with well-planned urban design. Funding assistance will be available from ~~redevelopment set aside funds (consistent with direction provided in the County's Redevelopment Housing Plan as noted in Action LUR-OT-1.4 above) or other~~ sources for construction of the residential units. ~~Waiving of fees or use of "Beneficial Projects" designation shall be based on density.~~

**Policy LUR-OT-2:** ~~P&D~~City shall implement the Mixed-Use Program and shall actively encourage the development of projects under the program. **This section is compatible with General Plan TE 2.2c "Land use strategies to reduce automobile travel demand" and LU 1.11 Multiple-Use Development.**

**Action LUR-OT-2.1:** ~~P&D shall establish~~Consider establishing an Old Town Overlay or other appropriate mechanism to provide consistency with the ~~County's~~City's Zoning Ordinance for existing non-conforming structures in the Heritage District. This shall include an analysis of parking, setback, and height requirements. Structures which are granted conforming status under this grandfather provision shall be required to upgrade the - facade of the building as part of any improvement and/or expansion permit. **2011 Goleta Old Town Parking Study by Walker Consultants completed, overlay could be done with Zoning Code, if still desired. This section is compatible with GP VH 4.2 "Consistent with Goleta Heritage District Guidelines."**

# GOLETA OLD TOWN REVITALIZATION PLAN

~~Action LUR-OT-2.2: The County shall establish a 16 space parking "pool" to be credited to mixed use developments in the Heritage District (excluding Key Sites 4, 6, 10 & 16). Up to four credits may be allotted to individual mixed use projects (up to the 16 space total) where adequate parking cannot be provided on site. These credits shall be issued on a first come, first served basis. When additional parking is provided in the Old Town Area and evidence is present that excess parking is available, P&D shall bring this Action back to the Planning/Commission for a review of the appropriate amount of spaces for this parking "pool".~~

**Action LUR-OT-2.3:** P&D City shall work with the development community to identify barriers (e.g. financial and regulatory) to mixed-use development. Methods to remove barriers and provide incentives to encourage development of mixed-use projects shall be identified and instituted, including the use of county-assisted pilot programs.

**Action LUR-OT-2.4:** P&D City shall work with local architects and contractors to assess structures within the Heritage District to determine the feasibility of their use within a mixed-use project. This assessment shall include an analysis of the structural integrity of the buildings, interviews with property owners, and an examination of uses both within and surrounding the structures to determine the appropriateness of such projects. This section is compatible with GP VH 4.2 "Consistent with Goleta Heritage District Guidelines."

**Action LUR-OT-2.5:** P&D PER shall provide free plan review and the Board City Council shall consider a reduction or waiver of development fees for an introductory period of time (e.g. two to five years) for mixed use projects.

**Action LUR-OT-2.6:** P&D PER shall provide expedited processing of mixed use projects through adoption of areawide design standards.

**Policy LUR-OT-3:** P&D City shall provide opportunities and incentives to encourage construction of new housing units within the Project Area and where appropriate, ~~the surrounding Goleta Valley~~ other parts of the City.

**Action LUR-OT-3.1:** The Goleta Old Town Revitalization Plan shall identify appropriate locations in Old Town for the development of new medium to high density housing to meet the needs of existing and new residents. The City's General Plan identifies Affordable Housing Overlay sites, consideration may be given to development of a density bonus ordinance.

**Action LUR-OT-3.2:** P&D City shall investigate opportunities for providing financial assistance, including use ~~of the 20% set aside of property tax increment funds~~ limited funds available in housing in-lieu fund and working with developers on Low Income Housing Tax Credits (LIHTC), in order to facilitate construction of new housing units in the Project Area, and where appropriate, ~~the surrounding Goleta Valley~~ other parts of the City.

~~**Policy LUR-OT-4:** The County shall work with Old Town residents to implement the Neighborhood Safety and Improvement Program and shall actively encourage implementation of the components of this program.~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## B. COMMERCIAL

### SETTING

The current mix of commercial development in Old Town provides a broad range of goods and services for local residents and draws some customers from outside of Old Town. Zoning on existing commercial properties is largely C-2 (Retail Commercial) and C-3 (General Commercial), and both zones allow a wide variety of commercial uses. In addition to more conventional retail commercial uses (e.g. stores and restaurants), Old Town also contains professional offices and light industrial uses such as auto repair shops. While this broad range provides an important balance to Old Town's local economy, the location and mix of many of these uses causes compatibility issues and in some cases frustrates future growth opportunities for Old Town businesses. Finally, while Old Town contains a fair level of infrastructure development, many commercial areas lack basic amenities such as contiguous sidewalks, adequate parking and lighting, and sufficient access.

### PLANNING ISSUES

The preservation and enhancement of existing commercial uses in Old Town is one of the main goals of the Revitalization Plan. However, for Old Town to realize its potential as a cultural and economic center, as well as generate revenue needed to upgrade and maintain area improvements, new commercial opportunities need to be provided. The Plan also recognizes that if Old Town is to thrive within two miles of a 500,000 s.f regional "big box" mall, the emphasis for the area should be on businesses which will ~~compliment~~ complement rather than compete directly with a Home Depot or a Price/Costco.

The Revitalization Plan addresses long-term commercial needs in primarily four ways:

***Circulation and Parking Improvements.*** The reconstruction of the Hollister corridor to add landscaping, lighting, wider sidewalks, etc., will be a significant benefit to both existing and new businesses. It will make this main commercial corridor more inviting while also removing some impediments to easy customer access, such as uneven sidewalks. A public parking component is also included to address the parking needs of local businesses and facilitate easier public access. Finally, the installation of two east-west through streets south of Hollister Avenue. Ekwil and Fowler will provide greatly increased access to businesses throughout Old Town and help reduce the traffic on Hollister Avenue.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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*Environmental Review and Site-Specific Development Standards.* The environmental review performed for this Plan and the site-specific development standards will help facilitate development or redevelopment on existing commercial sites by significantly reducing the time and money spent on project planning and review.

*Financial Assistance.* ~~Redevelopment or other~~ Yet to be identified funds may be used to help facilitate commercial projects which are determined to be beneficial overall to the goals of revitalization.

~~*Growth Management Ordinance Amendments.* The Plan contains a series of policies which recommend amending the GGMO to exempt "flagship" development on Key Sites 3 and 6 and create a separate pool for Old Town projects only. The intent of these policies is to ensure that the projects critical to renovation of Old Town are allowed to proceed without delay and that other commercial/industrial projects -- which are also necessary for the long-term health of Old Town are not made to wait years for an allocation because they cannot compete with major projects elsewhere in the Goleta Valley.~~

## POLICIES

**GOAL:** In order to maintain the economic viability of the Hollister corridor and the surrounding Goleta Old Town area, the ~~County's~~ highest priority for the revitalization project shall be to develop and promote long term economic strategies to stimulate existing commercial activity and encourage the location of new commercial businesses in Old Town.

**Policy LUC-OT-1:** Commercial uses which would facilitate revitalization and stimulate economic activity shall be identified and encouraged to locate in Goleta Old Town. **This section is compatible with GP LU 1.3 "Goleta Old Town" develop and implement programs to revitalize Old Town.**

**Action LUC-OT-1.1:** ~~Planning & Development~~ City shall work with the development community to encourage location of new retail businesses in Old Town. Priority businesses could include those which provide goods and services ~~for~~ aimed at Old Town residents (e.g. grocery store, drug store) and those which would attract new patrons to the area (e.g. book store, coffee house, toy store, Trader Joe's, niche retail). Night-time attractions for families and UCSB students (e.g. theater, additional restaurants, night clubs, billiards) should be encouraged as a means of expanding commercial activity and creating a more populated and safe night-time environment. ~~Planning & Development~~ City shall investigate incentives which could be offered to entice such businesses to locate in Old Town.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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~~**Action LUC-OT-1.2:** As a means of increasing revenue from transient occupancy taxes which could be used to fund improvements in Old Town, Planning & Development shall work with the development community to encourage location of new visitor serving commercial uses, such as a hotel, in Old Town. (Hampton Inn opened in 2007)~~

**Policy LUC-OT-2:** A high priority shall be placed upon infrastructure improvements which increased accessibility and commercial activity for existing businesses along the Hollister corridor, including increased parking and Hollister Avenue improvements. **This section is compatible with GP TE 5.3 Ekwil Fowler, TE 5.4 Hollister Ave, TE 9.6 OT Parking, and TE 9.7 Shared Parking.**

~~**Action LUC-OT-2.1:** The County Public Works and Planning & Development Departments shall prepare a parking and circulation study which identifies recommendations to improve circulation on Hollister Avenue and provide adequate, convenient parking for Old Town businesses. This study shall be completed within 1 year of adoption of this Plan and shall also identify funding sources and a timeline for implementation.~~ A parking and circulation study was completed under Goleta Transportation Improvement Program. Circulation Plan provides for opportunities to have developers know they have to pay for circulation improvements. Circulation factored into modeling effects in Hollister Redesign & Ekwil/Fowler.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## C. INDUSTRIAL

### SETTING

A variety of industrial uses are found throughout the Project Area ranging from small shop space for electronics assembly, to auto dismantling yards, to cement mixing plants. However, as buildout in Old Town occurred, residential and/or light commercial uses were developed adjacent to industrial uses. This trend is clearly evident in Key Site 2 (Kellogg Ready-Mix), Site 8 (Corta Street), Site 9 (Daley, Matthews, and Olney), Site 11 (SE Hollister/Fairview), and Site 14 (N. Fairview Industrial), resulting in significant, long-term compatibility issues.

For example, the cement factory and other heavy industrial uses on Key Site 2 are located in an area historically devoted to industrial businesses due to direct railroad access at the end of Kellogg Avenue. However, in the 1950s and '60s, residential neighborhoods north of Hollister Avenue slowly encroached east and north to where they now border Site 2. Likewise, the scattered industrial pockets south of Hollister Avenue have slowly been integrated with residential and commercial uses. Although unique to other areas of the Goleta Valley, this integration has caused compatibility issues ranging from slight (e.g. occasional nuisance noise) to severe (e.g. fumes, airborne particulate matter and runoff from industrial processes).

### PLANNING ISSUES

As the Goleta Valley continues the economic expansion of the late 1990s, Old Town is in a key position to meet the growing demand for industrial space. Old Town's location next to existing industrial parks on Hollister Avenue, the S.B. Airport, UCSB, U.S. 101, the Southern Pacific Railroad, and Goleta Beach make it a highly desirable area for local companies attempting to expand or new companies looking to locate in the area. Key Site 7A (Thornwood Drive) has 26 acres which are largely vacant and Site 7B (Drive-In) contains 16 acres, most of which are occupied by ~~an~~ ~~abandoned~~ drive-in movie theater. Access for both sites will vastly improve with the construction of the proposed Fowler Road extension, providing direct access to the airport and enhancing industrial options. ~~Key Site 10, currently a disparate mix of commercial and industrial space, is zoned MRP and could add up to 75,000 sf to the existing 190,000 sf onsite to create a large research park in the heart of Old Town.~~

Compatibility with surrounding uses is a primary issue affecting long-term industrial operations in Old Town. A goal of the Revitalization Plan is to retain current industrial uses while actively minimizing their negative impacts on surrounding neighborhoods, and to provide areas for additional industrial development. A careful balance must be struck between using appropriate zoning to direct where industrial uses should be located, and not rendering existing businesses nonconforming with the underlying zone district.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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To achieve this balance, the Plan:

- Retains industrial zoning (**M-S-GOL**) on Site 7A (Thornwood Drive);
- Rezoned the southern portion of 7B (Drive-In) located outside of the Airport Clear Zone to M-1 (Light Industrial) to allow a higher intensity of uses compared with the more restrictive **M-S-GOL** (Service Industrial) zoning;  
Rezoned Site 8 (Corta Street) from M-2 (General Industrial) to **M-S-GOL** to achieve a **City** ~~county and~~ and S.B. Airport objective to locate a rental car servicing facility south of the congested Hollister/Fairview intersection and adjacent to the Airport;
- Rezoned Site 9 (Daley, Matthews, and Olney) from M-2 to M-1 making existing uses more consistent with ~~county~~ **City** zoning;
- Rezoned Site 10 (Airport Plaza) from C-3 to M-RP (Manufacturing Research Park) to provide for a comprehensively planned office and research park; and
- Rezoned selected parcels in Site 14 (N. Fairview Industrial) from M-1 to C-3 (General Commercial) making existing uses more consistent with county zoning and lessening the severity of potential future compatibility issues with the surrounding neighborhood.

The Plan also contains general policies (below) and site-specific policies (see the Key Sites section) directing how future industrial development can be made more compatible with surrounding uses.

## POLICIES

**GOAL:** In order to maintain the economic viability of the community's industrial base, preserve local jobs and provide necessary and important services for South Coast residents and businesses, the ~~County~~ **City** shall maintain an adequate supply of appropriately located, industrially-zoned property and shall assist in providing opportunities and incentives to support thriving industrial uses within Goleta Old Town.

**Policy LUI-OT-1 :** The ~~County~~ **City** shall place a high priority upon clean-up of existing industrial and heavy commercial areas in Old Town.

**Action LUI-OT-1.1:** ~~Planning & Development shall~~ **City shall** work with property and business owners in existing industrial and general commercial areas (particularly Key Sites 2, 8 and 9) to develop plans and secure potential funding assistance for clean-up and revitalization. Plans could include road improvements, additional parking, landscaping, installation of walls, berms and plants for screening, and/or programs to eventually decrease building density and relocate incompatible residential units.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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**Action LUI:-OT-1.2:** The ~~County-City~~ shall ~~explore-support~~ potential locations for ~~a new "junk yard"~~ heavy industrial uses to allow those uses to be removed from Key Sites 2 and 7B to facilitate development of expanded or new industrial businesses.

**Policy LUI-OT-2:** The ~~County-City~~ shall strive to promote industrial uses within the Old Town ~~Planning-Project~~ Area.

**Action LUI-OT-2.1:** ~~Planning & Development~~City shall work with the owner of the Twin Screen Drive-In (Key Site 7B) to provide opportunities and incentives to encourage redevelopment of the site with higher intensity industrial uses.

~~Action LUI-OT-2.2: Within one year of adoption of this Plan, P&D shall review the M-RP zone district to determine if additional and/or commercial uses should be allowed, either as a permitted use or with a Conditional Use Permit, and return to the Planning Commission with any recommended changes.~~

**Policy LUI-OT-3:** Where revitalization projects lead to displacement of existing industrial or heavy commercial uses, the ~~County-City~~ shall work with affected business owners to provide opportunities and incentives for relocation.

**Action LUI-OT-3.1:** The ~~County-City~~ shall identify appropriate areas for industrial and heavy commercial businesses to locate or relocate. Large undeveloped or underdeveloped areas with good access and which will not present land use conflicts with surrounding uses will be considered.

**Action LUI-OT-3.2:** ~~Planning & Development~~City, in coordination with the business community, shall investigate incentives to relocate existing businesses potentially displaced by revitalization efforts. Such incentives could include infrastructure improvements, availability of enlarged business space, processing assistance, fee reductions, etc.

**Action LUI-OT-3.3:** ~~The County Planning & Development Department~~City shall identify the range of potential funding sources available to assist in relocation of displaced businesses, the estimated amounts of such funding, and the projected timing of fund availability.

~~Policy LUI-OT-4: The County shall place a high priority upon redevelopment of Airport Plaza in a manner which would complement and stimulate, rather than detract from, commercial activity on the Hollister corridor.~~ Fairview Business Center was built in 2009.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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~~Action LUI-OT-4.1: Plans for a redeveloped Airport Plaza shall be coordinated with long range revitalization plans for the area to the north (Key Site # 11), with the goal of integrating Airport Plaza with Hollister Avenue, both architecturally and physically through street and sidewalk improvements.~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## D. AESTHETICS AND DESIGN

### SETTING

The Project Area is set against a backdrop of foothills and mountains of the Los Padres National Forest and is situated among several prominent natural and community features. These include the Pacific Ocean and Goleta Slough, the University of California at Santa Barbara, Goleta's light industrial parks, and the Santa Barbara Municipal Airport. In general, age, high densities and lack of public or private investment have resulted in the deterioration of buildings and the visual environment. The area lacks any substantial landscaping, street trees, planters, or other aesthetic amenities. Unscreened industrial areas, open storage yards and junk yards are visible from travel corridors and aircraft flying into Santa Barbara Airport.

The downtown Hollister corridor forms the primary visual impression for the Old Town area. The commercial core includes small to mid-size businesses, restaurants, car lots, and a community center all in a mix of architectural styles ranging from Spanish to Victorian, Craftsman, and 1960s modern. Existing development is generally older with some deterioration and/or lack of continuity. Narrow sidewalks, lack of pedestrian amenities, the absence of landscaping, and congestion on Hollister Avenue tend to detract from Old Town's aesthetic quality.

Development north (primarily residential) and south (commercial and industrial) of Hollister Avenue includes newer/well maintained construction but is generally characterized by lack of visual continuity, with substantial areas of aging and deteriorating buildings. Pockets of inadequate general commercial/service industrial development both north and south of Hollister suffer from a lack of maintenance, parking, and landscaping. Residential uses occur within several defined neighborhoods and also include a substantial amount of units in non-residential zone districts.

The eastern portion includes both older and recent light industrial uses, commercial retail/office, and medium-to-high density residential uses. The western area includes commercial/industrial uses in buildings constructed mainly from 1960 through the early 1980s. Development includes metal sided warehouses, storage yards, small to medium-sized commercial buildings, and older tilt-up concrete light industrial buildings. Open space in the Project Area is minimal. Visual relief from the urban environment is provided by the riparian corridors of Maria Ygnacia, San Pedro, San Jose and Old San Jose Creeks, all which meander southward to the Goleta Slough.

### PLANNING ISSUES

An important aspect of any community is a downtown identity, and Goleta in general lacks this identity. While some areas of Goleta are predominately retail, there is no one centralized location where people gather and spend time doing business, shopping, and seeking entertainment. The

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# GOLETA OLD TOWN REVITALIZATION PLAN

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Hollister corridor through Old Town was at one time the focal point of Goleta. A visually pleasing and pedestrian friendly atmosphere along the Hollister corridor would help to reestablish this as an important community resource.

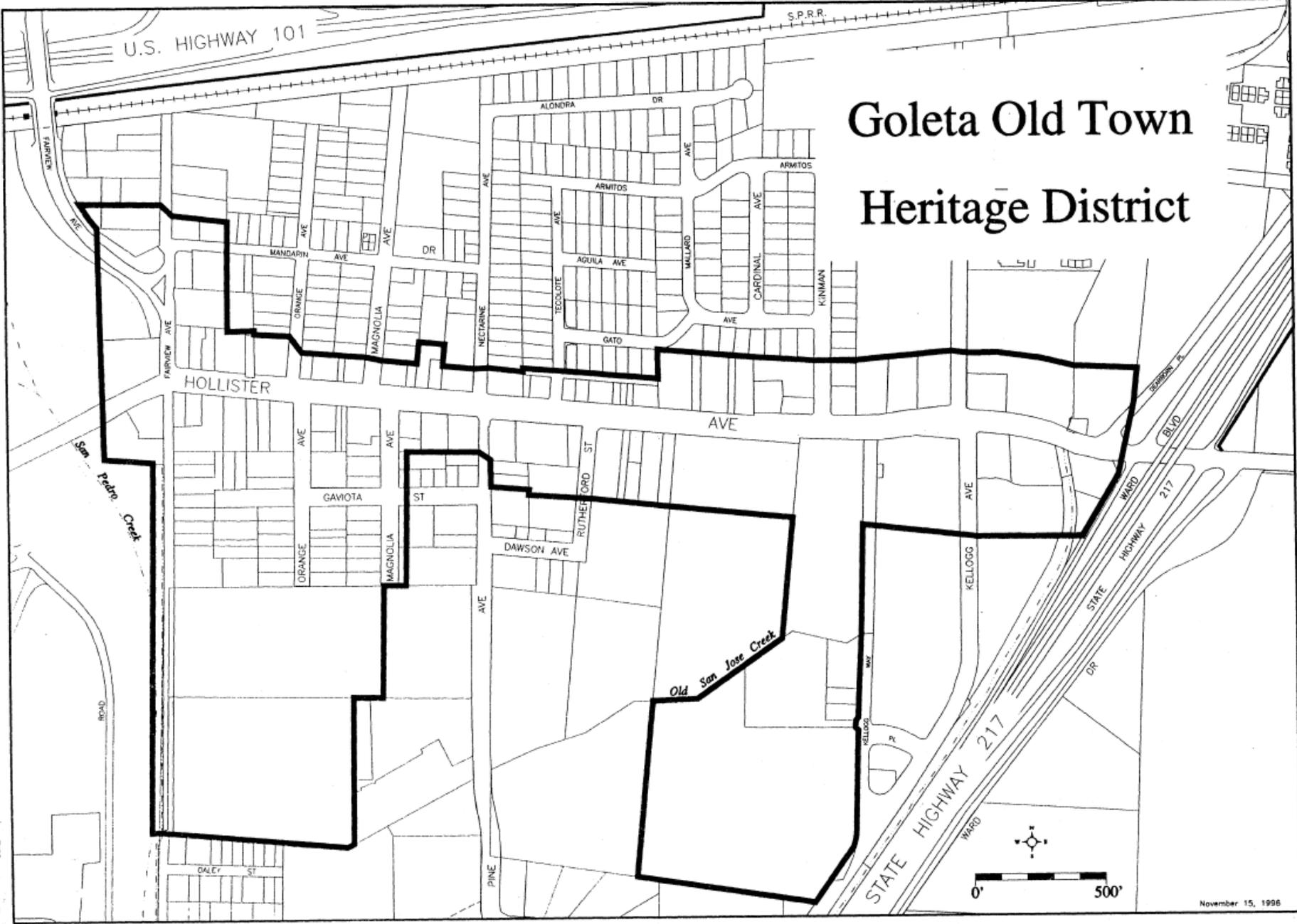
A vital component in creating a pedestrian friendly atmosphere is the presence of an interesting, attractive, and cohesive visual environment. Visual unity can be realized by providing a clear identity and sense of location, and by introducing thematically related streetscape, signage and pedestrian amenities. Design standards and architectural guidelines developed as part of the Heritage District (Figure 9) ensure implementation of the urban design components of the Revitalization Plan. When combined with major streetscape, parking and pedestrian oriented business improvements, renovation of deteriorating buildings and traffic calming would help achieve an attractive and inviting village setting.

Also critical to maintaining a pleasing and inviting atmosphere is the design, installation and long-term maintenance of area landscaping. The policy sections below contain several development standards which direct how project landscaping is to be conceived and installed. Development Standard VIS-OT-3.4 requires that this landscaping be maintained on an on-going basis. All new developments which require a landscape plan will be required to enter into a Landscape Maintenance Agreement (an example is included as Appendix A). This agreement requires a basic level of maintenance by the owner and allows the ~~County~~ City to step in and maintain the landscape if necessary and bill the owner for the cost of the work.

## **PUBLIC IMPROVEMENTS**

The following improvements are proposed in order to inspire a clear and unique Old Town village identity and to create an attractive, inviting and cohesive visual environment.

1. Hollister Avenue Reconstruction: Improving Hollister Avenue would provide a more appealing downtown atmosphere by calming traffic flow, adding and improving parking and creating a whole new streetscape to create a pleasing shady active pedestrian atmosphere. Preliminary plans include four travel lanes, onstreet parking, bike lanes, pedestrian-activated crosswalks, public walkway beautification, wider sidewalks, public transit stops and shelters, street trees and planters, a landscaped center median and streetscape pedestrian amenities. *Estimated Cost: \$6 million.*



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## GOLETA OLD TOWN REVITALIZATION PLAN

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2. South Fairview Beautification: This project will include construction of an already funded Class I bikepath on S. Fairview Avenue between Hollister Avenue and Fowler Road, major landscape improvements including restoration of San Pedro Creek, and frontage improvements (curb, gutter and sidewalks) where appropriate. **Estimated Cost: ~~\$415,000~~ Updated cost estimates needed.**
3. Revolving Loan Fund: This program would provide low interest loans to property owners for renovation of housing or businesses. Funded through federal grants ~~or redevelopment revenues~~, these loans would be available for building renovation (expansion, facade improvements), streetscaping (landscaping, street furniture), and infrastructure improvements (parking lot reconfiguration) all of which would improve the visual quality of the Project Area. **Estimate: Variable**
4. Gateways to Old Town: Gateways to announce the entrance to and exit from Old Town are proposed in the vicinity of the Fairview and Kellogg intersections on Hollister Avenue. Their purpose would be to create a visual statement of location and contribute to the sense of community. Gateway design, which should reflect the unique identity and character of Old Town, will be developed with community input as part of Hollister Reconstruction design work or preparation of Heritage District Design Guidelines. **Estimated Cost: ~~\$500,000~~ Updated cost estimates needed.**
5. Street Trees: Several roadway improvements outlined in the transportation section would include installation of street trees and other landscaping. In addition to the Hollister Avenue reconstruction which would provide a landscaped center median and sidewalk plantings, these improvements include construction of the Fowler Road extension, construction of a new southern travel corridor at Ekwill and conversion of State Route 217 to a landscaped expressway. **Estimated Cost: \$600,000/or Fowler, Ekwill and State Route 217; included in Hollister reconstruction**

There are a number of other public improvements which are proposed within the Project Area which would collectively enhance the visual character of Old Town. These include the Hollister/ Kellogg public park, San Jose Creek bikepath, and the Old San Jose Creek multi-use trail. Private development which is likely to occur as a result of revitalization would also significantly increase aesthetic values in Old Town. In particular, renovation of the Airport Plaza center, development on the former mobile home park site on Key Site 4, and removal of auto wrecking yards on Key Sites 7a, 7b and 8 to accommodate future development would benefit the visual environment.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## POLICIES

**GOAL:** To promote an attractive and economically vital Goleta Old Town that will become the visual, cultural and social focus of the Goleta Valley through the preservation and enhancement of the Valley's agricultural history, the creation of a pleasing and safe pedestrian-oriented environment, the promotion of superior architectural design and construction, the reduction of dependence on the automobile, and protection of the privacy of neighboring residential uses. **This goal is compatible with GP LU 1.1 Multiple-use Development, 1.3 OT Revitalization, LU 3.4 OT Commercial, VH 4.2 Heritage District Guidelines, TE 2.2c "Land use strategies to reduce automobile travel demand."**

**Policy VIS-OT-1:** Through its discretionary and design review process the ~~County~~ **City** shall improve the quality of the environment and buildings in Old Town. The sense of community and preservation of the historic value of the downtown area should be preserved and enhanced.

~~**Action VIS-OT-1.1:** The County shall work with the Goleta Old Town PAC and other interested citizens to form a committee within six months of adoption of this Plan to draft the Heritage District Design Guidelines. This committee shall include a mix of local residents, local business owners and, if feasible, design professionals and should include input from the County Board of Architectural Review (BAR).~~ (Heritage District Guidelines were completed in 2001)

**DevStd VIS-OT-1.2:** All parcels within the Heritage District boundaries shall adhere to the Heritage District Guidelines once they are adopted.

~~**Action VIS-OT-1.3:** The County shall work with the Goleta Old Town community to form a local advisory committee to review development and landscape plans for sites within the Old Town area to ensure consistency with the standards of this Plan.~~ (Under the purview of the City's Design Review Board)

~~**DevStd VIS-OT-1.4:** Site design shall include an analysis of existing conditions on and adjacent to a site. The analysis shall include an examination of the site's physical properties and natural features, amenities, special problems, and neighboring environment. Development proposals shall demonstrate an effort to incorporate significant existing natural features into the project design. Site layout shall demonstrate compatibility and integration with neighboring properties.~~ (Under the purview of the City's Design Review Board)

**Action VIS-OT-1.5:** Gateways to Old Town shall be created on Hollister Avenue at or near Fairview and Kellogg Avenues in order to identify a distinct and unified downtown area. **This section is compatible GP VH 2.6 "Gateway to the City" Subsection C "Old Town-Hollister Ave."**

**DevStd VIS-OT-1.6:** Street lighting on Hollister shall be cohesive, designed to provide ambiance, safety and security, and shall balance energy efficiency with aesthetic concerns.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd VIS-OT-1.7:** Nighttime building and window illumination shall be energy efficient and help light the street, parking and sidewalk areas, creating a safe environment and adding visual interest. Harsh or direct light shall be avoided. Security lighting within or adjacent to residential and open space/park areas shall be shielded to minimize the spread of light.

**Policy VIS-OT-2:** A high-quality pedestrian environment shall be created in the downtown area. Pedestrian needs shall be assessed and creative approaches to improving pedestrian interest, access, and enjoyment shall be developed. **Right of Way widths may be an issue to accommodating all desired uses for Hollister Avenue, especially sidewalk widening.**

**Action VIS-OT-2.1:** Sidewalks shall be safe in terms of width, design, and condition. Trees and awnings shall be used to provide solar protection as necessary on Hollister Avenue. **Right of Way widths are an issue to accommodating all desired uses for Hollister Avenue, especially sidewalk widening.**

**Action VIS-OT-2.2:** Pedestrian interest should be maximized by creating attractive, human-scale building frontages with inviting indoor and outdoor spaces visible from the sidewalk and street. **Right of Way widths may be an issue to accommodating all desired uses for Hollister Avenue, especially sidewalk widening.**

**Action VIS-OT-2.3:** Buildings and establishments where goods and services are not offered should contain at least passive elements focused to the pedestrian. These may include architectural detailing, art, landscaped areas, etc.

**Policy VIS-OT-3:** Visual interest in the Old Town area shall be stimulated through creative and extensive use of landscaping **where feasible.**

**Action VIS-OT-3.1:** The ~~County Planning & Development and Public Works Departments~~City shall identify funding for installation and maintenance of landscaping for Hollister Avenue, S.R. 217, and the Ekwil Street and Fowler Road extensions, including the use of ~~available revitalization funds,~~ CDBG funds, habitat restoration grants/funds, coordination with private developments, airport funds, etc. **This is on-going with exception of SR 217 (see CIRC-OT-3.2) which is state owned.**

**Action VIS-OT-3.2:** The ~~County~~City shall pursue property owner-funded methods (e.g., a Business Improvement District consisting of business and property owners) to assist the ~~County~~City in the long-term maintenance of improvements associated with the Hollister corridor reconstruction project.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd VIS-OT-3.3:** Landscaping within surface parking areas shall include internal planting to develop tree canopies that soften the visual impact of the lots and provide relief from heat build-up. Trees which have a spreading shape to maximize shade shall be emphasized. Vertical shaped trees shall be avoided except as accent trees near buildings. Grade changes, berms, and/or low walls can also be used to provide screening.

**DevStd VIS-OT-3.4:** Prior to receipt of a certificate of occupancy on projects requiring a landscape plan, the owner shall record a Landscape Maintenance Agreement with the ~~County~~ City which shall require maintenance of project landscaping in perpetuity.

## **HERITAGE DISTRICT DESIGN STANDARDS**

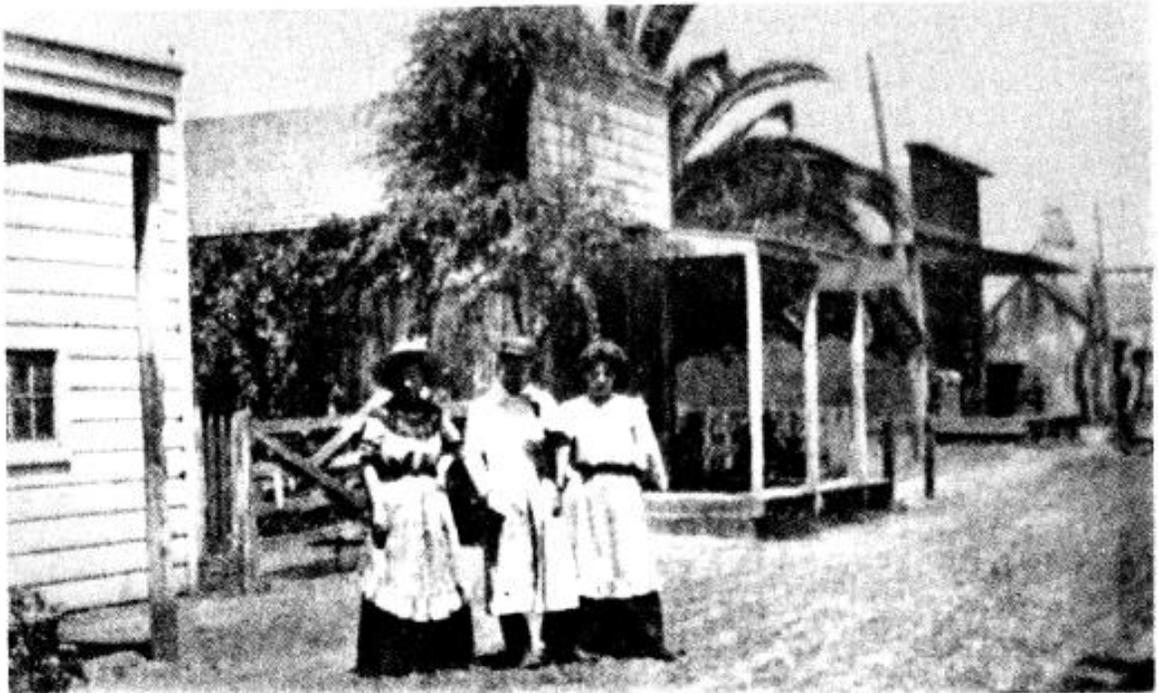
Inspired by photos of historic Goleta structures (Figures 10, 11, 12, 13), provided in Justin Ruhge's book Looking Back, a conceptual elevation of Goleta Old Town was drafted by Mark Shields (Figure 14) and the following Heritage District Design Standards were developed as a preliminary step to developing detailed design guidelines.

The Goleta Old Town Heritage District Design Standards are intended to guide both public and private development of prominent Old Town parcels. They were developed in order to enhance the image of Old Town, ensure development of a distinctive and unified streetscape, and contribute to a more pedestrian oriented downtown area. Their implementation is expected to provide a distinctive and unifying visual environment that residents, business owners and visitors will appreciate.

Historical Structures in the Goleta Valley



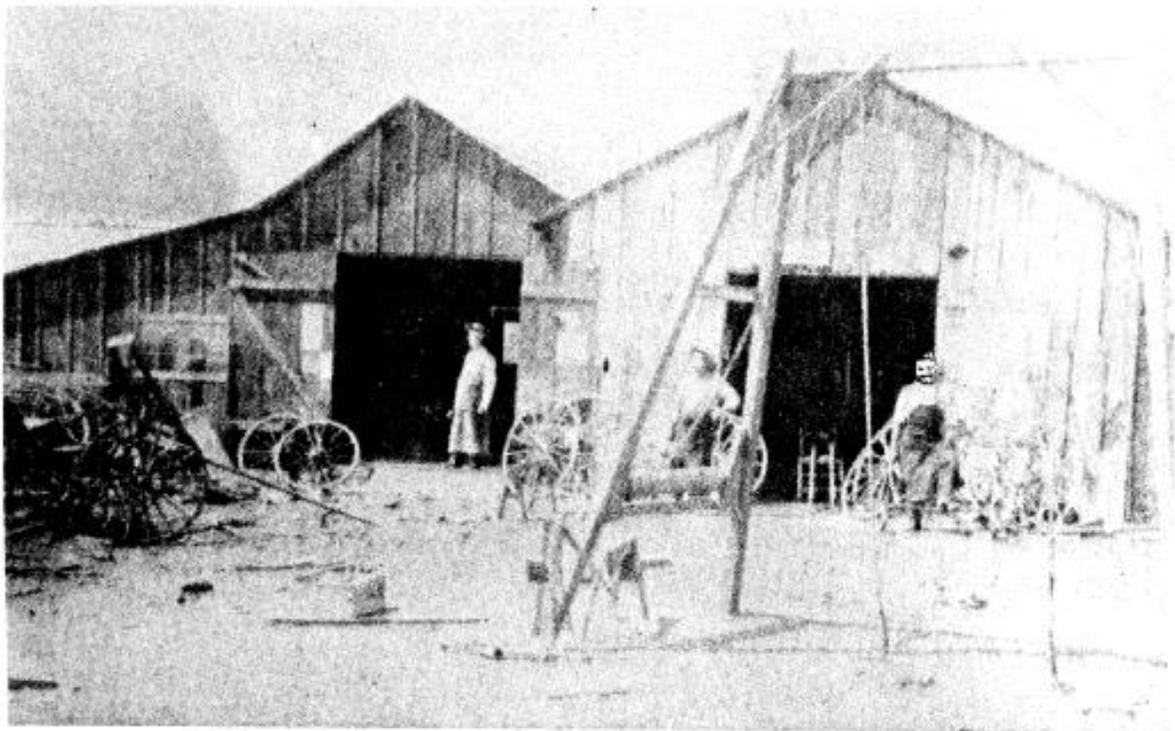
Hill Adobe, the second oldest building in Goleta, as it appeared in 1989. - Photograph by the author.



The "main street" of Goleta in the 1880s. - Photograph courtesy of Goleta AMVETS, Post 55.



Stow House, built in 1872, is one of six original houses in the Goleta Valley that have been restored and maintained. - Photograph courtesy of Harvey Green.



Hiram Hill's blacksmith shop at the corner of present-day Fairview and Hollister, circa 1870. - Photograph courtesy of Goleta AMVETS, Post 55.



The Cathedral Oaks School became a nursery school at the same location. - Photograph by the author.

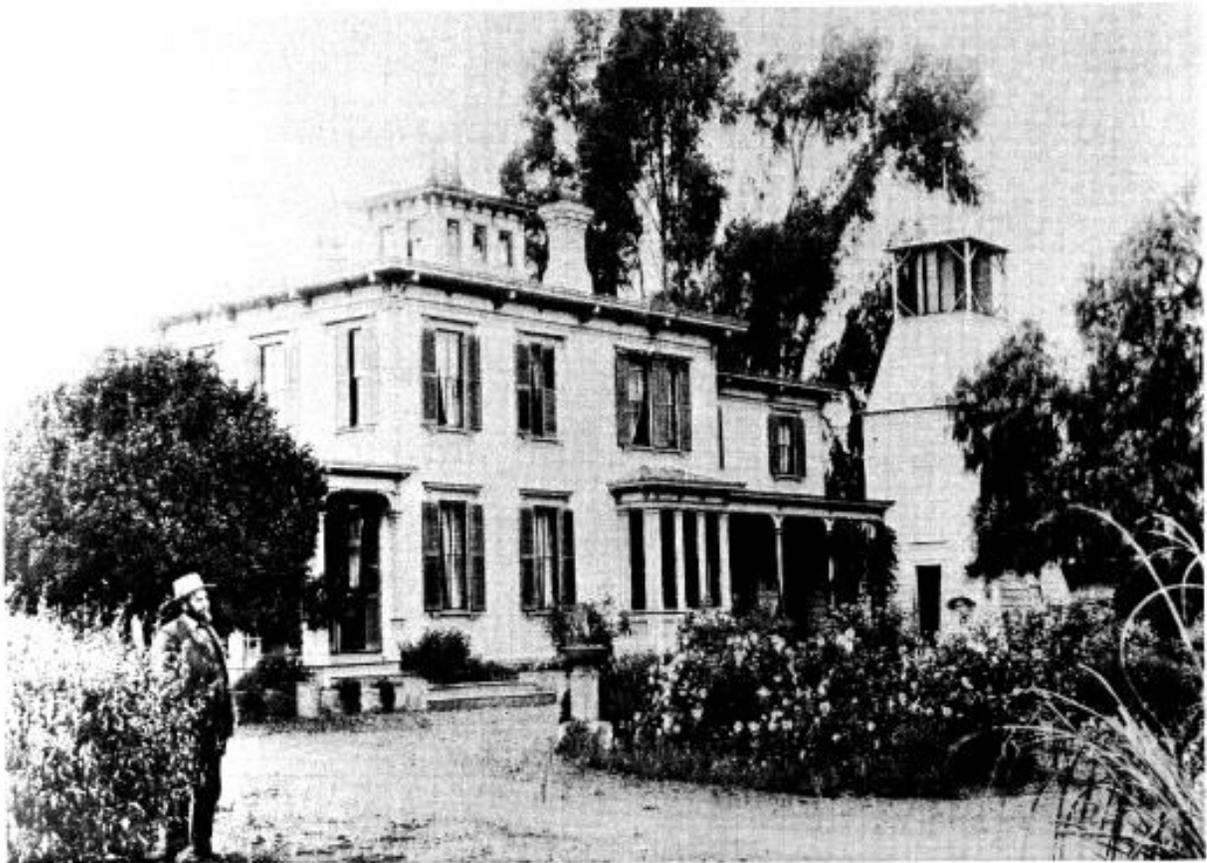


Relocated and restored Goleta Depot on Los Carneros Road.  
- Photograph courtesy of Goleta Valley Historical Society.

Figure 12



Walnut house on Kellogg, circa 1917. In the background is the lima bean growers' warehouse. - Photograph courtesy of California Walnut Growers' Association.



Joe, in left foreground, and Lucy Sexton, right, standing in the rose garden in front of the Sexton House. - Photograph courtesy of the Goleta Valley Historical Society.

**Figure 13**



Goleta Old Town Hollister Corridor - Conceptual Elevation

Mark Shields 1996

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# GOLETA OLD TOWN REVITALIZATION PLAN

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**GOAL:** To enhance Old Town's identity and sense of place.

**Policy VIS-OT-4:** Site planning within the Heritage District shall promote buildings and renovations that strengthen the urban character of the area and support a pedestrian-oriented and diversified retail niche.

**DevStd VIS-OT-4.1:** For parcels that have Hollister frontage, new structures shall be built without setback from the front property line. Exceptions may be granted if it can be clearly demonstrated that the pedestrian character of the sidewalk and street frontage will be better maintained and enhanced by the alternative design. Examples of such exceptions would include setbacks for front yard patios and courtyards that enhance pedestrian access to retail commercial areas.

**DevStd VIS-OT-4.2:** Entryways to stores shall be recessed for visual interest and to minimize doors swinging into the sidewalk except where good architectural design dictates otherwise.

**DevStd VIS-OT-4.3:** Overall building shapes and heights should be compatible to and in scale with existing structures on the same site and in the surrounding neighborhood. Where the proposed structure is taller than existing adjacent structures, the following techniques, or other comparable techniques, shall be required to make the structure compatible:

- increase building setbacks on sides or rear
- stepped upper floors
- utilize roof types which minimize building mass at the perimeter (hip and flat roofs)
- architectural treatments such as varying building materials, window sizes and color.

**DevStd VIS-OT-4.4:** Site layout, building height and roof pitch shall respect the privacy and solar access of adjacent residential parcels. Structures shall be located and designed to avoid placement of windows, decks, and balconies which look directly onto private areas of adjacent property.

**DevStd VIS-OT-4.5:** Small pedestrian alleyways and promenades are encouraged.

**DevStd VIS-OT-4.6:** Loading and service areas shall be located behind buildings and shall be screened from view from public streets, pedestrian areas, alleys and neighboring properties. If site conditions do not permit locations away from any of these uses, design features such as walls and landscape buffer zones shall be utilized to conceal these areas from predominant view.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd VIS-OT-4.7:** Trash containers and outdoor storage areas shall be screened from view from public streets, pedestrian areas, alleys and neighboring properties. The screen for trash containers shall be designed to be compatible with the architectural character of the development and be of durable materials.

**DevStd VIS-OT-4.8:** Roof-mounted equipment is discouraged. When such equipment is necessary, it shall be screened from view from roads, adjacent properties, and pedestrian areas.

**DevStd VIS-OT-4.9:** New parking shall be constructed on rear and side portions only of sites which front Hollister Avenue. Access driveways from the street to the rear of a building are acceptable if access is unavailable from sidestreets or alleys.

**Policy VIS-OT-5: Superior architecture shall be used to create a visually unified environment without destroying diversity and historical context.**

**DevStd VIS-OT-5.1:** Architecture shall contribute to the agricultural history and heritage of Old Town. The following elements are encouraged to achieve this goal:

- western agricultural architectural imagery
- front porches with columns
- gabled roofs of varying shapes and pitches
- second floor balconies overlooking the street
- use of natural color and materials (i.e. integral colored plaster, colored metal roofs)
- wood siding where appropriate to provide accent
- architectural detail and ornamentation that enrich buildings and exhibit craftsmanship.

**DevStd VIS-OT-5.2:** Architecture shall contribute to a pedestrian friendly environment. The following design elements shall be incorporated in order to achieve this goal: applied and articulated three dimensional forms, human scale entries, large display windows incorporated with large door openings to merge interior and exterior spaces, and building massing which is articulated with one, two and three story variations in vertical building height.

**DevStd VIS-OT-5.3:** Large or long continuous wall planes shall be avoided. Buildings over 50 feet in length shall divide their elevations into smaller parts by providing a change of plane, projection, recess surface texturing, or paint and shall reduce bulk and mass with the use of landscaping.

**DevStd VIS-OT-5.4:** Neutral or soft colors shall be provided on all large wall surfaces (light gray, cream, beige, tan, light blue, etc.), while brighter or deeper shades can be utilized as trim colors.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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**Policy VIS-OT-6:** Streetscape and pedestrian amenities shall be used to create an attractive and visually unifying environment and shall include creative approaches to enhancing pedestrian interest, access and enjoyment.

**DevStd VIS-OT-6.1:** Street furnishings and pedestrian amenities such as benches, planters and trash receptacles are encouraged in all new development proposals. Furnishings shall be consistent with Old Town's architectural theme and character and shall be consistent with the Heritage District Design Guidelines. Genuine materials shall be ~~utilized~~,utilized; however high quality representations made from recycled materials may be included.

**Policy VIS-OT-7:** Visual interest in the Old Town area shall be stimulated through creative and extensive use of landscaping designed to create an attractive, unified and comfortable outdoor environment for pedestrians and to enhance public roadway corridors and road medians.

**DevStd VIS-OT-7.1:** Landscaping shall serve to screen and soften the massing and expanse of large buildings and parking areas as viewed from offsite and onsite.

**DevStd VIS-OT-7.2:** At parking lot edges, landscaping shall be designed to screen parked vehicles from offsite through the use of berms and dense shrubbery in addition to the regular hierarchy of streetscape landscaping.

**DevStd VIS-OT-7.3:** At a minimum, all parking areas shall be landscaped with a consistent canopy of broad-spreading trees to reduce glare and heat, to provide the broad spaces between buildings with a landscaped character (in commercial areas), and to connect other landscaped areas.

**DevStd VIS-OT-7.4:** Parking lot landscaping shall emphasize durability, low maintenance requirements, and minimal water consumption.

**Policy VIS-OT-8:** Signs shall be used to maintain and enhance the overall charm and character of Old Town.

**DevStd VIS-OT-8.1:** Distinctive, finely crafted signs oriented to pedestrians and automobiles shall be used.

**DevStd VIS-OT-8.2:** Sign styles and colors shall be in character with the architecture of the related building and compatible with the signs of adjoining premises.

**DevStd VIS-OT-8.3:** Business addresses shall be visible to pedestrians and automobiles along the Hollister corridor.

# III.

# PUBLIC FACILITIES AND SERVICES

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## III. PUBLIC FACILITIES AND SERVICES

The Public Facilities and Services Element describes major capital improvements that are part of the Revitalization Plan effort. They represent an integrated capital improvement plan for the Old Town area based on priorities in adopted county documents such as the Goleta Transportation Improvement Plan (1997), the Goleta Trails Implementation Study (1995), as well as improvements identified by county departments such as those related to flooding and drainage, parks, and public safety. These improvements were reviewed and prioritized into a 10-year (2008) implementation plan. Costs associated with the proposed capital improvements plan and potential financing mechanisms are discussed in Section VI., Financing.

### A. PARKS, RECREATION & OPEN SPACE

#### SETTING

The Old Town area contains ~~only one~~ 0.14 acre public pocket park (on Nectarine Avenue) and one 1.48 acre neighborhood park (Armitos Park) to provide recreation for a population of approximately 5,000 residents in the Project Area. Additional active recreation facilities available to the public on a limited basis include the playing fields at St. Raphael's School and the Community Center. Other passive recreation facilities include the Maria Ygnacia bike path and open space area. Several apartment and condominium complexes also contain private swimming pools and minor recreation facilities. If the Project Area is viewed in isolation, existing county standards of 4.7 acres of parkland/thousand persons (SB County Recreation Element; 1980), indicate an existing deficit of over 20 acres of parkland. Although a deficit of parks and recreation opportunities exists throughout the Goleta Valley, the overall deficiency of park space is less severe than indicated by these figures. Nonetheless, while many parks, open spaces and recreation facilities are accessible in nearby areas, such facilities meet neither overall Project Area nor neighborhood recreational demand. Deficiencies also include lack of developed neighborhood parks and trails, and shortages of specialized recreational facilities (e.g. tennis courts, public pools, etc.).

Santa Barbara County provides for the construction of new parks through *Quimby Fees* and *Park Development Fees*. The Quimby Act provides for dedication of land and/or payment of a fee for the purposes of providing park and recreation facilities as a condition of all subdivisions over 5 units. Any subdivision creating 50 or more units may be required to dedicate land for park purposes. The use of Quimby fees is restricted to capital projects only. Park Development Fees are collected for multi-family developments of five units or less and have no use restrictions. Currently no fees are collected for commercial or industrial developments.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## PLANNING ISSUES

Public parks, recreational facilities, and open spaces are a basic amenity that contribute to a community's economic value and quality of life. Well-developed public parks, pedestrian walkways and trails, sitting and gathering spaces and other public use facilities are an essential component of any urbanized community. The lack of such public facilities in the Project Area, particularly in the Old Town Core, significantly detracts from the economic development potential of the area and decreases the quality of life for existing and future residents.

It will require a number of actions and public improvements to address this significant infrastructure deficiency. These include new neighborhood parks and "pocket-parks", construction of new multiple use and bike trails, development of urban public open spaces and seating areas along Hollister Avenue, and the potential addition of family attractions such as a pool at the Goleta Valley Community Center. These improvements will provide much needed recreational and open space resources for local residents which are currently lacking in the Old Town area.

Funding for the construction of these recreational facilities could come from *Quimby Fees*, *Park Development Fees*, County General Fund, or grants. Maintenance of public parks and open spaces could be funded through a combination of sources including benefit assessment districts and enhanced ~~County~~ City General Fund revenues from new development in the Project Area.

## PROPOSED IMPROVEMENTS

1. Hollister Kellogg Public Park: This Plan proposes acquisition of 2-4 acres of the Hollister/Kellogg site (Key Site 3) for a public park. ~~Known as the Newland property, it is located on the north side of Hollister Avenue along the east bank of San Jose Creek (APN 79 090 36). The site is only marginally suitable for development due to severe flooding hazards over most of the site, its long narrow configuration, and required setbacks from the creek and neighboring properties.~~ Not only will a park benefit the densely populated residential area, but it will also utilize the natural aesthetic advantage of San Jose Creek. ~~The former Redevelopment Agency purchased a vacant and undeveloped 3.98 acre parcel located at 170 S. Kellogg Avenue. The City is working towards constructing a neighborhood park.~~

2. San Jose Creek Recreation Area: The San Jose Creek bike trail originates north of Cathedral Oaks Road and extends south along San Jose Creek for approximately 2 1/2 miles, following portions of the creek and flood control channel. The bikepath from Cathedral Oaks south to US 101 already exists except for the last major section between Merida Drive and Calle Real. ~~The alignments are being developed for San Jose bikepath.~~ Easements for the remainder of the bikepath corridor need to be acquired. After crossing under US 101 and following San Jose Creek to Hollister Avenue, the bikepath is proposed to continue south ~~along-between~~ the channel ~~until reaching~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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until reaching the ~~proposed~~ SR 217 Sandspit off-ramp where riders can go towards the airport on Fowler or to the ~~SR 217/Fowler Road intersection. The bikepath will then continue west along Fowler Road to the intersection with S. Fairview Avenue where riders can continue on Fowler Rd. toward the airport or turn south on a~~ bikepath that connects to the Atascadero Creek bikepath. Both routes provide access to Goleta Beach.

The Old San Jose Multi-Use Trail (Figure 15) will extend southwest from the Goleta Community Center and/or Key Site 4 paralleling the old channel of San Jose Creek to the proposed extension of Fowler Road, joining the San Jose Creek Trail for a short distance to Fairview Avenue. The Multi-Use Trail then continues west across Fairview Avenue becoming a road-shoulder trail along Fowler Road and William Moffett Lane, eventually ending at Goleta Beach. ~~The San Jose Creek bikepath will connect to Ekwil Street which will have Class II bikeways.~~

3. Key Site 5 - Goleta Valley Community Center: Recreation opportunities associated with renovation of the Community Center include: 1) a potential trailhead access point for the proposed Old San Jose Multi-Use Trail and 2) the possible addition of a community pool, picnic areas, and horseshoe pits as part of future renovation plans. An amenity such as a community pool is consistent with the goal of emphasizing family oriented attractions for Old Town. ~~The City is under way with the Civic Center Feasibility Study for the Goleta Valley Community Center.~~

4. Key Site 6 - Page: A recreational multi-use trail is proposed for the south side of Old San Jose Creek along a 400 foot portion of the site's northern boundary, ~~if feasible~~. The trail will provide an important link for visitors and workers on the site to the commercial corridor along Hollister Avenue and south to Goleta Beach. Under the Visitor-Serving Commercial zone, the 40% minimum open space requirement of the C-V zone district could allow for a small pocket park adjacent to the riparian corridor, a public trail and an opportunity to develop a community garden project. ~~On July, 2, 2013, the City Council approved initiation of General Plan Amendment for a potential residential and live-work development. The project seeking a total of 175 units of townhomes, live-work, and shopkeeper units is in the works with an application to the City slated for spring of 2014. The potential project seeks to change the General Plan land use from Visitor Serving (C-V) to Old Town Commercial (C-OT), and zoning from Resort Visitor Serving (CV) to Old Town Residential/Commercial (OT-R/GC).~~

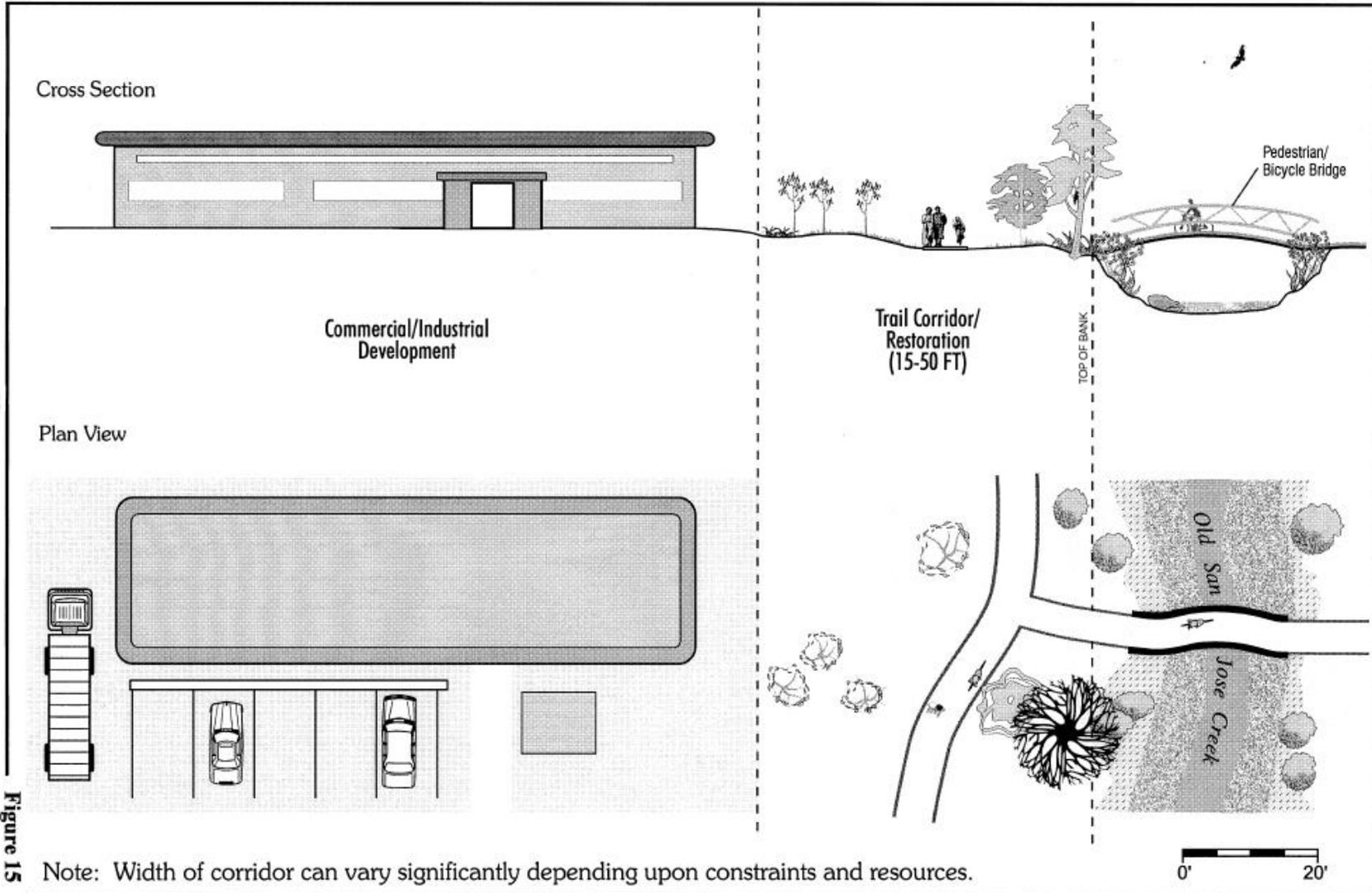
~~5. Key Site 4 - Sanders: A trailhead access point for the proposed Old San Jose Multi Use Trail may be located on this site. In addition, development on this site may include a public parking lot/garage which will provide additional parking for the recreational uses on the adjoining Community Center site.~~ (Hampton Inn and Willow Creek Townhomes completed in 2007)

## POLICIES

**GOAL I: Establish Old Town as a social and cultural center for the community of Goleta through the identification and enhancement of indoor and outdoor cultural and recreational opportunities and resources, and the preservation and enhancement of the limited remaining open space in Goleta Old Town.**

~~Policy REC-OT-1: As required by policy in the Goleta Community Plan, the County shall place the highest priority upon acquisition and development of one or more neighborhood parks in Old Town Goleta.~~ (The former Redevelopment Agency purchased a vacant and undeveloped 3.98 acre parcel located at 170 S. Kellogg Avenue. The City is working towards constructing a neighborhood park.)

# Schematic Old San Jose Creek Trail Corridor



Note: Width of corridor can vary significantly depending upon constraints and resources.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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~~Action REC-OT-1.1: The County Parks and Planning and Development Departments shall coordinate with the owners of Key Site #3 in order to acquire a public park on the east side of San Jose Creek and identify conceptual uses. (The former Redevelopment Agency purchased a vacant and undeveloped 3.98 acre parcel located at 170 S. Kellogg Avenue. The City is working towards constructing a neighborhood park.)~~

**Action REC-OT-1.2:** The ~~County~~City shall identify and pursue all available funding sources for acquisition, development and maintenance of parks within the Old Town area.

**DevStd REC-OT-1.3:** New development shall construct pedestrian amenities, including but not limited to outdoor plazas, walkways, public seating, landscaping, and public art. New development located away from Hollister Avenue shall construct pedestrian amenities which provide a strong visual and physical link to the Hollister Avenue corridor. The ~~County~~City shall consider discounting applicable development impact fees in exchange for providing these pedestrian amenities.

**Policy REC-OT-2:** The ~~County~~City shall place a high priority upon planning and funding the expansion and renovation of the Goleta Valley Community Center. **The City is under way with the Civic Center Feasibility Study for the Goleta Valley Community Center.**

**Action REC-OT-2.1:** The ~~County~~City shall work with the Community Center Board of Directors to prepare plans for the expansion and renovation of the Community Center

**Action REC-OT-2.2:** The ~~County~~City shall assist the Community Center Board of Directors in researching and pursuing funding sources, such as grants, for the renovation of the Community Center. ~~This project shall be considered as a possible recipient for Redevelopment funds.~~

**Action REC-OT-2.3:** The ~~County~~City shall work with the Community Center Board of Directors and local businesses to plan and fund construction of a public pool at the Community Center.

**Action REC-OT-2.4:** The ~~County~~City and Community Center Board of Directors shall work with the Certified Farmers Market in planning for the potential relocation of the regular farmers market to the Community Center. If the Community Center is deemed infeasible as a site, the ~~County~~City shall strive to find another appropriate location in Old Town.

**Policy REC-OT-3:** The ~~County~~City shall place a high priority upon planning and development of the Old San Jose Creek trail and enhancement of the creek corridor.<sup>1</sup>

**Action REC-OT-3.1:** The ~~County~~City shall pursue grants for the planning, design and implementation of the Old San Jose pedestrian trail and creek enhancement. The pursuit of these grants shall be timed for coordination with development on Key Sites 4, 5, 6, 7A, and 8.

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<sup>1</sup>Goleta Trails Study; Policy PRT-GV-2D.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## B. POLICE PROTECTION

### SETTING

Police protection services for Goleta are provided by the Santa Barbara County Sheriff's Department, which dispatches a staff of ~~65~~31.08 peace officers from a main station located at 4434 Calle Real in ~~Goleta~~the Goleta Valley. Additional staff support includes back-up deputies, criminal investigators, and clerical and dispatch staff. The Goleta Valley station service area extends from Gaviota to the Ventura county line. Santa Barbara County Sheriff's Department involvement in Goleta Old Town consists of regular Sheriff's patrol service and the ~~recent introduction of an informal bike patrol unit~~motorcycle traffic unit. ~~In June 1996, the Sheriff's Department established a bike patrol program consisting of two officers who patrol the Old Town area. While the program has no official designation and receives no special funding, the presence of the bike patrol is strongly supported by local residents and business owners. In addition, the Sheriff's Department was awarded a Cops Universal Grant funded by the Federal Crime Bill which is being used to fund an Old Town Community Unit for a three year period.~~

While Old Town is not considered a high crime area, the central area in particular is plagued by a variety of minor and petty crimes such as theft, residential and commercial burglary, vandalism, and graffiti. Contributing factors include: 1) a dense concentration of homes in close proximity to neighborhood commercial businesses, 2) the lack of night-time business attractions and human activity, 3) inadequate night lighting along Fairview and Hollister Avenues and many side streets, 4) a discordant street system comprised of narrow residential streets, multiple cul-de-sacs and dead-ends (which allows criminals to easily escape on foot), 5) ~~a recent increase in~~presence of neighborhood youth gangs, and 6) a lack of recreational and youth activities for young kids and teenagers.

### PLANNING ISSUES

The actual and/or perceived influence of crime is most evident within the downtown area. The sense of reduced public safety could create detrimental effects upon revitalization and economic development efforts by discouraging new residential and commercial development, as well as discouraging potential local and sub-regional customers to shop in Old Town.

The eventual success and/or failure of many of the projects intended to attract night time business to the Old Town area is also dependent upon the degree of personal safety individuals either experience or perceive about the area. Plan components intended to enhance public safety and protect property values include: 1) increased Sheriff's Department presence in Old Town, either through the opening of a new Goleta Old Town Sheriffs field office, or 2) the assignment of a *permanent* Old Town Community Unit comprised of officers specifically assigned to patrol Old Town during the day time

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# GOLETA OLD TOWN REVITALIZATION PLAN

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and early evening business hours. Additional physical improvements intended to enhance public safety include construction of an improved and more efficient circulation system, as well as the installation of decorative security night lighting in areas where increased evening businesses and activities will occur.

Location of a Sheriff's field office within the densely populated residential area north of Hollister Avenue will provide a neighborhood scale police presence which significantly reduces the petty and minor crime rates currently experienced in the area. When combined with the use of foot and/or bike patrols, a Sheriff's field office would provide a sense of security for all Old Town residents and quicker emergency response for the relatively high elderly population in this area. The Sheriff's Department has indicated that additional officers will be available to complement revitalization efforts and have an increased presence in the Old Town area.

## POTENTIAL IMPROVEMENTS

~~A new Sheriff's Department Old Town Community Unit consisting of four Sheriff's Deputies assigned to patrol Old Town during the daylight and early evening hours is currently being implemented. Personnel costs are estimated at approximately \$250,000 annually, not including overhead costs and equipment costs. Funding for a three year period has been secured from a Cops Universal Grant. A long term potential scenario for Goleta Old Town includes six officers to patrol the community, as well as personnel, patrol vehicles, data services, communications, safety equipment, and overhead. **Estimated cost: \$500,000. (overhead accounts/or approximately 15% of the total costs).**~~ The existing Sheriff's substation on the southwest corner of Hollister and Pine Avenues is not suitable and a new substation will be explored as part of the Civic Center Feasibility Study for the Goleta Valley Community Center.

## POLICIES

**Policy POL-OT-1: Public safety and property values shall be protected and enhanced in the Old Town area.**

~~**Action POL-OT-1.1:** In order to reduce net county costs to the General Fund for the potential construction of a new Sheriff's field office, the County shall work with private property owners interested in entering into a sub lease agreement or similar property agreement with the County in exchange for potential tax reductions/incentives.~~ The existing Sheriff's substation on the southwest corner of Hollister and Pine Avenues is not suitable and a new substation will be explored as part of the Civic Center Feasibility Study for the Goleta Valley Community Center.

~~**Action POL-OT-1.2:** The County shall work with major commercial/retail enterprises (i.e., Airport Plaza, proposed theater, etc.) to encourage the provision of private security patrols on and public areas adjacent to their property.~~ Security is provided on the Fairview Business Center which was built in 2009. The northern portion of Key site #4, formerly the proposed site for a theater, is now the Hampton Inn and was built in 2007.

**Action POL-OT-1.3:** Planning & Development shall work with the Sheriff's Department to secure funding for an expanded, permanent bike patrol unit dedicated to Goleta Old Town. Bike patrol is occasionally done by the Community Resource Deputy and by the City's motorcycle traffic unit.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**Program POL-OT-1.4:** The ~~County~~ City shall work the County Sheriff's Department, local service organizations, business owners, and interested citizens in the community to develop neighborhood watch programs in the Old Town area. There are currently three neighborhood watch groups in existence in Old Town and they are assisted by the Community Resource Deputy.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## ~~C. SCHOOLS~~ (ENTIRE SECTION COULD BE REMOVED)

### SETTING

There are no public schools in the Project Area; however a private elementary school, St. Raphael's, is located in the eastern portion. The Goleta Union School District (GUSD) operates eight public elementary schools in Goleta; Kellogg Elementary School and Hollister Elementary School are the closest schools for children living in the Old Town area. The GUSD is experiencing an overall utilization rate of ~~101~~90%, indicating that the GUSD currently ~~exceeds~~meets capacity. The Santa Barbara High School District (SBHSD) has responsibility for two public high schools and two public junior high schools in the Goleta area. The nearest junior high school is Goleta Valley Junior High and the nearest high school is San Marcos High. The SBHSD ~~experiences a~~utilization rate of ~~91%~~ and ~~overcrowding~~ is currently not a problem.

### PLANNING ISSUES

Increased Demand. The Revitalization Plan could result in an additional 500 residential units over a period of 10 years. Using standard multipliers of 0.6 elementary students per unit and 0.4 secondary students per unit, the plan could result in 300 elementary and 200 secondary students. This increase ~~would primarily affect the presently overcrowded~~ does not appear to cause overcrowding in the GUSD elementary school system.

### POLICIES

~~Policy SCH-OT-1: The County shall work with the Goleta Union School District to identify and pursue options for provision of additional facilities as needed and/or other remedies to alleviate over-crowding. This concern is no longer warranted as GUSD and SBHSD confirmed over-crowding is not an issue.~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## **D. SOLID WASTE (THIS IS NOW DONE CITY-WIDE.)**

### **SETTING**

~~Solid waste generated within the Project Area is disposed of at the Tajiguas landfill, which is located 25 miles to the west at 14470 Calle Real and is owned and operated by the Santa Barbara County Public Works Department. Tajiguas has a daily capacity of 1200 tons and it currently accepts approximately 800 tons/day. The landfill disposes of approximately 230,000 tons of waste per year.~~

~~The approved landfill capacity will allow it to continue operating until 2000; however approval of expansion plans would permit the landfill to operate until around the year 2025. Use of other facilities is planned to satisfy the California Integrated Waste Management Act of 1989 which mandates that 50% of solid waste to landfills be eventually diverted.~~

### **PLANNING ISSUES**

~~Implementation of the Goleta Old Town Revitalization Plan will result in the generation of additional solid waste, primarily as a result of eventual buildout on currently undeveloped parcels. In order to reduce impacts associated with solid waste generation, the revitalization effort encourages the recycling of as much waste as possible, remanufacturing of goods, and green building techniques in the Project Area.~~

### **POLICIES**

~~**Policy SW-OT-1: — Opportunities for resource recovery within the Old Town Project Area shall be provided and green building techniques shall be encouraged.**~~

~~**Action SW-OT-1.1:** The County shall assess the need for and sources of funding for a community recycling center within the Old Town area.~~

~~**Action SW-OT-1.2:** Architectural and design guidelines for the Old Town Project Area should promote the use of existing materials within renovated structures to the greatest extent feasible. New construction should incorporate materials and components that can be reused or recycled.~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## E. TRANSPORTATION

### SETTING

**Road System:** Regional access to the Project Area is provided by US 101 to the north and State Route 217. In general, all roads in the Old Town area presently operate at an acceptable level of service (LOS)<sup>2</sup> although congestion does exist at some intersections and the road segments approaching them.

*US Highway 101* is a 4 - 6 lane east-west freeway located along the Project Area's northern boundary, with access via ramp connections at Patterson Rd., State Route 217, Fairview Avenue, and Los Carneros Rd. Existing traffic volumes between Los Carneros Rd. and Patterson Rd. range between ~~59,600~~ 71,000 average daily trips (ADT) and ~~73,100~~ 79,200 ADT.

*State Route 217* (SR 217 -- Ward Memorial Boulevard) is a four-lane freeway extending between Highway 101 and UCSB, with access to Old Town via a fully signalized diamond interchange at Hollister Avenue. Existing volumes range between 26,200 ADT north of Hollister Avenue and 17,100 ADT south of Hollister Avenue.

*Hollister Avenue* between Fairview Avenue and SR 217 is a 4-lane arterial road with signalized intersections at Kellogg Avenue, Rutherford St., Pine/Nectarine Avenue, and Fairview Avenue. Existing roadway volumes range between 23,200 ADT just west of Fairview Avenue and ~~22,800~~ 26,000 ADT just west of Kellogg Avenue, which equates to operations in the LOS B-C range. Between Fairview Avenue and SR 217, typical roadway features include: 11-foot wide travel lanes, 12- foot wide stripped center median (wider concrete medians near Kellogg and Fairview), 8-foot wide parallel parking lanes, and numerous driveway curb cuts.

*Los Carneros Road* is a four-lane arterial road which provides direct access from Hwy 101 to UCSB and many professional and high-technology offices in the western area. Los Carneros Road experiences ~~21,400~~ 23,000 ADT north of Hollister Avenue and 17,900 to the south. Los Carneros Way is a four-lane segment of roadway between Hollister Avenue and Los Carneros Road.

*Fairview Avenue* is a two- to four-lane arterial road connecting residential areas north of Hwy 101 with Goleta Old Town and the Santa Barbara Airport. Traffic volumes north of Hollister Avenue are 28,900 ADT and 14,100 to the south.

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<sup>2</sup> Traffic operation is graded into six levels of service LOS A - F, with LOS A being free flow, LOS F highly congested, and LOS C generally acceptable.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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*Patterson Avenue* is a two- to four lane north-south arterial which provides access to Hwy 101 via a modified diamond interchange. Patterson Avenue experiences 19,100 ADT north of Hollister Avenue and 7,718 ADT to the south.

**Bikeways:** The Project Area's bikeway system is limited to the Maria Ygnacia Class I bikeway (separate, off-road facility) which originates north of Hwy 101, near Cathedral Oaks Road, and extends south along Maria Ygnacia Creek to the Atascadero Creek Bike path near Patterson Avenue and Shoreline Drive. A Class II (on-road, separate lane) bike path exists on S. Fairview Avenue which will be replaced by a funded Class I bike path along the west side of the road (construction scheduled for 1998). Class II bike paths also exist on Los Carneros Road and portions of Hollister Avenue outside of Goleta Old Town.

**Public Transit:** The Metropolitan Transit District (MTD) currently maintains ~~7~~3 bus lines operating on Hollister Avenue in Old Town, with stops at Fairview Avenue, Orange Avenue, Nectarine Avenue, Pine Avenue, ~~Kellogg Avenue~~, Kinman/Community Center, ~~Pine Avenue~~ Ward Avenue, Sumida Lane, ~~and a planned stop at Orange Avenue~~ and Patterson Avenue.

**Parking:** Parking demand within Old Town is primarily ~~meet~~met by numerous small private parking lots which are highly variable in size and geographic distribution. Public parking is limited to approximately 60 on-street parking spaces. The north side of Hollister experiences a 275-space parking deficit, while the south side experiences an overall surplus of 200 spaces<sup>3</sup>. The location of surplus parking is primarily in larger lots west of the Community Center. This system of small, private lots is unable to meet existing parking demands. This is evidenced by a 68-space deficit in the first three blocks east of Fairview Avenue, and a 91-space deficit on the north side of Hollister Avenue between Kinman Avenue and San Jose Creek. **This issue needs would benefit by continuing to consider parking needs with 2011 Goleta Old Town parking study by Walker Consultants and future studies**

**Pedestrian:** Sidewalk widths generally range between 10 to 11 feet on the north side of Hollister, and 11 to 12 feet on the south side. While the majority of sidewalks along the south side of Hollister Avenue are physically within the public right-of-way, the amount of sidewalk within the public right-of-way on the north side of Hollister Avenue, particularly between Tecolote Avenue and Orange Avenue, can vary significantly (from 3-11 feet). This situation has resulted in the construction of discontinuous building alignments, building columns, and private construction of a two-tiered sidewalk system within the "effective" sidewalk area (i.e., comprised of both private and public property). These irregularities create a series of obstacles which: 1) inhibit pedestrian traffic flow, 2) make many of the buildings inaccessible for disabled persons, and 3) limit the ability to locate public infrastructure improvements (i.e., street lights, mail boxes, telephone poles, street trees, etc.).

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<sup>3</sup> Goleta Old Town Revitalization Plan FEIR

# GOLETA OLD TOWN REVITALIZATION PLAN

**Roadway Classification System:** ~~The Goleta proposed roadway classification system is divided into two main designations: Primary and Secondary roadways. Each of these main designations is further subdivided into three subclasses, dependent upon roadway size, function, and surrounding uses. Primary roadways serve mainly as principal access routes to major shopping areas, employment and community centers, and often carry a large percentage of through traffic. Secondary roadways are two lane roads designed to provide principal access to residential areas or to connect streets of higher classifications to permit adequate traffic circulation. Such roadways may be fronted by a mixture of uses and generally carry a lower percentage of through traffic than primaries. Figure 16 depicts the Goleta Old Town Circulation Map which includes roadway improvements proposed within the Project Area.~~ This is covered by the following sections of the General Plan’s Transportation Element: TE 3.3 Major Arterials, TE 3.4 Minor Arterials, TE 3.5 Collector Streets and Roads, and TE 3.6 Local Streets and Roads.

## **PLANNING ISSUES**

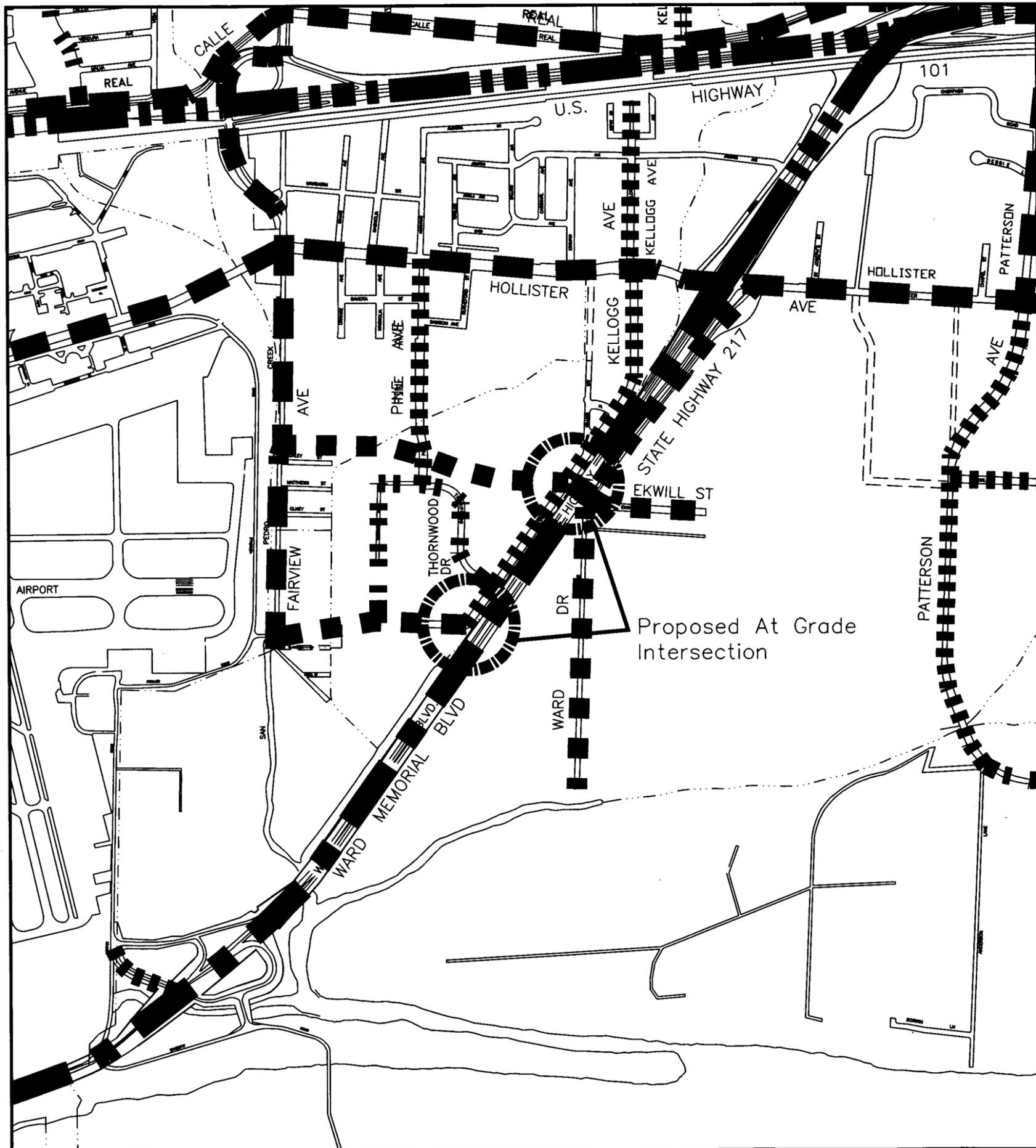
Transportation deficiencies in the Project Area include lack of east-west travel alternatives to Hollister Avenue, poor circulation due to incomplete roads and bikeways, congested roads and intersections, ~~lack of incentives for use of public transportation~~ (confirm is this truly is a “transportation deficiency”), inadequate parking, and inadequate pedestrian access. These factors contribute to congestion, increased travel time, decreased access, and inhibit economic development in Old Town. Combined with competition from more conveniently accessible businesses in other parts of the Goleta Valley and a lack of visual appeal, these problems discourage patronage of stores and services in Old Town.

**Road System:** The lack of east-west circulation through Old Town north and south of the Hollister Corridor, and the lack of direct access into the southern portions of the area and the airport from SR 217, increases congestion on Hollister, Fairview, and Kellogg Avenues. These circulation deficiencies present significant problems for maintaining acceptable levels of service with projected future traffic volumes. The table below identifies intersections and roadway segments that are projected to experience substantial increases in congestion over the next ten years.

<b>Intersection</b>	<b>Existing V/C LOS</b>	<b>10-Year V/C LOS</b>
Hollister/Fairview	.63/B	.82/D
Hollister/Pine	.52/A	.54/A
Hollister/Kellogg	.58/A	.55/A
Hollister/SR 217 SB	.78/A	.77/C
Hollister/SR 217 NB	.57/B	.64/B
Hollister/Los Carneros	.58/A	.91/E <sup>4</sup>
Hollister/Patterson	.71/C	.87/D <sup>5</sup>

<sup>4</sup> Assumes no Phelps Rd. extension. LOS forecast with Phelps Rd. extension is .79/C.

<sup>5</sup> LOS forecast .79/C with GTIP improvement.



# Goleta Old Town Circulation

## ROADWAY CLASSIFICATIONS

 FREEWAY

 EXPRESSWAY

 P2

 P3

 S1

 S2

 S3

 PROPOSED AT GRADE INTERSECTION

0' 250' 500' 1000'



**Figure 16**

July 30, 1998  
 maps\goleta\golcircz.dwg  
 lx=circ, pc2=golcircz

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# GOLETA OLD TOWN REVITALIZATION PLAN

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***Bikeways:*** Existing problems include the lack of safe, convenient bicycle access between extensive residential neighborhoods and businesses north of US 101 through to Old Town, fragmentation of Class II bike path segments, especially on busy Hollister Avenue, lack of signage, ~~inadequate surface and striping~~ (City has upgraded all City pavement), as well as problems associated with bicycle and vehicular conflicts resulting from shared use of road space. These conditions discourage use of the bicycle as a means of transportation.

***Public Transit:*** Public transit deficiencies include lack of frequent direct routes connecting Goleta Old Town to UCSB, area employment centers, and residential areas north of US 101. In addition, bus stops in Goleta Old Town require improvement, including more space, benches, and concrete sections. Other concerns include the inability of current mass transit services to attract non-transit dependent riders, particularly for shorter commutes between area employment centers and restaurants and businesses in Old Town.

Access to Amtrak service from Old Town is improved as a result of the new platform and layover site at the end of La Patera Lane.

***Parking:*** Parking in the Project Area does not fully and conveniently serve the needs of businesses, employees, and customers. Old Town parking is an unorganized arrangement of on-street and off-street spaces. Parking is inconvenient, lacks adequately improved surfaces and striping, is poorly identified and signed, and difficult to access. The problem is particularly severe for businesses along the Hollister Corridor and in many of the service and industrial areas south of Hollister Avenue. In many cases employees compete with customers for limited spaces resulting in overcrowding and difficulty in driving along many of the area's narrow streets and alleyways. Businesses and multi-family complexes compete for on-street parking along Orange, Magnolia, Nectarine, and Kellogg Avenues. **This issue needs would benefit by continuing to consider parking needs with 2011 Goleta Old Town parking study by Walker Consultants and future studies. [THIS IS A SUBSTANTIALLY CONTESTED PORTION OF THE GOTRP WITH VARYING POSITIONS ON THE ADEQUACY/NEED FOR PARKING IN OLD TOWN.]**

***Pedestrian:*** Inadequate pedestrian access throughout the entire length of the Project Area results from lack of continuous sidewalks or trails along major travel corridors and within residential and commercial/industrial areas. Existing sidewalks are relatively narrow and would benefit from improvement.

## **PROPOSED IMPROVEMENTS**

The following improvements are designed to improve all modes of transportation in the Project Area by linking the downtown with surrounding commercial, industrial, and residential areas, and transforming the Hollister Corridor into a more pedestrian and bicycle friendly downtown village while maintaining Hollister as an east-west arterial. A summary of the improvements and costs is provided in Table 2. The preliminary cost estimates are based on the Goleta Transportation Improvement Plan (GTIP), initial discussions with other agencies and departments, and discussions with the City of Santa Barbara. The order of magnitude is provided for discussion purposes only and the estimates will be refined throughout the process based on engineered calculations as they become

available.

*Final*

*Adopted June 23, 1998*

# GOLETA OLD TOWN REVITALIZATION PLAN

**TABLE 2  
PROPOSED TRANSPORTATION IMPROVEMENTS<sup>6</sup>**

Roadway Improvements	Preliminary Cost Estimate
1. Hollister Avenue Reconstruction	<del>\$4,500,000</del> — <del>\$6,000,000</del> \$8 Million - \$10 Million
<del>2. SR 217 Access Modifications</del>	<del>Under Review</del> (This was the idea of the taking over of SR 217 and creating new intersections.
3. <del>Ekwill St. Extension</del> The Ekwill/Fowler Roads Extension Including Hollister/217 Intersection Improvements	<del>\$9,000,000 to \$11,000,000</del> \$18,000,000 which includes design.
<del>4. Fowler Rd. Extension</del>	<del>\$6,000,000</del>
5. Limitation of Truck Traffic	Under Review
6. Hollister Avenue Driveway Closures	Under Review
7. South Fairview Avenue Widening	Under Review—west side is in City of Santa Barbara
Bikeway Improvements	Preliminary Cost Estimate
1. San Jose Creek I Bike Path	<del>\$2,110,000</del> \$5 Million - \$15 Million for the south and middle portions depending on final design and requirements by CalTrans and UPRR.
<del>2. San Pedro Creek I Bike Path</del>	<del>\$550,000</del> (This is a previous County project that is no longer being pursued by the City now that there is the San Jose Creek Bikepath Southern Portion)
Bus Service Improvements	Preliminary Cost Estimate
1. Road Pavement Improvement	\$10,000 per improvement
2. Curb Cuts	\$1,500 per improvement
Electric Shuttle	Preliminary Cost Estimate
1. Phase I	\$1,000,000 plus annual operating costs
2. Phase II	\$400,000 plus annual operating costs
Parking Improvements	Preliminary Cost Estimate
1. Satellite Parking Lots	\$1,125,000
2. Parking Garage	\$5,500,000

<sup>6</sup> Cost estimates are very preliminary, and are based on the Goleta Transportation Improvement Plan (GTIP) and discussions with other agencies and departments. The estimates are intended to provide an order of magnitude for discussion purposes only; estimates will be revised based on engineered calculations as they become available.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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**Roadways:** The goals of proposed roadway improvements are to: 1) maintain Hollister Avenue as a primary arterial with smooth traffic flow at 30 mph, 2) provide left and right turn lanes at major intersections, 3) minimize conflicts along the Hollister Corridor related to cars, heavy trucks, parking, and pedestrians, 4) significantly improve access into the southern industrial area, and 5) provide limited improvement in access to areas north of Hollister.

1. Hollister Avenue Reconstruction: Reconstruction through Old Town will foster a more appealing downtown "village" atmosphere and help stimulate economic revitalization. Proposed improvements ~~include~~ may include the following to the degree feasible: retain 4 travel lanes, add a striped bike path area<sup>7</sup>, a landscaped center median, sidewalks of 15 - 20 feet, sidewalk seating, and streetscaping (including sidewalk landscaping, planter boxes, and benches) (Figure 17). On-street parking will be retained to the greatest extent feasible. ~~The City has concluded that there is insufficient room for all of the aforementioned to be accommodated (Figure 17a) unless the removing of buildings is pursued.~~

This project involves the redesign and reconstruction of Hollister Avenue from Fairview Avenue to Kellogg Avenue in Old Town Goleta. The original project proposed to evaluate the number of vehicle travel lanes, center turn lane, median landscaping and redesign, sidewalk redesign, amenities and landscaping, lighting, accommodation of alternative transportation, striped bike path area, and on-street parking. The original project also included correction of drainage issues. Due to the dissolution of the RDA (Redevelopment Agency) the City had to put this project on hold. While other elements of the original project still need to be addressed, the immediate focus is the addition of bike lanes.

Hollister Avenue in Old Town Goleta carries a large volume of daily traffic, resulting in congestion. Residents and business owners in Old Town Goleta want to have a more pedestrian and bicycle friendly corridor that would be more attractive to customers, especially in the evening when commuter traffic passes through town. Improving traffic flow, enhancing pedestrian and bicyclist safety and convenience, and making aesthetic improvements will further that goal.

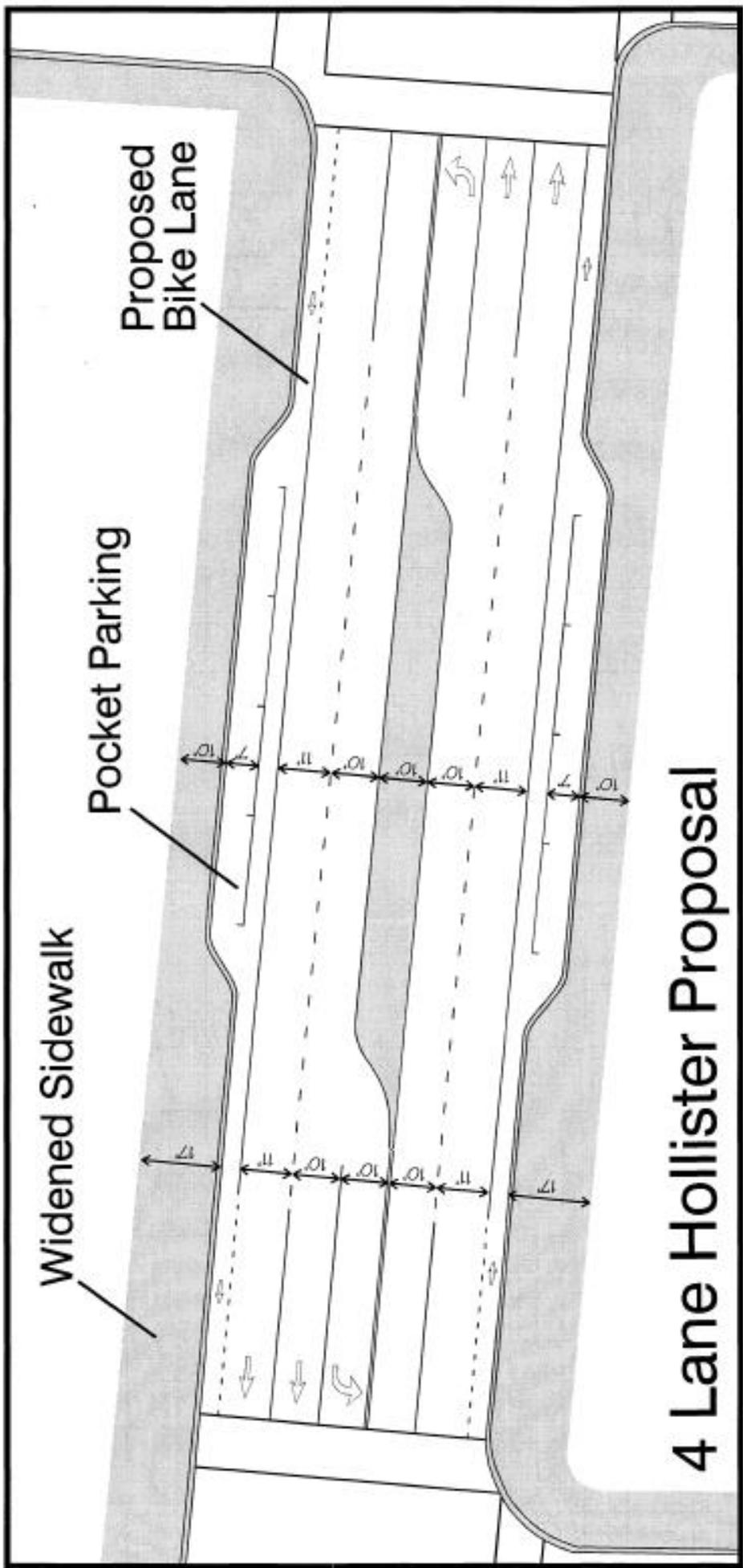
~~2. SR 217 Modifications: SR 217 will be relinquished to the County and converted into an expressway to provide signalized intersections at the Ekwill Street extension and at the Fowler Road extension. This project includes shortening the SR 217 southbound on-ramp at Hollister Avenue and retaining the northbound off-ramp at Hollister Avenue. Safety improvements include narrowing the existing shoulders to 4 feet, narrowing the center median to 16 feet, providing an auxiliary lane south from Ekwill Street to Fowler Road, providing overhead and roadside signs to warn traffic of the end of the freeway and signalized intersections ahead, and extensive landscaping of medians and shoulders.~~

~~3. Ekwill Street Extension: This extension will provide direct access to and from SR 217 to Old Town while providing an alternative east-west travel route which improves the operation of Hollister Avenue (Figure 18). Improvements include a signalized at-grade intersection at SR 217, a raised 12-foot wide landscaped median, Class II bike lanes, new bridge structure at Pine Avenue over Old San Jose Creek, and a signalized intersection at Fairview Avenue. The preferred alignment of Ekwill west~~

~~of Pine Avenue is along the southern boundary of Key Site 10. Redevelopment of Key Site 10 will have direct and focused access from Ekwill Street. The Ekwill Street extension is expected to carry 13,300 ADT west of Pine Avenue and 11,200 ADT east of Pine Avenue.~~

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<sup>7</sup> Note: Preliminary plans indicate the bike area would occupy a four foot wide space and not the required five feet to be a formal Class II on-street bike lane. It may be possible to include an area less than five feet wide by not officially recognizing it as a Class II bike lane.



**4 Lane Hollister Proposal**

Figure 17



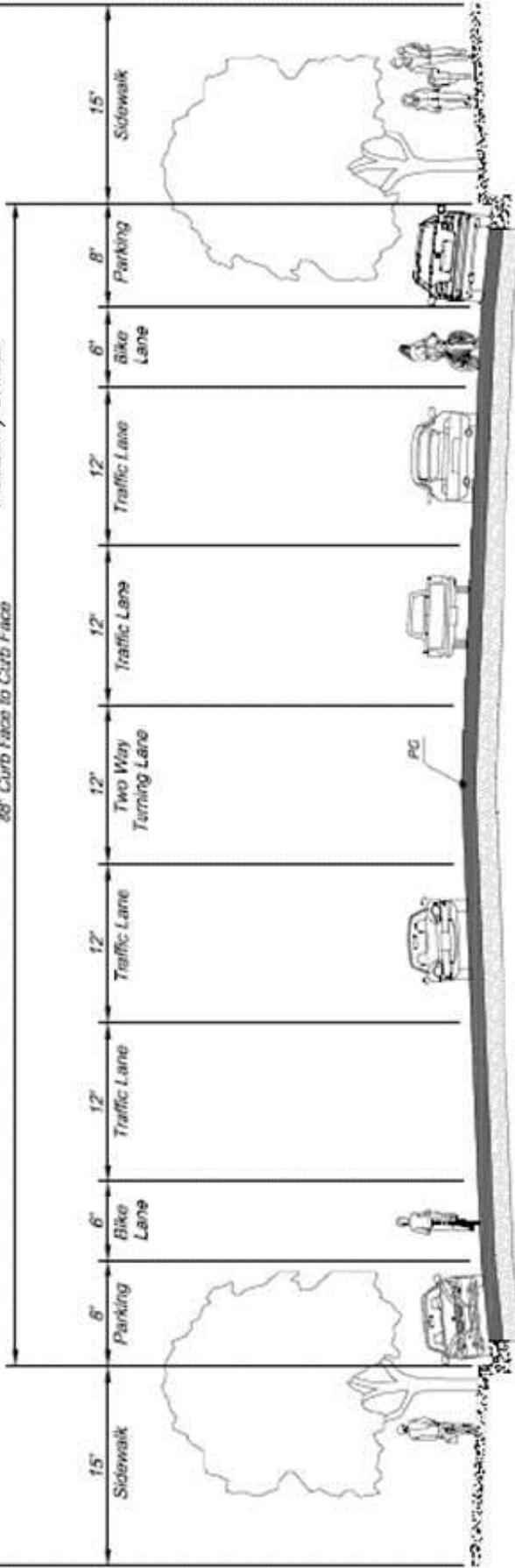
# Four Lane Unconstrained

"Revitalization Plan"

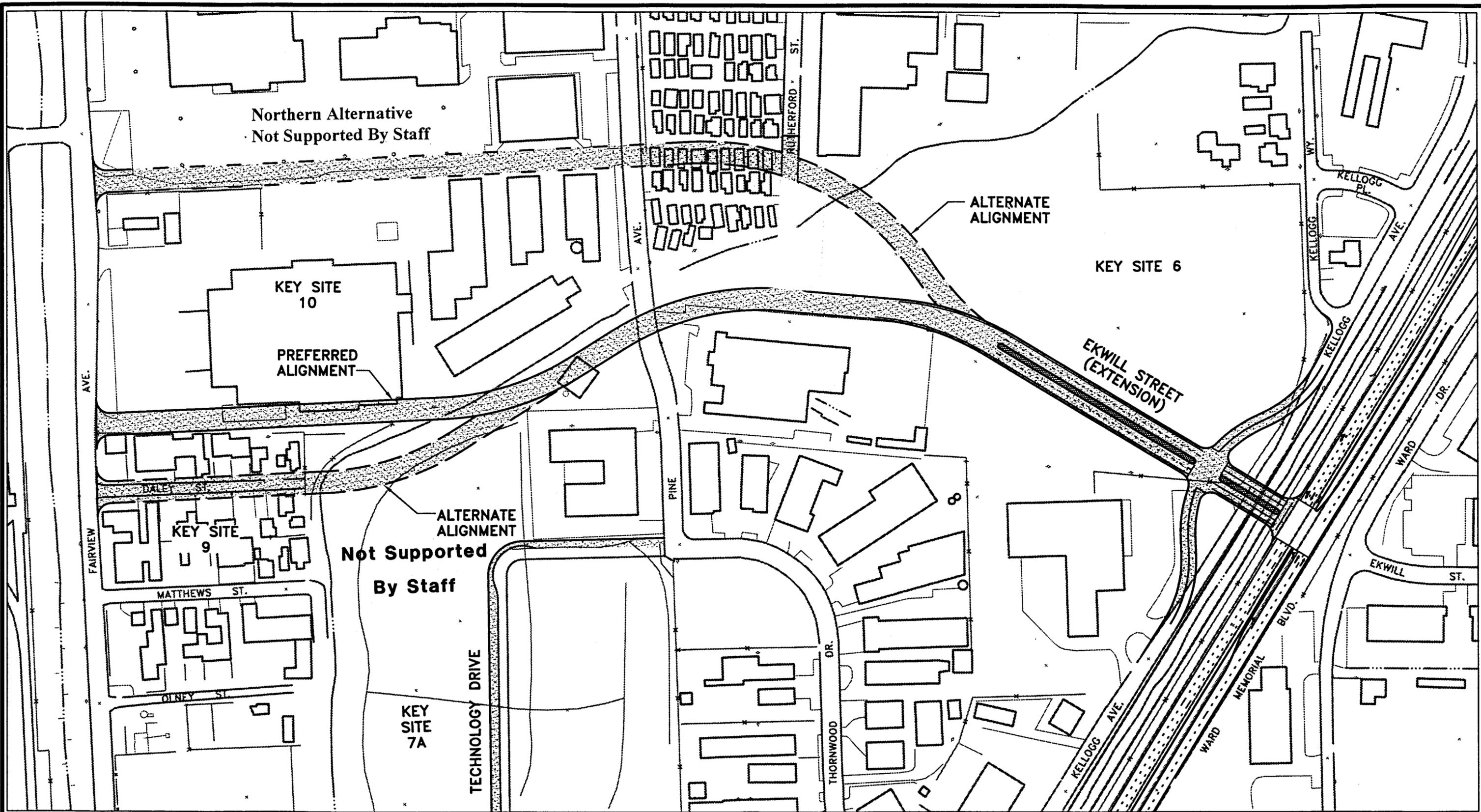
119' Proposed R/W

"Actually Exists"

88' Curb Face to Curb Face



"Figure 17a"



**EKWILL STREET  
ALIGNMENT**  
GOLETA, CALIFORNIA

Figure 18

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# GOLETA OLD TOWN REVITALIZATION PLAN

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~~4. Fowler Road Extension: This extension will allow direct access to and from the Santa Barbara Municipal Airport and various commercial and industrial land uses in the Old Town area. Improvements include a signalized intersection at the junction of SR 217, widening of a portion of Fowler Road, a small bridge over Old San Jose Creek, Class II bike lanes, and a yet to be determined traffic control device (i.e. traffic signal, roundabout, or stop sign control) at the Fowler Road/Fairview Avenue intersection (Figure 19). The Fowler Road extension is expected to carry 4,300 ADT.~~

Ekwill & Fowler Roads Extension, Including Hollister/217 Intersection Improvements: This project will construct Ekwill Street and Fowler Road extensions across Old Town Goleta from Kellogg Avenue to Fairview Avenue. The new streets will have two travel lanes with left turn pockets, Class II bike lanes, and sidewalks/parkways. The project will also incorporate intersection capacity improvements (roundabouts) at the Hollister Avenue and Route 217 ramp intersections. The existing roadway system within Old Town Goleta has inadequate east-west circulation both North and South of Hollister Avenue and lacks direct access into the southern portions of Old Town Goleta and the Santa Barbara Airport. This project will relieve regional congestion, improve traffic circulation in Old Town Goleta, and improve access within Old Town Goleta and to the airport. Current Phase: The project is in the Final Design and Permitting Phase. Construction is planned for fiscal year 2014/15.

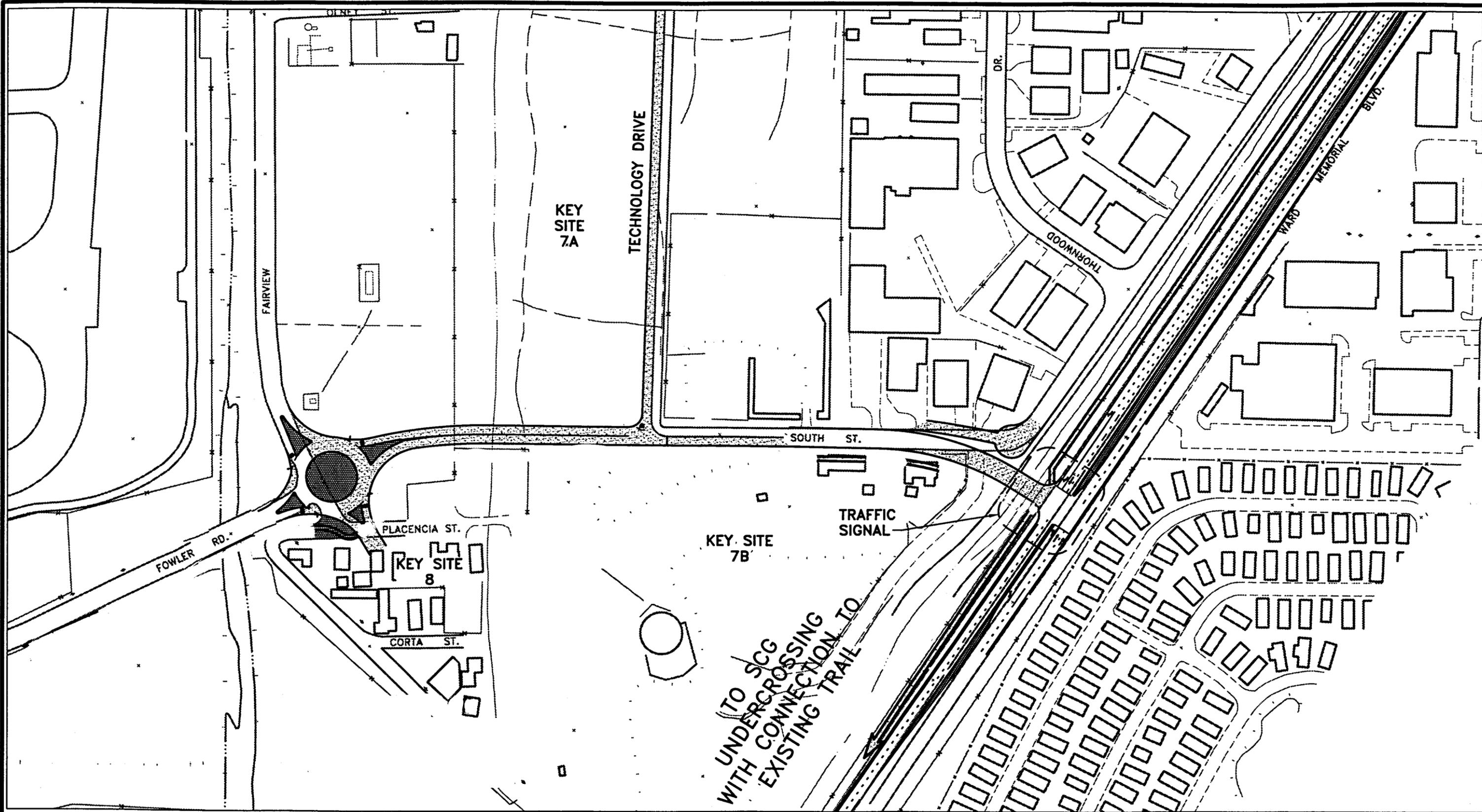
5.2. Limitation of Truck Traffic: Limiting the number of non-local truck trips on Hollister Avenue would make it a more pedestrian friendly and less congested commercial center. Methods to achieve this include provision of alternate routes for heavy trucks in conjunction with posting Hollister Avenue as off-limits to non-local truck traffic and/or limiting hours for local deliveries.

~~6.3. Hollister Avenue Driveway Closures: The feasibility of a long term program for selective driveway closure along the Hollister Avenue corridor is currently being reviewed. The goal of this program is to reduce pedestrian and vehicular conflicts associated with numerous driveways in close proximity to each other. The program begins with Key Site development projects that are designed to be independent of Hollister access as well as some properties where alternative access is readily available. This project does not include properties that do not have alternative access, unless such an alternative and/or parking is provided elsewhere. (The City is not reviewing this previously proposed program. The City would have to purchase those encroachments.)~~

7.4. South Fairview Roadway Widening: The existing 2-lane roadway segment of Fairview Avenue south of Hollister Avenue is forecast to carry 16,400 ADT under the proposed circulation network which would exceed the County's existing 2-lane roadway standard (14,300 ADT/LOS C). The segment of Fairview Avenue between Ekwill Street and Hollister Avenue requires widening to four lanes. Portions of the east side of South Fairview have been widened. Portions of the west side are in the City of Santa Barbara's jurisdiction.

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<sup>8</sup> Cost estimates are very preliminary, and are based on the Goleta Transportation Improvement Plan (GTIP) and discussions with other agencies and departments. The estimates are intended to provide an order of magnitude for discussion purposes only; estimates will be revised based on engineered calculations as they become available.



**Fowler Rd.  
 ALIGNMENT**  
 GOLETA, CALIFORNIA

Figure 19



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# GOLETA OLD TOWN REVITALIZATION PLAN

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***Bike paths:*** The goal of an improved bike path system is to increase bicycle commuting between residential and retail/industrial and institutional uses, to increase bicycle and pedestrian access to Old Town, and to decrease traffic congestion and parking demand. The Goleta Bikeways Map is depicted in Figure 20.

The following bikeways are considered a priority for the Revitalization Plan area:

1. San Jose Creek Class I Bike Path: This bikeway originates north of the Project Area at Cathedral Oaks Road which is in the unincorporated County area and follows San Jose Creek south. The path parallels the creek, dropping into the channel in order to cross under major roadways and the railroad tracks. ~~The Hollister Avenue undercrossing is currently being reviewed for modification requirements to the concrete channel bottoms on both sides of the road. The bikeway would eventually merge with the proposed San Pedro Creek Class I Bike Path and the proposed Old San Jose Creek multi-use trail, continuing southward to Goleta Beach and the existing Atascadero Bikeway.~~

San Jose Creek Bike Path Middle Extent: This project will construct a Class I bike path adjacent to San Jose Creek, from Calle Real to Hollister Avenue. The project includes all required bridges and right of way acquisition, and necessary improvements to cross Highway 101 and the Union Pacific Railroad (UPRR). The project has been split into two projects, each with independent utility. The southern portion extends from Armitos Avenue to Hollister Avenue, and will connect Armitos Park with Kellogg/Old Town Park. This multi-use trail will provide recreational opportunities, an interpretive trail, as well as alternative access to the new community park. The northern portion of the bike path included the stretch from Calle Real to Armitos Avenue. The purpose and need for this project is to provide a commuter bike route and recreational facility from residential areas north of Highway 101 to commercial areas south of the freeway in Old Town Goleta and UCSB. This project will connect to the San Jose Creek Bike Path South Project as well as the existing Class I through the Maravilla development north of Calle Real.

San Jose Creek Bike Path Southern Extent: This project will construct a Class I/Class II bike path adjacent to San Jose Creek, from Hollister Avenue to the Atascadero Creek Bikeway at Goleta Beach. A Class II bike lane section is proposed along South Kellogg Avenue from Hollister to the proposed Ekwil intersection. This project will provide a commuter bike route and recreational access from Old Town Goleta to UCSB and Goleta Beach and connect to the Atascadero Creek Bikeway. The project will also connect to the San Jose Creek Bike Path Middle project.

1.2. ~~San Pedro Creek Class I Bike Path: This project includes a Class I bike path on the west side of S. Fairview Avenue between Hollister Avenue and Fowler Road along San Pedro Creek. South of Fowler Road, the path will be constructed on the west bank of the creek and continue south through the existing Caltrans undercrossing of SR 217, and connect to the existing Atascadero Creek Bikeway. (This is a previous County project that is no longer being pursued by the City now that there is the San Jose Creek Bikepath Southern Portion)~~

***Bus Service.*** Improvements include additional bus stops/bus shelters, road pavement improvement at

bus stops (Hollister/Pine Avenues; James Fowler Road), and curb cuts (numerous locations). City has made bus improvements at Hollister/Pine and Hollister/Kellogg.

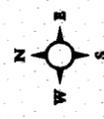
~~*Electric Shuttle*. Electric shuttle service is proposed for portions of the Goleta Valley and would enhance access between the Project Area and surrounding uses and destinations such as UCSB, Isla Vista, the airport, and industrial business parks/shopping centers.~~

~~Phase I of the proposed shuttle program would be implemented within one to five years. It includes two routes which are relevant to the Revitalization Plan. The *Industrial Center/Goleta Downtown/Fairview Shuttle* would provide shuttle service to accommodate workers in industrial and business sections of western Goleta. Shuttle intervals would vary depending on the time of day. The *Downtown Goleta/Fairview Calle Real Shuttle* will serve primarily as a "Shopper's Shuttle" as well as commuter shuttle during rush hours.~~

~~Phase II of the proposed shuttle system would be implemented over a five to ten year time frame, and would include one route affecting the Project Area. The *Eastern Hollister Industrial Loop/Downtown Goleta Fairview Shuttle* would service industrial and business sections of eastern Goleta. (No discussion of an electric shuttle going forward.)~~

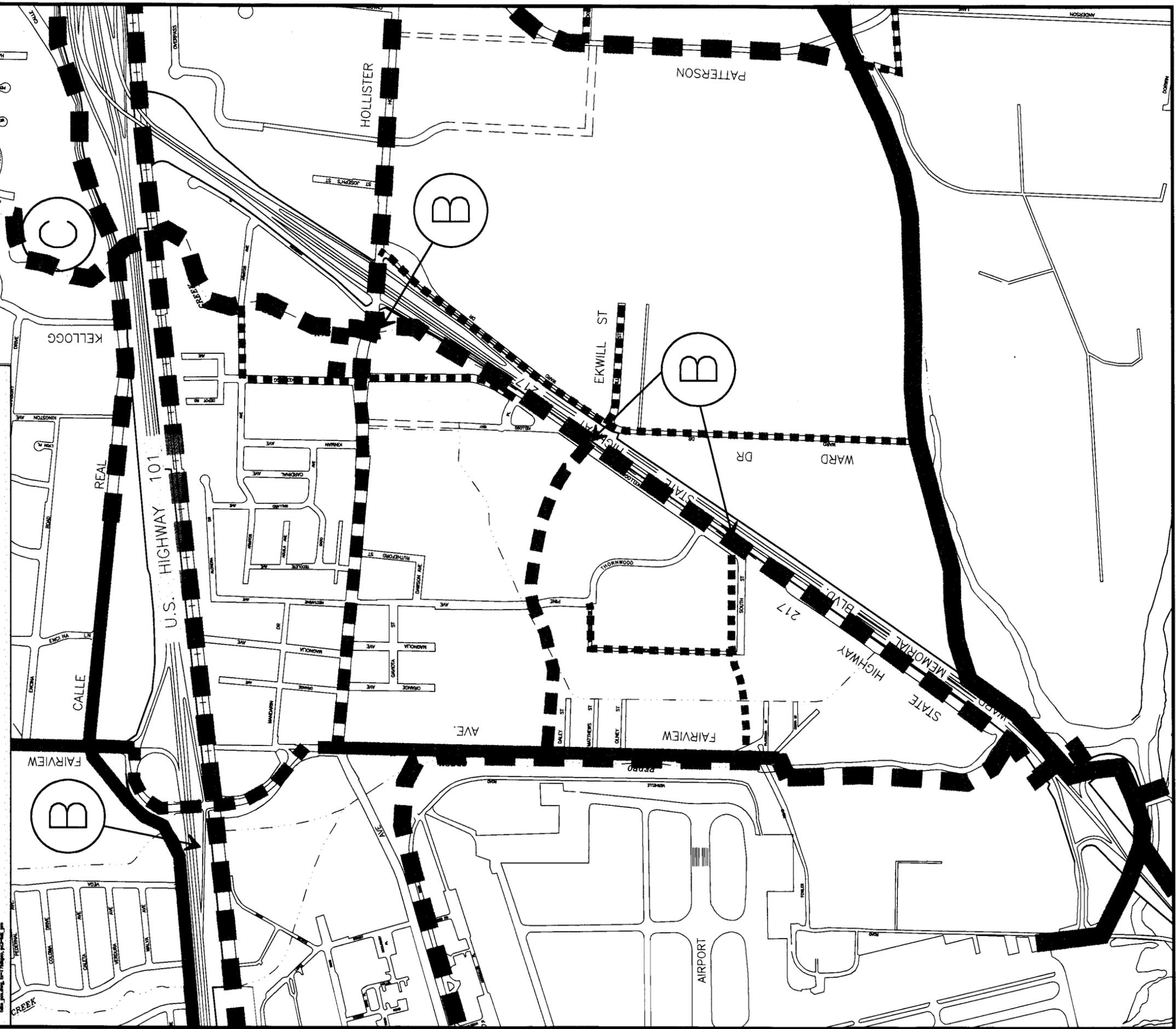
# Goleta Old Town Bikeways Map

-  Existing Class I
-  Existing Class II
-  Existing Class III
-  Proposed Class I
-  Proposed Class II
-  Proposed Class III



-  Proposed Class I Underpass
-  Proposed Class I Underpass under U.S. Highway 101 and along San Jose Creek

August 30, 1998  
 Date: 8/30/98 10:00 AM  
 File: goleta\_bikeways.mxd



# GOLETA OLD TOWN REVITALIZATION PLAN

**Parking:** Long term goals include the provision of adequate, well-designed, convenient parking facilities as well as alternate modes of transportation which reduce traditional parking demands.

1. Short-Term Parking Plan: ~~A pool of 16 parking space credits was created to assist development of some mixed-uses in Old Town. Where a mixed-use project cannot provide enough onsite parking, a credit of up to 4 spaces per project (up to the program total of 16) will be granted. This will allow smaller mixed-use projects to proceed while longer term parking solutions are implemented.~~ Continue to consider parking needs with Goleta Old Town parking study by Walker Consultants and future studies. GP TE-IA-5 Parking In-Lieu Fee Program.

2. ~~Long-Term Parking Plan: The conceptual Old Town parking plan will be implemented in two phases over a period of approximately 20 years to meet the parking needs of existing residential and business tenants, commercial customers, and future tenants resulting from new commercial and mixed-use development.~~

~~Phase I will be implemented over a period of approximately five years and includes conversion of a number of existing private parking lots into public parking lots. The County will pay willing owners to convert private lots into public parking through arrangements such as long term cooperative lease agreements. The converted lots could be reconfigured and consolidated to provide public parking and possibly additional spaces. The County will work with property owners on the best possible approach to a public/private partnership utilizing existing lots.~~

~~Ten existing private parking lots have been identified for potential Phase I parking lot conversions (Figure 21 and Table 3). Up to 181 new parking spaces could be created under this conceptual plan. Additional public parking as well as clearly marked signs showing lot locations would benefit existing businesses and customers. Cooperative lease agreements would also provide property owners with a new revenue stream. Although all existing parking lots along Hollister Avenue were reviewed, suitable sites were selected based upon the following criteria:~~

- ~~• Size of lots and potential for additional spaces;~~
- ~~• Proximity of lots to existing parking deficits and potential mixed-use projects, and~~
- ~~• Proximity to other private parking lots.~~

2. ~~Phase II will be implemented in 6-20 years and will address possible expansion of new public parking lots in areas where residential and commercial uses currently exist. Willing property owners could sell or lease their properties to the County. Relocation assistance would be available for any displaced residents. Construction of new lots would occur based on parking demand. Priority for Phase II parking lot expansion is to work with willing property sellers with minimal disruption to existing residents and businesses. Condemnation cannot be used to acquire properties for parking lots.~~

Continue to consider parking needs with 2011 Goleta Old Town parking study by Walker Consultants and future studies. GP TE-IA-5 Parking In-Lieu Fee Program.

# GOLETA OLD TOWN REVITALIZATION PLAN

**TABLE 3**  
**1998 Phase I Consolidations of Private Parking to Public Lots**

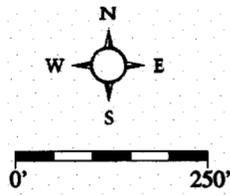
Parking Lot #	Approx. Area	Existing Spaces	Spaces After Reconfiguration <sup>9</sup>	Comments
A	23,300 sf	54	66	12 new spaces possible. 4 current entrance/exit points.
B	7,900 sf	20	22	2 new spaces possible. 2 current entrance/exit points.
C	13,800 sf	20	39	19 new spaces possible. 1 current entrance/exit point; potential for 1 additional entrance/exit. Pedestrian alley provides access to street.
D	22,800 sf	56	65	9 new spaces possible. 2 current entrance/exit points; potential for 1 additional entrance/exit.
E	23,500 sf	42	67	25 new spaces possible. 3 current entrance/exit points; potential for 1 additional entrance/exit.
F	45,700 sf	97	130	33 new spaces possible. 8 current entrance/exit points; potential for 1 additional entrance/exit.
G	33,000 sf	92	94	2 new spaces possible. 5 current entrance/exit points.
H	30,600 sf	18	87	69 new spaces possible. 2 current entrance/exit points.
I	17,200 sf	49	49	No new spaces possible. 2 current entrance/exit points.
J	22,500 sf	54	64	10 new spaces possible. 2 current entrance/exit points. Assumes the theater comp complex and garage will not be constructed.
<b>TOTAL</b>		<b>502</b>	<b>683</b>	

<sup>9</sup> The estimates for new parking spaces after reconfiguration are based on calculations of 350 sf per parking space and include areas for landscaping and other parking lot amenities.

# Hollister Corridor Potential Parking Lots

 Potential Phase I Parking Lots  
(Reconfiguration / Consolidation of Existing Lots)

\*Note that potential ordinance changes regarding off-site parking for mixed-use projects would allow parking within 1000 ft. of project sites.



**Figure 21**

August 4, 1998  
re\_topox.dwg  
lx=parking, pc2=parking

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## POLICIES

**GOAL:** To improve roadway circulation, parking, public transit, and bicycle and pedestrian access, to and within, the Project Area. **This goal is compatible with the General Plan's TE 2.2C, TE 5.3, 5.4, 5.6, 9.6, LU 1.3, 1.11 & 3.4., and VH 4.2.**

## ROADS

~~Policy CIRC-OT-1: Repair and maintenance projects on Project Area roadways shall be implemented as part of the Revitalization Plan.~~

~~Action CIRC-OT-1.1: The Planning & Development and Public Works Departments shall consult with the public and property owners to obtain roadway maintenance requests within the Project Area to be prioritized in the annual Road Maintenance Annual Plan (RdMAP).~~

~~Action CIRC-OT-1.2: The Planning & Development Department and property owners shall assist the Public Works Department in obtaining additional road maintenance funding for Project Area maintenance projects. (This is already done on a City-wide basis)~~

~~Policy CIRC-OT-2: The County shall prioritize and construct capital improvement projects necessary for implementation of the Revitalization Plan. City takes in all requests for road maintenance and they are considered when City plans for annual street maintenance~~

~~Action CIRC-OT-2.1: The Planning & Development and Public Works Departments shall prepare a list of capital improvement projects within the Project Area, including costs and potential sources of funding, for inclusion in a revised Goleta Transportation Improvement Plan (GTIP). (Completed)~~

~~Action CIRC-OT-2.2: Up to \$900,000 from the UCSB Long Range Development Plan Mitigation Implementation Agreement shall be appropriated as matching funds for Project Area capital projects grants which address Fairview/Hollister Avenue intersection congestion. These funds shall also be used in the conceptual design and environmental review of the Fowler Road extension, Ekwill Street extension, San Jose Creek Bike path, and Hollister Corridor reconstruction projects. P&D shall initiate the reappropriation process within 1 year from Plan adoption. City secured approximately \$8,870,000 total as a result of the UCSB Long-Range Development Plan (LRDP), which identified a number of projects in Old Town~~

**Policy CIRC-OT-3: The ~~County~~ City shall place the highest priority (as per GTIP) upon planning, funding, and construction of the Ekwill Street extension, Fowler Road extension, and SR 217 access modifications. This policy is compatible with GP TE 5.3 Ekwill/Fowler. City staff shall collaboratively work to assess issues with UCSB regarding SR 217.**

~~Action CIRC-OT-3.1: The County of Santa Barbara, in coordination with the City of Santa Barbara and UCSB, shall begin negotiations with Caltrans regarding the relinquishment of SR 217 to the~~

~~County in order to implement proposed SR 217 improvements serving Goleta Old Town and the Santa Barbara Airport.~~ **Negotiations were initiated and concluded with no action taken prior to City incorporation.**

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**Action CIRC-OT-3.2:** The ~~Planning & Development and Public Works Departments~~ City shall work with property owners ~~and the Santa Barbara Municipal Airport~~ to seek funding (such as ~~FAA funds, Road Trust Fund 1512,~~ UCSB Agreement) for construction of the ~~Ekwill Fowler Roads Extension Including Hollister/217 Intersection Improvements~~ ~~Ekwill Street extension, Fowler Road extension, and SR 217 access modifications by 2001.~~ ~~Public Works Department and Planning and Development~~ City staff has a combination of STIP and GTIP funds for the project and shall also ~~apply for ISTEAs, CDBG, and other~~ continuously look for ~~grants for this project~~ grant opportunities. This project should be considered a priority for matching funds from any available revitalization revenue sources. ~~Current estimates suggest that the Ekwill/Fowler Project is underfunded by \$1,000,000.~~

**Action CIRC-OT-3.3:** ~~Planning and Development and Public Works Departments shall work with interested residents, business owners and representatives from UCSB to formulate a landscape design for SR 217.~~ City will not own SR 217. City will be responsible for minor landscaping and what was tore up as a result of City projects in the vicinity.

**Action CIRC-OT-3.4:** ~~Planning and Development and Public Works Departments~~ City shall review the proposed roadway design for Ekwill Street and Fowler Road with the goal of providing two lanes of travel, and minimize right-of-way acquisition, ~~affects~~ effects on private property owners, and impacts to creeks and environmental resources. ~~This action is in progress and compatible with GP TE 5.3 Ekwill/Fowler.~~

~~**Action CIRC-OT-3.5:** If a roundabout is constructed at the Fowler/Carta/Fairview intersection, P&D and Public Works Department shall coordinate with the City of Santa Barbara to ensure that the roundabout is landscaped and a clearly readable directional sign is installed directing motorists to these roads. (Due to design constraints, this action is recommended for removal)~~

~~**Action CIRC-OT-3.6:** P&D and Public Works staff will bring preliminary design for the Hollister Reconstruction, the Ekwill Street and Fowler Road Extensions, and the SR 217 modifications to the Old Town PAC, the County BAR and the Planning Commission for review.~~

**Policy CIRC-OT-4:** Existing parking constraints in Old Town shall be alleviated through the provision of adequate, convenient, and well-designed ~~public and/or private~~ parking facilities. ~~This goal is compatible with GP LU 1.3 & 3.4, TE 9.6, 9.7, and TE IA-5.~~

**Action CIRC-OT-4.1:** ~~Planning and Development~~ City shall work ~~with Public Works~~ to prepare a comprehensive parking plan for the Old Town area ~~within one year of adoption of the Revitalization~~

~~Plan~~. The parking plan shall examine methods such as conjunctive use credits for mixed use projects, a parking permit system, purchase or lease of private parking lots for public use, and possible zoning ordinance amendments pertaining to parking requirements. ~~P&D and PW~~City shall amend and update the Parking Plan, as necessary, to reflect substantial changes to parking availability, use and demand within Old Town. 2011 Old Town Parking Study by Walker Consultants has been completed and circulation factored in modeling of Hollister Redesign & Ekwill/Fowler.

# GOLETA OLD TOWN REVITALIZATION PLAN

**Action CIRC-OT-4.2:** ~~The Planning and Development and Public Works Departments~~ City shall identify funding sources for the design, construction, and maintenance of private and public parking facilities within Old Town. RDA funds are no longer available. Consider findings in Old Town Parking Study by Walker Consultants as well as GP TE 14.8.

**Action CIRC-OT-4.3:** ~~Within one month of adoption of this Plan, Planning and Development shall send letters to the owners of the parking lots identified as potential public lots asking if they would be interested in participating in a public parking program. Where an owner expresses interest, the County shall immediately work with the owner to provide public parking spaces as expediently as possible.~~ It is unclear if this Action was ever pursued. With direction from City Council, City staff could pursue the intent of this stated Action to contact owners of the parking lots identified as potential parking lots for public use.

**Policy CIRC-OT-5:** An incentive program and/or regulatory changes which would apply to circulation issues which encourage redevelopment and new development within the Project Area shall be implemented.

~~**Action CIRC-OT-5.1:** The Planning & Development and Public Works Departments shall prepare an analysis of the existing transportation impact fee structure with options for incentives for development in Old Town. Any such change shall be brought before the Board of Supervisors as a GTIP amendment, as necessary. (Existing transportation impacts are under GTIP)~~

~~**Action CIRC-OT-5.2:** The County shall consider possible changes to Circulation Element standards for the Project Area, such as allowing a level of service (LOS) D at the intersection of Hollister/Fairview Avenues. These changes shall be brought before the Board of Supervisors as Circulation Element amendments, as necessary. This is an on-going effort of the City.~~

~~**Action CIRC-OT-5.3:** The County shall work with Caltrans to secure blue highway lodging signs on U.S. 101 advising visitors of lodging and service opportunities in Old Town.~~

**Policy CIRC-OT-6:** The ~~County~~ City shall ensure that the circulation system maintains the quality of life within residential neighborhoods in the Project Area to the greatest extent feasible.

~~**Action CIRC-OT-6.1:** The Public Works Department shall develop a comprehensive neighborhood traffic management program to address problems related to increased vehicular traffic and/or vehicular speeds in residential areas. Identified improvements shall be funded through collection of traffic mitigation fees and/or revitalization funds and implemented through the GTIP. This is already done City-wide.~~

~~**Action CIRC-OT-6.2:** Planning and Development shall work with Public Works to add signage precluding truck access and parking on Armitos Avenue west of Kellogg Avenue.~~

**Action CIRC-OT-6.3:** ~~County Public Works~~City shall explore methods to reduce commercial traffic through residential neighborhoods which ~~may include prohibiting~~prohibits truck traffic on Armitos Avenue. (Language change pursuant to Economic Development and Revitalization Subcommittee recommendation during meeting of October 30, 2013)

77

*Final*

*Adopted June 23, 1998*

76

*Final*

*Adopted June 23, 1998*

# GOLETA OLD TOWN REVITALIZATION PLAN

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## PEDESTRIANS

**Policy CIRC-OT-7:** A pedestrian friendly environment shall be promoted along the Hollister Corridor through the downtown area.

**Action CIRC-OT-7.1:** The ~~County Park Department~~City shall pursue grants for the planning, design, and implementation of the Old San Jose Creek walking path. The pursuit of these grants shall be timed for coordination with development activities on Key Sites 4, 5, 6, 7A, and 8.

**Action CIRC-OT-7.2:** Additional pedestrian linkages between Hollister Avenue and other business and/or shopping areas (e.g., Key Sites 7, 10 and 14) shall be reviewed by the ~~County~~City for streetscape and pedestrian amenities to encourage the greatest pedestrian access /use.

**Action CIRC-OT-7.3:** ~~Public Works and P&D~~City shall ~~review a possible prohibition of through truck traffic on Hollister Avenue between SR 217 and Fairview Avenue so as to~~ increase the pedestrian-friendly nature of the Hollister corridor. If such a prohibition is deemed feasible, signs shall be posted along Hollister Avenue and law enforcement personnel notified of the prohibition.

**Action CIRC-OT-7.4:** ~~P&D and Public Works~~City shall consider alternative design solutions, including a roundabout, to facilitate left-turn movements from Dearborn Place and to reduce congestion on Hollister Avenue. ~~The roundabouts are included in the Ekwill Fowler Roads Extension Including Hollister/217 Intersection Improvements.~~

## BIKE PATHS

**Policy CIRC-OT-8:** The ~~County~~City shall ~~place the highest priority (as per the GTIP) upon planning, funding, and construction of~~continue work on the San Jose Creek Class I Bike path to fruition.

~~**Action CIRC-OT-8.1:** Public Works Department shall include the San Jose Creek Class I Bike path and undercrossings in its 1998 update to the Santa Barbara County Five Year Capital Improvement Plan. (Completed)~~

~~**Action CIRC-OT-8.2:** Public Works and Planning and Development Departments shall obtain funding for the design and construction of the San Jose Creek Class I Bike path. Public Works and Planning and Development staff shall apply for ISTEA/TEA 21, CDBG, STP, CREF, and other grants as appropriate. This project should be considered a priority for matching funds from any available revitalization revenue sources. Public Works should seek to complete construction by 2001, if feasible.~~Funding secured through CDBG sources.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**Policy CIRC-OT-9:** The enhancement and promotion of existing forms of public transit and the development of new alternative transportation systems shall be a high priority in the implementation of the Revitalization Plan.

**Action CIRC-OT-9.1:** ~~The Public Works Department~~City shall coordinate with the Metropolitan Transit District (MTD) -in the implementation of roadway capital improvement projects in order to accommodate existing and potential future MTD bus stops and identify the optimum routes, stops, and headway (frequency) for existing bus routes and for future electric shuttle systems, ~~if MTD pursues electric buses.~~

**Action CIRC-OT-9.2:** The ~~Planning & Development and Public Works Departments~~City shall coordinate with the public and the ~~MTD~~MTD to pursue funding from all available sources for the implementation of an electric shuttle system in order to ensure ~~continued operations by 1999.~~ Outside funding sources to supplement Transportation Mitigation Improvement Trust Funds (~~Fund 1512~~) for capital improvements and purchases could include ISTEA, CDBG, FTA, IDA, and other grants. ~~This project should be considered a priority for funds from any available revitalization revenue sources.~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## E. WATER (How do we update this? Or just remove altogether?)

### SETTING

The Goleta Water District (GWD) is the primary water purveyor in Goleta and within the Old Town Project Area. New water service connections from the GWD have been limited since 1973 when a new-service moratorium was passed by the District's voters as a means of managing limited local water supplies. More recently, the District has increased existing local supplies via a State Water project entitlement, participation in a wastewater reclamation project, and has an option to participate in the City of Santa Barbara's desalination project. Water supplies from the State Water Project arrived in mid-1997.

### PLANNING ISSUES

New water service connections are subject to the terms of the Safe Water Supplies Ordinance (the "SAFE" initiative; 1991). This ordinance limits the GWD's annual commitments of water supplies and establishes criteria for new service connections. Once these criteria are met the District is authorized to release up to one percent (1%) of its total potable water supply (presently estimated at 150 AFY) annually to new or additional service connections.

Already approved but unbuilt projects relying upon GWD service total a potential water demand of about 472 AFY. Other approved and proposed projects which currently rely on private water systems may also request GWD service; these represent another 123 AFY of potential additional demand. Other new applications for development would likely not receive water service before these projects.

In the near term, water service for the Revitalization Plan would be limited to development or redevelopment where water demand associated with the new land use does not exceed the historic water use of the site. Additionally, development could occur on properties that are allocated water as part of the Wright Judgment (settled in 1989). Five Wright suit properties are within the Project Area. These include Key Site 6 (5.2 acres), part of Key Site #3 (Newland; 4 acres), a 1.2 acre site on the north side of Hollister Avenue between Kinman and Tecolote Avenues (current site of Wendy's and Goleta Motor), a 2.8 acre site between Fairview and Orange Avenues (current site of Cox Cable), and a 0.01 acre parcel at the northwest corner of Orange and Mandarin Avenues. Current GWD policy does not allow transfer of Wright suit water allocations offsite.

Over the long-term, development requiring new water service or increased demand over and above the historic water use will be subject to availability of new water supplies pursuant to the terms of the SAFE initiative and applicable state regulations and ~~county~~-City policies.

### POLICIES

**Policy WAT-OT-1: The ~~County~~-City shall encourage the GWD to make the allocation of water service to projects in the Goleta Old Town Revitalization Plan a high priority.**

**IV.**

**RESOURCES  
AND  
CONSTRAINTS**

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## IV. RESOURCES AND CONSTRAINTS

The Resources and Constraints section describes the natural resources of the Project Area (primarily the creeks) and issues that may constrain development on certain parcels (airport uses, hazardous materials, and noise). The policies and development standards in each of the issue sections will help identify where development can and cannot occur, identify methods to minimize potential impacts, and direct the ~~county's~~ City's efforts to remedy some of the conditions that limit development (i.e. flooding and hazardous materials).

### A. ~~AIRPORT SAFETY~~ (Remove, as General Plan Policy SE 9: Airport-Related Hazards covers this topic)

#### SETTING

~~The Santa Barbara Municipal Airport (SBMA), located adjacent to the Old Town Project Area, has a designated Airport Safety Area (Zone II) which identifies safety restrictions including height limitations. Within Zone II there are three safety areas (Figure 22).~~

~~Safety Area 1 (Clear Zone) is located immediately adjacent to the runway end. The following uses are prohibited within the Clear Zone: storage of concentrated hazardous materials, certain types of manufacturing, concentrations of people in excess of 25 persons/acre, lights directed at aircraft, or uses causing sunlight to be reflected at aircraft or generating smoke or electrical interference. All proposals for development within the Clear Zone are reviewed on a case-by-case basis by the Airport Land Use Commission.~~

~~Safety Area 2 (Approach Zone) is an extension of the Clear Zone. Uses which do not result in a high concentration of people (in excess of 25 persons/acre) or particular fire hazard are generally allowed. Single family residential uses are considered compatible in the Approach Zone within one mile of the runway end, if the density is less than two residences per acre. Multi-family dwellings, motels/hotels, and mobile home parks are not allowed within one mile of the runway end and proposals which would result in large concentrations of people more than one mile from the runway end are reviewed on a case by case basis by the ALUC.~~

~~Safety Area 3 (Safety Pattern Zone) is the area where general traffic patterns occur, and development restrictions are the least severe in this area. ALUC review is required only in cases where proposed uses would result in large concentrations of people underneath downwind and base legs or departure paths of frequently used airport traffic patterns.~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## PLANNING ISSUES

~~Land use restrictions associated with the airport safety areas would apply to future development on Key Sites 7a, 7b, 8, and 9. Key Site 7a is almost entirely within the Clear Zone, while Sites 7b, 8 & 9 are partially within the Clear Zone. The M-S-GOL (Service Industrial) and M-1 (Light Industrial) zone districts are proposed to be retained in order to allow industrial and storage uses that are less employee intensive in order to limit employment density as required by the airport safety area. All new development on these properties would have to be consistent with the Airport Land Use Plan and may be subject to review by the Airport Land Use Commission.~~

~~Development issues within the Airport Clear and Approach Zones include ensuring that the heights of structures do not exceed the limits set out in the zoning ordinance. This measurement is taken based on the elevation of the Airport and does not recognize height added to a site by fill. For example, if Key Site 7B imports fill to raise part of the site out of the floodplain, building heights must be lowered to adjust for the height added by fill. Other issues include reducing the population of birds in the area (to reduce hazards to aircraft) and ensuring that trees do not exceed the height limits within the Airport zones.~~

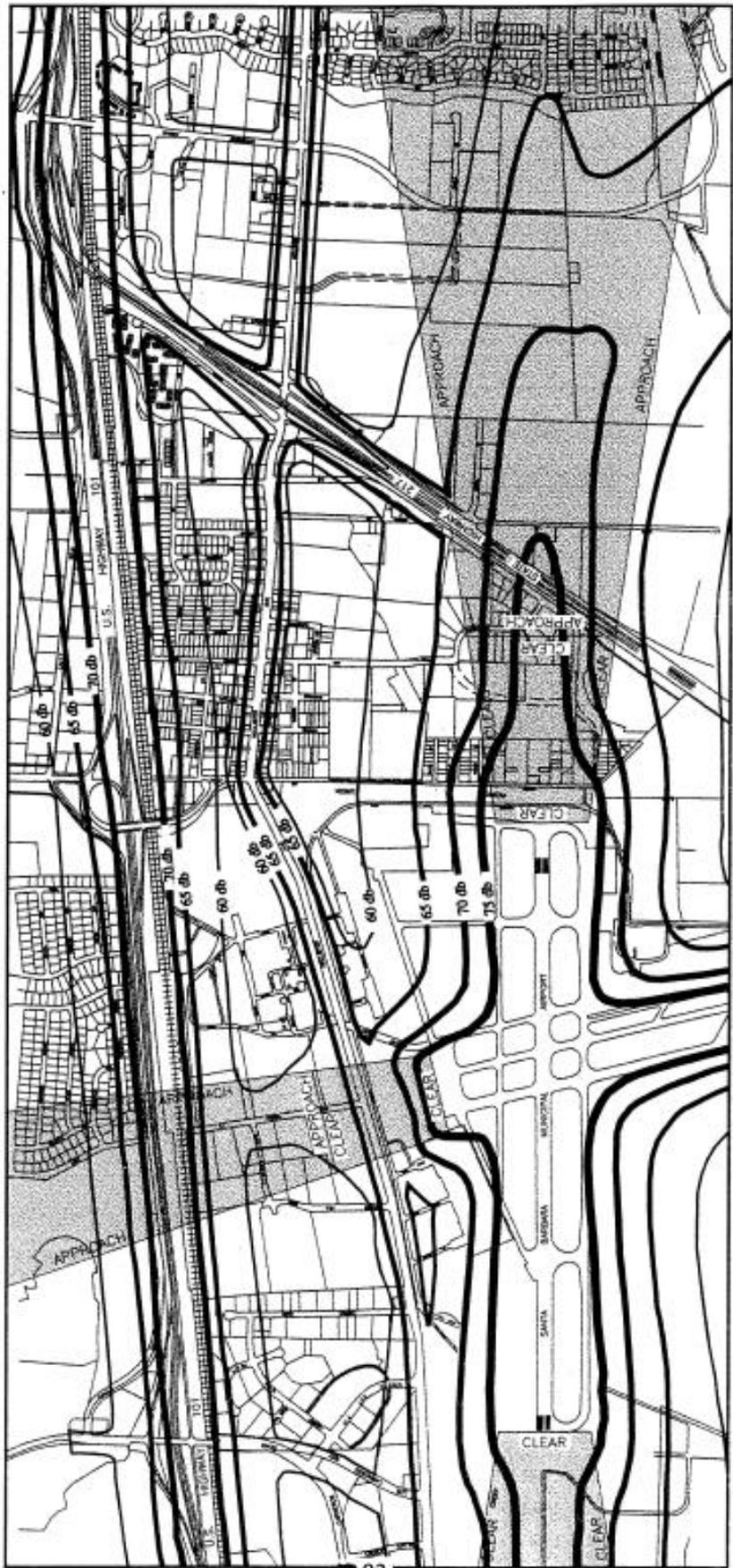
## POLICIES

~~**Policy AIR-OT-1: All development within the Airport Safety Zones shall reduce potential impacts to Airport operations to the greatest degree feasible.**~~

~~**DevStd AIR-OT-1.1:** To minimize the congregation of gulls and other birds in close proximity to the airport, new development shall provide refuse bins with covers and shall ensure that all existing bins on site also have covers.~~

~~**DevStd AIR-OT-1.2:** All new development shall ensure that trees selected as part of project landscaping will not exceed the height standards of the Airport zones.~~

~~**DevStd Air-OT-1.3:** Proposed development in the Clear Zone on Key Sites 7a, 7b, 8 and 9 must be consistent with the uses designated for clear zones in the Airport Land Use Plan.~~



Noise Levels  
 75 db  
 70 db  
 65 db  
 60 db

**Goleta Old Town  
 Noise Levels & Flight Safety Zones**

**Figure 22**

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## B. FLOODING AND DRAINAGE

### SETTING

Flood waters originating from local mountain watersheds, sediment transport and deposition, and tidal influences through the Goleta Slough have shaped and influenced the relatively flat topography of the Project Area. The historic reach of the Goleta Slough extended up to modern-day Hollister Avenue which provided sufficient area for flood waters to settle and drain. However, urbanization and the creation of impervious surfaces have increased storm water runoff and altered natural drainage patterns causing many of the flooding and drainage problems experienced today. Five creeks which originate in the Santa Ynez Mountains and traverse the Project Area are described below.

*Maria Ygnacia Creek* drains a 4,535 acre watershed capable of producing a 100-year flood of 7,200 cubic feet per second (cfs). Run-off from the storms of 1994/1995 created damage to some channel bank protection structures between US 101 and Hollister Avenue, but did not create significant flooding or overtopping of the bank within the Project Area.

*San Jose Creek* watershed encompasses 5,500 acres of mainly rugged, steep, mountainous terrain which ranges from 0 to 3,000 feet in elevation. The ~~current~~ 1996 estimate of the 100-year flow rate for San Jose Creek at Hollister Avenue is 5,400 cfs<sup>1</sup>. San Jose Creek Channel (between Hollister and the Fowler Road extension) and the Hollister Bridge design was based upon an estimated 100-year flow rate of 3,300 cfs. For this reason, the Hollister Bridge and the San Jose Creek Channel are considered to have insufficient capacity to pass the 100-year peak flood flow.

San Jose Creek from Hollister Avenue to below Fowler Road is concrete lined with a trapezoidal section. From 450 feet downstream of Fowler Road to Hwy 217, the creek is in a graded earth channel which is subject to tidal flows. This entire segment has experienced relatively little flooding, however, there has been general inundation spreading from outbreaks in the upper reaches of the creek (between Hollister Avenue and US 101) as flood waters return to the concrete-lined portion of the creek.

Upstream of Hollister Avenue, San Jose Creek flows in an unlined channel which is generally maintained in a natural condition with occasional sections of pipe and wire revetment to prevent bank erosion at critical locations. This segment of San Jose Creek has a history of flooding; with the most recent occurrence in the spring of 1995 when several large trees washed into the creek and plugged the Hollister Bridge. Flood waters crossed Key Site 3 and caused significant flood damage throughout central and east Old Town. Flows eventually spilled into San Pedro and Old San Jose Creeks.

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<sup>1</sup> Flood Insurance Study, Santa Barbara County, March 26, 1996.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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Upstream of US 101, the channel is more incised than in the lower reaches of the creek. While some damage has been evident during larger storms, it generally has been limited to recreational facilities sited within the floodplain.

*Old San Jose Creek* is a remnant segment of the historic channel of San Jose Creek which primarily carries local surface runoff and overflow from San Pedro and San Jose Creeks during flood events. During larger flood events, excess flood waters will inundate the Old San Jose Creek watershed resulting in ponded water for relatively long periods of time. The 100-year floodplain is confined to the immediate channel banks along Key Sites 4, 5, 10 and surrounding properties. Further to the south, the combined floodplains of San Jose Creek, San Pedro Creek and Old San Jose Creek completely cover Key Site 9, 8 and 7b, and encompass the southern 5 acres of Key Site 7a.

*San Pedro Creek* drains a 4,555 acre watershed capable of producing a 100-year flood of 6,200 cfs. In 1994/1995 this creek overtopped its banks flooding western Old Town and portions of the Santa Barbara Airport. The 100-year floodplain covers Key Sites 8-12 and 14, while the floodway includes the Fairview/Hollister intersection, the western 3 acres of Key Site 10, the southwest corner of Key Site 11, and the entire 1 acre Gerard parcel in Key Site 15.

*Carneros Creek* drains a 2,667 acre watershed capable of producing a 100-year flood of 3,600 cfs. This creek overtopped Hollister Avenue in 1994/1995. The creek flows through the Project Area in a concrete channel with box culverts under US 101, the SPRR, and Hollister Avenue. South of Hollister Avenue, the creek flows through a sediment basin prior to entering Goleta Slough. The 100-year floodplain covers approximately 69 acres of adjacent properties (primarily developed industrial uses). Carneros Creek overtopped Hollister Avenue in the flooding events of 1994/1995.

## **Regulatory Setting**

The [Santa Barbara County](#) Flood Control District operates under the regulatory authority of County Ordinance #3095, which requires mitigation for any development within 50 feet of the top of bank of any watercourse, and Ordinance #3893, which requires the finish floor elevation of all habitable structures to be a minimum of two feet above the 100-year-floodplain.

A *floodplain* is the area of land that may be submerged by flood waters during a 100-year storm event and is the typical standard flood event from which urban uses are generally required to be protected. A *floodway* is the area of a channel or river which must be reserved in an unobstructed condition in order to convey a 100-year flood without increasing flood elevations more than one foot. Flood Insurance Rate Maps (FIRM) produced by the Federal Emergency Management Agency (FEMA) show both the 100-year and 500-year flood limits.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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In addition to Flood Control District Ordinance requirements, the ~~Goleta Community~~City's General Plan includes Flood Hazard Policies that minimize exposure of development to flood hazards while reducing the need to alter natural creek channels. These policies are applicable within the Project Area.

## PLANNING ISSUES

Flood hazards are most significant in the central area and constrain potential revitalization by limiting or restricting development of a number of Key Sites, increasing flood insurance costs to homes and businesses,<sup>2</sup> and creating periodic damage to public and private property. The floods of 1994/95 caused over three million dollars in direct damage and clean-up costs for public facilities in the Old Town area. Private property damage and economic losses were also substantial. Flood events in Old Town during 1997/1998, while less severe, also resulted in property damage and significant clean-up costs.

Future revitalization efforts are constrained by existing floodway and floodplain restrictions on many vacant and/or underdeveloped parcels within the Project Area. Since structural development is prohibited within designated floodways, and floodplain restrictions may require expensive flood proofing or importation of fill to enable development, investments in private development and public infrastructure improvements (i.e. Hollister Reconstruction) would likely not occur without a comprehensive flood control improvement plan to address these issues.

An additional constraint to revitalization is the inability of existing storm drain facilities to adequately convey runoff during peak and non-peak events. Local drainage problems exist at the following locations: Fairview Avenue/Hollister Avenue, ~~Pine Avenue/Thornwood Drive~~, along private streets in Key Site 9 (Daley, Matthews, and Olney Streets), on the southern boundary of Key Site 8 (particularly in association with high tide), on the west side of Nectarine Avenue (between Mandarin and Hollister Avenues), and west of South Street (proposed Fowler Road extension). Many local drainage problems could be corrected by implementing proposed storm drain and San Jose Creek flood control improvements.

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<sup>2</sup> Flood insurance rates range from about \$150-200/year for the minimum \$10,000 in coverage or \$300/year for each \$100,000 of outstanding mortgage.

# GOLETA OLD TOWN REVITALIZATION PLAN

## PROPOSED IMPROVEMENTS

The following improvements are proposed to reduce area wide and localized flooding problems which currently constrain revitalization efforts.

1. San Jose Creek Improvements (Phase I): ~~San Jose Creek flood control improvements are designed to contain 100-year peak flood flow rates entirely within the channel. Improvements may include channel widening, bridge replacement and widening at Hollister Avenue, and construction of flood walls at various locations. Total Estimated Cost: \$6,500,000 to 7,000,00<sup>3</sup>~~ This project will construct capacity improvements to the San Jose Creek Channel that will increase the design storm from a 25 year to a 100 year storm event. The new channel will be 50 feet wide with vertical walls and an articulated concrete revetment bottom. The revetment will include a fish passage. The project will require the reconstruction of the entire channel and the replacement of the Hollister Avenue Bridge over San Jose Creek. The bridge project will begin after the channel portion is completed. In progress, this section is compatible with GP SE-IA-2 San Jose Creek Capacity Improvement and Fish Passage Project. Work inside the channel is complete. Other construction activities outside the creek such as road work and barrier construction will continue until complete. All activities should be completed in spring 2014.

• ~~Hollister Bridge Replacement (Phase II)~~: ~~Replacement and widening of the existing bridge from a trapezoidal channel to a 50-foot wide rectangular channel is a key feature of the overall flood control improvements since it currently has insufficient capacity to pass the 100-year peak flood flow. Estimated Cost: \$900,000<sup>4</sup>~~ Will be completed after the San Jose Creek Channel Improvements are completed. The project is in the preliminary design and environmental document stage. The project will be ready for construction in late 2015. Funding for this project comes from a combination of services, including Highway Bridge Project (HBP) funds. The project will be funded 88.53% by the HBP.

• ~~Channel Improvements~~: ~~Channel improvements include construction of flood walls and channel widening from a trapezoidal to a concrete lined rectangular box channel at various locations from approximately 150 ft. north of Hollister Avenue to just downstream of the proposed Fowler Road extension. Estimated Cost: \$4,700,000~~

• ~~Ekwill Street Extension Channel Improvements~~: ~~Channel and drainage improvements required at the proposed Ekwill/Hwy 217 intersection include channel widening from a trapezoidal to a concrete lined rectangular box channel north and south of the intersection, and floodwalls at various locations. Estimated Cost: \$500,000~~ Ekwill/SR 217 intersection will not be pursued.

• ~~Ekwill Fowler Roads Extension Including Hollister/217 Intersection Improvements~~ ~~Fowler Road Extension Channel and Drainage Improvements~~: ~~Channel and drainage improvements include channel widening from a trapezoidal to a concrete lined rectangular box channel, floodwalls and/or fill on adjacent properties, and a storm drainage system serving Fowler Road. No increased~~

~~length of channel lining is proposed. **Estimated Cost: \$600,000**~~ This project will construct Ekwill Street and Fowler Road extensions across Old Town Goleta from Kellogg Avenue to Fairview Avenue. The new streets will have two travel lanes with left turn pockets, Class II bike lanes, and sidewalks and/or parkways. The project will also incorporate intersection capacity improvements (roundabouts) at the Hollister Avenue and Route 217 ramp intersections. The existing roadway system within Old Town Goleta has inadequate east-west circulation both North and South of Hollister Avenue and lacks direct access into the southern portions of Old Town Goleta and the Santa Barbara Airport. This project will relieve regional congestion, improve traffic circulation in Old Town Goleta, and improve access within Old Town Goleta and to the airport. The Project Approval and Environmental Documentation (PA&ED) is complete. Final Design and Right of Way phase of the project began in March 2013. Construction is anticipated to begin in 2015 and will be timed to coincide with the Hollister Avenue Bridge Replacement Project to minimize the disruption to the travelling public.

- ~~2. **Fairview/Hollister Drainage Improvements:**— Install four new drop inlets and storm drains, pump station, and pressure pipe conveyance to move storm runoff from the intersection to approximately 1,500 feet south of the intersection into San Pedro Creek. — **Estimated Cost: \$200,000** (*Alleviated by San Jose Creek & San Pedro Creek Improvements*)~~

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~~<sup>3</sup>Includes estimated costs for flood control improvements at the proposed Ekwill Street and Fowler Road intersections with Hwy 217.~~

~~<sup>4</sup>Excludes right of way for bridge widening.~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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- ~~3. Old San Jose Creek Drainage Improvements: Reconnect the southern extension of Old San Jose Creek to channelized San Jose Creek. Primary flood control activities would include regular cleaning and maintenance of the creek. *Estimated Cost: \$50,000*~~
- ~~4. Pine Avenue/Thornwood Drive Drainage Improvements: A temporary improvement has recently been installed in conjunction with completion of Thornwood Drive through Key Site 7A. These improvements include a pump and PVC pipe directing excess water uphill to Old San Jose Creek. This improvement may become permanent if proven to adequately convey water during peak and non-peak runoff events. If it is not adequate, the preferred long-term solution would be a pipe from the drop inlet on the south side of Thornwood Drive that follows this roadway until discharging in San Jose Creek. *Estimated Cost: \$240,000 (Completed)*~~
5. Nectarine Avenue Drainage Improvements: Correction of the localized ponding problem along westerly side of Nectarine Avenue between Mandarin Avenue and Hollister Avenue involves installation of a curb and gutter that would tie into the existing curb at the corner of Hollister/Nectarine Avenues. **Estimated Cost: \$5,000 Unknown** (*Will be evaluated as part of larger sidewalk infill project in Old Town*)

## POLICIES

In the ~~last several years~~ mid-late 1990s there ~~have been~~ significant reductions in staffing of the Santa Barbara County Flood Control District which ~~inhibits~~ inhibited the District's ability to work on projects that are not part of the South Coast Flood Assessment District. Since the Flood Assessment District ~~is currently~~ in 1998 was fully committed to specific projects and maintenance, funding ~~may~~ was not ~~anticipated to~~ be available for new projects for another 10 years. Therefore, Redevelopment revenue ~~may~~ was a sought after option at the time ~~be necessary~~ to fund the proposed improvements identified in this Plan.

**GOAL:** To lessen the severity of flooding impacts during storm events and to prevent uncontrolled runoff within the Project Area.

**Policy FLD-OT-1:** The amount of property exposed to flood hazards and uncontrolled runoff shall be minimized through implementation of appropriate flood control and storm drainage improvements within the Project Area.

**Action FLD-OT-1.1:** ~~County Planning & Development and Public Works~~ City shall work with owners to identify a funding mechanism for the design and construction of the following flood and storm drain improvements:

- ~~a. San Jose Creek improvements,~~
- ~~b. Fairview/Hollister intersection drainage improvements,~~
- ~~c. Old San Jose Creek drainage improvements,~~
- ~~d. Pine/Thornwood intersection drainage improvements,~~
- e.a. Nectarine Avenue drainage improvements (*Will be evaluated as part of larger sidewalk infill*)

| project in Old Town).

*Final*

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*Adopted June, 23 1998*

# GOLETA OLD TOWN REVITALIZATION PLAN

~~**DevStd FLD-OT-1.2:** All construction within the San Jose Creek and Old San Jose Creek riparian corridors shall be done in the dry season, during low flow conditions, and outside of the breeding season for local riparian birds (e.g., construct between July and October).~~

~~**Action FLD-OT-1.3:** Prior to final engineering for San Jose Creek flood control improvements, County Flood Control shall prepare an accurate, detailed topographic survey of the creek channel, adjacent areas, Hollister Avenue (between Highway 217 and the Goleta Community Center), and the Hollister Avenue bridge for processing a Letter of Map Revision (LOMR) with the Federal Emergency Management Agency (FEMA).~~

~~**Action FLD-OT-1.4:** Working in conjunction with affected property owners, Public Works Department shall identify storage sites to temporarily stockpile cut material generated from San Jose Creek flood control improvements. Suitable locations within the Project Area may include the old Twin Screen Drive In, and vacant key sites requiring importation of fill (e.g. Key Sites 3, 7a, 7b, and 8). Stockpiles shall be covered to minimize dust generation and graded appropriately to avoid on-site and off-site drainage and erosion problems. (San Jose Creek Capacity Improvement and Fish Passage Project nearly completed)~~

~~**Policy FLD-OT-2:** — **New development shall minimize off-site run-off and short-term and long-term erosion. (Covered by existing law)**~~

~~**DevStd FLD-OT-2.1:** New development shall be located outside of floodways unless studies show no rise in upstream and downstream water levels. Finish floor elevations shall be a minimum of two feet above the 100 year flood elevation in areas prone to flooding. Raised floors shall be constructed on raised foundations rather than fill material where practical. (Note: For development within City jurisdiction, including the South Fairview beautification project, development shall comply with the City of Santa Barbara Floodplain Management Ordinance.) (Covered by existing law)~~

~~**DevStd FLD-OT-2.2:** Grading and drainage plans shall be submitted with any discretionary development application within the Project Area. Energy dissipaters, silt fencing, straw bales, and sand bags shall be used in conjunction with other methods to prevent erosion on slopes, and siltation of creek channels and other ESH areas. Drainage outlets into natural creek channels shall be constructed in a manner which increases conveyances and causes outlet flow to approximate the general direction of natural stream flow. Energy dissipaters beneath outlet points shall be incorporated where appropriate, and designed to minimize damage to riparian vegetation. (Already addressed on a City-wide basis)~~

~~**DevStd FLD-OT-2.3:** New development shall include drainage improvements to control contaminated run-off from paved surfaces. New parking areas shall incorporate design features such as perimeter drains equipped with silt/grease interceptors and catch basins to reduce contaminant levels in runoff before it enters the storm drain system. (Already addressed on a City-wide basis)~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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~~**DevStd FLD-OT-2.4:** To the greatest extent feasible, project landscape plans shall use appropriate native vegetation to restore creek areas in order to provide visual and biological continuity. If fill is required to raise a foundation above the floodplain, all associated embankments shall be revegetated with appropriate native vegetation, to the greatest extent feasible. All creek restoration plans shall be coordinated with the County Flood Control Department. (Already addressed on a City-wide basis)~~

~~**DevStd FLD-OT 2.5:** For the urbanized segments of Old San Jose Creek that passes through the Old Town Project Area (shown on Figure 8 of the Final Goleta Old Town Revitalization plan), the County may consider reducing the 50 foot setback (per GCP DevStd BIO-GV 8.1) on a case-by-case basis. Culverting may occur only as necessary to facilitate improved circulation and to accommodate flagship development (e.g. theater complex on Site 4), provided on and offsite restoration is performed. (Already addressed on a City-wide basis)~~

**Policy FLD-OT-3:** Climate change is a stated concern, and almost every facet of California's natural and built environment is being affected. The National Research Council projected that sea level may rise by as much as 140-165 centimeters (55-65 inches) in California by 2100<sup>1</sup>.

**DevStd FLD-OT-3.1:** The 2012 NRC report provides information on the impacts of sea-level rise in California. According to the report, sea-level rise will cause flooding and inundation, an increase in coastal erosion, changes in sediment supply and movement, and saltwater intrusion to varying degrees along the California coast. All development will have to be compatible with General Plan Policy "SE 3: Beach Erosion and Shoreline Hazards."

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<sup>1</sup> National Research Council. Sea-Level Rise for the Coasts of California, Oregon, and Washington: Past, Present, and Future. Washington, DC: The National Academies Press, 2012.

# GOLETA OLD TOWN REVITALIZATION PLAN

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## **C. — HAZARDOUS MATERIALS (Covered by General Plan Safety Element)**

### SETTING

~~A hazardous material is any substance which possesses qualities or characteristics that could produce physical damage to the environment and/or cause deleterious effects upon human health. Once these materials have been used and are ready for disposal or recycling, they are considered a hazardous waste. Release of hazardous materials or wastes into the environment can result in soil and/or groundwater contamination. Such contamination is usually petroleum-related resulting from leaking tanks, tank overfill, leaking underground pipes, and/or releases of hazardous materials such as automotive fluids and cleaning solvents. Most contaminated sites are discovered during abandonment of underground storage tanks, facility inspections, complaints, emergency responses, and reporting of accidental releases. Other sources of contamination could include batteries (which contain sulfuric acid, lead, and zinc) and asbestos-related hazardous waste.~~

~~In the event of contamination of soils or groundwater, contaminant levels are assessed to determine if applicable regulatory cleanup levels have been exceeded. Drinking water action levels or naturally occurring background levels are commonly used as cleanup thresholds for soil and groundwater. If regulatory cleanup levels are exceeded, remediation may be required; generally, cleanup levels are established on a site-by-site basis. Cleanup options include removal of hazardous wastes to a licensed disposal facility or onsite/offsite remediation, depending on the type of contamination. Cleanup activities must be carried out in accordance with all applicable rules, regulations, and laws.~~

~~Locally, the Santa Barbara County Fire Protection Service Division (PSD) administers the state's Leaking Underground Fuel Tank (LUFT) program. The purpose of the LUFT program is to oversee the proper assessment and remediation of contaminants released from underground storage tanks. The County has added a similar program (Site Mitigation Unit; SMU) to address all other releases which do not fall under the auspices of LUFT.~~

~~The Project Area has a history of known contaminant releases, and includes active remediation sites, some closed sites, and a number of properties that can be considered high risk for contamination based on historic/current land uses. The following businesses should be viewed as high risk: auto repair or painting, heavy equipment storage, dry cleaners, chemical storage/manufacturing, electronics manufacturing, vehicle fleet businesses, pesticide storage, service stations, machine shops, junk yards, etc. Poor business practices are often the cause of surface releases while tank age is often related to underground releases. Current and prior land uses would have to be considered in determining potential for encountering contamination. There are currently 18 active and 14 recently closed cleanup sites in the Project Area (Figure 23); active sites are in various phases of assessment/remediation. Most of the LUFT sites have groundwater and soil~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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~~contamination. The sites range in status from being in litigation to establish responsibility, to assessment, monitoring, and active remediation. Most sites still have free petroleum product in the groundwater, with lateral and/or vertical delineation of plumes complete in some cases. Several of the sites have active remediation systems, including groundwater pump and treat, enhanced with vapor extraction systems. A cleanup is not considered complete until confirmatory samples of soil and/or groundwater reveal levels of contamination below the standards set for the site. Alternatively, a risk analysis may be prepared for the site to determine that there are no human or environmental risks associated with leaving contamination below specific levels in place on the site.~~

## PLANNING ISSUES

~~Critical to implementation of the Revitalization Plan are issues such as timing and funding of cleanup, development of projects simultaneously with remediation/monitoring, and barriers which may impact financing for development. Under current procedures, closure of contamination sites could range from 4-10 years for assessment, remediation, and monitoring. Development could occur simultaneously with remediation and/or monitoring in certain cases.~~

~~Funding sources for cleanup are limited and include the responsible parties, judgments, insurance settlements (for older Underground Storage Tanks only), and the State of California Underground Storage Tank Cleanup Fund (for LUFT sites only). This fund prioritizes claimants according to need and includes a maximum payout of \$1,000,000 per occurrence, less the deductible (\$10,000). Preliminary estimates of costs and timing associated with implementing Revitalization Plan components in areas of contamination are currently being prepared.~~

~~Conventional financing for development projects overlying contamination sites is reviewed by lenders on a case by case basis. Cleanup sites are generally considered unacceptable for loans. Redesignation to "low risk" sites or closure may make conventional financing more available. In the interim, the Redevelopment Agency may need to set aside funds to guarantee loans for future development. All potential loans will be reviewed to determine the level of risk and exposure related to future clean up responsibilities.~~

~~Also important are regulations and costs associated with buildings which may be remodeled or demolished that were originally constructed with asbestos containing material. Each such building would have to be evaluated as to potential content, and sampling and removal would be performed by state certified asbestos consultants. Costs would be determined on a case by case basis and funding would be provided by the property owner/developer.~~

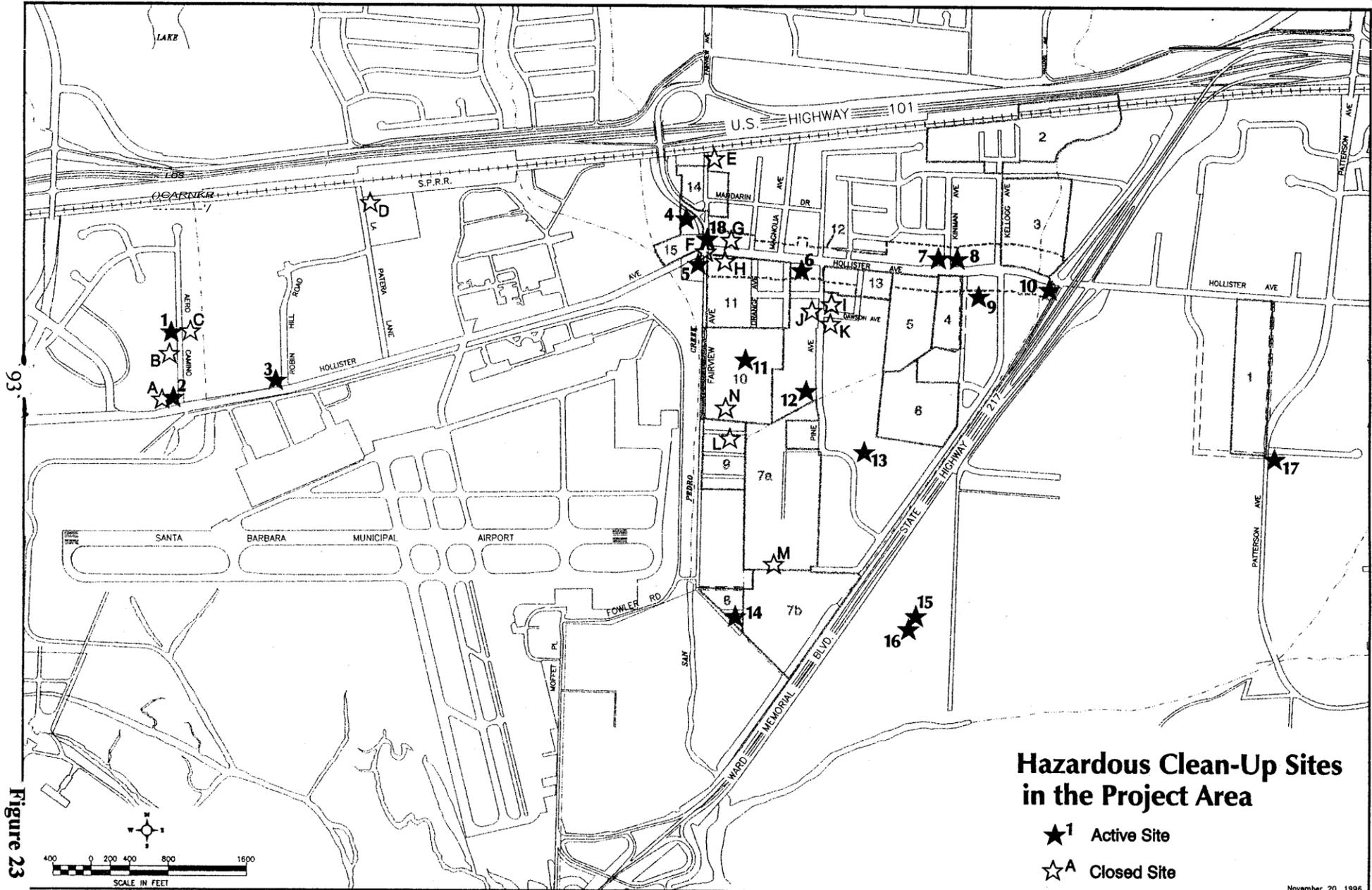


Figure 23

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## POLICIES

~~**Policy HAZ-OT-1:** The County Planning & Development Department shall work with County Fire Protection Services Division and owners of cleanup sites to resolve issues related to contamination sites that overlap with Revitalization Plan projects.~~

~~**Action HAZ-OT-1.1:** The County Planning & Development Department shall identify timing, costs, and sources of funding necessary to achieve reclassification of contamination sites that overlap with proposed public improvements and development on Key Sites as well as key components of the Revitalization Plan as "low risk" sites and/or closure.~~

~~**Action HAZ-OT-1.2:** The County Planning & Development Department shall identify the need for, amount, and source of future funds that would be necessary to help facilitate closure of cleanup sites in the Project Area.~~

~~**Action HAZ-OT-1.3:** In the event that Redevelopment Agency funds are necessary to facilitate cleanup or guarantee loans for development, the County Planning & Development Department shall develop a comprehensive program for use of such funds.~~

~~**DevStd HAZ-OT-1.4:** For any private or public projects proposed in areas of known or potential contamination, the responsible parties and/or lead county department shall prepare environmental audits, construction contingency plans, and a Site Health and Safety Plan, as necessary. These plans shall be reviewed and approved by the County Fire Department's Protection Services Division.~~

~~**DevStd HAZ-OT-1.5:** If previously unknown soil and/or groundwater contamination is found to exist onsite during excavation and/or as a result of any assessment work, the lateral and vertical extent of the contamination shall be determined and a site remediation plan shall be submitted to the Fire Department's Protection Services Division and/or the Regional Water Quality Control Board (RWQCB) for review and approval. Construction contingency plans and a Site Health and Safety Plan shall be prepared as necessary.~~

~~**DevStd HAZ-OT-1.6:** County P&D and County Fire Department approval shall be required for any new mixed-use project or for the addition of any residential units to existing businesses through the Mixed-Use Overlay to ensure that materials present in the business would not create a hazard to occupants of the residence.~~

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## GOLETA OLD TOWN REVITALIZATION PLAN

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~~**DevStd HAZ-OT-1.7:** All development proposals on the same site as, or adjacent to, operations involving a Hazardous Materials Business Plan or Risk Management and Prevention Program shall be designed to minimize potential conflicts. In particular, segregation of new residential units shall be required in accordance with building code. Review and approval of such projects by the County Fire Department shall be required.~~

~~**DevStd HAZ-OT-1.8:** Prior to remodeling/demolition activities involving structures built prior to 1979, standard APCD guidelines regarding asbestos shall be followed. These include notification if residential units were previously used as commercial buildings, the completion of the APCD asbestos checklist for projects involving 4 or more residential units and/or any commercial or industrial buildings, and for fewer than 4 residential units the determination whether the structure contains friable asbestos (which must be removed prior to demolition).~~

# GOLETA OLD TOWN REVITALIZATION PLAN

## **D.—NOISE (Covered in the General Plan’s Land Use Element)**

### **SETTING AND PLANNING ISSUES**

~~Transportation systems are the dominant noise source in the Project Area. Noise related to activities at the Santa Barbara Municipal Airport, vehicular traffic, and the Southern Pacific Railroad Company contribute most significantly to the local noise environment. Existing noise contours are shown in Figure 22.~~

~~As a result of increased growth projected in the Goleta Community Plan, higher noise levels and associated noise contours may encroach further onto properties adjacent to major roadways, such as Hollister Avenue, Fairview Avenue, Patterson Avenue, and Ward Memorial Boulevard. These noise levels would affect residential and mixed-use projects near these roadways, particularly along the Hollister corridor (Key Site 12). The majority of buildings along the Hollister corridor are not developed to their maximum height (35 feet) and could add additional stories with residential units as part of the mixed-use program for the downtown area. To help facilitate this mixed-use development, exceptions to the adopted noise standards of 45 dB(A) CNEL for interior and 65 dB(A) CNEL for exterior noise level exposure may need to be considered for the Hollister corridor mixed-use program.~~

### **POLICIES**

~~**Policy NSE-OT-1:—New development/redevelopment in Old Town shall reduce noise impacts to the greatest degree feasible.**~~

~~**DevStd NSE-OT-1.1:** New development shall minimize long-term operational noise exposure to residences by locating loading bays and other areas of truck use away from residences, by the use of landscape berms or the minimal use of soundwalls, and by enclosing noise-generating uses in sound-reducing structures.~~

~~**DevStd NSE-OT-1.2:** New development shall be conditioned to include measures to minimize noise exposure to sensitive receptors. This shall include measures such as limitations on hours of construction to week days between the hours of 7AM and 4PM, minimizing noise generation associated with commercial deliveries, the use of sound barriers during construction, and locating noise-generating equipment away from sensitive receptors.~~

~~**DevStd NSE-OT-1.3:** To the maximum extent feasible, all development shall meet Noise Element policy guidelines requiring that interior levels not exceed 45 dBA and exterior living areas not exceed 65 dBA. However, modifications to this development standard may be allowed by P&D to facilitate mixed-use developments/additions where balconies and/or outdoor patios are desired and may cause a project to exceed these standards.~~

~~**DevStd NSE-OT-1.4:** Avigational easements and truth-in-sales disclosures shall be required for all commercial or industrial development experiencing airport noise levels between 65 and 70 dBA CNEL.~~

V.

KEY SITES

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## V. KEY SITES

### INTRODUCTION

This Key Site analysis provides background information, preliminary constraints analysis and proposed revitalization options for 16 sites containing about 200 acres in Goleta Old Town (Figure 7). These Key Sites were selected based upon a high potential for new development and/or a need for redevelopment.

Each site was reviewed to identify development or redevelopment issues, including location, land use and zoning designations, circulation, access, road frontage, visibility, existing uses/development, parking availability, etc. Many Key Sites are underdeveloped, have poor parking and access, and have uses incompatible with the existing designations and surrounding development. Other sites have excellent location, good parking availability and appropriate land use designations, but remain underdeveloped because of multiple ownership, poor access or other reasons. The Key Site process identified some of the primary impediments to economic development in the Project Area and focused private and public sector efforts on refining site development opportunities.

Most sites include several development opportunities ranging from clean up/renovation of existing uses to changes in land use and zoning designations to facilitate new development. The opportunities are not limited solely to actions within the ~~County's~~ City's jurisdiction to implement (e.g., rezones), but also include actions to be taken by the private sector such as remodels or clean up of properties, and in some cases ~~County~~ City actions to encourage or require such private sector actions.

Redevelopment/new development opportunities will be encouraged by the ~~County~~ City, through public infrastructure improvements, permit streamlining/ordinance revisions, financial incentives, and code enforcement where necessary. For example, the addition of second and third stories to existing buildings along Hollister to accommodate mixed-use development could be encouraged through pedestrian and streetscape improvements, use of pilot projects, and through financial incentives such as reduced permitting costs and development fees and low interest loans. In other instances, loans, permit assistance, or enforcement may be used to clean up degraded properties.

The Key Site section describes public and private projects which could be pursued for the revitalization of Old Town. Land use and zoning designations are identified and each Key Site has a set of development standards to guide development on the site. These Standards are to be used in conjunction with the general policies and standards of the Revitalization Plan as well as the policies of the Goleta ~~Community~~ General Plan, the Airport Land Use Plan and all other area and ~~County~~ City-wide plans and policies. For reference, each Key Site is listed in Table 1.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #1 General Research Corporation

This 12.59 acre site (APN 071-140-66) is located on Hollister Avenue, west of the Patterson Avenue/Hollister Avenue intersection. Land use designation and zoning for the site are Office and Professional/PI. The site ~~is~~ was occupied by General Research Corporation and is surrounded by retail and commercial uses to the north, Goleta Valley Cottage Hospital to the east, agricultural uses to the south, and office/professional uses to the west. **Currently there exists a two-story 81,956 s.f. Class A building on the northern portion of the parcel built in 1995, as well as a dilapidated 71,393 s.f. building on the southern portion of the parcel.**

Hollister Avenue is the principal thoroughfare through the Goleta Valley and development along Hollister makes an important contribution to the image of Goleta Old Town. The majority of the site has been developed and few onsite constraints exist. It is likely that development in the remaining buildable area on the southern portion of the site will be less intensive due to the SBMA "Flight Approach Zone" (Figure 24). Improved transportation linkages between this employment hub and retail business in Old Town through the use of the electric shuttle, improved parking, and installation of bikepaths, and racks in Old Town could facilitate the capture of a greater percentage of business from employees at this site. However, additional vehicular access points could increase friction and encumber traffic on Hollister Avenue.

The Plan encourages continued expansion, remodel or development of this professional center.

The following Development Standards apply to new development within Key Site #1.

**DevStd KS1-1:** The design and layout of development shall provide maximum opportunity for pedestrian access throughout the site in a manner that minimizes conflicts with vehicular traffic and promotes internal pedestrian circulation among all the buildings on the site.

**DevStd KS1-2:** To further the overall, long-term revitalization of Old Town and enhance the area's architectural character, new development/additions and renovation of existing structures shall to the maximum extent feasible be compatible with Heritage District standards.

**DevStd KS1-3:** Access points/driveways off Hollister Avenue shall be consolidated to the maximum extent feasible.

**DevStd KS1-4:** Any new development shall incorporate landscaped buffers along the perimeter of the site to minimize visual impacts to the surrounding community. Buffers shall include trees with sufficiently large canopies to partially extend over Hollister Avenue and decorative masonry walls and/or landscaped berms to break up views of parking areas and building masses.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS1-5:** If appropriate nexus findings can be made, the developer shall fund and install a landscaped center median along Hollister Avenue as deemed necessary by ~~Planning and Development and Public Works~~the City. The length of this median north of the site shall be landscaped with street trees, shrubs, and groundcover acceptable to ~~County Public Works, Parks, and P&D~~the City. Where flatwork is deemed necessary, it shall be decorative. Trees shall be of sufficient size at maturity and spacing to provide a partial canopy over Hollister Avenue. The owner/developer shall provide financial security for maintenance of the median plantings for 3 years or until such a time as a funding district is established, whichever occurs first. In addition, the developer shall install a bus pull-out if determined necessary by the ~~County~~City and MTD.

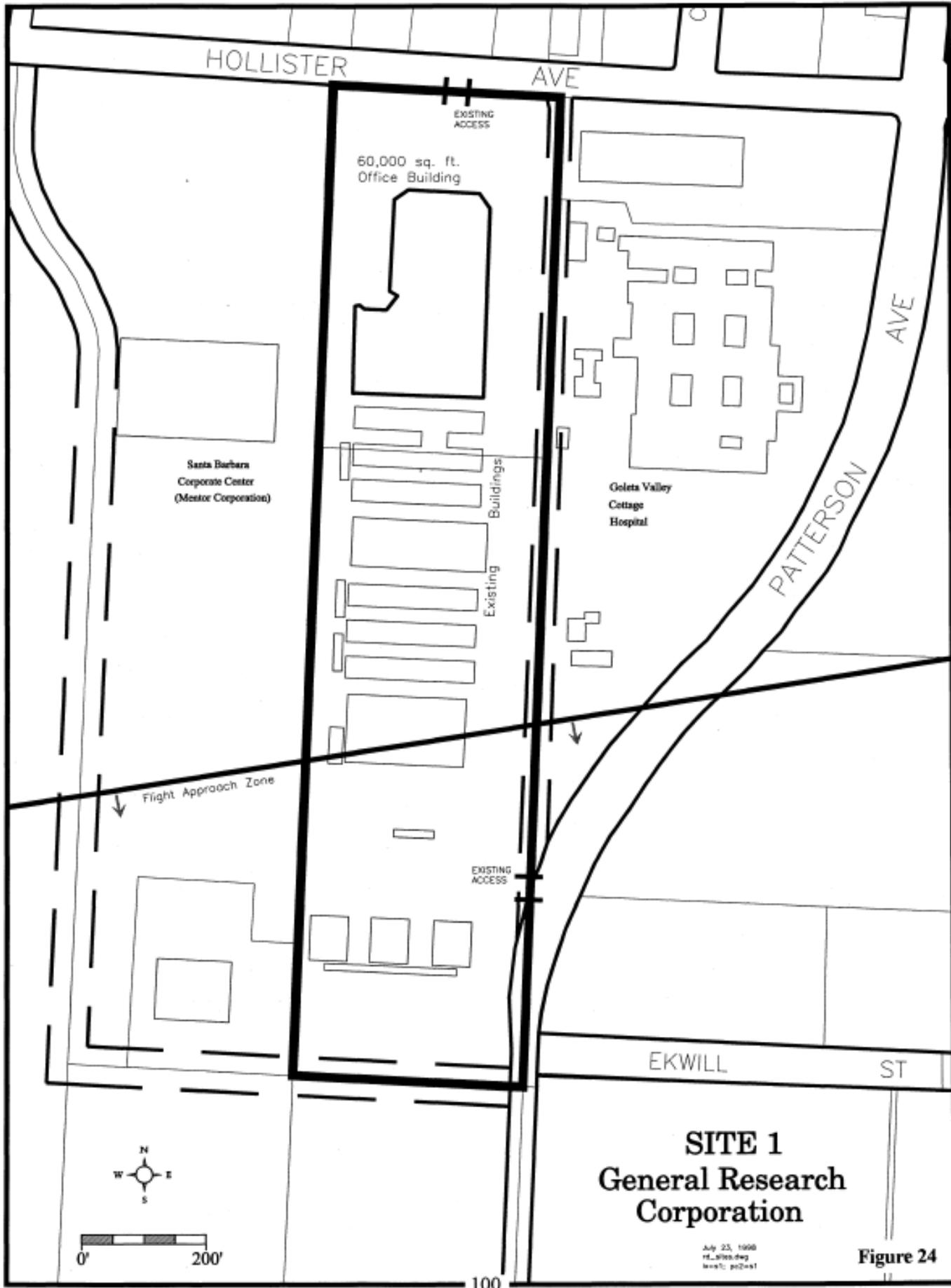


Figure 24

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #2 Kellogg Ready Mix

This site's land use designations are General Industry (12 parcels), and Recreation/Open Space (1 parcel). Zoning designations are Light Industry (M-1) and Recreation (Rec). The site ~~is~~ was occupied by the Kellogg Ready Mix facility (now Hanson Aggregates), Larsen Fence, storage lots and warehouses, minor office facilities and approximately 45,000 s.f. of buildings, with a majority of the site used for open storage yards. Surrounding land uses are US 101 and Southern Pacific Railroad tracks to the north, San Jose Creek and residential units to the east and single family residential to the west and south. The environmentally sensitive (ESH) riparian corridor of San Jose Creek extends 800 feet along the southeastern site boundary, supporting willows, oaks, and sycamores up to 100 feet from the creek bank. The 100 year floodplain of San Jose Creek extends up to 450 feet from the creek (Figure 25).

Revitalization of this Key Site needs to address the incompatibility of the heavy industrial uses onsite and the adjacent residences. Large industrial structures are highly visible from US 101 and from the homes of many residents. Heavy truck traffic (including cement mixers, dump trucks and double-semis) utilizes Kellogg Avenue to access the site from Hollister Avenue. Neighborhood concerns include the high speeds of some trucks, lack of intersection controls, and truck traffic on residential streets north of Hollister. In addition, day and night truck traffic results in increased noise and dust for surrounding residents. Increased parking demand may compete with residential parking needs.

The Plan retained the land use and zoning designations which allow construction of approximately 60,000 s.f. of additional industrial space. The proposed Class I San Jose Creek Bikeway/Multi-Use Trail is located along the site's eastern boundary. Revitalization efforts will focus on minimizing incompatibilities with surrounding uses through modernization, clean-up, and expansion of new and existing businesses consistent with the nature of existing uses and designations.

There is currently an approved proposal for an 111,730 s.f. self-storage facility.

The following development standards apply to new development within Key Site #2.

**DevStd KS2-1:** To further the overall, long-term revitalization of Old Town and enhance the area's architectural character, new development/additions and renovation of existing structures shall to the maximum extent feasible be compatible with Heritage District standards.

**DevStd KS2-2:** New development of parcels adjacent to San Jose Creek shall maintain a minimum setback of 50 feet from the top of bank or edge of riparian vegetation, whichever is further. These parcels shall include habitat restoration along the creek consisting of appropriate native trees, shrubs and understory and shall be maintained by the developer for a period of 3 years or until established, whichever is earlier.

**DevStd KS2-3:** In order to provide visual and biological continuity within the entire site, the native vegetation used to restore the creek bank shall be incorporated into the site landscape plan as appropriate.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS2-4:** If appropriate nexus findings can be made, to help mitigate impacts to adjoining residential areas, new development shall contribute to funding of off-site traffic calming features on Kellogg Avenue, such as speed humps, diagonal diverters, and curb extensions.

**DevStd KS2-5:** To avoid parking overflow conflicts with surrounding residential areas, sufficient on-site parking shall be provided.

**Program KS2-6:** If appropriate nexus findings can be made, all major new development along the west bank of San Jose Creek shall be required to dedicate an easement to the ~~County~~ City and construct the Class I San Jose Bikeway across the parcel. The bikepath shall be integrated with the site's internal circulation plan and shall connect with the proposed bikeway network for Goleta Old Town. This paved access shall be sufficient to support the weight of SBCFCD maintenance vehicles and/or emergency vehicles. The easement shall be set back from the top of the creek bank to minimize habitat impacts but located to allow continued reasonable use of property. Exact setback will be determined at the time of application review. Siting and design of the bikeway shall minimize the removal of trees and significant native vegetation.

**DevStd KS2-7:** Any development proposal shall be required to correct or eliminate all existing non-conforming conditions on that specific parcel. This may include installation of sewers, walls, landscaping, and other buffers along site boundaries, and potential modification of operations in order to decrease incompatibility with surrounding residential uses.

**DevStd KS2-8:** Project design shall minimize visual impacts of the development from surrounding areas, particularly from US 101 and adjacent residential areas through building layout, earth-tone colors for painting structures and fixed equipment, use of landscape buffers, etc. Existing visual blight shall be eliminated on parcels where new development is proposed through the removal of unpermitted structures and additions to buildings (but not the removal of legally permitted structures) and upgrading of building facades.

**DevStd KS2-9:** Landscaped buffers shall be planted along the perimeter of the site and along Depot Road and Kellogg Avenue within the site to minimize visual impacts to the surrounding community. Trees shall be selected on the basis of screening capabilities, non-invasive character and compatibility with adjacent riparian vegetation. To the maximum extent feasible, existing trees shall be retained for their screening and visual character. Landscaping shall be incorporated into final landscaping plans for future proposals on the site and integrated with San Jose Creek restoration program. All vegetation shall be maintained in accordance with DevStd VIS-OT-3.4 or until such time as funding district is established.

**DevStd KS2-10:** If fill is required to raise foundation above the floodplain, all associated embankments shall be revegetated exclusively with native riparian vegetation adjacent to the creek and on other embankments to the greatest degree feasible.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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**Program KS2-11:** To reduce existing incompatibilities between Key Site 2 business and surrounding residential neighborhoods, the following improvements shall be accomplished through the cooperation of the ~~County~~City, business and property owners and residents. ~~Redevelopment and other~~Non-private sector funding, to the extent that it is appropriate and available, should be used to leverage private sector funding.

1. Improve safety at the intersection of Kellogg Avenue and Depot Road. Possible steps to achieve this goal include installing additional streetlights, placing a street directory at the intersection, and painting red curbs. A four-way controlled intersection with a cross walk at the intersection of Armitos and Kellogg Avenues was completed by the City in 2009.
2. Improve the health and safety of the entire site by making sewer hookups available to all businesses on the site and insuring proper storage, handling, and disposal of hazardous materials.
3. Reduce noise from the truck refueling area by asking drivers to turn off truck radios and stop truck engines when refueling.
4. Postpone painting when the wind blows toward the residential neighborhoods.
5. Screen the residential neighborhoods and the public from commercial activity. Possible steps to achieve this goal include planting trees in the Caltrans right-of-way along Highway 101, planting native trees along the west bank of San Jose Creek, and planting a landscape buffer along the perimeter of the residential neighborhood.
6. Repair and increase the height of the wall along the west side of Key Site 2 at the Alondra Avenue cul-de-sac.
7. Enhance the appearance of Key Site 2. Possible steps to achieve this goal include establishing a color scheme for buildings within the site, planting additional landscaping, providing additional lighting, and repairing roads.

**Action KS2-12:** ~~County Public Works~~City shall investigate and implement the most effective methods to reduce the speed of commercial traffic and improve safety on Kellogg Avenue between Hollister Avenue and Depot Road. Possible steps to achieve this goal include installation of additional stop signs at the intersection of Kellogg Avenue and Depot Road ~~and/or the intersection of Kellogg Avenue and Armitos Avenue~~ (A four-way controlled intersection with a cross walk at the intersection of Armitos and Kellogg Avenues was completed by the City in 2009); installation of speed humps, speed limit signs, and signs warning of children present and playing on Kellogg Avenue; and painting red curbs along Kellogg Avenue to improve sight distance for access driveways. In 2012, the City approved a red curb zone on the east side of Kellogg Avenue adjacent to Kellogg Ranch Homeowners Association.

**Program KS2-13:** For existing development, the ~~County~~City shall enforce setback, screening, and landscape standards to the degree feasible.

**Program KS2-14:** The ~~County~~City shall actively work with interested property owners on the long-term relocation of existing uses which are incompatible with adjoining residential development. The ~~County~~City should facilitate this relocation to appropriate areas if feasible within the Goleta Old Town Project Area. Once relocation has occurred, the ~~County~~City shall consider rezoning this site to provide increased compatibility with adjoining residential uses.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS2-15:** County Flood Control shall work with the property owners of Site 2 to redesign the drainage for the site so that surface drainage does not flow through adjoining residential neighborhoods.

**DevStd KS2-16:** The ~~County~~-City shall require the owners to utilize all feasible methods to ensure that the San Jose Creek and/or downstream properties are protected from contamination.

**DevStd KS2-17:** For new development on any portion of a lot which abuts residentially zoned property, where feasible a landscaped buffer of up to 10 feet shall be maintained and where a screening wall is required, it shall be reviewed for height of landscaping as well.

U.S. HIGHWAY 101

S.P.R.R.

CREEK

condominiums

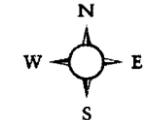
Kellogg Professional Building

SITE 3  
Hollister/Kellogg

### SITE 2 Kellogg Ready-Mix

-  Single Family Dwelling
  -  Light Industrial Building
  -  Environmentally Sensitive Habitat
  -  100 Year Flood Plain
  -  65db Noise Contour
  -  Proposed San Jose Creek Trail
- Numbers refer to Appendix B

**Figure 25**  
August 11, 1998  
rd\_sites.dwg  
lx=s2, pc2=s2



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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #3 Hollister/Kellogg

This 14 acre site is located at the northeast corner of the Hollister/Kellogg intersection. Land use designations for the site include Residential (Res.) 10 units/acre and 20 units/acre, General Commercial, and Proposed Public or Private Recreation Facility Overlay. Zoning designations include Design Residential 10 and 20 units/acre, and Retail Commercial (C-2). Existing development includes a 1,875 s.f. auto repair shop, a used car dealership and 24 residential units. Approximately 9.0 acres are currently undeveloped or underdeveloped. Surrounding uses consist of high density (20.0 units/acre) two-story condominiums/apartments to the west, light and heavy industrial uses to the north, Hollister Avenue and retail commercial to the south, and high density (30.0 units/acre) two-story condominiums/apartments to the east.

The heavily vegetated riparian corridor of San Jose Creek, a designated environmentally sensitive habitat (ESH) area, extends 900 feet north-to-south across the site (Figure 26). Approximately 75% of the site is constrained by the *floodway* and 100-year floodplain of San Jose Creek. The floodway extends over all but two of the site's undeveloped nine acres and severely restricts developable area east and west of the creek. In 1995, San Jose Creek overflowed its banks and flooded significant portions of the site. Approximately 80% of the parcel east of the creek is constrained by floodway. Flood control improvements are ~~being pursued~~ *scheduled to be completed in spring of 2014* which would greatly increase developable area.

Prominently located at the eastern entry of Old Town, development on this site will be visible from Hollister Avenue, SR 217, the proposed bikeway, onsite ESH and existing residences to the north, east, and west. Increased traffic and vehicles turning into and out of driveways on Hollister Avenue could increase friction and encumber traffic. Commercial truck traffic has the potential to increase traffic and related noise for surrounding residents and safety concerns arise when these commercial vehicles use residential streets north of Hollister.

Parking in the area is also constrained and new development needs to ensure that commercial parking demand will not compete with residences for onstreet parking. ~~The large portion of the site constrained by the floodway potentially presents an opportunity to provide new public parking to help address Old Town's severe deficit.~~

~~The undeveloped property west of San Jose Creek is a preferred site for a hotel which could serve as an initial catalyst for Old Town Redevelopment. The Plan proposes that this portion of the site (APN 71-090-77, 78) be considered for a rezone to C-2 to facilitate development of a hotel if the owner constructs a public parking lot. (The northern parcel APN 071-090-077 is now a 3.98 acre parcel owned by the former RDA and in the process of being developed into a neighborhood park).~~

The parcel east of the creek has an existing Public Park Overlay and a proposed Class I Bikeway/Multi-use trail is located west of the Creek. If flood control improvements are successful, the 4 acre site east of the creek could provide an opportunity for high density housing (up to 60 units) and 1-2 acres of park/open space. The Plan allows for consideration of an increase in zoning on the eastern parcel if 1.5-2 acres are dedicated to the ~~County~~ *City* for a public

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# GOLETA OLD TOWN REVITALIZATION PLAN

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park to offset additional high density housing in this area. If flood control improvements are infeasible, a park may be the only compatible use for this area.

The Plan retains the existing land use and zoning designations for the site (including ~~the Park Overlay Recreation Land Use~~ ~~in~~ for the ~~area~~ parcel east of the creek) and encourages development in areas located outside of the floodway. The southern portion of the site lies within the boundaries of the Heritage District.

The following Development Standards apply to new development within Key Site #3.

**Policy KS3-1:** The ~~County~~ ~~City~~ shall consider redesignating/rezoning APN 71-090-36 to Res. 15/DR-15 if 1.5 acres of the parcel have been dedicated to the ~~County~~ ~~City~~ or other ~~County~~ ~~City~~-approved group or agency for a public park.

**Policy KS3-2:** ~~The County shall work with the owner of APNs 71-090-77 & 78 to discuss and possibly negotiate a rezone and/or a development agreement for increased development of the site beyond what is currently allowed if the owner is willing to construct and lease to the County a public parking lot with at least 25 spaces for a minimum of five years with an option to renew by the County.~~ (The northern parcel APN 071-090-077 is now a 3.98 acre parcel owned by the former RDA and in the process of being developed into a neighborhood park).

~~**Action KS3-1:** If requested by the property owner of APN 71-090-36, the County should facilitate the transfer of development credits from this site to either APN 71-090-77 or some other appropriate site within the Goleta Valley in exchange for the dedication of the entire site for a public park.~~ (The northern parcel APN 071-090-077 is now a 3.98 acre parcel owned by the former RDA and in the process of being developed into a neighborhood park).

**DevStd KS3-2:** New development of parcels adjacent to San Jose Creek shall maintain a minimum setback of 50 feet from the top of bank or edge of riparian vegetation, whichever is further. These parcels shall include habitat restoration along the creek consisting of appropriate native trees, shrubs and understory which shall be maintained by the developer for a period of 3 years or until established whichever is earlier.

**DevStd KS3-3:** If fill is required to raise foundations above the floodplain, appropriate native landscaping shall be used where feasible.

**DevStd KS3-4:** In order to provide visual and biological continuity within the entire site, the native vegetation used to restore the creek bank shall be incorporated into the site landscape plan as appropriate.

**DevStd KS3-5:** If appropriate nexus findings can be made, to help mitigate impacts to adjoining residential areas, new development shall contribute to funding of off-site traffic calming features on Kellogg Avenue, such as speed humps, diagonal diverters, and curb extensions.

**DevStd KS3-6:** No new access points/driveways shall be constructed off Hollister Avenue, unless this would preclude reasonable use of a parcel.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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~~DevStd KS3-7: The Development Plan for APNs 71-090-77 & 78 shall include a public parking lot with signs visible from Hollister Avenue. For this public lot, parking hours may be limited to preclude storage of cars or residential overflow. (The northern parcel APN 071-090-077 is now a 3.98 acre parcel owned by the former RDA and in the process of being developed into a neighborhood park).~~

**DevStd KS3-8:** If appropriate nexus findings can be made, all new development along the west bank of San Jose Creek shall be required to dedicate an easement to the ~~County~~-City and construct the Class I San Jose Creek Bikeway. The bikepath shall be integrated with the site's internal circulation plan and shall connect with the proposed bikeway network for Goleta Old Town. This paved access shall be sufficient to support the weight of SBCFCD maintenance vehicles and/or emergency vehicles. The easement shall be set back from the top of the creek bank to minimize habitat impacts but located to allow continued reasonable use of the property. Exact setback will be determined at the time the easement is sited. Siting and design of the bikeway shall minimize the removal of trees and significant native vegetation.

**DevStd KS3-9:** If appropriate nexus findings can be made, development on this site shall be reviewed for streetscape design along Hollister Avenue, including pedestrian access and landscaping on Hollister frontages and a center median on Hollister Avenue. The median shall be constructed and landscaped by the developer with street trees, shrubs and groundcover acceptable to ~~County Public Works and P&D~~City. Trees shall be of sufficient height at maturity and spacing to provide a partial canopy over Hollister Avenue without blocking business signs, and all street and median landscaping shall be maintained by the developer for a minimum of 3 years. The owner/developer shall maintain the median plantings for a period of up to 3 years, or in accordance with DevStd VIS-OT-3.4 or until such a time as a funding district is established.

**DevStd KS3-10:** The design, scale, and character of the project architecture, landscaping, and signage shall be compatible with vicinity development and shall be consistent with architectural design standards set forth in the heritage district section of the aesthetics and design section of the plan.

**DevStd KS3-11:** A landscape and screening plan shall be submitted for each parcel and shall include project screening from residential development, Kellogg Avenue, Dearborn Place, Open Space, and trail areas. The landscaping shall consist of drought-tolerant trees and shrubs with sufficient density to provide a landscape buffer. Where feasible, existing trees shall be retained for their screening and visual character. To the extent feasible solid fencing or a continuous landscape wall shall be avoided. Where walls must be installed they shall be screened with native drought-tolerant plants. Where appropriate, this buffer should be integrated with the creek restoration program above. Trees shall be selected on the basis of screening capabilities and compatibility with adjacent riparian vegetation. To the greatest degree feasible, this plan shall be coordinated between the parcels so as to provide unified landscape and screening across the whole site. This landscaping shall be incorporated into the final landscaping plans for future proposals on the site.

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## GOLETA OLD TOWN REVITALIZATION PLAN

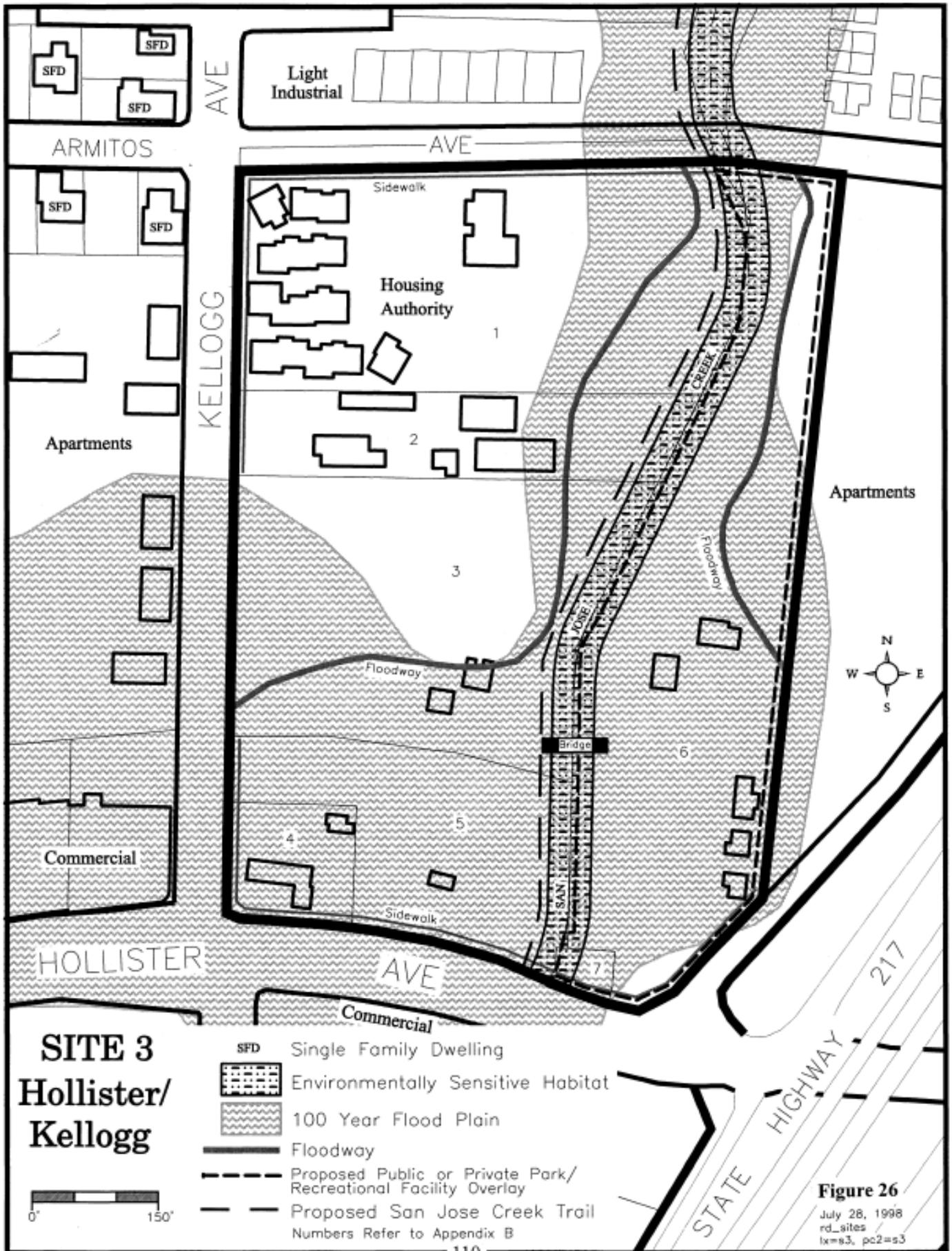
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**Program KS3-12:** The ~~Public Works Department~~City shall investigate an on-street parking control program which may include no parking zones, limited time parking, and/or a parking permit system to minimize on-street parking conflicts with adjoining neighborhoods.

**DevStd KS3-13:** To minimize turning movement conflicts on Hollister Avenue, the developer of APNs 71-090-63 & 78 shall install a right-in, right-out only turning pocket along the Hollister frontage, as determined necessary by ~~Public Works~~City.

**DevStd KS3-14:** If a public park is dedicated and if appropriate nexus findings can be made, a public pedestrian bridge over San Jose Creek connecting APN 71-090-77 to APN 71-090-36 shall be constructed as part of any development on either of these sites. The first development shall construct the footbridge and the ~~County~~City shall ~~establish~~consider establishing a reimbursement agreement to allow the costs of this bridge to be shared between the two property owners, and possibly the ~~County~~City, on a pro-rata basis. Timing and design of this bridge must be approved by County Flood Control. (The northern parcel APN 071-090-077 is now a 3.98 acre parcel owned by the former RDA and in the process of being developed into a neighborhood park).

~~**DevStd KS3-15:** If appropriate nexus findings can be made, new development on APN 71-090-77 shall be required to dedicate a public easement connecting Kellogg Avenue to the pedestrian bridge over San Jose Creek. The exact location will be determined at the time the easement is sited. (The northern parcel APN 071-090-077 is now a 3.98 acre parcel owned by the former RDA and in the process of being developed into a neighborhood park).~~



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# GOLETA OLD TOWN REVITALIZATION PLAN

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**Key Site # 4 – Sanders**  
**(Has been developed into 98-Room Hampton Inn Hotel and  
37 Willow Creek Townhomes)**

~~This 4.76-acre site (APN 71-130-47) is located on Hollister Avenue (with 250 feet of frontage), 400 feet west of the Hollister Avenue/Kellogg Avenue intersection (Figure 27). The site's land use designations and zoning are General Commercial and Retail Commercial (C-2), with an initiated Affordable Housing Overlay. The site was formerly the location of a 30-unit trailer park (relocated 9/96) and 2 single family residences. Surrounding uses include Hollister Avenue and commercial uses to the north and south (Key Site 6), auto dealerships to the east, and Goleta Valley Community Center (Key Site 5) to the west. The Goleta Union School District's Maintenance, Operations and Transportation Facility is located on the immediate western boundary.~~

~~The ESH overlay associated with Old San Jose Creek extends over the site approximately 375 feet south of Hollister Avenue and continues along the southern portion of the property. The 100-year floodplain extends approximately 100 feet wide from the centerline of the creek along the entire length of the site from Hollister Avenue south to the southwest corner of the property.~~

~~Prominently and centrally located on the Hollister corridor, development on this site will be visible from Hollister Avenue, the proposed recreational trail, and Old San Jose Creek open space. Currently the site is only accessible from Hollister Avenue. Increased traffic and vehicles turning into and out of driveways on Hollister Avenue could increase friction and encumber traffic. A center median is needed in front of this site to reduce traffic conflicts and help provide some safety for pedestrians crossing Hollister Avenue. Development on this site will benefit from Old San Jose Creek improvements and pedestrian amenities planned for the Hollister corridor. Onsite amenities for internal pedestrian circulation would further discourage reliance on autos. The site's location next to the Community Center provides an opportunity to accommodate increased numbers of pedestrians with linking walkways.~~

~~The Plan retains existing land use and zoning designations. Primary access is off Hollister Avenue and secondary access would be provided to Kellogg Way. A proposed recreational trail follows Old San Jose Creek along the southern and eastern boundary of the site and a trailhead may be located on this site. The entire site lies within the Heritage District which provides a unifying architectural theme. Preliminary plans call for a multi-screen movie theater, shopping complex, and a public parking facility. Some studies are underway regarding the feasibility of relocating the adjacent school bus yard and incorporating that property into Key Site 4 development.~~

~~The following Development Standards apply to new development within Key Site #4.~~

~~**DevStd KS4-1:** New development of parcels adjacent to Old San Jose Creek shall include habitat restoration along the creek consisting of appropriate native trees, shrubs and understory and shall be maintained by the developer for a period of 3 years or until established, whichever is earlier.~~

# GOLETA OLD TOWN REVITALIZATION PLAN

~~**DevStd KS4-2:** In order to provide visual and biological continuity within the entire site, the native vegetation used to restore the creek bank shall be incorporated into the site landscape plan as appropriate.~~

~~**DevStd KS4-3:** The developer shall work with County Planning and Development, Public Works and the Flood Control District to review site design issues associated with Old San Jose Creek. Given the relatively degraded nature of ESH area on the eastern portion of the site, the feasibility of a covered culvert, in combination with high quality restoration of native riparian vegetation on the southern portion of the site, shall be determined at the time of development application. ESH area lost as a result of new development shall be replaced at a 5:1 ratio at an appropriate location within the Old Town Planning Area.~~

~~**DevStd KS4-4:** If appropriate nexus findings can be made, the developer shall dedicate easements to the County and construct the Old San Jose Creek Multi Use Trail across this site. The trail shall be integrated with the internal circulation plan and landscape plan and shall connect with the proposed trail network for Goleta Old Town. If it is determined at the time of project review that the trailhead is also to be located on this site, it shall be sited at a primary access point on Hollister Avenue. If development on this site takes place before Site 16 development and if sufficient nexus can be established between the development and the need for the bridge, the developer shall design and construct the multi use footbridge linking the site to Site 16 and the County shall establish a reimbursement agreement to allow the costs of such improvements to be shared on a pro rata basis with Site 16.~~

~~**DevStd KS4-5:** The design and layout of development shall provide maximum opportunity for pedestrian access throughout the site in a manner that minimizes conflicts with vehicular traffic and promotes internal pedestrian circulation among all the buildings on the site, as well as to the Hollister corridor and Goleta Valley Community Center. All buffer and/or screening walls shall be planted with fast growing vines and shrubs along the base. If a screening wall is installed on the western boundary of the site, a minimum of two eight foot breaks shall be included to allow access to the northern and southern parts of Key Site #5 as necessary to facilitate public access to commercial and/or parking development and the proposed multi use trail.~~

~~**DevStd KS4-6:** Prior to application submittal, the developer shall complete an updated traffic analysis and traffic signal warrant analysis to determine the appropriate location and number of access points, the need for installing a traffic signal at the proposed Kinman Avenue/Hollister Avenue intersection and methods to limit traffic impacts to the neighborhood to the north. The need for a pedestrian activated signal shall also be reviewed. Full access to the site shall include one major access point along Hollister Avenue, and one major southern access to Kellogg Way as determined necessary. Limited additional ingress and/or egress may be constructed upon approval by the County Public Works, Transportation Division, and Planning & Development. If determined necessary by the traffic analysis, the developer shall fund and implement traffic signal improvements required at the Kinman Avenue/Hollister Avenue intersection.~~

~~**DevStd KS4-7:** The developer shall be required to construct Hollister Avenue frontage improvements adjacent to the site based on County requirements.~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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~~**DevStd KS4-8:** If appropriate nexus findings can be made, the developer shall fund and install a landscaped center median along Hollister Avenue as deemed necessary by Planning and Development and Public Works. The length of this median north of the site shall be landscaped with street trees, shrubs, and groundcover acceptable to County Public Works, Parks, and P&D. Where flatwork is deemed necessary, it shall be decorative. Trees shall be of sufficient size at maturity and spacing to provide a partial canopy over Hollister Avenue. The owner/developer shall maintain the median plantings in accordance with DevStd VIS OT 3.4 or until such a time as a funding district is established.~~

~~**DevStd KS4-9:** Development onsite shall include installation of landscaped buffer strips of native trees and shrubs between onsite development and other active use areas and the edge of revegetated area along Old San Jose Creek. A landscape buffer of native trees and shrubs (e.g., oaks, sycamores, and lemonadeberry) shall be installed between developable areas and the Open Space areas and shall be maintained for a period of 3 years or until established. Where appropriate, this buffer should be integrated with the creek restoration program in DevStd KS4 I.~~

~~**DevStd KS4-10:** The design and character of the project architecture, landscaping, and signage shall be compatible with the Goleta Valley Community Center and shall be consistent with the Heritage District Standards of the Aesthetics and Design section of the Plan. To minimize the mass of the project, design shall:~~

- ~~• Place taller more massive elements toward the rear of the site,~~
- ~~• Utilize human scale store fronts to avoid a "blank wall" effect,~~
- ~~• Vary the texture of the building with second floor balconies, broken roof lines and color where appropriate, and~~
- ~~• Incorporate plentiful large scale landscaping.~~

~~**DevStd KS4-11:** If appropriate nexus findings can be made, design shall incorporate 15-20 foot sidewalks on Hollister Avenue, with the intent that an inviting outdoor plaza area be integrated with the project's design and protected from traffic noise on Hollister Avenue.~~

~~**DevStd KS4-12:** Landscaping shall be used throughout the project to enhance the aesthetic and functional quality of the project:~~

- ~~• Trees, shrubs, and planter boxes shall highlight pedestrian linkages between the project, parking areas, Goleta Valley Community Center, and Hollister Avenue.~~
- ~~• Trees, shrubs, and planter boxes shall be used to accent the sidewalk and parking lot areas. Trees shall be of sufficient height at maturity to provide a partial canopy.~~

~~**DevStd KS4-13:** The developer shall establish a recyclable material pick-up area (i.e., recycling bins, loading dock) screened from public view where collection of currently accepted recyclable materials could be accommodated.~~

~~**DevStd KS4-14:** If internal circulation is shared between Sites 4 & 5 (i.e. shared driveway leading to Hollister Avenue.), safe vehicular and pedestrian access to the parking lot and recreation areas in the southern portion of Site 5 shall be maintained.~~

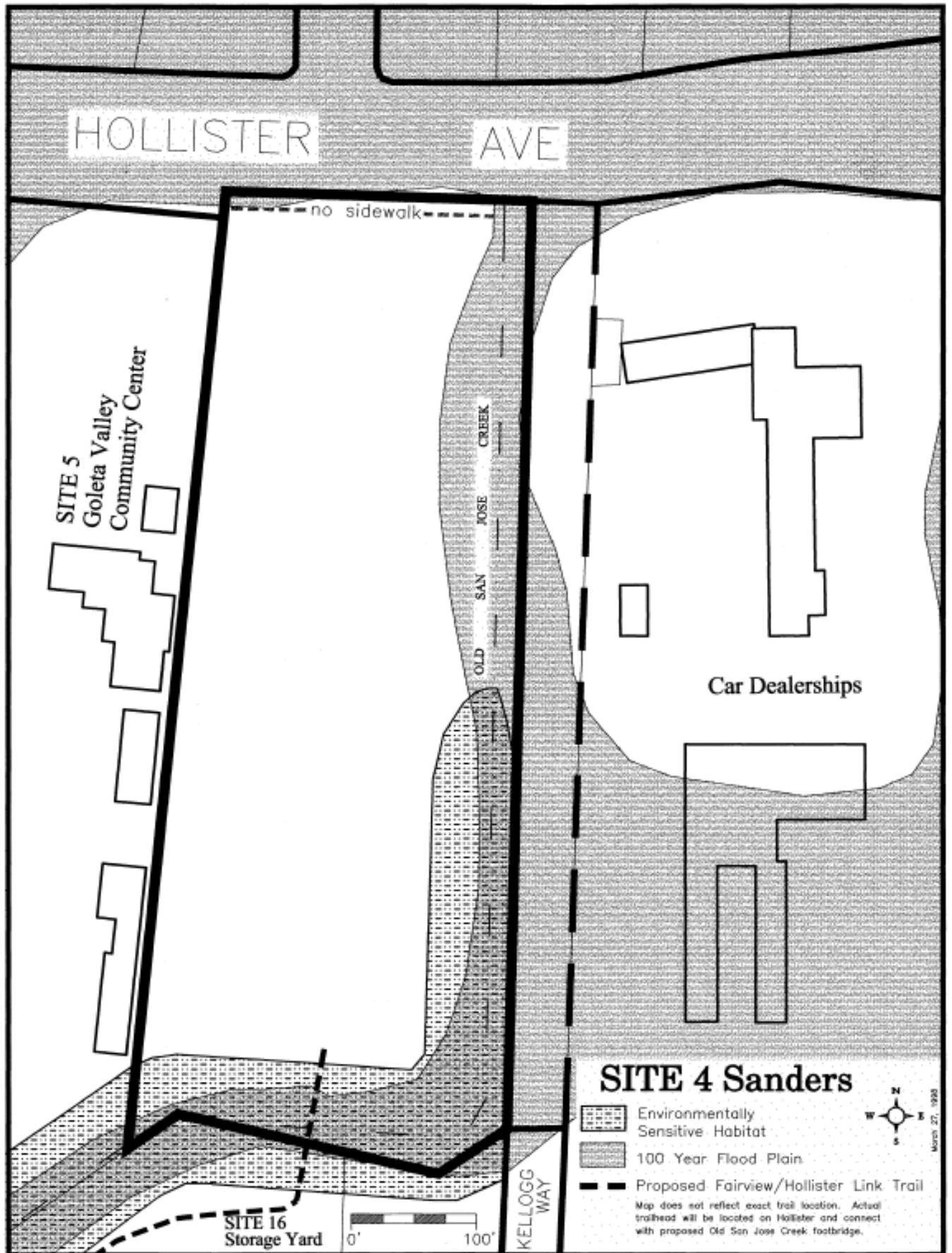


Figure 27

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #5 Goleta Valley Community Center

This 9.84 acre site (APN 71-130-9) is occupied by the Goleta Valley Community Center (Figure 28). The land use designation is ~~Civic Center~~Public/Quasi Public and zoning is Professional and Institutional (PI) with approximately 2.5 acres of General Commercial (C-3) on the eastern side of the site. Surrounding land uses include Hollister Avenue and commercial uses to the north, residential and ~~vacant land~~hotel use to the east (Key Site #4), Old San Jose Creek and active agricultural fields (Key Site #6) to the south and retail commercial uses and apartments to the west.

In 1998, ~~The~~the 100-year floodplain of San Jose Creek ~~covers~~covered approximately 200 feet of the site's northwest corner, and the southern 25-50 feet of the site are within the 100-year floodplain associated with Old San Jose Creek. The Environmentally Sensitive Habitat (ESH) overlay associated with Old San Jose Creek extends 500 feet along the southern site boundary and a trailhead for the multi-use trail is proposed to be located onsite. The front portion of the site lies within the Heritage District which provides for a unifying architectural theme.

The Community Center is the visual and social focal point of Old Town. Prominently located on the Hollister corridor, buildings are visible from Hollister Avenue and the proposed Old San Jose Trail. The nearest signalized pedestrian crossings are over 400 feet to the west and over 600 feet to the east. There is an unsignalized crosswalk on the northwest corner of the site. ~~However a project will upgrade the existing crosswalk on Hollister Avenue at the Goleta Valley Community Center by installing a High Intensity Activated Crosswalk (HAWK) system to replace the existing flashing beacon. The pedestrian activated HAWK system has proven to be highly visible to oncoming traffic, competing better with surrounding visual distractions.~~ The posted speed limit is 25 mph; however traffic typically moves at faster speeds and generally does not yield to pedestrians waiting to use the crosswalk. Onsite there are a variety of pedestrian amenities including shade trees, sheltered bus stop, outdoor seating, low angle and ambient lighting, and an expansive lawn with a sculpture, gazebo and monuments. Development on this site will benefit from further pedestrian amenities onsite and along the Hollister corridor. This community facility is the only public service provider located in Old Town. Additional permanent space is required for expansion of civic or community uses.

~~The Plan proposes that the existing office trailers be replaced with a 15,000 s.f two story multi use building, and that a community pool and other recreation facilities be constructed. The potential relocation of the bus yard may be accomplished to facilitate site planning associated with Site 4 or potential Community Center expansion.~~The City is under way with the Civic Center Feasibility Study for the Goleta Valley Community Center.

The following Development Standards apply to new development within Key Site #5.

**DevStd KS5-1:** The design and character of project architecture, landscaping, and signage shall be compatible with the Goleta Valley Community Center and shall be consistent with the Heritage District standards of the Aesthetics and Design section of the Plan.

**DevStd KS5-2:** New development of parcels adjacent to Old San Jose Creek shall include habitat restoration along the creek consisting of only appropriate native trees, shrubs and understory and shall be maintained by the developer for a period of 3 years or until established, whichever is earlier.

# GOLETA OLD TOWN REVITALIZATION PLAN

**DevStd KS5-3:** In order to provide visual and biological continuity within the entire site, the native vegetation used to restore the creek bank shall be incorporated into the site landscape plan where appropriate.

~~**DevStd KS5-4:** Landscaped buffers shall be planted along the western and southern boundaries of the site for screening purposes. Landscaped buffers on the eastern boundary shall be planted where feasible given the need to coordinate pedestrian linkages and vehicular access between Sites 4 & 5. Trees shall be selected on the basis of screening capabilities, non-invasive character, and compatibility with adjacent riparian vegetation. This landscaping shall be incorporated into the final landscaping plans for future proposals on the site and integrated with Old San Jose Creek restoration program. All landscape vegetation shall be maintained in accordance with DevStd VIS OT 3.4 or until such time as a funding district is established.~~ The City is under way with the Civic Center Feasibility Study for the Goleta Valley Community Center.

~~**DevStd KS5-5:** The design and layout of development shall provide maximum opportunity for pedestrian access throughout the site in a manner that minimizes conflicts with vehicular traffic and promotes internal pedestrian circulation among all the buildings on the site, as well as to Key Site #4 and the Hollister corridor. All buffer and/or screening walls shall be planted with fast growing vines and shrubs along the base.~~ The City is under way with the Civic Center Feasibility Study for the Goleta Valley Community Center.

**DevStd KS5-6:** If deemed feasible and desirable by ~~Planning and Development~~ City, access between Site #5 and Site #13 shall be reviewed for compatibility.

~~**DevStd KS5-7:** Development of the site shall include attractively landscaped pedestrian entries from adjacent roadways and the multi-use footbridge from Site 6, with attractive “stamped concrete” or other treated surface walkways linking existing sidewalks/paths with the site's own internal pedestrian circulation. If development on this site takes place before Site 6 development and if sufficient nexus can be established between the development and the need for the bridge, the developer shall design and construct the multi-use footbridge linking the site to Site 6 and the County shall establish a reimbursement agreement to allow the costs of such improvements to be shared on a pro-rata basis with Site 6. The City is under way with the Civic Center Feasibility Study for the Goleta Valley Community Center.~~

~~**DevStd KS5-8:** If appropriate nexus findings can be made, the developer shall dedicate easements to the County and construct the Old San Jose Creek Multi-Use Trail across this site. The trail shall be integrated with the internal circulation plan and landscape plan and shall connect with the proposed trail network for Goleta Old Town. If it is determined at the time of project review that the trailhead is also to be located on this site, it shall be sited at a primary access point on Hollister Avenue.~~ The City is under way with the Civic Center Feasibility Study for the Goleta Valley Community Center.

~~**DevStd KS5-9:** Development on the site shall use existing driveways along Hollister Avenue. Where feasible, driveways shall be shared by adjoining properties. No new access points/ driveways shall be constructed off Hollister Avenue.~~ The City is under way with the Civic Center Feasibility Study for the Goleta Valley Community Center.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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~~DevStd KS5-10: No additional parking shall be allowed on the northward (Hollister Avenue) frontage of this site. To the greatest degree feasible, parking areas shall provide pedestrian linkage to other areas of Goleta Old Town via sidewalks or well-marked pathways.~~The City is under way with the Civic Center Feasibility Study for the Goleta Valley Community Center.

**DevStd KS5-11:** In coordination with the Community Center governing board, the ~~County~~City shall encourage increased recreational opportunities, including but not limited to a community pool and passive recreation areas with interpretive signs along the restored Old San Jose Creek and multi-use trail.

~~DevStd KS5-12: If internal circulation is shared between Sites 4 & 5 (i.e. shared driveway leading to Hollister Avenue), safe vehicular and pedestrian access to the parking lot and recreation areas in the southern portion of Site 5 shall be maintained.~~Key Site #4 has been developed into Hampton Inn Hotel and Willow Creek Townhomes. The City is under way with the Civic Center Feasibility Study for the Goleta Valley Community Center.



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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #6 Page

This 12.36 acre site (APN 71-130-23) is comprised of one undeveloped parcel planted in row crops, located west of the Kellogg Avenue/Kellogg Place intersection, south of Hollister Avenue and east of Ward Memorial Boulevard. The ~~current~~ land use designation is ~~General Commercial and zoning is Visitor Serving Commercial~~ Visitor Serving Commercial (C-V) and zoning is Resort/Visitor Serving Commercial (C-V). Surrounding land uses include light industrial buildings to the south, offices to the west, Old San Jose Creek and an RV storage area to the north (Key Site 16) and the Goleta Valley Community Center (Key Site 5) to the northwest. In 1988, ~~The~~ the 100-year floodplain of San Jose Creek ~~extends~~ extended onto the southeast corner of the site (Figure 29).

The site is the second largest undeveloped property in Old Town. While the property is currently somewhat isolated from Hollister Avenue and SR 217, its large contiguous undeveloped space presents significant opportunities for Old Town. ~~A major hotel of 250 rooms with conference facilities on this site would help diversify Old Town's economy, provide a visiting population that would utilize services on the Hollister corridor and add critical revenue to the area for revitalization activities.~~ The former RDA-sponsored 2011 REVPAR Report analyzed potential hotel sites with this being one of them. It was determined that this site was not the preferred location for a hotel/conference center and instead identified the highest and best use as residential. Access to the site will be improved with construction of Ekwil Street, via pedestrian linkages to Sites 4 (Sanders) and 5 (Community Center) over a restored Old San Jose Creek, and to other parts of the community via the Old San Jose Creek Trail.

Due to the site's visibility from SR 217, there is a need for quality landscaping and project design. The entire site is in the Heritage District which serves to provide for a unifying architectural theme. The designated ESH riparian corridor of Old San Jose Creek extends 400 feet along the site's northern boundary along with the proposed multi-use trail. In the event that the Ekwil Street extension does not occur, the ~~County~~ City will consider initiating a zone change.

On July, 2, 2013, the City Council approved initiation of General Plan Amendment for a potential residential and live-work development. The project seeking a total of 175 units of townhomes, live-work, and shopkeeper units is in the works with an application to the City slated for spring of 2014. The potential project seeks to change the General Plan land use from Visitor Serving (C-V) to Old Town Commercial (C-OT), and zoning from Resort Visitor Serving (CV) to Old Town Residential/Commercial (OT-R/GC).

The following Development Standards apply to new development within Key Site #6.

**Policy KS6-1:** If Ekwil is not constructed as a through road, the ~~County~~ City will consider a rezone for this site providing that 20-30 residential units are constructed on the site prior to or concurrent with any commercial or industrial development.

**DevStd KS6-2:** New development of parcels adjacent to Old San Jose Creek shall include habitat restoration along the creek consisting of appropriate native trees, shrubs, and understory and shall be maintained by the developer for a period of 3 years or until established, whichever is earlier.

**DevStd KS6-3:** In order to provide visual and biological continuity within the entire site, the native vegetation used to restore the creek bank shall be incorporated into the site landscape plan as

appropriate.

**DevStd KS6-4:** Buffer areas adjacent to Old San Jose Creek shall be integrated with the creek restoration and utilize native, drought-tolerant trees and shrubs.

*Final*

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*Adopted June, 23 1998*

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS6-5:** If appropriate nexus findings can be made, all major new development along the south bank of Old San Jose Creek shall be required to dedicate an easement to the ~~County~~-City and construct the Old San Jose Multi-Use Trail across the parcel. The trail shall be integrated with the internal circulation plan and shall connect with the proposed trail network for Goleta Old Town. The easement shall be set back from the top of the creek bank to minimize habitat impacts but located to allow continued reasonable use of property. Exact setback will be determined at the time the easement is sited. Siting and design of the trail shall minimize the removal of trees and significant native vegetation.

**DevStd KS6-6:** A landscape and screening plan shall be submitted for each parcel and shall include project screening from Highway 217, Open Space and trail areas, and softening of building masses. The landscaping shall consist of drought-tolerant trees and shrubs with sufficient density to provide a landscape buffer. Where feasible, existing trees shall be retained for their screening and visual character. To the extent feasible, solid fencing or a continuous landscape wall shall be avoided, and where it is installed it shall be screened with drought-tolerant plants. Where appropriate, this buffer should be integrated with the creek restoration. Trees shall be selected on the basis of screening capabilities and compatibility with adjacent riparian vegetation. This landscaping shall be incorporated into the final landscaping plans for future proposals on the site and shall be maintained in accordance with DevStd VIS-OT-3.4 or until such time as a funding district is established.

**DevStd KS6-7:** Development of the site shall include attractively landscaped pedestrian entries from adjacent roadways and the multi-use footbridge from Site 5, with attractive "stamped concrete" or other treated surface walkways linking existing sidewalks/paths with the site's own internal pedestrian circulation. If development on this site takes place before Site 5 development and if sufficient nexus exists between the development and the need for the bridge, the developer shall design and construct the multi-use footbridge linking the site to Site 5 and the ~~County~~-City shall ~~establish~~-consider a reimbursement agreement to allow the costs of such improvements to be shared on a pro-rata basis with Site 5.

**DevStd KS6-8:** The developer shall be encouraged to dedicate an area approximately one-quarter acre in size located adjacent to the restored Old San Jose Creek for community gardens, if feasible.

**DevStd KS6-9:** The design and layout of development shall provide maximum opportunity for pedestrian access throughout the site in a manner that minimizes conflicts with vehicular traffic.

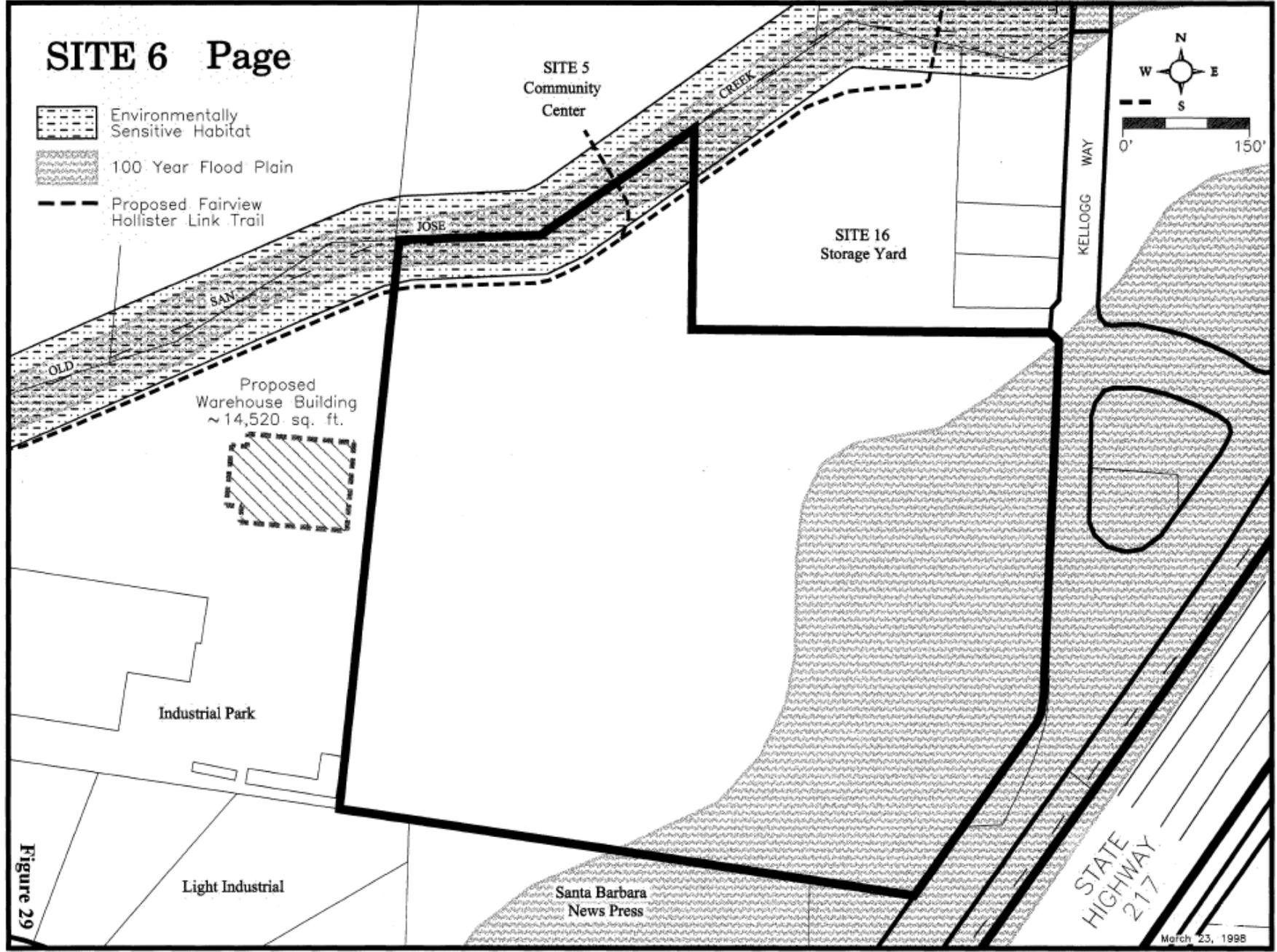
**DevStd KS6-10:** The design, scale, and character of project architecture, landscaping, and signage shall be compatible with vicinity development and shall be consistent with architectural design standards set forth in the Heritage District section in the Aesthetics and Design section of the Plan. Site design shall strive to locate the majority of required open space next to the creek, if feasible.

**DevStd KS6-11:** The developer shall establish a recyclable material pick-up area (i.e., recycling bins, loading dock) where collection of currently accepted recyclable materials could be accommodated.

**DevStd KS6-12:** If sufficient nexus findings can be made, the developer shall be required to dedicate an easement to the ~~County~~-City and construct on-site improvements to facilitate the Ekwill Street extension through the site based on ~~County~~-City requirements.

# SITE 6 Page

-  Environmentally Sensitive Habitat
-  100 Year Flood Plain
-  Proposed Fairview Hollister Link Trail



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Figure 29

March 23, 1998

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #7A Thornwood Drive

The land use and zoning designations for this 26.1 acre site are Light Industry (M-1) for the northern 9 acres and Service Industry Goleta (M-S-GOL) for the southern 17 acres. The site is vacant with the exception of the ~~Seymour Duncan~~ machining building in the site's northeast corner, Santa Barbara Transportation, and an auto dismantling operation on the southeast corner (Figure 29). Surrounding land uses include industrial uses and the Santa Barbara Municipal Airport to the west, light industrial, residential uses, Airport Plaza and office and professional uses to the north, mixed industrial uses to the east, the Twin-Screen Drive-In, ~~which is no longer used~~, (Key Site 7B), to the south, and Highway 217 to the southeast. The entire site is exposed to high noise levels in excess of 65 dBA from aircraft activity. The Environmentally Sensitive (ESH) riparian corridor of Old San Jose Creek extends for 2200 feet along the site's northern and western boundaries. ~~As of 1998, the~~ southern 450 feet of the site is within the 100 year flood plain of San Jose and San Pedro Creeks.

The site's large and primarily undeveloped parcels, as well as its location off Thornwood Drive and near to other industrial uses, make the area prime for industrial expansion. The site's southern 17 acres are located under the Airport Clear Zone. Coordinated development would likely cluster the most intensive uses on the northern portion, and locate parking and a lower density of structures on the southern portion. The site currently suffers from inadequate access and construction of the Fowler Road extension will greatly enhance the site's access and its role as a gateway development for Old Town and the airport. Quality landscaping and building presentation along Fowler Road are key issues in the future site design for this property. In addition the site will be linked to Old Town through the Old San Jose Creek Multi-Use Trail (along a restored riparian corridor) and the San Jose Creek Bikeway.

Site development will contribute to completion of the Fowler Road extension. A proposed recreational trail extends for 2200 feet along the site's northern and western boundaries.

A conceptual proposal for an Old Town industrial center composed of 13 buildings totaling 158,400 s.f. is being explored.

The following development standards apply to new development within Key Site #7A

**DevStd KS7A-1:** To further the overall, long-term revitalization of Old Town and enhance the area's architectural character, new development/additions and renovation of existing structures shall to the maximum extent feasible be compatible with Heritage District standards.

**DevStd KS7A-2:** New development of parcels adjacent to Old San Jose Creek shall include habitat restoration along the creek consisting of appropriate native trees, shrubs and understory which shall be maintained by the developer for a period of 3 years or until established, whichever is earlier.

**DevStd KS7A-3:** In order to provide visual and biological continuity within the entire site, the native vegetation used to restore the creek bank shall be incorporated into the site landscape plan as appropriate.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS7A-4:** If appropriate nexus findings can be made, new development on parcels adjacent to Old San Jose Creek shall be required to dedicate a 50 ft. Open Space easement along the creek to the ~~County~~-City and construct the Old San Jose Creek Multi-Use Trail across the parcel. The trail shall be integrated with the internal circulation of the site and shall connect with the proposed trail network for Goleta Old Town. The easement shall be set back from the top of the creek bank to minimize habitat impacts but located to allow continued reasonable use of property. Exact setback will be determined at the time the easement is sited. Siting and design of the trail shall minimize the removal of trees and significant native vegetation.

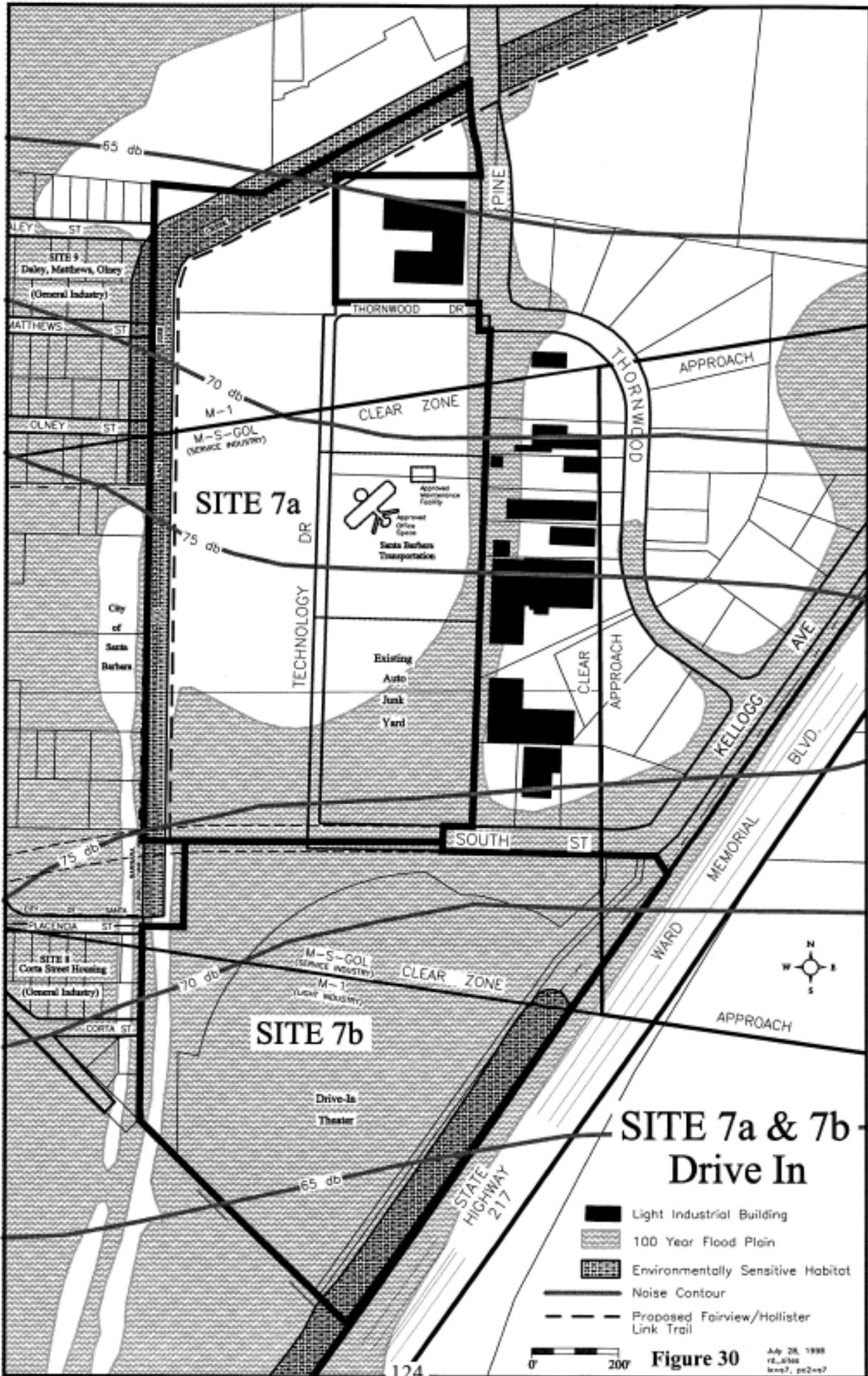
**DevStd KS7A-5:** A landscape and screening plan shall be submitted for new development and shall include project screening from the Open Space and trail areas and the Fowler Road extension and shall obscure all parking areas from Fowler Road and soften building masses. Landscaping shall consist of drought-tolerant trees and shrubs with sufficient density to provide a landscape buffer with trees of sufficient height to provide a partial canopy over Fowler Road, but must not be so high as to interfere with airport operations. Where feasible, existing trees shall be retained for their screening and visual character. To the extent feasible, solid fencing or a continuous landscape wall shall be avoided, and where it is installed it shall be screened with drought-tolerant plants. Where appropriate, this buffer should be integrated with the creek restoration. Trees shall be selected on the basis of screening capabilities and compatibility with adjacent riparian vegetation and airport operations. This landscaping shall be incorporated into the final landscaping plans for future proposals on the site and shall be maintained in accordance with DevStd VIS-OT-3.4 or until such time as a funding district is established.

**DevStd KS7A-6:** Development onsite shall include installation of a landscaped buffer of native trees and shrubs (e.g., oaks, sycamores, and lemonadeberry) to transition from the revegetated bank to the multi-use trail and other active use areas. The buffer shall be installed and maintained for a period of 3 years or until established, whichever is earlier.

**DevStd KS7A-7:** If necessary for development of the site, new development shall be required to dedicate an easement to the ~~County~~-City and construct improvements (i.e. sidewalk, curb, gutter, landscaping, etc.) to Technology Drive and the Fowler Road frontages adjacent to the parcels based on ~~County~~-City requirements.

**DevStd KS7A-8:** If appropriate nexus findings can be made, the developer shall construct public pedestrian/bicycle access routes between the project and the proposed Old San Jose Creek multi-use trail. The access shall be designed to prohibit unauthorized motor vehicle access.

**DevStd KS 7A-9:** To the extent feasible, site plans for Sites 7A, 7B, 8, & 9 shall be coordinated in order to provide the most appealing gateway development. Such coordination shall include design, scale, architectural style, and color of development.



## SITE 7a & 7b Drive In

-  Light Industrial Building
-  100 Year Flood Plain
-  Environmentally Sensitive Habitat
-  Noise Contour
-  Proposed Fairview/Hollister Link Trail



July 28, 1999  
 RL\_6166  
 kmw7, ps2ms7

**Figure 30**

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #7b Drive-In

This 16 acre site is located west of SR 217 and immediately south of the proposed Fowler Road extension. The land use designation is Light Industrial and zoning is Service Industrial. Currently the site contains a drive-in theater and concession building, ~~which are no longer in use~~, and a 4 acre auto dismantling yard (Figure 29). Surrounding land uses include light industrial and residential uses to the west, an auto dismantling yard and vacant industrially zoned land to the north (Key Site 7A), SR 217 to the east, and the Goleta Slough to the south and west. The Airport Clear Zone extends across the northern third of the site, covering 250-350 feet. As of 1998, the entire site is within the 100-year floodplain of San Jose and San Pedro Creeks. A 700-foot segment of Old San Jose Creek extends along the western boundary of the site with a 150 ft. ESH designation along the riparian corridor at the northwest corner.

This large and mostly underdeveloped site, located off the proposed Fowler Road/SR 217 intersection near to other industrial uses, is an area prime for industrial expansion. Coordinated development would likely cluster the most intensive uses on the southern portion and locate parking and a lower density of structures within the Clear Zone. Some fill on this site may be necessary to raise development levels above the floodplain, and airport height restrictions may limit the amount of second story development that can occur. Construction of the Fowler Road extension will greatly enhance the site's access and its role as a gateway development for Old Town and the airport. Quality landscaping and building presentation along Fowler Road and SR 217 are key issues in the future site design for this property. In addition, the site will be linked to Old Town through the Old San Jose Creek Trail (along a restored riparian corridor) and the San Jose Creek Bikeway.

The Plan made no change to the zoning on the northern 6 acres of the site and rezoned the southern 10 acres to Light Industry (M-1). The Fowler Road extension will provide additional access to the site's eastern boundary. The proposed Class I San Jose Creek Bikeway will extend along the northern boundary of the site.

The following development standards apply to new development within Key Site #7B.

**DevStd KS7B-1:** To further the overall, long-term revitalization of Old Town and enhance the area's architectural character, new development/additions and renovation of existing structures shall to the maximum extent feasible be compatible with Heritage District standards.

**DevStd KS7B-2:** New development of parcels adjacent to Old San Jose Creek shall include habitat restoration along the creek consisting only, of appropriate native trees, shrubs and understory which shall be maintained by the developer for a period of 3 years or until established, whichever is earlier.

**DevStd KS7B-3:** In order to provide visual and biological continuity within the entire site, the native vegetation used to restore the creek bank shall be incorporated into the site landscape plan as appropriate.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS7B-4:** If necessary for the development of the site, new development shall be required to dedicate an easement to the ~~County~~ City and construct improvements (i.e. sidewalk, curb, gutter, landscaping, etc.) to the Fowler Road frontage adjacent to the parcels based on ~~County~~ City requirements.

**DevStd KS7B-5:** If appropriate nexus findings can be made, the developer shall provide an easement for future public access to the proposed San Jose Creek Bikeway.

**DevStd KS7B-6:** Due to the need for extensive fill (up to 5 feet), new development shall include a mixture of one and two story elements (at least 30% one story, with the majority of one story elements oriented towards Fowler Road and SR 217) and fast growing landscaping to break up building masses and screen views from SR 217 and the Fowler Road extension.

**DevStd KS7B-7:** A landscape and screening plan shall be submitted for new development and shall include project screening from the Fowler Road extension and SR 217, shall obscure all parking areas from Fowler Road and SR 217, and soften building masses. Landscaping shall consist of drought-tolerant trees and shrubs with sufficient density to provide a landscape buffer with trees of sufficient height to provide a partial canopy over Fowler Road, but must not be so high as to interfere with airport operations. Where feasible, existing trees shall be retained for their screening and visual character. To the extent feasible, solid fencing or a continuous landscape wall shall be avoided, and where it is installed it shall be screened with drought-tolerant plants. Where appropriate, this buffer should be integrated with the creek restoration. Trees shall be selected on the basis of screening capabilities and compatibility with adjacent riparian vegetation and airport operations. This landscaping shall be incorporated into the final landscaping plans for future proposals on the site and shall be maintained in accordance with DevStd VIS-OT-3.4 or until such time as a funding district is established.

**DevStd KS7B-8:** To the extent feasible, site plans for Sites 7A, 7B, 8, & 9 shall be coordinated in order to provide the most appealing gateway development. Such coordination shall include design, scale, architectural style, and color of development.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #8 Corta Street

This 2.07 acre site is zoned Service Industrial-Goleta (M-S-Gol) and is located south of the Fairview Avenue/Fowler Road intersection. Existing development consists of 5,300 s.f of industrial space and 15 residential units. An unpaved road (Placencia St.) is located along the site's northern boundary; a short, unpaved, dead-end street (Corta St.) is located in the southern third of the property; and an unpaved flood control access road along Old San Jose Creek channel forms the site's southwest boundary. Surrounding land uses include the undeveloped airport Clear Zone to the north, an auto dismantling yard and the ~~closed~~ Twin Drive-In movie complex to the east, open land to the south, and the Santa Barbara Airport to the west. A 500 foot section of Old San Jose Creek and its degraded riparian corridor form the eastern site boundary. The combined 100-year floodplains of San Pedro Creek and Old San Jose Creek extend across the entire site. The Airport Clear Zone extends over the northern portion of the site and the 70-75 dBA noise contour extends across the northern half of the site with the remaining site exposed to the 65-69 dBA noise contour (Figure 31).

The site's residential units are non-conforming and are incompatible with industrial uses allowed under the M-1 zoning. Public improvements such as sidewalks, drainage, and street lighting are inadequate or non-existent. Completion of the Fowler Road extension will provide direct access between SR 217 and the airport. Road improvements, improved visual appearance, and the proximity of this site to the entrance of the airport create an attractive setting for future businesses at this gateway parcel. The shared ~~County-City~~ and airport goal of a consolidated rental car servicing facility is moving forward with ~~a second~~ multiple rental car ~~company-companies~~ now doing business in the area. Quality landscaping and building presentation along Fowler Road are key issues in the future site design for this property.

Completion of the Fowler Road extension will provide the site with 400 feet of major road frontage and a direct connection to State Route 217 and Fairview Avenue. Infrastructure improvements such as street paving, sidewalks, street lights, parking, landscaping, and flood control improvements would also improve the future developability of the site.

The following development standards apply to new development within Key Site #8.

**DevStd KS8-1:** To further the overall, long-term revitalization of Old Town and enhance the area's architectural character, new development/additions and renovation of existing structures shall to the maximum extent feasible be compatible with Heritage District standards.

**DevStd KS8-2:** Landscaped buffers of native, drought-tolerant trees and shrubs shall be planted to break up views of parking areas and building masses onsite. Where feasible, existing trees shall be retained for their screening and visual character. Landscaping on this site shall screen views from the bikepath, the Fowler Road extension and the Old San Jose Creek ESH area. Tree selection shall be based on capacity to screen and compatibility with adjacent riparian vegetation but must not be so high as to interfere with airport operations. To the extent feasible, solid fencing shall be avoided, and where it is installed it shall be screened with native drought-tolerant plants. The landscaping shall be incorporated into final landscaping plans for future proposals on the site and integrated with the San Jose Creek restoration program. All vegetation shall be maintained in accordance with DevStd VIS-OT-3.4 or until such time as a funding district is established.

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## GOLETA OLD TOWN REVITALIZATION PLAN

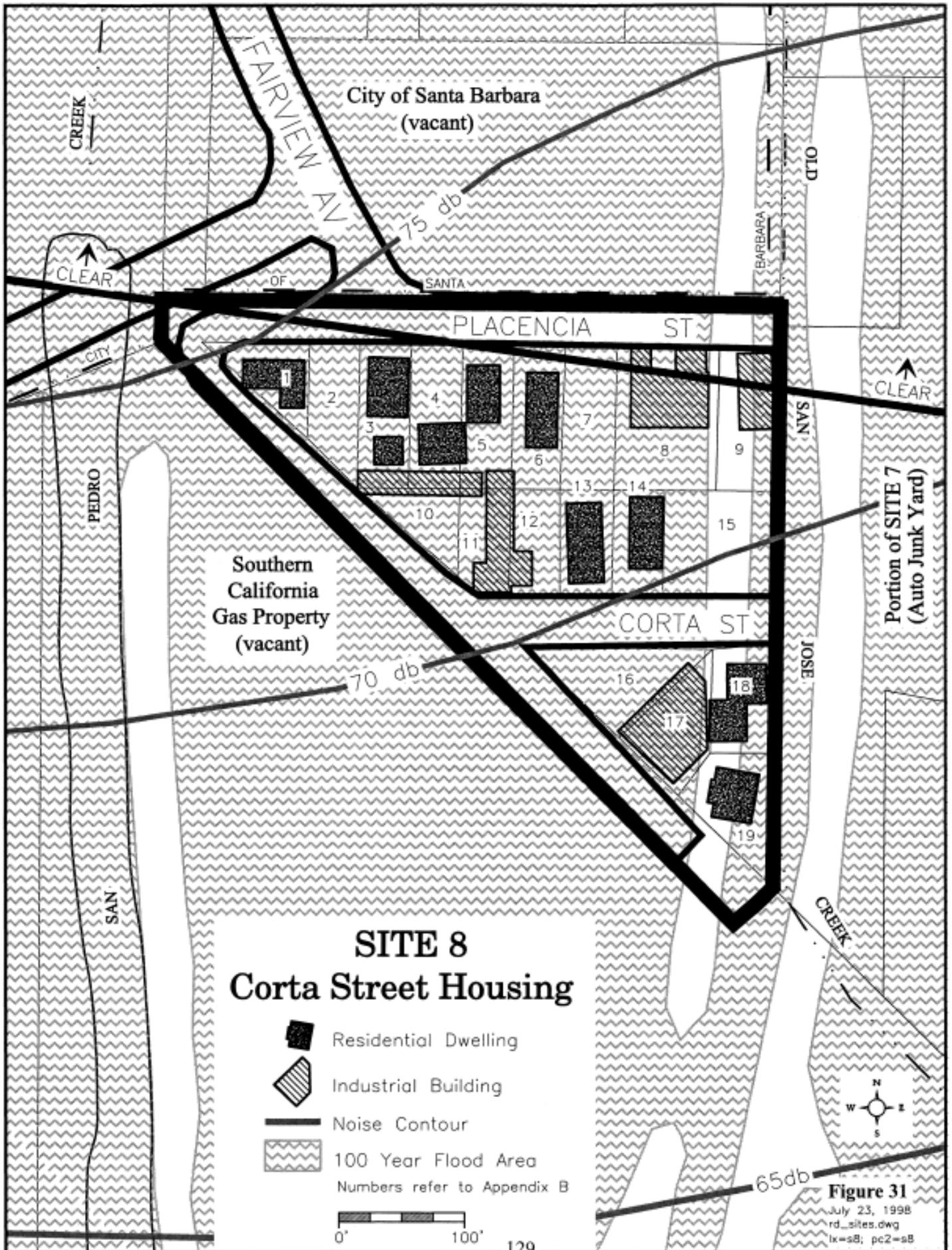
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**DevStd KS8-3:** The developer shall be required to construct on-site improvements to facilitate the Fowler Road extension through the site based on ~~County~~-City requirements.

**DevStd KS8-4:** As part of redevelopment of this site, Old San Jose Creek should be restored and revegetated with native trees, shrubs, and understory planting. To assist this effort, the ~~County~~-City shall pursue grants ~~and potential use of redevelopment funds~~ to help offset damage to the creek from other redevelopment efforts.

**DevStd KS8-5:** In order to provide visual and biological continuity within the entire site, the native vegetation used to restore the creek bank shall be incorporated into the site landscape plan as appropriate.

**DevStd KS8-6:** To the extent feasible, site plans for Sites 7A, 7B, 8, & 9 shall be coordinated in order to provide the most appealing gateway development. Such coordination shall include design, scale, architectural style and color of development.



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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #9 Daley, Matthews, and Olney

This site, zoned ~~General~~-Light Industry (M-21), includes 6.39 acres on 42 parcels with 53,100 s.f. of industrial spaces and 11 non-conforming residential units. Surrounding land uses include Airport Plaza (Key Site 10) to the north, Fairview Avenue and Santa Barbara Municipal Airport to the west, the undeveloped Santa Barbara Airport Clear Zone to the south and undeveloped land (Site 7A and 7B) to the east. The 50 foot wide designated Environmentally Sensitive Habitat (ESH) corridor of Old San Jose Creek extends 750 feet along the site's eastern boundary. The entire site lies within the 100-year floodplain of both Old San Jose Creek and San Pedro Creek. The site is exposed to high noise levels in the 65-75 dBA range and the Airport Clear Zone extends across approximately 0.7 acres of the southeast corner (Figure 32).

The site has a dense mix of industrial uses with scattered pockets of non-conforming residential units. Residents are exposed to noise from adjacent uses and the airport, as well as fumes, airborne particulate matter, and runoff from industrial processes. Parking for the area is inadequate and the privately-owned, narrow and unmaintained streets create significant circulation problems. The extension of Ekwil Street is proposed to be located along the northern boundary (across the bottom of Site 10) and should improve overall access to this area. The site's 750 feet of Fairview frontage and the industrial designation make this a good location for a wide range of intensive industrial uses. Improved access from the proposed Ekwil Street extension, general clean-up, night lighting, a business directory, and other public improvements would enhance business operations in the area. Quality landscaping and building presentation along Fairview Avenue and Ekwil Street are key issues for future development of these properties.

The site is zoned Light Industry (M-1) to provide consistency with existing industrial uses and reduce the potential for development of more intensive industrial uses. Revitalization efforts will focus on general infrastructure improvements such as parking, landscaping, and flood control improvements and offer the possibility of the ~~County~~-City paving the site's streets if the owners form an assessment district to maintain them once they have been paved.

The following development standards apply to new development within Key Site #9.

**DevStd KS9-1:** To further the overall, long-term revitalization of Old Town and enhance the area's architectural character, new development/additions and renovation of existing structures shall to the maximum extent feasible be compatible with Heritage District standards.

**DevStd KS9-2:** New development of parcels adjacent to Old San Jose Creek shall include habitat restoration along the creek consisting of appropriate native trees, shrubs, and understory which shall be maintained by the developer for a period of 3 years or until established, whichever occurs first.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS9-3:** In order to provide visual and biological continuity within the entire site, the native vegetation used to restore the creek bank shall be incorporated into the site landscape plan as appropriate.

**Program KS9-4:** The ~~County~~-City shall work with property owners to pursue funding for infrastructure improvements such as street paving, street lights, streetscaping, and general cleanup with particular attention to the site's Fairview Avenue frontage.

**DevStd KS9-5:** A landscape and screening plan shall be submitted for new development and shall include project screening from Fairview Avenue and the Old San Jose Creek trail areas. The buffer shall include sufficient plantings of drought tolerant and/or native trees and shrubs to screen parking areas and "break up" building masses. Where feasible, existing trees shall be retained for their screening and visual character, but must not be so high as to interfere with airport operations. To the extent feasible solid fencing or a continuous landscape wall shall be avoided, and where walls cannot be avoided they shall be screened with native drought-tolerant plants. Where appropriate, this buffer should be integrated with the creek restoration program above. Trees shall be selected on the basis of screening capabilities and compatibility with adjacent riparian vegetation and airport operations. To the greatest degree feasible, this plan shall be coordinated between the parcels so as to provide unified landscape and screening across the whole site. Landscaping shall be maintained in accordance with DevStd VIS-OT-3.4 or until such time as a funding district is established.

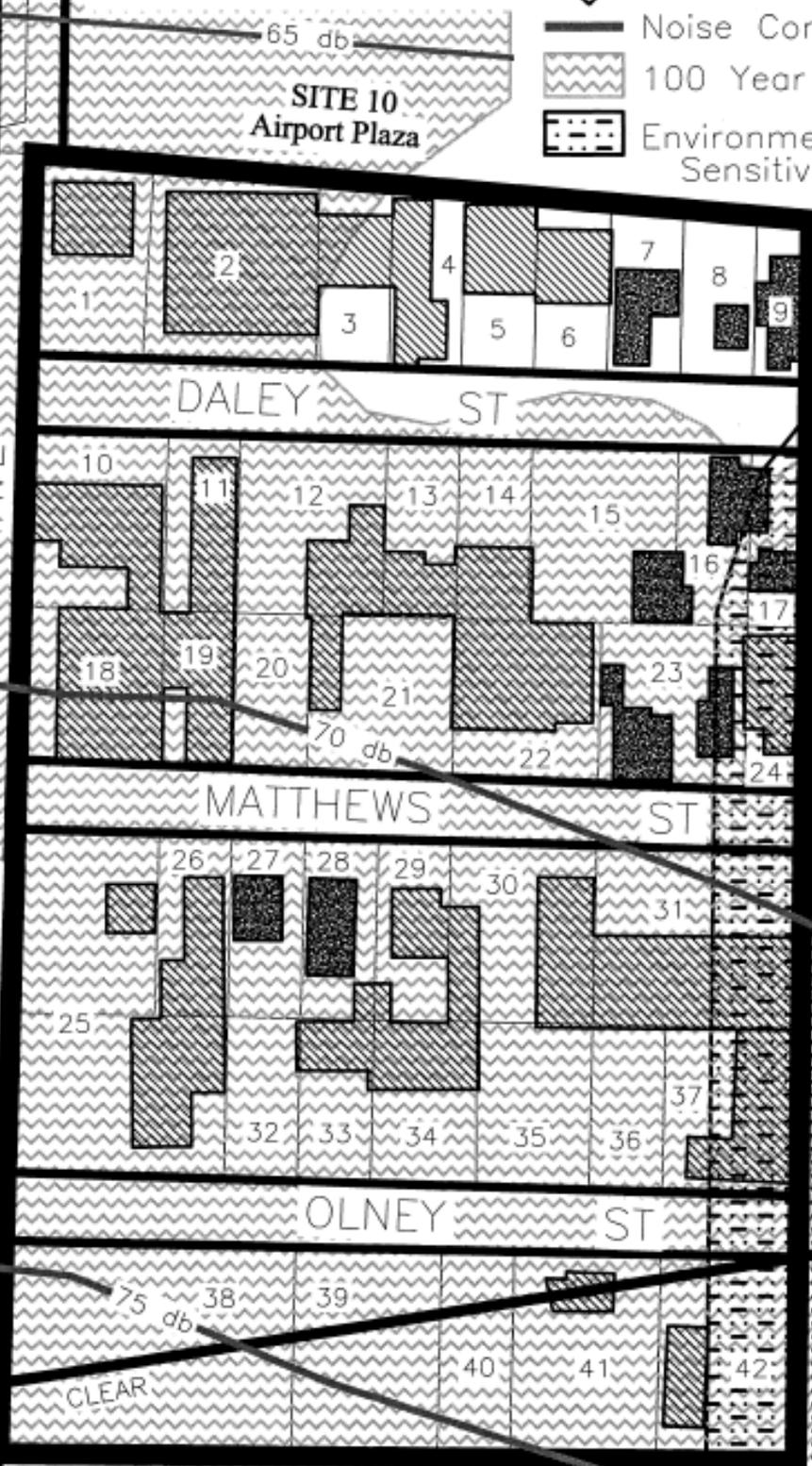
**DevStd KS9-6:** To the extent feasible, site plans for Sites 7A, 7B, 8, & 9 shall be coordinated in order to provide the most appealing gateway development. Such coordination shall include design, scale, architectural style and color of development.

**Action KS9-7:** The ~~County~~-City should consider using ~~revitalization~~-funds to repave common roadways within the site, if it can be demonstrated that property owners within the site will assume responsibility for long-term maintenance through a Business Improvement District or other effective mechanism.

# SITE 9 Daley, Matthews, Olney



- Residential Dwelling  
Numbers refer to Appendix B
- Industrial Building
- Noise Contour
- 100 Year Flood Plain
- Environmentally Sensitive Habitat



Santa Barbara Municipal Airport

PEDRO

SAN

OF

FAIRVIEW AVE

DALEY ST

MATTHEWS ST

OLNEY ST

CREEK

SITE 7a  
Thornwood

JOSE

SAN

OLD

SANTA BARBARA  
City of Santa Barbara  
(vacant)

**Figure 32**  
July 23, 1998  
rd\_sites.dwg  
lws9; pc2-s9

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #10 Airport Plaza

This 17.6 acre site is located 800 feet south of the Hollister Avenue/Fairview Avenue intersection. Development onsite consists of the Airport Plaza Shopping Center with 3 buildings containing 193,200 s.f and 700 parking spaces. Surrounding uses include the Santa Barbara Municipal Airport (SBMA) to the west, general commercial uses with pockets of residential to the north (Site 11), professional offices and UPS to the east, and light industrial (e.g., auto repair) and residential to the south (Key Site 9). The northwestern 2.5 to 3 acres of the site are within the floodway of San Pedro Creek, with most of the site in the creek's floodplain. Designated Environmentally Sensitive Habitat (ESH) extends 150 feet along the southeastern corner of the site (Figure 33). The site is in an area of known archeological resources and subsurface or secondary remains may exist. The site is currently undergoing renovation of the existing structures and the property owners are considering additional structures for a high-tech industrial center. **At 420 S. Fairview, Fairview Business Center, a Class A Office Space totaling 70,566 s.f., was built in 2009.**

This property has a Land Use designation of ~~Industrial-Business~~ Park with Industrial Research Park (M-RP) zoning to facilitate a high-tech research park. The MRP zone was also selected for its setback, landscape and open space requirements which, when implemented, will make this somewhat blighted site an asset to the overall revitalization efforts for Old Town. Specific site concerns include the landscaping of parking areas, unifying architecture, improved frontages on Fairview Avenue (and Ekwill Street when constructed), pedestrian amenities and connectivity with the Hollister corridor.

Additional public improvements include the Ekwill Street extension to Fairview Avenue along the southern boundary of Key Site 10, the South Fairview Beautification Project, which includes installation of a Class I bikeway along the west side of Fairview Avenue from Hollister Avenue to Fowler Road, revegetation of the San Pedro Creek channel, major landscape improvements, frontage improvements (curb/gutter) where appropriate, and lighting along Fairview Avenue. The entire site lies within the Heritage District which serves to provide for a unifying architectural theme for development within its boundary.

The following Development Standards apply to new development within Key Site 10.

**DevStd KS10-1:** If appropriate nexus findings can be made, prior to application submittal the developer shall complete an updated traffic analysis and shall fund road improvements required for development of the site. In addition, the developer shall fund a traffic signal warrant analysis to determine the appropriate location and number of access points, as well as the need for installing a traffic signal at the proposed Ekwill Street/Fairview Avenue intersection. Full access to the site shall include at a minimum one major access point along Fairview Avenue and one major access along the proposed Ekwill Street extension. Limited additional ingress and or egress on Fairview and Ekwill may be constructed upon approval by the ~~County Public Works, Transportation Division, and Planning & Development~~City. If determined necessary by the traffic analysis, the developer shall fund and implement traffic signal improvements required at the Ekwill Street/Fairview Avenue intersection.

# GOLETA OLD TOWN REVITALIZATION PLAN

~~DevStd KS10-2: If appropriate nexus findings can be made, the developer shall be required to dedicate an easement to the County and construct on-site improvements to facilitate the Ekwill Street extension through the site based on County requirements. (Included in October 2001 Development Agreement between County and Orix Santa Barbara Airport Plaza)~~

**DevStd KS10-3:** If appropriate nexus findings can be made, the developer shall pay for construction of a raised center median and planter in Ekwill Street for the entire length of the site boundary to control turning movement on and off the site. The number and location of left turn access lanes along this median shall be determined by ~~Public Works and Planning & Development~~the City.

**DevStd KS10-4:** Development on site shall be coordinated with the Ekwill Street extension to minimize the vehicular access points to the extent feasible.

~~DevStd KS10-5: The developer and County shall coordinate with MTD to determine the best way to provide public transit service to the center including possible construction of a bus pull out and a bus stop shelter on Fairview Avenue and/or Ekwill Street. (MTD Bus station on Fairview Ave. in front of Fairview Business Center)~~

~~DevStd KS10-6: New development of the site shall include attractively landscaped pedestrian entries from adjacent roadways, with attractive "stamped concrete" or other treated surface walkways linking existing sidewalks/paths with the site's own internal pedestrian circulation. The design and layout of development shall provide maximum opportunity for pedestrian access throughout the site in a manner that minimizes conflicts with vehicular traffic. New development shall provide direct and clearly marked pedestrian linkages, which could include landscaped linkages (e.g. emphasize with unifying landscaped plantings) to other areas of Old Town, particularly Hollister Avenue via Orange Avenue and Magnolia Avenue. (Included in October 2001 Development Agreement between County and Orix Santa Barbara Airport Plaza)~~

~~DevStd KS10-7: Development of the site shall include installation of an average 35-50 foot wide landscaped buffer along Fairview Avenue. The buffer shall be landscaped with a sufficient density of drought tolerant trees and shrubs to obscure all parking areas from this roadway and to soften building masses. Trees shall be of sufficient height at maturity to provide a partial canopy over Fairview Avenue. This buffer shall be maintained in accordance with DevStd VIS OT 3.4 or until such time as a funding district is established. (Completed as a result of Fairview Business Center)~~

**DevStd KS10-8:** Development onsite shall include installation of landscaped buffer strips of native trees and shrubs between the bikeway and other active use areas and the existing edge of riparian vegetation. A landscape buffer of native trees and shrubs (e.g., oaks, sycamores, and lemonadeberry) shall be installed between developable areas and the Creek area and shall be maintained for a period of 3 years or until established.

**DevStd KS10-9:** Trash and recycling areas shall be screened by architectural features as well as landscaping. Rooftop mechanical structures shall be shielded from view from surrounding businesses and residences through architectural design, camouflage housing or other appropriate methods.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS10-10:** The design, scale, and character of project architecture, landscaping, and signage shall be compatible with vicinity development and shall be consistent with architectural design standards set forth in the Heritage District policies in the Aesthetics and Design section of the Plan.

~~**DevStd KS10-11:** If appropriate nexus findings can be made, as part of any development plan which includes retention of existing structures, a renovation program shall be developed which at a minimum accomplishes the following for all development at the Airport Plaza center:~~

- ~~• Screening of rooftop mechanical equipment,~~
- ~~• Screening of rear trash enclosures,~~
- ~~• Building facade upgrades consistent with Heritage District standards,~~
- ~~• Landscaping of parking lot,~~
- ~~• Plantings to partially soften building mass (including trees, shrubs, and vines) on sides of buildings which are visually prominent, unless deemed unnecessary by the Planning Commission, and~~
- ~~• Parking lot reconstruction which provides perimeter landscaping, landscaped islands with canopy trees and shrubs, and convenient pedestrian linkages delineated with a combination of landscaping (consistent with plantings throughout the site) and pavement treatment such as stamped concrete, etc.~~

~~**DevStd KS10-12:** The developer shall establish a recyclable material pick up area (i.e., recycling bins, loading dock) where collection of currently accepted recyclable materials could be accommodated.~~ (Completed as a result of Fairview Business Center)

~~**DevStd KS10-13:** The owners of Site 10 are encouraged to provide up to 30 parking spaces in the northern portion of their site for public parking. If dedicated and marked with directional signs indicating public use, these spaces will continue to be credited to the site as part of its overall parking requirement.~~ (Completed as a result of Fairview Business Center)

~~**Action KS10-14:** The County shall negotiate a Development Agreement with the owners of Key Site 10 for development under the M-RP zone district. The Development Agreement shall address, but shall not be limited to, the following issues:~~

- ~~1. Specific list of retail uses permitted on Airport Plaza~~
- ~~2. Amount of retail square footage allowed, not to exceed 14,000 s.f.~~
- ~~3. Cooperation on placement of Ekwill Street on the southern portion of the property.~~
- ~~4. Overall renovation of the entire site and existing structures, with landscaping on the north side of Carson Street and the center median on Fairview Avenue.~~

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## GOLETA OLD TOWN REVITALIZATION PLAN

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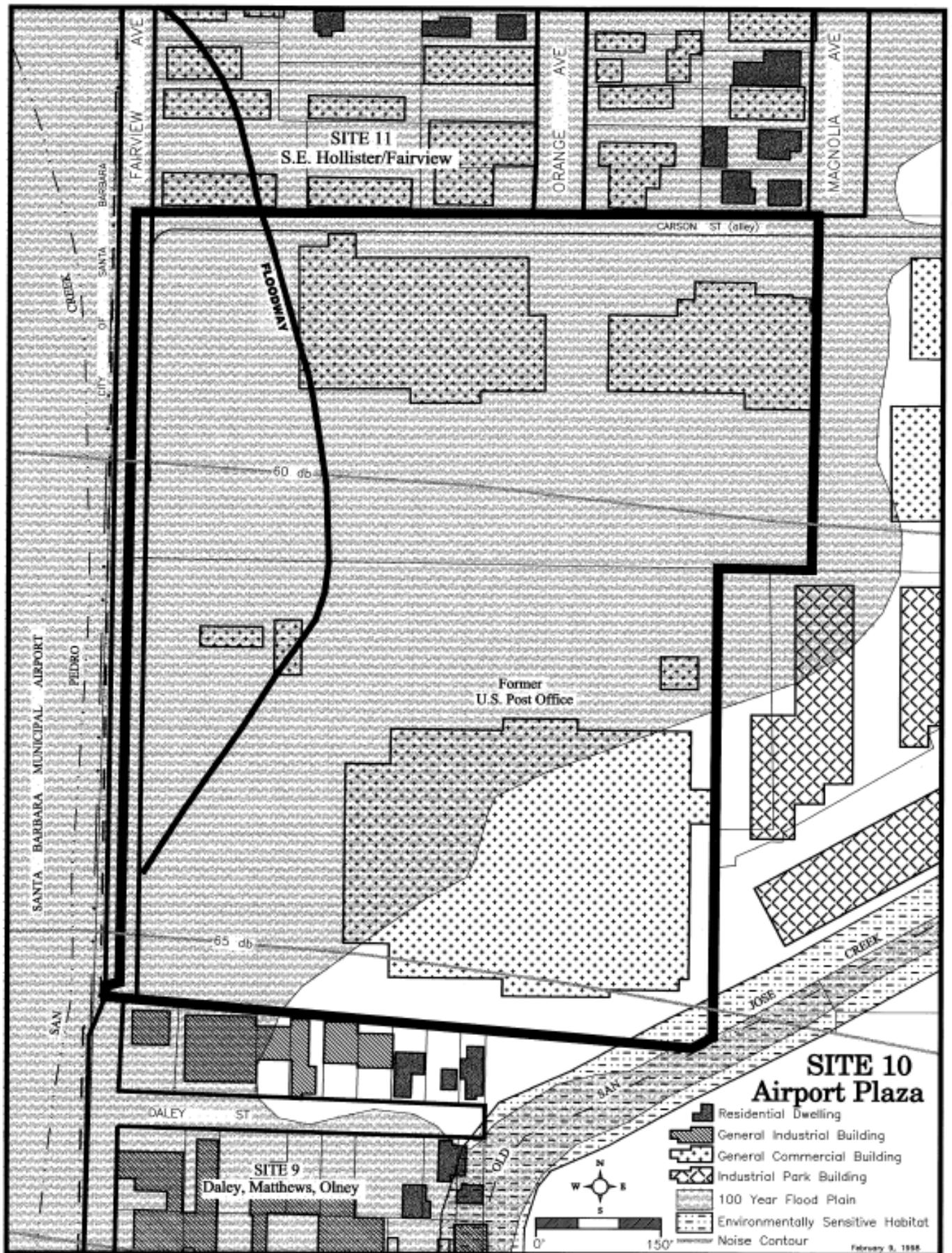
~~5.—Possible accommodation of parking of public use (approx. 30-50 spaces). Spaces would count toward the project meeting its onsite parking requirement. Issues regarding timing of public availability (e.g., evenings and weekends) and liability may still need to be resolved.~~

~~6.—Consideration of the site's relationship to the GGMO.~~

~~7.—Potential need to modify Zoning Ordinance development standards.~~

~~8.—Timing of development and construction of traffic improvements.~~

(Included in October 2001 Development Agreement between County and Orix Santa Barbara Airport Plaza)



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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #11 Southeast Hollister Avenue/ Fairview Avenue

This 9.93 acre site includes 116,350 s.f. of commercial uses and 42 residential units. It has 750 feet of Fairview Avenue frontage and 800 feet of Hollister Avenue frontage. The site's 52 parcels and 30 different owners include a wide range of businesses such as warehouses, auto repair shops, neighborhood markets, bars and restaurants, as well as numerous single and multi-family residential structures. Surrounding land uses include the Santa Barbara Municipal Airport (SBMA) to the southwest, a motel and Jiffy Lube to the northwest, Hollister Avenue and commercial uses to the north, Airport Plaza (Key Site 10) to the south, and mixed commercial and light industrial uses to the east. The entire site lies within the 100-year floodplain of San Pedro Creek, with the floodway extending into three-quarters of an acre into the southwest corner of the site (Figure 34).

The site is located at the corner of one of the most congested intersections in ~~the Goleta Valley~~, and has high exposure in Old Town with extensive frontage on both Hollister and Fairview Avenues. In addition, the site is located between Airport Plaza and the Hollister corridor. Future improvements should focus on providing pleasant pedestrian promenades along Orange and Magnolia Avenues. In addition, the area's dense development would benefit aesthetically and economically from clean-up and beautification efforts. These include landscaping, pedestrian amenities such as benches and street lights, facade upgrades for existing structures, etc. The proposed Hollister corridor reconstruction and Fairview Beautification will also improve the appearance of this gateway to Old Town.

The Land use designation is **Old Town Commercial and General Commercial** with a General Commercial (C-3) and Retail Commercial (C-2) zoning which allows construction of approximately 13,400 square feet of additional commercial development. The site is a primary visual gateway to the southwest entrance to Old Town. The site's current mix of buildings, which lacks a central design theme, will benefit from phased renovation consistent with the Heritage District policies. The area also lacks adequate access, parking, and landscaping and would benefit from cooperative efforts to upgrade all three.

The following Development Standards apply to new development within Key Site 11.

**DevStd KS11-1:** The design, scale, and character of project architecture, landscaping, and signage shall be compatible with vicinity development and shall be consistent with architectural design standards set forth in the Heritage District section in the Aesthetics and Design section of the Plan.

**DevStd KS11-2:** The design and layout of development shall provide maximum opportunity for pedestrian access throughout the site in a manner that minimizes conflicts with vehicular traffic.

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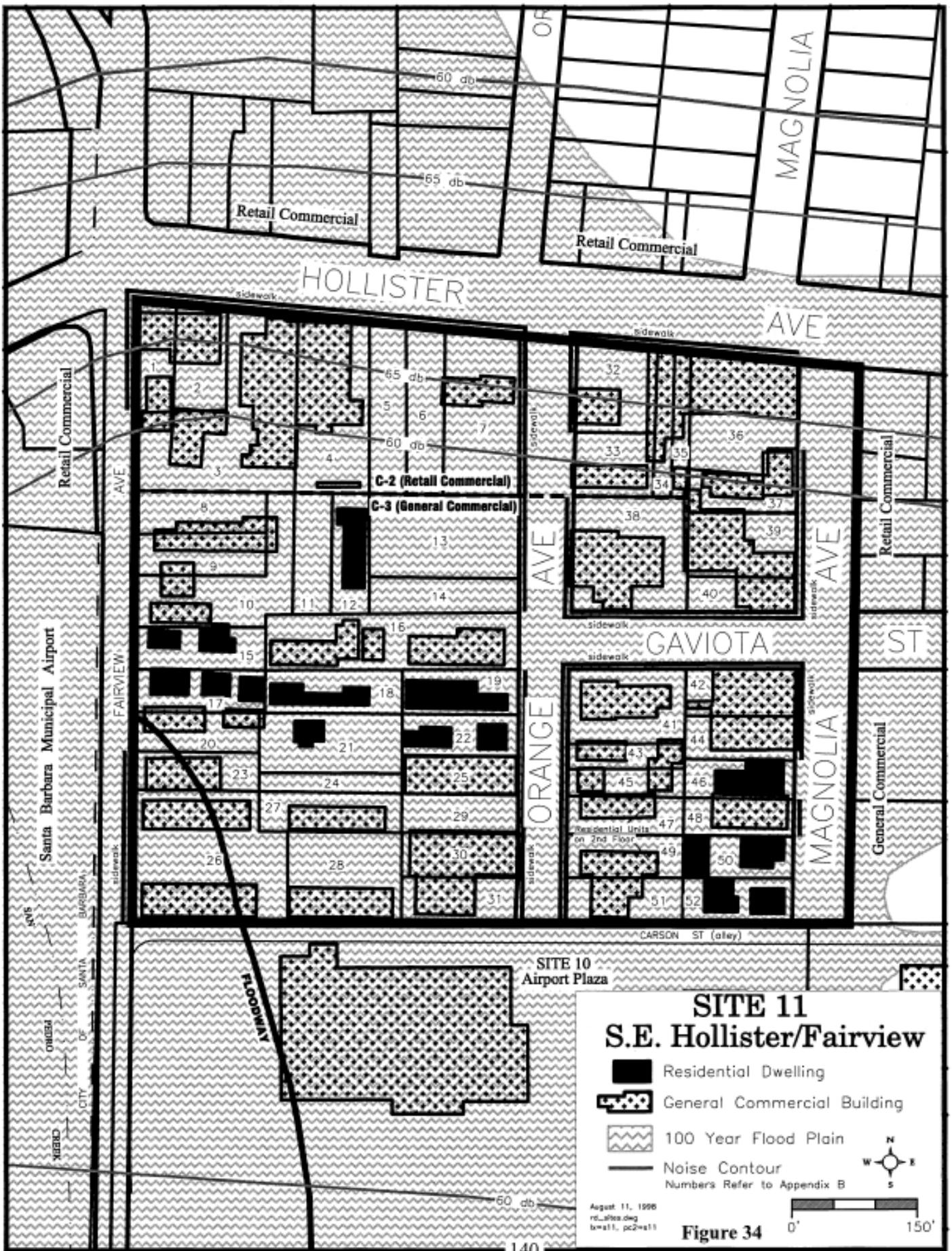
## GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS11-3:** Development on site shall be coordinated to minimize the vehicular access points from Hollister and Fairview Avenue to the extent feasible. Existing access points shall be consolidated, and where feasible access points will be shared by adjoining properties.

**DevStd KS11-4:** Development on this site shall be reviewed for landscaping along Fairview Avenue and Hollister Avenue, including pedestrian access and landscaping on the frontage. Landscape buffers shall be of sufficient density of drought-tolerant trees and shrubs to obscure parking areas from the street and soften building masses. Where feasible, existing trees shall be retained for their screening and visual character. To the greatest degree feasible, plans shall be coordinated between the parcels so as to provide unified landscape and screening across the whole site. Landscaping shall be maintained in accordance with DevStd VIS-OT-3.4 or until such time as a funding district is established.

**DevStd KS11-5:** Development of the site shall include attractively landscaped pedestrian entries from adjacent roadways, with attractive "stamped concrete" or other treated surface walkways linking existing sidewalks/paths with the site's own internal pedestrian circulation.



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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #12 Hollister Corridor

This 48 acre site includes both sides of Hollister Avenue between Fairview Avenue on the west and State Route 217 on the east. It is comprised of 73 parcels ranging in size from 2,614 s.f. to 9.84 acres, with 55 separate owners. It consists of 455,000 s.f. of development in 68 separate buildings; 59 of which are one story, 8 two story and 1 three story. Land use designations include ~~Residential-10.0, Residential-4.6, Multiple-Residential, and General-Commercial~~ **Old Town Commercial**. Zoning is Design Residential (DR-10) (DR-16), ~~Single Family Residential (7-R-1)~~, Professional and Institutional (PI), Retail Commercial (C-2), and General Commercial (C-3). Development on-site consists of 15 automotive related businesses, 15 restaurants, 5 markets or convenience marts, approximately 45 residential units, and a variety of other retail, commercial, and office uses. Surrounding uses include residential development to the north, a mix of residential, industrial and commercial uses to the south, Fairview Avenue to the west and SR 217 to the east. Most of the site lies within the combined 100-year floodplains of San Jose, Old San Jose and San Pedro Creeks. The *floodway* of San Jose Creek occupies approximately 4.5 acres along both sides of the creek north of Hollister Avenue. Historic structures include The Natural Cafe, the Goleta Valley Community Center and Santa Cruz Market (Figure 35).

As Old Town's primary retail corridor and downtown, revitalization efforts will focus primarily on improving the commercial atmosphere and visual appearance of the area. Efforts will also focus on facilitating mixed-use development with additional housing and office space along the Hollister corridor. Mixed-use projects allowing people to live and work in the downtown area will increase the customer base for businesses, as well as safety of the area through an increased 24-hour presence of local residents. An important component in creating an attractive atmosphere for pedestrians is the presence of an interesting, attractive, and cohesive visual environment. Heritage District design guidelines provide for a unifying architectural theme and, combined with other streetscape improvements, will help reestablish the Hollister corridor as a centralized location where people gather and spend time doing business, shopping, and seeking entertainment.

The Hollister corridor currently projects an image of being unfriendly to pedestrians and unsafe for cyclists. Although Hollister Avenue will remain 4 lanes with on-street parking, safety for pedestrians and bicyclists can be enhanced by slowing traffic to a steady 25 m.p.h. instead of the 40 m.p.h. which is common today, possibly prohibiting truck traffic, and the provision of bike lanes. The Plan calls for the complete redesign of the Hollister corridor, and other improvements include providing additional on and off street public parking, landscaped center medians, wider sidewalks with planter boxes, bus stops, signalized pedestrian cross walks and other road and streetscape design improvements. These public infrastructure improvements should also stimulate private sector redevelopment of properties along the corridor.

The following Development Standards apply to new development within Key Site 12.

**DevStd KS12-1:** The design, scale, and character of project architecture, landscaping, and signage shall be compatible with vicinity development, particularly the Community Center. As the social and visual "heart" of Old Town, the Community Center shall be considered the focal point and future projects should strive to be compatible. In addition, development shall be consistent with architectural design standards set forth in the Heritage District section in the Aesthetics and Design section of the Plan.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS12-2:** The design and layout of development shall provide maximum opportunity for pedestrian access throughout parcels in a manner that minimizes conflicts with vehicular traffic. Where feasible, new development shall include attractively landscaped pedestrian entries from adjacent roadways, with attractively treated surface walkways, complementary to the sidewalk scheme of Hollister Avenue and linking existing sidewalks/paths with the internal pedestrian circulation of individual parcels.

**DevStd KS12-3:** Development on the site shall use existing driveways along Hollister Avenue and where feasible, driveways shall be shared by adjoining properties. No additional access points/driveways shall be constructed off Hollister Avenue, unless this would preclude reasonable use of a parcel.

**Action KS12-4:** Delivery trucks shall be prohibited from exiting businesses via the residential areas north of Hollister Avenue. ~~Planning and Development City~~ shall ~~work with Public Works to~~ study whether it is feasible to preclude through truck traffic north of Hollister, between SR 217 and Fairview Avenue. If such a prohibition is deemed feasible, ~~County Public Works~~ City shall post signs prohibiting truck traffic in these areas and directing trucks to appropriate travel routes.

**Action KS12-5:** To slow traffic speeds in residential areas, ~~County Public Works Department~~ City shall consider the construction of traffic calming features such as speed humps, islands and curb extensions.

**Program KS12-6:** The ~~County Planning and Development and Public Works Departments~~ City shall coordinate to develop and implement a parking plan to reconfigure and consolidate existing private lots into public lots through long term cooperative lease agreements or purchase. The plan shall include the location and design of clearly marked signs showing lot locations.

**Program KS12-7:** The ~~County Planning and Development and Public Works Departments~~ City shall work with the public and property owners to develop final conceptual plans for reconstruction of the Hollister Corridor ~~within one year from plan adoption~~. These plans should include addition of bike areas (travel corridors), onstreet parking, public walkway beautification, pedestrian activated crosswalks (particularly in front of the Community Center), strategies such as narrowed travel lanes to limit traffic speeds to no greater than 25 m.p.h., a possible prohibition of through truck traffic on Hollister Avenue between Kellogg Avenue and Fairview Avenue, wider sidewalks, gateways, public transit stops and shelters, street trees and planters, a landscaped center median, and streetscape pedestrian amenities.

**Action KS12-8:** ~~Planning and Development~~ City shall pursue grants for planning, design and implementation of the Hollister reconstruction project ~~with the goals of breaking ground in 1999-2000~~, and a timely completion to minimize impacts to residents and businesses.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS12-9:** At the time of application approval, property owners along the proposed San Jose Bikeway shall be required to dedicate an easement to the ~~County-City~~ for the San Jose Bikeway. If the properties are not developed in a timely fashion, the ~~County-City~~ should pursue funding to acquire the space for the proposed bikepath. The bikepath shall be integrated with the internal circulation plan and landscape plan and shall connect with the proposed bikeway network for Goleta Old Town.

**DevStd KS12-10:** Development on this site shall be reviewed for landscaping along Hollister Avenue, including pedestrian access and landscaping, with strategically placed street trees, on Hollister frontages and a center median on Hollister Avenue. The median shall be constructed and landscaped with street trees, shrubs, and groundcover acceptable to ~~County-City Public Works, and P&D~~. Trees shall be of sufficient height at maturity and spacing to provide a partial canopy over Hollister Avenue without blocking business signs. Landscaping shall be maintained in accordance with DevStd VIS-OT-3.4 or until such time as a funding district is established.

# SITE 12 Hollister Corridor

 100 Year Flood Plain

\* Historic Structure

Numbers refer to Appendix B

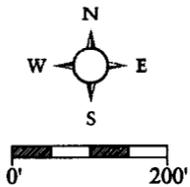


Figure 35

July 28, 1998  
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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #13 Central Hollister

This 4.02 acre site consists of 12 parcels with 800 feet of frontage on Hollister's south side between Pine Avenue and the Goleta Valley Community Center. Development onsite consists of 46,329 s.f. in 12 commercial structures including well established businesses such as Santa Cruz Market, Alphies Restaurant, Giffin Rental, and ~~Alternative Graphics~~ Wilson Printing. The land use designation is ~~Old Town Commercial~~ General Commercial and the zoning is a combination of Retail Commercial (C-2) and General Commercial (C-3). Surrounding uses include ~~Goleta National Bank~~ Community West Bank across Pine Avenue to the west, shops and businesses across Hollister Avenue to the north, the Community Center to the east, and apartments, light industrial businesses and a trailer park to the south. The entire site lies within the 100-year floodplain of San Jose Creek (Figure 36).

The site is centrally located on the Hollister corridor and offers substantial exposure for existing retail commercial businesses. However, the site has poor building and parking orientation causing inefficient use of available space. Revitalization efforts for the area could include assisting property owners with facade upgrades, second or third story additions, and leasing existing private parking lots for public parking. The area will also receive significant benefit from the Hollister corridor reconstruction.

This site's zoning (General Commercial) allows construction of approximately 6,200 s.f. of additional commercial development. Its central location on Hollister provides opportunities for site improvements, expansion or modernization of existing buildings, and possible conversion to higher value commercial/mixed-use uses. The entire site lies within Key Site 12 and the Heritage District, which provides a unifying architectural theme, improves road and streetscape design, and encourages second and third story additions to existing structures.

The following Development Standards apply to new development within Key Site 13. All of the Development Standards applicable to Key Site 12 also apply to this key site.

**DevStd KS13-1:** No new parking shall be allowed on the northern portion of this site (fronting Hollister Avenue). If parking remains, new development shall install screening between Hollister and parking which would include a low wall and appropriate landscaping. To the greatest degree feasible, parking areas shall provide pedestrian linkage to other areas of Old Town.

**DevStd KS13-2:** If deemed feasible and desirable, access between Site #5 and Site #13 shall be reviewed for compatibility.

**DevStd KS13-3:** New development shall be designed to promote internal pedestrian circulation among buildings on the site and easy access to Hollister Avenue.

**DevStd KS13-4:** Improvement of the Hollister corridor signage shall be part of any development proposal for the site.



Figure 36

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #14 North Fairview Industrial

This 5 acre site's land use designations are **Old Town Commercial**, General Commercial and Residential and zoning is General Commercial (C-3), Retail Commercial (C-2), Neighborhood Commercial (C-1) and Design Residential (DR-30). Existing development consists of industrial uses and 29 residential units (20 unit apartment & 9 single family residences). Surrounding land uses include Southern Pacific Railroad (SPRR) and US 101 to the north, Cox Cable company facility to the northeast, retail commercial (C-2) uses to the south and southeast, residential (DR-30) uses to the east, and Fairview Avenue and the S.B. City limits to the west. The 65-70 dBA noise contour generated from Fairview/Calle Real, US 101, and the SPRR extends across the northern 300 feet of the site with the northernmost 125 feet within the 70+ dBA contour. The 100 year floodplain of San Pedro Creek extends across all but the northeast and southwest corners of the site (Figure 37).

The portion of the site on the Mandarin Drive/Fairview Avenue intersection is highly visible to people entering and leaving Old Town, and would benefit from upgrades such as landscaping, new sidewalks and improved building maintenance. The area provides a wide range of important services for both the surrounding neighborhood (e.g. laundromat) as well as residents of Goleta (e.g. auto body and painting shop). Current zoning provides the maximum consistency with current uses while allowing increased housing opportunities and ensuring that future uses will be neighborhood oriented. The southern portion of the site lies within the boundaries of the Heritage District.

The following Development Standards apply to new development within Key Site 14.

**DevStd KS14-1:** To avoid conflicts with surrounding residential areas, sufficient on-site parking shall be provided.

**DevStd KS14-2:** The design and layout of development shall provide maximum opportunity for pedestrian access throughout the site and to other Old Town locations in a manner that minimizes conflicts with vehicular traffic.

**DevStd KS14-3:** All new development shall be conditioned to prohibit delivery trucks from exiting the site via Mandarin Avenue to the residential areas to the east. Truck traffic should be routed to Fairview Avenue instead.

**DevStd KS14-4:** The design and layout of new development shall minimize the visual impacts of the development from off-site, particularly from US 101, Fairview Avenue and the Fairview Overpass.

**DevStd KS14-5:** The design, scale, and character of the project architecture, landscaping, and signage shall be compatible with vicinity development and shall be consistent with architectural design standards set forth in the Heritage District policies in the Aesthetics and Design section of the Plan.

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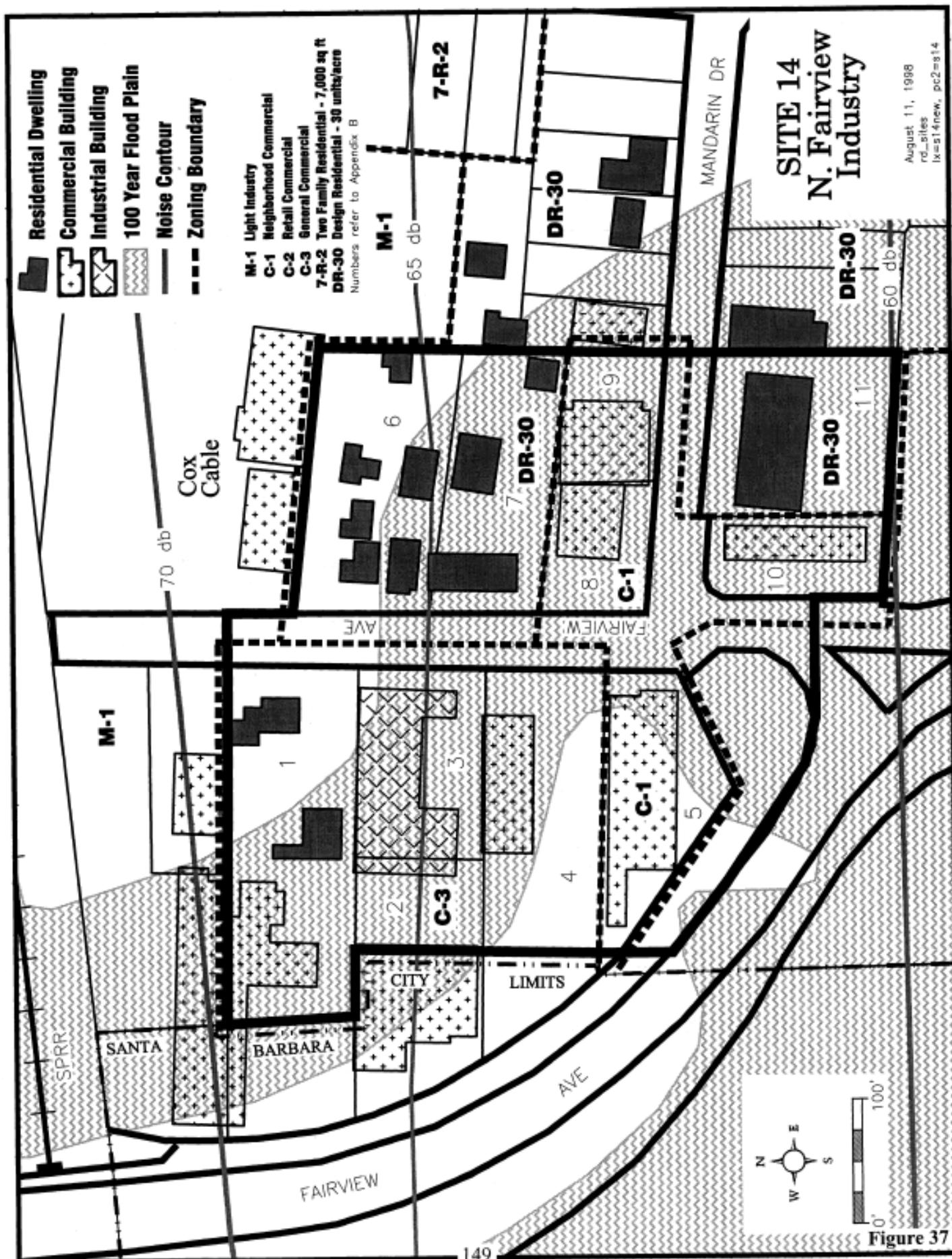
## GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS14-6:** To the extent feasible, new development within Key Site 14 shall be coordinated and designed to provide the most appealing gateway development. Such coordination shall include design, scale, architectural style, and color of development.

**DevStd KS14-7:** Landscaped buffer areas along project perimeters (except US 101) shall include decorative masonry walls and/or landscaped berms to provide additional screening. All buffer and/or screening walls shall be planted with fast-growing vines and shrubs along the base.

**Action KS14-8:** County Flood Control shall coordinate with CalTrans to implement improved drainage in Key Site #14 to address flooding problems associated with the Fairview Overpass.



**SITE 14**  
**N. Fairview**  
**Industry**

August 11, 1988  
 rd\_sites  
 lx=st4new, pc2=st14

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #15 Gerard Triangle

This site is located at the northwest corner of Hollister and Fairview Avenues. Its land use designation is ~~General~~ Old Town Commercial and it is zoned Retail Commercial (C-2). The two developed parcels on the southern 2.29 acres are within the City of Santa Barbara, and the vacant Gerard parcel is within the ~~County~~City. Surrounding land uses include the Twin Lakes Golf Course and supporting facilities to the west, the Hollister Corridor and associated commercial facilities to the southeast, General Commercial and Industrial uses (Key Site 14) to the northeast across Fairview Avenue, and Jiffy Lube and the Super 8 Motel to the south across Hollister Avenue. Previous archaeological investigations have identified burials and artifacts within the area which is part of the largest historic Chumash village in the region. The entire site lies within the 100 year *floodway* of San Pedro Creek and Las Vegas Creek and is subject to severe flooding (Figure 38).

This site, located at the corner of the Hollister/Fairview intersection, is the western gateway to Old Town and provides an ideal location for commercial uses. However, existing development would benefit from a unifying architectural theme, substantial landscaping, and other amenities. With the southern portion of the site within the city limits of Santa Barbara, the City ~~and County~~ of Goleta and City of Santa Barbara should work cooperatively to ensure ~~City~~-reviewed projects on this site are consistent with Old Town design standards.

The Plan retained the land use and zoning designations and assumed development of the vacant parcel consistent. ~~with approved plans for 10,700 s.f. of retail/office space and 6 second story apartment units.~~ The Fairview Commercial Center is approved and consists of a 16,885 s.f. mixed-use building with two residential units. Due to the site's location at the western entrance to Old Town, the Plan also encourages substantial landscape and streetscape improvements consistent with the Heritage District standards in the Aesthetics and Design section of the Plan. The eastern two parcels are within the boundaries of the Heritage District.

The following Development Standards apply to new development within Key Site 15.

**DevStd KS15-1:** A hydrological report shall be prepared by a ~~P&D~~City approved Hydrologic Engineer for any development on Key Site 15 and shall be submitted to County Flood Control and ~~P&D~~City for review and approval. Site design shall incorporate mitigation deemed necessary by ~~P&D~~City and Flood Control. Channel improvements shall be sufficient to convey the 100-year discharge and shall allow for revegetation of creek banks. Any creek revegetation plans shall be reviewed and approved by ~~P&D~~City and County Flood Control. Revegetation plans shall provide for complete revegetation of the creek channel, banks, and top of banks with appropriate native species.

**DevStd KS15-2:** The design, scale, and character of the project architecture, landscaping, and signage on APN 73-080-~~16~~06 and shall be consistent with architectural design standards set forth in the Heritage District section in the Aesthetics and Design section of the Plan.

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## GOLETA OLD TOWN REVITALIZATION PLAN

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| **Action KS15-3:** The ~~County~~-City shall encourage the City of Santa Barbara to review projects for consistency with the Heritage District Standards for any new development on APNs 73-080-06 and 73-080-36.

**DevStd KS15-4:** To the extent feasible, new development within Key Site 15 shall be coordinated and designed to provide the most appealing gateway development. Such coordination shall include design, scale, architectural style, and color of development.

**DevStd KS15-5:** The design, scale, and character of the project shall be compatible with neighboring development. Landscaped buffer areas along project perimeters shall include decorative masonry walls and/or landscaped berms to provide additional screening. All buffer and/or screening walls shall be planted with fast-growing vines and shrubs along the base.

# SITE 15 Gerard

-  Existing Structures
-  100 Year Flood Plain
-  Approximate Floodway Boundary
-  Noise Contour

Zoning on all County Parcels is C-2  
 E.S.H. Overlay does not exist in this area  
 Numbers Refer to Appendix B



**Figure 38**  
 April 3, 1998  
 rd\_sites.dwg  
 tk=15N, pc2ms15

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## Key Site #16 Storage Yard

This 3.5 acre site is located west of Kellogg Way, between Key Site 4 and Key Site 6 (Figure 39). It consists of 4 parcels ~~each under different ownership~~ with three different owners. The land use designations are ~~Industrial Business~~ Park and ~~Planned Residential~~ (Res 12.3). Zoning is Industrial Research Park (M-RP) and Design Residential (DR 12.3) ~~with an Initiated Affordable Housing Overlay of Res. 20/DR 20~~. Uses on site include an RV storage yard, beauty salon, print shop, aquaculture business, and two residences. Surrounding land uses include the Community Center (Key Site 5), residential (Key Site 4) and Old San Jose Creek to the north, active agricultural fields (Key Site 6) to the southwest, and auto dealerships to the east. The northern boundary is within the Environmentally Sensitive Habitat (ESH) overlay and the 100-year floodplain associated with Old San Jose Creek. The residence at 469 Kellogg Way is a significant resource and is on the National Register of Historic Places. Long-term plans call for the ~~County~~-City to revisit the MRP parcels for a possible rezone to DR to create a comprehensively planned residential development on this site.

In 2011, 449 and 469 Kellogg Way were purchased. Property owner indicated a desire to pursue a senior housing project in the future.

The following Development Standards apply to new development within Key Site #16

**Action KS16-1:** The ~~County~~-City shall ~~consider redesignate~~ redesignating/rezoning APNs 71-130-10 and -16 to Res. 12.3/DR 12.3 and ~~initiate~~ initiating an Affordable Housing Overlay for the entire site for Res.20/DR 20. Five years after the adoption of this Plan or at the time when residential development is proposed on this site, whichever occurs first, the ~~County~~-City shall ~~consider~~ working with business and/or property owners and review the feasibility of relocating the non-residential uses on APNs 71-130-15 and -39 and designating/zoning those parcels Res/DR to facilitate a comprehensive residential development on the entire site.

**DevStd KS16-1:** The design, scale, and character of project architecture, landscaping, and signage shall be consistent with architectural design standards set forth in the Heritage District section in the Aesthetics and Design section of the Plan.

**DevStd KS16-2:** New development of parcels adjacent to Old San Jose Creek shall include habitat restoration along the creek consisting of only appropriate native trees, shrubs, and understory and shall be maintained by the developer for a period of 3 years or until established.

**DevStd KS16-3:** Development of the site shall include attractively landscaped pedestrian entries from adjacent roadways and the footbridge from Site 4, with attractive "stamped concrete" or other treated surface walkways linking existing sidewalks/paths with the site's own internal pedestrian circulation. ~~If development on this site takes place before Site 4 development and if sufficient nexus can be established between the development and the need for the bridge, the developer shall design and construct the footbridge linking the site to Site 4 and the County shall establish a reimbursement agreement to allow the costs of such improvements to be shared on a pro-rata basis with Site 4.~~

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**DevStd KS16-4:** If appropriate nexus findings can be made, the developer shall dedicate easements to the ~~County~~-City and construct the Old San Jose Creek Multi-Use Trail across this site. The trail shall be integrated with the internal circulation plan and landscape plan and shall connect with the proposed trail network for Goleta Old Town.

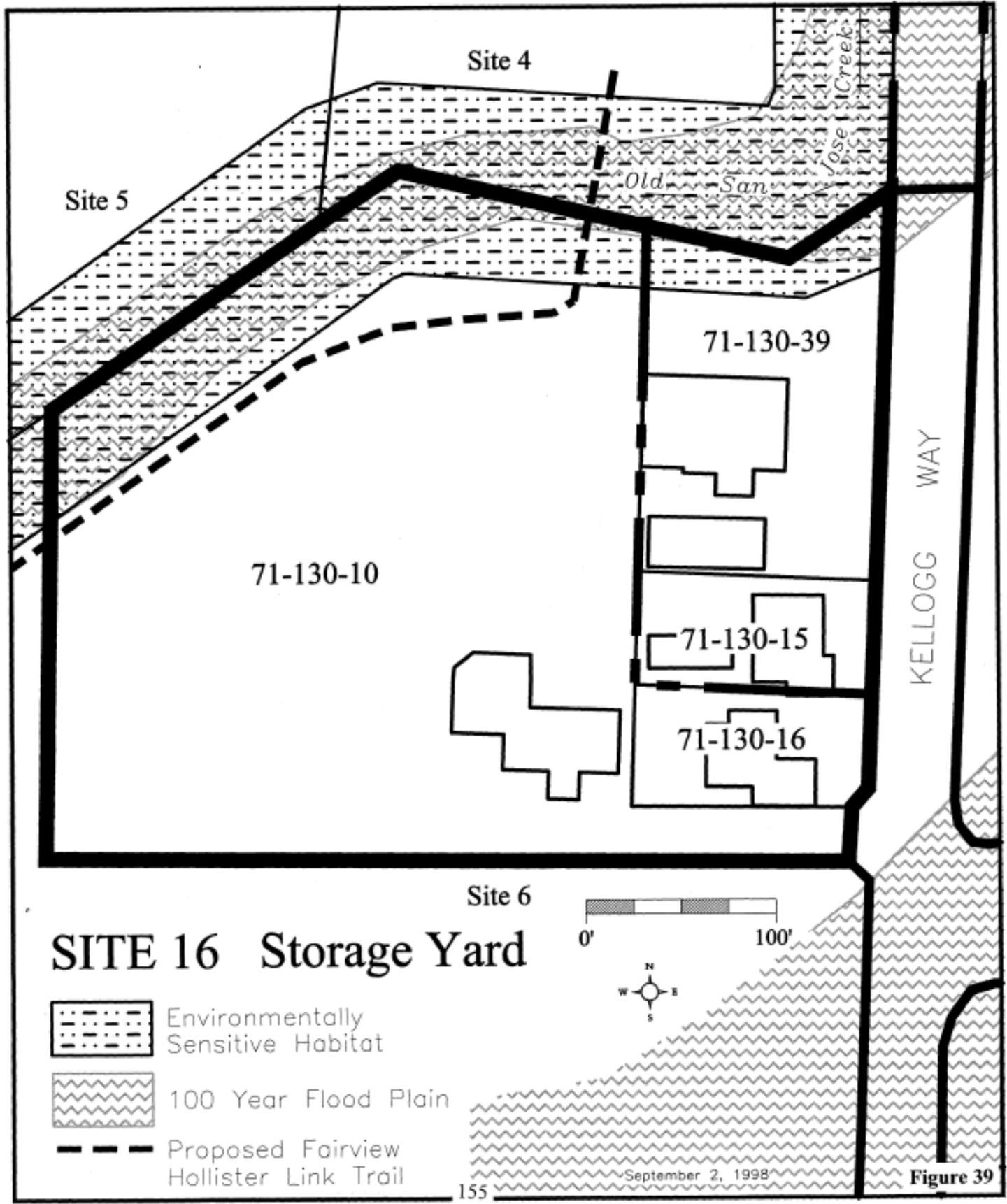


Figure 39

VI.

FINANCING

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## IV. FINANCING

### EXISTING SETTING

The County of Santa Barbara provides certain services for residents within cities and unincorporated areas, including but not limited to health, welfare, corrections and justice services. These services are typically funded by nondiscretionary revenue from the state and federal governments for mandated programs. Theoretically, revenue should equal cost, however, program deficits are common due to mandated but unfunded state and federal programs.

The County has also historically utilized general fund property, gas, sales and bed taxes, and other revenues to provide unincorporated area urban services such as police protection, road and facilities maintenance, and parks. As the population of unincorporated communities has grown and demand for typical urban services has exceeded these general fund revenues, the County has created or relied upon special districts to supplement funding for services and to fund other municipal-type services including fire protection, local parks, street lights, water and sewer.

In 2002, the City of Goleta incorporated taking on the majority of functions previously delivered by the County.

The ~~County~~-City currently funds most capital improvements with developer impact fees, special assessments and general fund contributions, coupled with the use of public financing mechanisms ~~such as Certificates of Participation (COPs)~~. Ongoing operation and maintenance (O&M) of public facilities are funded primarily by over-committed property tax revenues, the ~~road~~-street funds, special districts and benefit assessments. An example of the inadequate revenue stream provided by this combination of funding sources is the estimated \$~~70~~-53 million ~~countywide~~-citywide backlog of road maintenance projects. This issue is reflected in Old Town by the low level of maintenance of roads, medians and sidewalks.

The ~~County~~-City ~~generally~~ funds services to the Project Area in the same manner as the entire ~~Goleta Valley~~City of Goleta. That is, with the exception of the Goleta Valley Community Center, capital improvements are paid for primarily by developer fees with some supplement from grants, the general fund or other sources. Operations and maintenance are typically funded by the general fund, the ~~road~~-street funds and special districts. Table 4 describes the existing structure for community services in the Project Area and how such services are financed. The Community Center was purchased using grant funds and is maintained through a combination of revenue from Service Area 3 and use fees.

# GOLETA OLD TOWN REVITALIZATION PLAN

**TABLE 4  
PROVISION OF COMMUNITY SERVICES IN GOLETA OLD TOWN**

Type	Provider	Description	Source of Funding
Traffic Law Enforcement	<del>CHP</del> City	County Sheriff's Department <del>California Highway Patrol</del> enforces traffic laws	<del>State Budget</del> City General Fund
State Highways	CalTrans	CalTrans owns and maintains State Highways	State Budget
Local Public Roads	<del>County</del> City	<del>County</del> City owns and maintains roads and facilities	<del>County</del> City Road-Street Funds (inter-governmental revenues, gas tax, dedicated sales taxes for transportation and other sources)
Land Use Planning & Zoning	<del>County</del> City	<del>County</del> City responsible for land use planning, zoning & permitting	<del>County</del> City General Fund with developer fees funding a majority portion
Plan Check & Inspection	<del>County</del> City	<del>County</del> City responsible for safety of private buildings	Fees charged for service
Wastewater	Goleta Sanitary District	District responsible for collection and treatment of sewage effluent	Annual service charges & connection fees
Flood Control	County	County provides flood control protection and water conservation activities	Property tax revenues & benefit assessments
Water Supply	Goleta Water District	District responsible for municipal water supply	Connection fees and service fees
Fire Protection	County	County Fire Dept provides fire protection services	Property tax revenue from Fire Districts; contract revenues from CA Department of Forestry and Fire Protection; Chevron and Union Oil; fees; <del>and County General Fund.</del>
Police Protection	County	County Sheriff's Dept provides police protection services	<del>County Service Area No. 32</del> City General Fund; <del>Proposition 172 one-half cent County wide sales tax</del> Public Safety COPS Grant
Library Services	<del>County</del> City of Santa Barbara	<del>County</del> City contracts for library services	<del>County</del> City General Fund; Portion of County Service Area No. 3 (Library Fund)

# GOLETA OLD TOWN REVITALIZATION PLAN

Type	Provider	Description	Source of Funding
Street Lighting	<del>County</del> Southern California Edison	<del>County</del> City provides street lighting	Portion of County Service Area No. 3
Parks and Open Space	County	County owns/operates regional/local parks & open space	<del>County</del> City General Fund and <del>County</del> Service Area 3 provide funding for maintenance
Recreation Programs	N/A	<del>County</del> City does not provide public recreation programs	N/A
Schools	Goleta Union and S.B. High School Districts	GUSD provides K-6 instruction at 9 schools. SBHSD provides 3 Junior High Schools and 3 High Schools	Capital improvements funded by developer fees and bonds. O&M costs mostly through property taxes.

## PLANNING ISSUES

Like most ~~counties~~ cities in California, ~~Santa Barbara County~~ Goleta felt the fiscal impacts of the recent economic recession, fluctuating state budgets and a shift of property ~~taxes from the County to the state~~ tax increment the former RDA Project Area as a result of dissolution of redevelopment agencies, property tax limitations and declining levels of federal assistance. Meanwhile, demand for services and the cost of providing those services ~~continues~~ continue to rise. Funding shortfalls exist for both maintenance of existing public facilities and for needed new capital improvements. Private sector investment in the area has also been extremely limited due to stagnant property values, declining commercial activity, inadequate infrastructure and lack of a long term plan for revitalization of the area. As a result, the Project Area ~~is~~ continues to showing signs of neglect, physical deterioration and blight.

~~Because Santa Barbara County has municipal service provision responsibility for several urban communities and the County's extensive rural areas, the~~ The success of the revitalization effort will depend on the ~~County's~~ City's ability to allocate secure revenue streams to finance needed capital improvement projects and improved O&M in the face of competing demands for revenue. Although the economic recovery has helped to stabilize ~~County~~ City revenues, under existing ~~County~~ City organization and revenue structure, deficiencies exist in the financing of essential capital improvements and particularly in funding improved O&M. However, both major capital improvements and improved O&M are central to any meaningful revitalization effort.

Development of a revitalized urban downtown core requires participation by local government, the private sector, financial institutions and area residents. Property owners may need assistance and incentives such as innovative financing, permit streamlining, zoning changes and community support.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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Increased public and private investment, over and above existing levels, will be necessary to revitalize Old Town and transform it into a vibrant, economically thriving downtown area.

## FUNDING OPTIONS

A number of potential revenue sources are available to finance new and rehabilitated public infrastructure and higher levels of O&M to encourage revitalization of the Project Area. Some would involve diversion of existing funding sources while others are new sources of revenue. Almost all involve trade-offs. Some may generate concerns from other agencies which compete for the same limited sources. Others will cause concern among property owners and businesses over higher fees or taxes. Successful revitalization will require a careful balancing of competing interests and a substantial commitment of both public and private funds.

Typically, revitalization efforts rely on a combination of several public funding sources in addition to outside grants and money from the private sector. All of these sources require a major policy commitment by the ~~Board of Supervisors~~ **City Council** for a long-term revitalization project. A variety of sources will be necessary to fund new capital improvements and associated O&M for a revitalized downtown area.

Many of these funding sources are either new (e.g. grants, Business Improvement District) or would consist of a diversion of increased revenue not likely to occur without major revitalization efforts. For example, bed tax revenue from the proposed hotel on Key Site 6 (Page) is very unlikely to occur absent major public infrastructure and O&M improvements. This conceptual revenue projection is based upon the assumption of a major policy commitment by the ~~County of Santa Barbara~~ **City** to revitalization of Goleta Old Town.

The financing package for funding revitalization activities will undergo constant evaluation and refinement by ~~county~~ **City** departments throughout the duration of the revitalization project. It will be essential to monitor changing conditions and adjust the financing strategy accordingly. The following discussion of funding sources is intended to provide an overview of financing issues and options for funding revitalization projects.

### ~~1. Redevelopment Property Tax Increment Financing:~~

~~Property tax increment financing allows a Redevelopment Agency (for Santa Barbara County, the Board of Supervisors also sits as the Board of Directors for the Redevelopment Agency) to issue bonds against future property value increases within an adopted project area. Based on the assumption that a revitalized project area will generate more property taxes than were being produced before redevelopment, bonds can be issued based on anticipated future property tax revenues. (California redevelopment agencies were dissolved, effective February 1, 2012)~~

# GOLETA OLD TOWN REVITALIZATION PLAN

~~With the ability to acquire property to be used for private development, the ability to borrow funds, particularly against a pledge of tax increments, Redevelopment is a unique power available to cities and counties in California. It is an important power because project costs for redevelopment, such as land acquisition and the provision of substantial public improvements like parking facilities, are often not only extremely expensive but require agency investment of funds prior to beginning construction and long before receiving any revenue from the project.~~

~~Because bonds can be issued based on anticipation of future property tax revenues, public improvements are possible without having to use existing property tax revenue and further strain the County's general fund or raise property taxes in Old Town. If a Redevelopment Project Area is established by the Board of Supervisors, tax increment financing would provide the leading source of revenue for a wide range of revitalization projects. An estimated \$16.5 million dollars in revenue<sup>+</sup> from bonds could be received over twenty years, and is based upon a conservative 2% annual increase in assessed property values, and construction of projects such as a renovated Airport Plaza on Key Site 10, and hotels on Key Sites 3 (Hollister/Kellogg) and 6 (Page).~~

## 2. Taxes Generated From the Project Area:

New and/or existing Project Area generated sales tax and transient occupancy tax (T.O.T., also referred to as hotel bed tax) revenues could be allocated toward public improvements in the Project Area. Sources include:

- ~~• \$250,000 in T.O.T. from a 120-room business class hotel on Key Site 3 (Hollister/Kellogg);~~
- ~~• \$600,000 in T.O.T. from a 250-room hotel with conference facilities on Key Site 6 (Page); and  
(After tepid interest from hoteliers and City SponsoGeneral Plan Amendment initiation for a mixed-use project on Page Site)~~
- ~~\$350,000~~\$1,280,000 in existing T.O.T. from the Pacifica Suites, Hampton Inn and Super 8 Inn.

These revenues total over \$1.28 million annually, some or all of which could be used on a short-term basis during the early years of revitalization ~~prior to other significant funding sources being available (e.g. redevelopment property tax increment)~~. Because these funds are fully discretionary, they are available for both capital improvements and O&M. Diversion of these revenue sources, which generally fund ~~countywide~~citywide law enforcement functions, could fund Old Town improvements through a majority vote of the ~~Board of Supervisors~~City Council.

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~~+Excludes revenue mandated in state Redevelopment Law for affordable housing.~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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### 3. Business Improvement District:

Business Improvement Districts (Bills) are commonly used to fund maintenance activities in downtown commercial areas. All businesses are required to pay a tax to fund activities such as maintenance improvements, advertising and festivals. Three Bills fund sidewalk cleaning, landscape maintenance, banner placement and promotional events in downtown Santa Barbara. These are semi-private organizations that may have more flexibility than government agencies when addressing certain issues.

### 4. Leasing/Certificates of Participation:

Lease financing allows public entities to issue bonds based on a revenue stream. A corporation formed specifically for this purpose agrees to construct improvements and to lease the building to the community or agency. Against the security of this lease, COPs are sold to investors and proceeds are used to finance public improvements (e.g. parking, Community Center expansion). Lease payments made by the community or the agency are equal to the debt service on certificates. When certificates are paid off, title to the improvements vests in the community or agency. Used extensively throughout the state, COPs are an extremely flexible funding option which do not require voter approval. Although very useful financing tools, *COPs must be backed by secure long term sources of revenue in order to insure reimbursement.* Depending upon the level of financial backing, COPs may provide an appropriate financing tool to execute Project Area capital improvements.

### 5. Federal Grants:

The Federal Government has been funding matching grants for infrastructure since the 1950s. It also offered local governments block grants with few restrictions, permitting them to use the funds for almost any development-related purpose. While local governments have seen a substantial decrease in federal funding over the last decade, there are still some viable options for revitalization and infrastructure improvements. This is a source of revenue which does not come from either residents or business owners in Old Town, or from limited ~~county~~-City funds.

A few of the authorized federal programs for both commercial and housing developments are:

- a) *Community Development Block Grants (CDBG)*, administered by the ~~state~~-Federal Department of Housing and Urban Development, are available to fund neighborhood revitalization, relocation assistance, economic development and improved community facilities and services. Funds must be targeted to low- and moderate-income persons or to eliminate slums and blight.
- b) *Section 108(a) Loan Guarantee Program* provides communities with front-end financing for large- scale community and economic development projects that cannot be financed from annual grants. **Section 108 is the loan guarantee provision of the CDBG program.**
- c) *Intermodal Surface Transportation Efficiency Act (ISTEA)* offers significant opportunities to enhance local bicycle, mass transit and pedestrian programs.

# GOLETA OLD TOWN REVITALIZATION PLAN

- d) *Department of Commerce--Economic Development Administration (EDA)* has funds available for projects designed to alleviate conditions of unemployment/underemployment in economically distressed areas. It also addresses problems with economic dislocations resulting from job losses.
- ~~e) *Planning Assistance for Redevelopment Areas* provide funds for economic development programs and job creation in redevelopment project areas.~~
- ~~f) *Planning Assistance for States & Urban Areas (EDA)* provides assistance to strengthen economic development and ensure a more productive use of available resources. Funding priority is given to projects attempting to reduce barriers to development of new businesses, or to proposals promoting exports, entrepreneurship and technology initiatives. Individual grants range between \$50,000 to \$200,000. The maximum federal share is 75% of the total project cost.~~
- ~~g) *Public Works and Development Facilities Assistance (EDA)* provides grants ranging from \$100,000 to \$1.5 million to fund public infrastructure and facilities that alleviate unemployment and underemployment in a redevelopment project area. A 50% match is required from CDBG or other public and private financing sources. Generally, the amount of the EDA grant may not exceed 50 percent of the total cost of the project.~~
- ~~h) *Other sources of federal assistance* that target and give leverage to local community redevelopment programs include the HUD housing program, Section 312 commercial rehabilitation loan program, and loan guarantees and loan programs of the Small Business Administration.~~
- ~~i) *Formerly the Flexible Congestion Relief Program (recently overhauled by SB 45)*, this program is funded through a mix of federal and state transportation funding. Its purpose is to fund State/Regional Transportation Improvement Plan projects. For the County, the project nominating body is the Santa Barbara County Association of Governments. Approximately \$62 million will be available over the next 6 years for transportation projects within the unincorporated county jurisdiction and cities. Two projects the County and City of Santa Barbara recently received funding for, from this program, are the Ekwill Street and Fowler Road extensions. City has STIP funds for Ekwill/Fowler. 101 High-Occupancy Vehicle (HOV) Project will keep all the STIP funds for the next 30 years.~~
- ~~j) *Brownfields Economic Development Grant* was awarded to the County (May 1997) for \$200,000. This seed money will be used to fund hazardous materials investigation in the Project Area and to determine the scope and cost of remediation. The EPA encourages coordination among other federal agencies to support cleanup and reuse of designated Brownfields sites, therefore Old Town's status as a national Brownfields Pilot may enable the County-City to secure other federal funds to implement the Revitalization Project. (Grant work was completed)~~

## ~~6. *County Road Mitigation Improvement Trust (Fund 1512):*~~

~~Available for transportation improvements which mitigate cumulative effects of new development, this Goleta Valley wide fund will collect an estimated \$20-25 million over the next ten years. Fund 1512 revenue could be leveraged to secure matching funds from state and federal sources for priority transportation improvements in Old Town. Because the Project Area lies at the center of the Goleta Valley, is impacted by traffic from both the Valley's east and west ends, and due to the high GTIP ranking of projects in Old Town, approximately \$11-13 million in impact fee money is proposed for Project Area improvements. (No longer exists)~~

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# GOLETA OLD TOWN REVITALIZATION PLAN

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## 7. ~~County~~City UCSB Mitigation Fund:

The ~~Board of Supervisors~~City has a 2010 mitigation agreement in place relating to long-range development of UCSB. The agreement specifies payment of ~~\$3,177,000~~\$8,877,155 for the University's fair-share of ~~three~~—21 specific roadway projects and ~~eight~~—seven intersection improvements. ~~The Board may consider renegotiation of projects to be constructed with these funds.~~

## 8. Coastal Resource Enhancement Fund (CREF):

Derived from oil companies to mitigate impacts to coastal resources, an average of \$~~800~~700,000 a year is available to fund competing projects which enhance coastal resources. Trails and bikeways within the Project Area which provide coastal connections (e.g. San Jose Creek Bikepath or the Old San Jose Creek Multi-Use Trail) may be eligible for CREF funds.

## 9. Quimby and Park Development Fund:

This program, funded through developer fees to offset increases in recreation demand from new development, is available for park acquisition and development within the local area. The Park Development Fund (from apartment and condominium development) can be used for acquisition or maintenance.

## 10. Measure A:

Measure A is a sales tax measure that provides both discretionary funding and project-specific funding to the County and cities in the County. The City only has one named project—the 101 over pass crossing in west Goleta. The program also has alternative transportation and Safe Routes to School grants.

## CONCEPTUAL 10 YEAR REVITALIZATION PROJECT

As noted above, the financing plan will undergo constant evaluation and refinement by ~~county~~City departments, and will be adjusted as conditions change in the Project Area.

Due to funding limitations, particularly during the first years of the Revitalization Project, the recommended list of projects would be phased in over time. The projects are intended to be part of a comprehensive package, which over time will:

- Reduce the risk of severe flood events;
- Improve circulation and diversify transportation alternatives within and surrounding Old Town;
- Address housing issues such as renovation of the existing housing stock;
- Assist business and property owners with building upgrades, mixed use additions, and where necessary the remediation of soil and groundwater contamination; and
- Improve the business climate and appearance of Old Town's downtown through additional parking and the reconstruction of Hollister Avenue.

A public/private partnership to implement these projects is critical to successful long-term revitalization. If Airport Plaza undergoes a major renovation absent of any meaningful enhancements to the Hollister corridor or construction of area roadway improvements, overall revitalization of

| Goleta Old Town would likely stall. Similarly, if the ~~County~~-City were to fund the Hollister reconstruction without

*Final*

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*Adopted June, 23 1998*

# GOLETA OLD TOWN REVITALIZATION PLAN

property owners participating in upgrades to their buildings, it is doubtful that overall business conditions would abruptly rally and property values increase. Finally, revitalization of Goleta Old Town is dependent on significant public expenditures from a variety of sources and will require commitment and vision on the part of decision-makers and support from the community.

The table below lists projects, their estimated costs and provides general information regarding the type of funding proposed. This scope of projects proposed to be implemented over the first ten years of a Revitalization Program accounts for the County's establishment of the Goleta Old Town Redevelopment Project Area.

**TABLE 5**  
**Preliminary Projects, Estimated Cost and Funding Comments**

PROJECT DESCRIPTION	ESTIMATED COST	FUNDING COMMENTS
<del>Ekwill Street and Fowler Road Extensions</del> Ekwill & Fowler Roads Extension: Including Hollister/217 Intersection Improvements	\$17.2 million	<del>Funded through a grant program formerly referred to as Flexible Congestion Relief</del> Funding has been a combination of RDA (prior to dissolution), Old Town Reserve Bond Funds, Measure A, and State Transportation Improvement Program (STIP) funds. Currently estimated to be underfunded by \$1.0 million
<del>Flood Control Improvements at Hollister/San Jose Creek</del> San Jose Creek Capacity Improvement and Fish Passage Project	\$325.0 million	<del>Redevelopment and other sources</del> Combination of (RDA) (prior to dissolution), Old Town Reserve Bond Funds, Santa Barbara County Flood Control District, Goleta Valley Land Trust and California Fish and Game Fisheries Restoration Grant (FGRP) and Proposition 84 grant funds
Hollister Reconstruction	\$68.0 million	<del>Primarily Redevelopment</del> Since the dissolution of the RDA the project has been placed on hold. GTIP funds may be used on a limited basis for congestion relief.
Remediation of soil and groundwater contamination	Unknown	Financed through a mix of sources or paid for as needed
<del>Housing renovation and mixed use residential additions</del>	<del>Extent of loan/grant program is driven by availability of Redevelopment funding</del>	<del>Funded from Redevelopment tax increment for affordable housing activities.</del>
<del>Loans/grants to assist renovations, facade improvements, mixed use, etc.</del>	<del>Extent of loan/grant program is driven by availability of Redevelopment funding</del>	<del>Funded annually through Redevelopment.</del>
<del>Administration of the Project Area</del>	<del>\$237,000/year</del>	<del>Funded annually through Redevelopment.</del>
<del>Lease of existing private parking lots for public parking.</del>	<del>\$50,000/year</del>	<del>Funded annually through Redevelopment</del>

In addition to the proposed projects listed above, progress has been made on the following Old Town projects:

- ~~● Fowler Road Extension: A Project Study Report has been completed for this project and includes preliminary engineering, cost estimates, and an assessment of alternative alignments. This extension would allow direct access to and from the S.B. Municipal Airport and various commercial and industrial sites in Old Town. Improvements include a signalized intersection at~~

# GOLETA OLD TOWN REVITALIZATION PLAN

~~the junction of SR 217, widening of a portion of Fowler Road, a small bridge over Old San Jose Creek, Class ID bike lanes, and a yet to be determined traffic control device (i.e. traffic signal, roundabout, or stop sign control) at the Fowler Road/Fairview Avenue intersection.~~

- ~~● Ekwil Street Extension: A Project Study Report has been completed for this project and includes preliminary engineering, cost estimates, and an assessment of alternative alignments. This extension would provide direct access to and from SR 217 to Old Town while providing an alternative east-west travel route which would improve the operation of Hollister Avenue. Improvements include a signalized at grade intersection at SR 217, a raised landscaped median, Class II bike lanes, new bridge structure at Pine Avenue over Old San Jose Creek, and a signalized intersection at Fairview Avenue. The preferred alignment of Ekwil west of Pine Avenue is along the southern boundary of Key Site 10.~~
- Ekwil Fowler Roads Extension Including Hollister/217 Intersection Improvements: This project will construct Ekwil Street and Fowler Road extensions across Old Town Goleta from Kellogg Avenue to Fairview Avenue. The new streets will have two travel lanes with left turn pockets, Class II bike lanes, and sidewalks and/or parkways. The project will also incorporate intersection capacity improvements (roundabouts) at the Hollister Avenue and Route 217 ramp intersections. The existing roadway system within Old Town Goleta has inadequate east-west circulation both North and South of Hollister Avenue and lacks direct access into the southern portions of Old Town Goleta and the Santa Barbara Airport. This project will relieve regional congestion, improve traffic circulation in Old Town Goleta, and improve access within Old Town Goleta and to the airport. The Project Approval and Environmental Documentation (PA&ED) is complete. Final Design and Right of Way phase of the project began in March 2012. Construction is anticipated to begin in 2015 and will be timed to coincide with the Hollister Avenue Bridge Replacement Project to minimize the disruption to the travelling public.
- ~~● San Jose Creek Flood Control Improvements: A preliminary flood study of the San Jose Creek corridor has been completed which determined appropriate methods of minimizing or eliminating flooding impacts associated with Key Site development and public infrastructure improvements. Various flood control options were analyzed; however, the preferred improvement option is to contain 100 year peak flood flow rates entirely within the channel. In order to achieve this goal, improvements may include channel widening, bridge replacement and widening at Hollister Avenue, and construction of flood walls at various locations.~~
- San Jose Creek Capacity Improvement and Fish Passage Project: This project will construct capacity improvements to the San Jose Creek Channel that will increase the design storm from a 25 year to a 100 year storm event. The new channel will be 50 feet wide with vertical walls and an articulated concrete revetment bottom. The revetment will include a fish passage. The project will require the reconstruction of the entire channel and the replacement of the Hollister Avenue Bridge over San Jose Creek. The bridge project will begin after the channel portion is completed. The project will reduce flooding and related impacts within Old Town Goleta by increasing the capacity of the channel to accommodate a 100 year storm event. The project will result in a redrawing of the FEMA flood plain maps to remove approximately 200 parcels from the flood plain. Flatiron West, Inc. is nearly finished with this important project. Work inside

the channel is complete. Other construction activities outside the creek such as road work and barrier construction will continue until complete. All activities should be completed in spring 2014.

- ~~• The Sheriff's Department has increased its presence in the Old Town area. For more than a year, a Cops Universal Grant has funded approximately 4 officers (walking and biking patrols) as a part of the newly formed Old Town Community Unit.~~

## POLICIES

**GOAL:** As part of the Goleta Old Town Revitalization Project, the ~~County~~ City shall identify mechanisms to fund public infrastructure improvements, as well as residential and business/property owner assistance programs proposed in the ~~Draft~~ Revitalization Plan.

**Policy FINC-OT- 1:** Revitalization shall assist where possible one or more economic anchors which would serve as a catalyst for Old Town revitalization and the long-term health of the local economy. Possible anchors could include:

- ~~• Renovation of Airport Plaza; (Completed)~~
- ~~• A theater/retail complex with public parking garage on Hollister Avenue; (Preliminary plans for a multi-screen theater/shopping complex/public parking facility was considered for Key Site 4 which is now a Hampton Inn and Willow Creek Townhomes)~~
- Mixed-use projects (residential and/or office space above retail uses) along Hollister Avenue;
- ~~• Hotel and conference center uses; and (Key Sites 3 and 6 anticipated a total of 370 hotel rooms, KS 3 is now being developed as a neighborhood park, KS 6 is now being pursued as a mixed-use village concept)~~
- Industrial space for expanding and new businesses.

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# GOLETA OLD TOWN REVITALIZATION PLAN

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**Action FINC-OT-1.1:** The ~~County~~City shall work with the development community to encourage one or more retail anchors to locate in Old Town.

**Action FINC-OT-1.2:** As part of the Goleta Revitalization Project, ~~Planning and Development~~City shall work with the development community and private consultants to identify barriers to mixed-use development projects, such as building codes, zoning requirements and financing. Methods to remove barriers shall be pursued.

**Action FINC-OT-1.3:** The ~~County~~City shall work with the development community in pursuing one or more mixed-use pilot projects in Old Town.

~~Action FINC-OT-1.4: Development of a multiplex theater complex in Old Town is a high priority for the revitalization effort. As part of the Revitalization Project, the County shall assist in the development of a high quality theater development on the Hollister corridor. (Preliminary plans for a multi-screen theater/shopping complex/public parking facility was considered for Key Site 4 which is now a Hampton Inn and Willow Creek Townhomes)~~

**Policy FINC-OT-2:** The ~~County~~City shall actively pursue funding sources to implement the Old Town Revitalization Plan which minimize impacts to the ~~County~~City general fund.

**Action FINC-OT-2.1:** ~~Planning and Development and the County Office of the Treasurer Tax Collector~~City shall pursue state and federal grants to improve and expand the housing stock within Old Town. Funding for housing should be allocated for rehabilitation of existing housing and construction of new housing.

**Action FINC-OT-2.2:** The ~~County Auditor Controller and Office of the County Administrator~~City shall work with Old Town property owners and residents to establish a Business Improvement District or other similar mechanism to help fund enhanced operations and maintenance associated with Hollister corridor improvements (e.g. streetscape and public parking lots).

**Policy FINC-OT-3:** As part of the Goleta Old Town revitalization process, the ~~County~~City shall identify financial incentives to encourage new construction, and renovation and reconstruction of existing buildings.

~~Action FINC-OT-3.1: Revitalization priorities shall include funding for assistance of appropriate new construction consistent with Revitalization Plan objectives and a low interest loan or grant program to encourage renovation and reconstruction of existing buildings in Old Town. (RDA funding no longer available)~~

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## GOLETA OLD TOWN REVITALIZATION PLAN

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**Policy FINC-OT-4:** The ~~County~~City shall consider the diversion of revenues from within the Project Area, including but not limited to, sales tax and transient occupancy tax to help implement Old Town Revitalization projects such as the construction and maintenance of the Hollister Corridor reconstruction, and flood control improvements. ~~Such revenue allocations shall be considered and subject to the County achieving substantial progress in its long range financial policy as expressed in the Budget Principles and the adopted 1198/99 Budget Policy.~~ Key provisions include limiting growth of recurring local discretionary expenditures to less or equal to the growth in ~~local~~ discretionary revenue and increasing the amount of the ~~unobligated strategic~~unassigned reserve.

**Policy FINC-OT-5:** Prior to the issuance of debt (e.g. bonds, certificates of participation), ~~County and/or Agency~~City staff shall ensure that long-term debt payments can be made with minimum risk to the ~~County and/or Agency~~City. Examples of proper procedures to implement this policy include, but are not limited to, close consultation with the ~~County's Debt Advisory Committee~~City's Finance and Audit Standing Committee and utilization of bond counsel as appropriate.

# APPENDICES

**APPENDIX A --**

**(THIS TABLE MAY CONTAIN OUTDATED OR  
INCORRECT INFORMATION)**

**Key Site Property Owners  
Table as of 1998**

**KEY SITE #1**

MAP #	APN/ ACRES	OWNER	COMP PLAN/ZONING	USES	COMMENTS
	071-140-66 12.59 ac	Bermant Development Company 130 Cremona Drive Ste. D Goleta, CA 93117	Office	164,970 sf office complex professional/ PI	

**KEY SITE #2**

MAP #	APN/ ACRES	OWNER	COMP PLAN/ZONING	USES	COMMENTS
	71-010-4 2.06 ac	Frank L Kellogg Jr. Trustee 10 Kellogg Ave	General Ind M-1	Richardson Construction Company. west: Storage east: Offices	100 year floodplain of San Jose Creek ESH overlay on eastern boundary. Access by private railroad crossing off Kellogg Ave.
2	71-010-3 2.04 ac	Frank L Kellogg Jr. Trustee 67 Depot Rd	General Ind M-1	East: Newton Building Supply West: southern portion of west end used for storage (fenced)	100 year floodplain of San Jose Creek. ESH overlay on eastern boundary. Unfinished stucco building. Access off Kellogg Ave.
3	71-010-5 2.12 ac	Frank L Kellogg Jr. Trustee 20 Kellogg Ave	General Ind M-1	Schwan Bros. (Excavation) and equipment yard (tractors and trucks)	Access off Kellogg Ave.
4	71-041-30 1.99 ac	Dorothy/Michael Fulmer 59 Depot Rd	General Ind M-1	SE corner: Game Works East: Dino's Paint and Body Shop Middle: Impound yard (BJ's Turnpike Towing) SW corner: office West: storage yard	Access by crossing southern end of 71-041-31 (Map #5) from Kellogg Ave. 20 parking spaces at the southern end of the parcel.
5	71-041-31 1.40 ac	Dorothy/Michael Fulmer 53 Depot Rd	General Ind M-1	SE corner: Liability Research (LRI) and MCR Technology Middle: Game Keeper West: Goleta Marine Company and boat storage.	9 parking spaces accessible from Depot Rd. for LRI. 11 parking spaces at the southeast corner of the parcel and 20 parking spaces at the southern end of the parcel.
6	71-041-29 .29 ac	Harry A Breck Jr 21 Depot Rd	General Ind M-1	Storage lot	Chain link fence with barbed wire at the top surrounds parcel. Access from unpaved portion of Depot Rd.
7	71-042-11 .27 ac	Yankies Trucking 8 Depot Rd	General Ind M-1	BJ's Turnpike Towing; Office and impound yard.	Access from unpaved portion of Depot Rd. Chain link fence with barbed wire at the top surrounds property.

MAP #	APN/ ACRES	OWNER	COMP PLAN/ZONING	USES	COMMENTS
8	71-042-12 .50 ac	O'Shaugbnessy Const. Co, Inc. 120 Kellogg Ave	General Ind M-1	Western Farm Services (storage yard)	Chain link fence with barbed wire at the top surrounds parcel.
9	71-042-13 .73 ac	O'Shaugbnessy Const. Co, Inc. 55 Kellogg Ave	General Ind M-1	SE corner: O'Shaugbnessy Const. Co. (offices) SW corner: McConnix Corp. (Gas Station) North: Southcoast Motor Truck (Garage and truck storage)	Access off Kellogg Ave.
10	71-042-14 .59 ac	O'Shaugbnessy Const Co, Inc. 35 Kellogg Ave	General Ind M-1	Western Farm Services	15 space parking lot accessible from Kellogg Ave. Landscaped with flowers and trees.
11	71-090-74 5.73 ac	Frank/Gloria Kellogg 50 Kellogg Ave	General Ind M-1	So. Pacific Milling Company Larsen Fence Factory	100 year floodplain of San Jose Creek ESH overlay on the eastern boundary. Chain link fence with barbed wire at the top surrounds property.
12	71-090-47	Henry/ Georgia V Borgaro Trustees	ExtRecOpn Space Open Space		100 year floodplain of San Jose Creek ESH overlay on the eastern boundary
13	71-041-26 .15 ac	J Guadalupe/ Maria Angeles Garcia 77 Kellogg Ave	Res 4.6 7-R-1	House	
14	71-041-25 .09 ac	Lester M./ Edith L Hovey Trustees 79 Kellogg Ave	Res 4.6 7-R-1	House	

### KEY SITE #3

MAP #	APN/ ACRES	OWNER	MAP #	APN	OWNER
1	71-090-80	Housing Authority 815 W Ocean Ave Lompoc, CA 93436	3 & 5	71-090-77, 78	Harold/Ethel Sumida 230 Old Mill Road 149 Santa Barbara, CA 93110
6	71-090-36	John/Amet Newland PO Box 3802 Tustin, CA 92681	7	71-090-37	County of Santa Barbara
4	71-090-63	5590 Hollister Ave	2	71-340-1	Donald Friedman 110 S Kellogg Ave Goleta, CA 93117
2	71-340-2	David/Cindy Rohde 108 S Kellogg Ave Goleta, CA 93117	2	71-340-3	Reilly Pollard 106 S Kellogg Ave Goleta, CA 93117
2	71-340-4	R & K Wopat 98 S Kellogg Ave Goleta, CA 93117	2	71-340-5	James Leach 1353 Via Latina Carpinteria, CA93013
2	71-340-6	B & C Cauvet 102 S Kellogg Ave Goleta, CA 93117	2	71-340-7	Barbara Seeds 104 S Kellogg Ave Goleta, CA 93117

#### KEY SITE #4

APN/ ACRES	OWNER	COMP PLAN/ZONING	EXISTING USE	USES	COMMENTS
71-130-47 4.76	Maxwell B. Sanders 1933 Cliff Dr. #11 A Santa Barbara, CA 93109		32 unit mobile home park		

#### KEY SITE #5

APN/ ACRES	OWNER	COMP PLAN/ZONING	EXISTING USE	USES	COMMENTS
71-130-9 9.84	Goleta Union School District 401 N. Fairview Ave. Goleta, CA 93117		27,717 sf Community Center		

#### KEY SITE #6

APN/ ACRES	OWNER	COMP PLAN/ZONING	EXISTING USE	USES	COMMENTS
071-130-23 12.36	McPage Enterprises 2936 De La Vina Santa Barbara, CA 93105		Vacant		

#### KEY SITE #7a

APN/ LOT SIZE (AC)	OWNER	STREET ADDRESS	EXISTING USE	COMMENTS
71-170-79 15.07	University Properties	891 S. Kellogg	Santa Barbara Auto Salvage	Southern 3/4 in Clear Zone for SBMA ESH overlay on western boundary. 100 year flood plain along western boundary. Junk yard on southern 4.6 acres. Approved project for "lease" areas. Unconstructed Thornwood Drive Extension.
71-170-80 3.08	University Properties		Vacant	ESH overlay on north and west boundaries. 100 year flood plain along north and west boundaries.
71-170-81 6.68	University Properties		Currently vacant. Approved Santa Barbara Transportation Project on southern 3 acres.	Parcel divided into 2. Approved project: SB Transportation. Southern 2/3 in Clear Zone for SBMA Unconstructed Thornwood Drive Extension.
71-170-83 1.27	University Properties		Vacant	ESH overlay on northern boundary. 100 year flood plain along northern boundary.

#### KEY SITE #7b

APN/ LOT SIZE (AC)	OWNER	STREET ADDRESS	EXISTING USE	COMMENTS
71-190-34 4.29	Michael Pollard 4915 Carpinteria Ave Carpinteria, CA 90048	903 A&B, 905 A&B S. Kellogg	McClellan's Equipment Lee & Neal Inc. Rob's Chevron Towing National Auto Body & Paint	
71-190-35 11.71	Goleta Land Company 8727 W. Third St	907 S. Kellogg	Twin Screens Drive-In	

### KEY SITE #8

MAP #	APN/ LOT SIZE (AC)	OWNER/ ADDRESS	EXISTING USE	COMMENTS
1	71-182-1 .10 ac	Ezzelino Pozzato 5995 Placencia St	House	Legal non-conforming use. Beige stucco. Chain link fence.
2	71-182-2 .08 ac	David/Marsha Karpeles 5955 Placencia St 5957 Placencia St	Duplex	Legal non-conforming use. White stucco. Picket fence.
3	71-182-3 .09 ac	Steven Talley 5959 Placencia St	Duplex	Legal non-conforming use. Grey stucco; green molding.
4	71-182-4 .10 ac	David/Marsha Karpeles 5963 Placencia St	House	Legal non-conforming use. Green stucco.
5	71-182-5 .10 ac	Ezzelino Pozzato 5965 Placencia St	House	Legal non-conforming use. Beige stucco. Redwood fence.
6	71-182-6 .09 ac	Ezzelino Pozzato 5969 Placencia St	Duplex	Legal non-conforming use. White stucco.
7	71-182-7 .09 ac	Ezzelino Pozzato -----	Storage (cars & trucks)	No structures.
8	71-182-17 .18 ac	Ezzelino Pozzato 5939 Placencia St	A+G Imported Car Center 2,400 sf building	Beige metal siding.
9	71-182-10 .09 ac	Ezzelino Pozzato Fairview Ave	Storage	Storage shed; auto parts. Chain link fence.
10	71-182-16 .10 ac	Jerry/Jan Anderson Fairview Ave	Anderson Plumbing	Work shops and storage.
11	71-182-15 .09 ac	Jerry/Jan Anderson 5958 Corta St	Anderson Plumbing 600 sf building	Office
12	71-182-14 .09 ac	Jerry/Jan Anderson	Anderson Plumbing	Pipe storage. Chain link fence and gate.
13	71-182-13 .09 ac	James Brown 5926 Corta St	Duplex	Legal non-conforming use. Concrete block building
14	71-182-12 .09 ac	Patrick Brown 5920 Corta St	Duplex	Legal non-conforming use. Stucco.
15	71-182-11 .18 ac	Ezzelino Pozzato	Junk Yard	Chain link fence and gate.
16	71-183-1 .14 ac	Ezzelino Pozzato 5919 Corta St	Hertz Car Rental	Gas station/ cleaning and storage facility. Chain link fence and gate with barbed wire.
17	71-183-5 .10 ac	RH/Barbara Pollard 1020 Fairview Ave	Precision Metal Fabricators 3,324 sf building	
18	71-183-3 .10 ac	Michael Clemens 5901 Corta St	House	Legal non-conforming use. Grey wood siding.
19	71-183-4 .26 ac	RH/Barbara Pollard 1150 Fairview Ave	House	Legal non-conforming use. Grey wood siding.

### KEY SITE #9

MAP #	APN/ ACRES	OWNER	EXISTING USE	COMMENTS
1	71-151-11 .18 ac	Mclean Auto Body & Paint 630 Fairview Ave	Dollar Rent a Car 1 story	115 ft. of parcel fronts Fairview Ave. 15 parking spaces; access off Daley St. Chain link fence and gate Stucco building
2	71-151-12 .24 ac	Robert/Ruth Floyd 5960 Daley St 5970 Daley St 5990 Daley St	Mark Russel's D+G Auto Repair Chuck's VW Service 2 story, 6,776 sf building	Access off Daley St.
3	71-151-9 .10 ac	Ralph Jakob 5950 Daley St	Ogden Environmental and Energy Services SPN 2 story, 3,200 sf building	Tan stucco building, tan stucco wall. 6 parking spaces; access off Daley St.
4	71-1 5 1-2 .10 ac	HaroldiWanda Hulsebusch 5940 Daley St	House	Legal non-conforming use. Building: brown wood siding.
5	71-1 5 1-7 .09 ac	Richard/Pamela Gesswein 5930 Daley St	John Howe West Inc. Porsche and Toyota Services 1 story, 1,921 sf building	Block building. 4 parking spaces; access off Daley St Landscaped with shrubs.
6	71-151-8 .09 ac	David Burns 5924 Daley St	Commercial 2 story, 3,044 sf building	Beige stucco building; beige stucco wall.
7	71-151-4 .09 ac	Harley Kelly 5920 Daley St	Duplex	Legal non-conforming use. Building: beige wood siding.
8	71-151-5 .09 ac	Harley Kelly 5910 Daley St	House	Legal non-conforming use. Building brown wood siding
9	71-151-6 .09 ac	Jose/Virginia Lino 5902 Daley St	House	Building: wood siding
10	71-152-1 .19 ac	Mclean Auto Body & Paint 650 Fairview Ave	McLean Paint Dept. 1 story, 2,272 sf building	100 ft. of parcel fronts Fairview Ave. Chain link fence and gate. Building: beige stucco.
11	71-152-19 .09 ac	Mclean Auto Body & Paint 5989 Daley St	McLean Parts Dept 1 story, 1,960 sf building	Chain link fence and gate. Building beige stucco
12	71-152-21 .18 ac	MAJCO Inc. 5965 Daley St	Anderson Bros. Auto Body & Paint 1 story, 1,600 sf building	Chain link fence and gate; barbed wire. Building, beige stucco/white metal siding.
13	71-152-16 .09 ac	Daniel Lord 5955 Daley St	C+M Cleaning Systems 1 story	Chain link fence and gate; barbed wire. Building: beige wood siding.
14	71-152-15 .09 ac	Daniel Lord 5945 Daley St	Master Auto Body Shop 1 story, 1,600 sf building	Building: beige metal siding
15	71-152-4 .18 ac	Richard/Pamela Gesswein 5915 Daley St	Heating and Air Conditioning Contractor 2 story, 3,000 sf building	11 parking spaces access off Daley St. Black chain link fence and gate.
16	71-152-5 .10 ac	Bruce/Diane Defeyter 5905 Daley St	House	Chain link fence
17	71-152-13 .09 ac	Bruce/Diane Defeyter 5901 Daley St	Garage	Garage for house to the west.
18	71-152-12 .19 ac	Michael/Nelda Mclean 654 Fairview Ave	McLean's Auto Body and Paint 2 story, 5,586 sf building	100 ft. of parcel fronts Fairview Ave. Building: beige stucco. 9 parking spaces; access off Fairview.
19	71-152-11 .10 ac	Michael/Nelda Mclean 5982 Matthews St	McLean's Auto Body and Paint 1 story, 2,032 sf building	
20	71-152-10 .18 ac	Michael/Nelda Mclean 5974 Matthews St	Parking for McLean's Auto Body an Paint	15 parking spaces, access off Matthews St. Chain link fence and gate
21	71-152-9 .19ac	Michael/Nelda Mclean 5960 Matthews St	McLean's Auto Body and Paint Paint building & parking	Chain link fence and gate.

### KEY SITE #9

MAP #	APN/ ACRES	OWNER	EXISTING USE	COMMENTS
22	71-152-8 .19 ac	Gregory/Robin Brous 5940 Matthews St	Industrial building 2 story	Black wrought iron fence and gate.
23	71-152-7 .18 ac	Andrea Aguilera 5920 Matthews St	House and Trailer	Legal non-conforming use. Redwood fence. Building wood siding.
24	71-152-14 09 ac	Bruce Defeyer 59 10 Matthews St 5912 Olney St	Brucos Auto Repair 1 story, 2,192 sf building	Building: stucco. 8 parking spaces; access off Matthews St. 10 additional parking spaces to the south.
25	71-153-16 .50 ac	Kenneth Hall 5970 Olney St	Vacant (Sale or Lease) 2 story, 4,400 sf building	100 ft. of parcel fronts Fairview Ave. 6 ft. block wall Iron gates.
26	71-153-2 .09 ac	James/Sharon Gordon 5989 Matthews St	Duplex	Legal non-conforming use. Building: beige stucco.
27	71-153-3 09 ac	Ysidro Esperanza 5975 Matthews St	-----	No structures present.
28	71-1 53-4 09 ac	Enrique/Yolanda Alvarez 5971 Matthews St	House	Legal non-conforming use Building: grey stucco.
29	71-153-5 .09 ac	Jorge Moran 5955 Matthews St	House	Legal non-conforming use. Building: wood siding.
30	71-153-6 .19 ac	Alvin/Betty Reece 5929 Matthews St	Automotive Technicians Group Inc. 1 story, 2,465 sf building	2 buildings East building: block. West building: stucco Cham link fence and gate. 6 parking spaces; access off Matthews St.
31	71-153-7 .28 ac	Alvin/Betty Reece 5921 Matthews St	Marble company Spectrum Designs Steven welding and Fabrication 1 story, 6 f 40 sf building	Building: stucco. Chain link fence and gate.
32	71-153-13 .09 ac	Goleta Ready Mix, Inc 5960 Olney St	Parking and Storage for Goleta Ready Mix	No structures
33	71-153-12 09 ac	Alvin/Betty Reece 5950 Olney St	Airport Motors 1 story, 1,025 sf building	6 parking spaces; access off Olney St. Building: blue stucco. Chain link fence and gate.
34	71-153-1 1 .14 ac	Michael/Sherry Duckett 5940 Olney St	Goleta Automotive D+D Truck Service 2 story, 3,984 sf building	10 parking spaces; access off Olney St. Stucco wall.
35	71-153-10 .13 ac	Graziano/Romana Bernardi 5930 Olney St	Goleta Auto Salvage 1 story, 972 sf building	Chain link fence.
36	71-1 53-9 09 ac	Graziano/Romana Bernardi 5920 Olney St	Goleta Auto Salvage	Chain link fence.
37	71 -1 53-8 .18 ac	Graziano/Romana Bernardi 5912 Olney St	Goleta Auto Salvage 1 story, 2 f 50 sf building	Chain link fence
38	71-154-1 .40 ac	Crocker National Bank 710 Fairview Ave	Goleta Ready Mix (cement plant)	100 ft. of parcel fronts Fairview Ave
39	71-154-2 .20 ac	Gail/Norma Bums 5927 Olney St	Goleta Auto Salvage	Clear zone along southern boundary.
40	71-154-3 .09 ac	Gail/Norma Bums 5925 Olney St	Goleta Auto Salvage	Clear zone along southern boundary. Chain link fence and gate.
41	71-154-4 .18 ac	Gail/Norma Bums 5917 Olney St	Goleta Auto Salvage	Clear zone across southern quarter. Chain link fence and gate.
42	71-154-5 .18 ac	Gail/Norma Bums 5905 Olney St	Goleta Auto Salvage	Clear zone across southern quarter. Chain link fence and gate.

### KEY SITE #10

MAP #	APN/ ACRES	OWNER	COMP/PLAN ZONING	EXISTING USE	COMMENTS
	071-130-26,56 17.16	PDG, Ltd. c/o Pacific Real Estate 1033 Anacapa St. Santa Barbara, CA 93010		180,000 sf shopping center/post office	

### KEY SITE #11

MAP #	APN/ LOT SIZE (square feet)	OWNER	STREET ADDRESS	EXISTING USE	COMMENTS
1	71-111-41 4,356	Rachel Adams	5999 Hollister 230 S Fairview	Palm Reader Airbrush Unlimited 1story, 950 sf building	35 ft. Hollister frontage, 122 ft. Fairview Ave. frontage. Southeast corner Hollister/Fairview Ave. 5 parking spaces behind Palm Reader; access off Fairview.
2	71-111-2 7,840	Edmund B. Richards	5979 Hollister	Richards Zeta 1story, 3,330 sf building	68 ft. Hollister frontage. RP Richards Construction.
3	71-111-40 26,136	Robert P. and Eleanor C. Richards	5959 Hollister	Construction Yard 1story, 4,800 sf building	62 ft. Hollister frontage, 94 ft. Fairview frontage. Richards Construction. 3 parking spaces; access off Hollister.
4	71-111-5 17,424	Robert P. and Eleanor C. Richards	5949 Hollister	Offices/construction yard 2 story, 2,260 sf building	90 ft. Hollister frontage. RP Richards Construction.
5	71-111-6 8,712	Robert P. Richards Jr. REV LIV TR.		Parking	45 ft. Hollister frontage. RP Richards Construction. Access off Hollister. 3 ft. tall concrete planter behind the sidewalk.
6	71-111-7 8,276	Robert P. Richards Jr. REV LIV TR.		Parking	45 ft. Hollister frontage. RP Richards Construction. Access off Hollister. 3 ft. tall concrete planter behind the sidewalk.
7	71-111-8 17,424	Robert P. Richards Jr. REV LIV TR.	5901 Hollister	RP Richards Construction 2 story, 2,975 sf building	90 ft. Hollister frontage; corner of Hollister/Orange. RP Richards Construction. Access off Hollister. 3 ft. tall concrete planter behind sidewalk.
8	71-111-39 6,970	Frank R/Anke-Eve Haas Trustees	Fairview Ave.	Asphalt, storage no building	50 ft. Fairview frontage.
9	71-111-37 7,841	Willard W McEwen Jr. Trust	274 Fairview Ave	Vacant 1story, 3,540 sf building	50 ft. Fairview frontage. 3 parking spaces; access of Fairview.
10	71-111-38 17,424	Willard W. McEwen Jr. Trust	286 Fairview Ave 290 Fairview Ave	Just Surf Orient Laundry 1story, 2,960 sf building	68 ft. Fairview frontage. 7 parking spaces front of stores; access off Fairview.
11	71-111-11 6,098	Willard W. McEwen Jr. Trust		Driveway and Parking No building	No direct access; access by crossing map #12 and map #16. Alternative access by crossing map #9 and 10 if gate open at map # 10. No street frontage
12	71-111-10 6,098	Willard W. McEwen Jr. Trust	255 Orange Ave.	4 residential units	No street frontage. No direct access; access by crossing parcels at map #16. Alternative access by crossing map #9, map #10 and map #12 if the gate is open at map #10.
13	71-111-45 21,780	Robert P. Richards Jr. REV LIV TR.		Parking	Parking lot for RP Richards Construction.
14	71-111-44 7,841	Arturo and Susanne M. Castellanos		Parking for Pepe's	27 parking spaces; access off Orange Ave.

MAP #	APN/ LOT SIZE (square feet)	OWNER	STREET ADDRESS	EXISTING USE	COMMENTS
15	71-111-33 7,841	Abraham Safina	310 Fairview Ave	Duplex	50 ft. Fairview frontage. No sidewalk. Front duplex abandoned.
16	71-111-12 21,780	Willard W. McEwen Jr. Trust	259 Orange Ave. 257(A& B) 257 C 257 D	Duffy's Bar and Grill 2 small houses Hien's Auto Repair BH Auto 4,900 sf in 4 buildings	No sidewalk. 3 parking spaces in front of Duffy's; access off Orange Ave.
17	71-111-32 7,841	Tanis LLamas	314 Fairview Ave	Duplex	50 ft. Fairview frontage. No sidewalk. Access off Fairview.
18	71-111-42 13,068	Mary Ellen Galbraith Trust	265 Orange Av	Duplex	No street frontage. Access by crossing parcel at map #13.
19	71-111-13 6,534	Eusebiea L. Valdez Estate	263 Orange Ave 263 1/2 Orange	House Duplex 3 residential units	Access off Orange.
20	71-111-31 7,841	Frank R. and Anke-Eve Haas Trustee	328 Fairview	Machine Shop Dave's Creative Upholstery 1 story,2,000 sf building	50 ft. Fairview frontage. 3 parking spaces behind shops; access off Fairview.
21	71-111-43 13,068	Mary Ellen Galbraith Trust	265 Orange Ave	House	No street frontage. No direct access; access by crossing parcel at map #15.
22	71-111-14 6,534	Mary Ellen Galbraith Trust	267 Orange Ave.	2 Houses	Access off Orange.
23	71-111-30 7,405	Gino P. and Betty G. Filippin Trustees	338 Fairview	GMC Rescue Inc. 1story, 5,200 sf building	7 parking spaces behind building; access off Fairview.
24	71-111-21 3,049	Rene Koke Trustees	269 Orange Ave.	Prestigious Auto Body 1story, 2,000 sf building	No street frontage. No direct access; access by crossing parcels at map #29 and map #27.
25	71-111-15 6,534	Mary E. Galbraith	336 Fairview Ave	Honda of Goleta 1story,1,360 sf building	No parking spaces; access off Orange.
26	71-111-29 26,136	Gino P. and Betty G. Filippin Trustees	354 Fairview 354 C Fairview 360 A Fairview 360 B Fairview 360 C Fairview 360 D Fairview	Industrial Forming and Design Metatec Coast Valley Testing Inc. (Soils Engineering) CMC Rescue School Falcon Ocularvision Two, 2 story buildings	150 ft. Fairview frontage. Driveway runs west-east down middle of parcel, providing access to map #28. Parking located to north and south of driveway running length of parcel. Access off Fairview. Concrete block buildings.
27	71-111-20 8,712	Rene Koke Trustees	273 Orange Ave	Prestigious Auto Body 1story,3,450 sf building	No street frontage. No direct access; access by crossing parcel at map #29.
28	71-111-19 13,503	Gino P. and Betty G. Filippin Trustees	358A Fairview Ave 358C Fairview Ave	CMC Manufacturing Channel Islands Circuits 2 story, 8,189 sf building	No street frontage. No direct access; access by crossing parcel at map #26. Concrete block building.
29	71-111-16 6,534	Edward B. and Barbara Graper	273 Orange Ave.	Parking and Storage	Driveway on southern end; access off Orange. Provides access to Prestigious Auto Body. Northern portion provides parking for SB Film and Audio. Storage bin.
30	71-111-17 6,534	Edward B. and Barbara Graper	275 Orange Ave.	SB Film and Audio Coleman Carpet Cleaners German Auto Repair Biopac Systems Inc. 2 story, 8,978 sf building	Access off Orange. Parking located at parcel to north (map #29).
31	71-111-18 6,534	Rene Koke Trustee	299 Orange Ave	Valley Muffler and Brake Service 2 story, 5,138 sf building	Access off Orange.

MAP #	APN/ LOT SIZE (square feet)	OWNER	STREET ADDRESS	EXISTING USE	COMMENTS
32	71-112-11 8,712	Omiros and Liliane Hiromerides	5887 Hollister	VeloPro Cyclery 1story, 1,970 sf building	90 ft Hollister frontage. 8 parking spaces front of store; access off Orange Ave.
33	71-112-10 6,970	Omiros and Liliane Hiromerides	234 Orange Ave.	Phil's Auto Shop Vang Comp Systems and Gunsmith 1story, 2,520 sf building	10 parking spaces; access off Orange.
34	71-112-2 3,485	Omiros and Liliane Hiromerides	5879 Hollister	Futon Gallery 1story, 2,500 sf building	20 ft. Hollister frontage. No parking, 5 spaces required.
35	71-112-3 3,920	Martin and Julia A Koobation Trust	5877 Hollister	Far East 1story,2,360 sf building	25 ft. Hollister frontage. No parking, 9 required.
36	71-112-4 17,424	Edith Acquistapace	5871 Hollister 5869 Hollister  5855 Hollister	Mercury Bar Baseball Card Store Pino's Italian Restaurant s Body Shop Supplie 1story, 9,450 sf building	135 ft. Hollister frontage. ___parking spaces behind stores; access off Magnolia. No Hollister access. 2 air vents on sidewalk.
37	71-112-5 6,970	Rafael Trancoso	231 Magnolia Ave.	La Esmeralda Market 1story,3,100 sf building	No parking spaces, 6 spaces required. Access off Magnolia Ave.
38	71-112-9 21,780	Christina F. Delgado	256 Orange Ave. 5882 Gaviota St.	Pepe's Mexican Food Goleta Radiator & Auto Repair 1story,3,194 sf building	Corner of Orange/Gaviota. 20 parking spaces at northern and eastern boundaries of parcel. Access of Orange and Gaviota.
39	71-112-7 10,890	Kenji and Miye Ota	255 Magnolia Ave.	Aikido Judo Cotillion Dance Club 1story, 4,498 sf building	8 parking spaces front of building; access off Magnolia.
40	71-112-8 6,534	James P. Knell	281 Magnolia 269 Magnolia	SB Ballet Center (upstairs) Zona Seca Vacant (downstairs) 2 story, 6,040 sf building	Corner of Gaviota/Magnolia. 11 parking spaces; access off Gaviota.
41	71-113-14 6,534	Prestigious Auto Body	264 Orange Ave.	Prestigious Auto Body and Painting 2 story, 4,600 sf building	Corner of Orange/Gaviota. 2 story building constructed of concrete blocks. Access off Gaviota and Orange.
42	71-113-16 6,534	William M and Kathryn V. Morgan	303 Magnolia Ave.	Morgan's Auto Parts 1story, 4,977 sf building	Corner of Gaviota/Magnolia. No parking spaces. Access off Magnolia and Gaviota.
43	71-113-13 3,920	Maria Sanchez and Soledad Hernandez	266 Orange Ave.	Duplex	Access off Orange.
44	71-113-15 6,534	Richard L. and Sharon L. Hooper	323 Magnolia Ave.	Goleta Valley Speedway 1story,4,600 sf building	No parking spaces; access off Magnolia.
45	71-113-8 5,227	Maria Sanchez and Soledad Hernandez	268 Orange Ave.	House	Access off Orange
46	71-113-11 6,534	Arturo M and Socorro Lopez	349 Magnolia Ave.	House	No curb, no sidewalk. Access off Magnolia.
47	71-113-10 6,534	Stephen R. and Hayne I. Camden	272 Orange Ave. (A, B, C, D)	Cal Coast Locksmith Ad-Board Jerry the Plumber Apartments (upstairs) 2 story, 4,100 sf building	Stores on first floor, apartments on second floor. Building located on northern portion of property; parking located on southern portion of property. Parking and driveway shared with map #49. Access off Orange.
48	71-113-3 6,534	Charles J. and Helen O. Erasmus Trustees	393 Magnolia Ave.	Casa Magnolia 8 unit apartment building	2 story, 8-unit apartment building. Access off Magnolia.
49	71-113-9 6,534	Roderick and Janice Duncan	282 Orange Ave. (A, B, C, D)	The Red Pepper Thai Apartments (upstairs) 2 story, 3,700 sf building	Restaurant on first floor, apartments on second floor. Building located on southern portion of property; parking located on northern portion of property. Parking and driveway shared with map #47. Access off Orange.

MAP #	APN/ LOT SIZE (square feet)	OWNER	STREET ADDRESS	EXISTING USE	COMMENTS
50	71-113-4 6,534	Agnes Gomez	395 Magnolia Ave.	Duplex	Access off Magnolia.
51	71-113-6 6,534	John G. and Anna M. Devore	298 Orange Ave.	Vacant 1 story, 1,372 sf building	No curb; no sidewalk. Access off Orange.
52	71-113-5 6,534	Soledad and Maria Sanchez Hernandez	399 A Magnolia 399 B Magnolia	Duplex	No curb; no sidewalk. Access off Magnolia.

### KEY SITE #12

MAP #	APN/ LOT SIZE (square feet)	OWNER	STREET ADDRESS	EXISTING USE	COMMENTS
1	71-051-24 9,583	Robert Brown J.S.	5980 Hollister	Taco Bell 1 story, 1,260 sf building	Northeast corner of Hollister/ Fairview; 66 ft. Hollister frontage. 11 parking spaces, access off Fairview.
2	71-051-28 7,405	Jack W. and Margaret J. Winstrom	5970 Hollister	Goleta Electric Co. 1 story, 1,532 sf building	41ft. Hollister frontage. 2 parking spaces; no direct access. Access off Fairview, across Taco Bell.
3	71-051-27 7,405	Danielle G. Kavanagh	5968 Hollister	Parkway Furniture 1 story, 3,482 sf building	50 ft. Hollister frontage. 9 parking spaces, access off Hollister
4	71-051-26 21,780	Melvin E. Kyes Trustee	5960 Hollister	SB Sleep Shoppes 1 story 6,540 sf building	125 ft. Hollister frontage. 13 parking spaces on eastern half of parcel; access off Hollister.
5	71-051-13 5,227	Bob and Mack Maho Trustees	5930 Hollister	Sea Tropics Jacuzzi Store (front) Economy Muffler and Brake (rear) 1 story, 2,496 sf building	30 ft. Hollister frontage. No parking, 4 spaces required. Access off Hollister.
6	71-051-12 21,780	James and Nonna Crandall Trustees	5918 Hollister	Alex's Cantina 1 story, 10,159 sf restaurant and bar.	116 ft. Hollister frontage. Minimum 34 parking spaces required, 32 provided. Access off Orange, no Hollister access.
7	71-052-14 4,792	Maxwell P. Shelly S. Ruston Trustee	5890 Hollister	The Natural Café 1 story, 2,500 sf building	50 ft. Hollister frontage. Historic building. Minimum 8 parking spaces required, 6 provided behind building; access off Orange, no Hollister access.
8	71-052-21 10,890	Gino P. Betty G Filippin Trustees	5880 Hollister	RP Printing and Graphics 1 story, 3,500 sf building	100 ft. Hollister frontage. 14 parking spaces front of building; access off Hollister. Elevated ramp east end of sidewalk.
9	71-052-11 2,614	Maxwell P. Shelly S. Ruston Trustees	5878 Hollister	Custom Cartridge Inc. 1 story, 1,275 sf building	5 ft. Hollister frontage. Shares parking with Maytag. Difference in height middle of sidewalk.
10	71-052-10 7,841	Maxwell P. Shelly S. Ruston Trustees	5874 Hollister 5870 Hollister 5860 Hollister	Drumm's Shoe Repair Goleta Barbers Maytag 2 story, 7,829 sf building	5 ft. Hollister frontage. 18 parking spaces to rear of store. Access to Magnolia, no Hollister access. Height difference in middle of sidewalk.
11	71-053-24 12,197	Ethel Fabricant Trustees	5858 Hollister 5854 Hollister 5850 Hollister 5848 Hollister  5844 Hollister 5840 Hollister	Sun Tanning Time Mary's Beauty Center The Jewelry Mart Emiko's Consignment and Alteration Snap's Check Cashing Paperback Alley 1 story, 6,837 sf building	106 ft. Hollister frontage. 14 parking spaces required, 7 provided. Access off Magnolia, no Hollister access.

MAP #	APN/ LOT SIZE (square feet)	OWNER	STREET ADDRESS	EXISTING USE	COMMENTS
12	71-053-14 3,049	Felix and Maria Lopez	5838 Hollister	Nephews Noodles 1 story,1,560 sf building	30 ft. Hollister frontage. Height difference in middle of sidewalk. No parking. 5 spaces required.
13	71-053-13 13,939	Vivian M. Oreskes	5836 Hollister	Kawasaki of Santa Barbara 1 story, 7,400 sf building	60 ft. Hollister frontage. 10 parking spaces behind store; access off Hollister across 8 ft. wide driveway or alley behind store.
14	71-053-12 5,663	Sal and Linda Dalessandro	5826 Hollister 5822 Hollister	Affordable Silkscreen Custom Printing California Water Sports 2 story,1,976 sf building	40 ft. Hollister frontage. Height difference in middle of sidewalk. 4 parking spaces required, 3 provided. Access off Magnolia.
15	71-053-11 11,761	John P./E. M. Monk Thompson Trust	5810 Hollister	7-Eleven 1 story, 2,400 sf building	128 ft. Hollister frontage. 11 parking spaces in front of store; access off Hollister and Nectarine Ave. Bus stop.
16	71-061-14 14,810	Robert J. Parker	5798 Hollister 5794 Hollister 5792 Hollister 5790 Hollister 5788 Hollister 5786 Hollister	Futons For Less Victorian Rose Florist Goleta Jewelers Lords and Ladies Hair Fashions Upholstery Decor Mundo Infantil 1 story, 5,400 sf building	136 ft. Hollister frontage. Height difference in middle of sidewalk. 20 parking spaces behind stores. Access off Nectarine, no Hollister access.
17	71-061-13 2,614	Robert J. Parker	5784 Hollister	Goleta Bakery 2 story, 1,940 sf building	25 ft. Hollister frontage. No parking spaces, 6 required. 3 ft. wide alley along the eastern boundary.
18	71-061-12 8,276	Robert J. Parker	5782 Hollister 5780 Hollister 5778 Hollister	Greek House Tavern Villa Real Market PO Box Rentals 2 story, 6,400 sf building	83 ft. Hollister frontage. 36 parking spaces behind stores; access off Tecolote.
19	71-063-12 4,792	Joe W. and Beatryce Butler	5772 Hollister 5766 Hollister 5764 Hollister	Gospel Tent Meetings Vacant Lalito's Mexican Restaurant 1 story,3,416 sf building	50 ft. Hollister frontage. 8 parking spaces required, 5 provided. Access off Tecolote, no Hollister access
20	71-063-11 4,792	Herman H. and Nancy J. Wolfe	5760 Hollister 5758 Hollister 5756 Hollister	Chick's Thrift Shop Cushions Foam The Little Dog House 1 story,4,333 sf building	50 ft. Hollister frontage. 9 parking spaces required, 4 provided behind stores. Access from alley off Tecolote.
21	71-063-10 10,019	Jay K. and Marilyn H. Torrey Trust	5754 Hollister	Mission Hardware 1 story, 4,333 sf building	100 ft. Hollister frontage. 13 parking spaces; access from Hollister and alley with entrance on Tecolote.
22	71-063-09 2,614	Mark D. and Lauren K. Carey	5748 Hollister	Yakabe Computer Source 1 story,1,793 sf building	25 ft. Hollister frontage. No parking. 4 spaces required. Access from alley behind store, no Hollister access.
23	71-063-08 2,178	Jose S. and Solita T. Velasquez	5746 Hollister	Vacant 1 story,800 sf building	25 ft. Hollister frontage. 5 parking spaces required, 3 provided behind store. Access from alley behind store, no Hollister access.
24	71-063-07 2,178	Transamerica Financial Services	5744 Hollister	Kashima Japanese Food 1 story,820 sf building	25 ft. Hollister frontage. No parking; access from alley behind store. No Hollister access.

MAP #	APN/ LOT SIZE (square feet)	OWNER	STREET ADDRESS	EXISTING USE	COMMENTS
25	71-063-06 10,019	Edward F./Marion Grubola	5730 Hollister Units 1 & 2 3 4 5 6 7 8 9 10 14 15	Goleta Professional Building Goleta Valley Chamber of Commerce Future Shock Computing Paramedia (advertising) Oasis Cuts Roadmasters Nicholas Emmanuel Kakis CPA Peter J. Schreiber, EA Guadalupe Custom Strings Gunderson Driving School Mcintosh Associates Michael J. Eremia, LCSW William Hill Therapeutic Massage 2 story, 7,600 sf building	85 ft. Hollister frontage. 17 parking spaces between and behind stores. Access off Hollister and alley behind building.
26	71-081-14 39,204	Manzo Investments & Management Co.	5724 Hollister	Wendy's 1 story, 2,614 sf building	134 ft. Hollister frontage. 35 parking spaces surrounding building; landscaped with 10 large eucalyptus and pine trees. Access off Hollister. Affected by Wright Decision.
27	71-081-13 871	Manzo Investments & Management Co.	5720 Hollister	Goleta Motors (car dealership) 1 story, 128 sf building	50 ft. Hollister frontage. Access off Hollister. Asphalt except one small building. Bus stop. Affected by Wright Decision.
28	71-081-35 26,136	Jagmohan/Susan Hiranandani	5718-B Hollister 5718-A Hollister	Suzuki Yamaha Dealership Vacant Two, 1 story, 5,600 sf ttl. buildings	100 ft Hollister frontage. 23 parking spaces; access off Hollister.
29	71-081-10 21,780	Maurice Charles/Judith Hope Lucky	5708 Hollister	Dive Locker 1 story 8,829 sf building	107 ft. Hollister frontage. 27 parking spaces behind store; access off Hollister.
30	71-081-32 17,424	Chester/Faye Williams	5698 Hollister 5698 Hollister	Vacant Suds City Laundromat 1 story, 3,850 sf building	116 ft. Hollister frontage. 17 parking spaces on side and rear building. Access off Hollister. 2 large elms on sidewalk. Sidewalk elevated 1ft. where trees located; patched with asphalt
31	71-081-09 10,019	Ernest J./ Carolyn B. Panosian TR	5680 Hollister	Lang Motors 1 story, 1,161 sf building	131 ft. Hollister frontage. All asphalt except one building. Corner Hollister and Kinman. Access off Hollister. 1 large elm tree on sidewalk. Post office mailbox.
32	71-081-31 26,136	Richard Finear	175 Kinman Ave	Apartments; 38 units	No Hollister frontage. No Hollister access.
33	71-082-05 9,148	Mary L. Sherwin Trustee	164 Kinman Ave	3,074 sf building	No Hollister frontage. No Hollister access.
34	371-082-06 13,939	World Oil Company	5648 Hollister	World Gas Station 1 story, 1,176 sf building	115 ft. Hollister frontage. Corner Hollister and Kinman. Access off Hollister.
35	71-090-65 26,136	L & M Associates	5638 Hollister	Office Building 3 story, 24,990 sf building	83 parking spaces required, 44 provided. Access off Hollister and alley with entrance on Kellogg.
36	71-090-66 21,780	Richard D/Beverly L. Sleeper	5624 Hollister	Beverly Fabrics 1 story, 15,029 sf building	30 parking spaces required, 19 provided. Parking accessible from alley with entrance on Kellogg, no Hollister access.
37	71-090-67 30,492	Avo/ Arda Semerdjian	5610 Hollister 5610 Hollister	Mattress Expo Carpeteria 1 story, 14,620 sf building	Corner Hollister and Kellogg. 29 parking spaces required, 16 provided. Access off Kellogg, no Hollister access.

MAP #	APN/ LOT SIZE (square feet)	OWNER	STREET ADDRESS	EXISTING USE	COMMENTS
38	71-090-63 17,424	Clive Waye	5590 Hollister	Hei-Mac Import Car Repair 1 story, 1,875 sf building	See Key Site 3
39	71-090-78 60,548	Harold M/Ethel A Sumida Trustees	5580 Hollister	Graham Used Cars 1 story, 280 sf building	210 ft. Hollister frontage. See Key Site 3.
40	71-090-37	County of Santa Barbara	-----	Open Area	
41	71-090-36 174,240	John E./Arnet Newland	5544 Hollister	Undeveloped/Residential	Affected by Wright Decision.
<b>SOUTHSIDE</b>					
42	71-111-41 14,356	Rachel Adams	5999 Hollister	Palm Reader Airbrush Unlimited 1 story, 950 sf building	35 ft. Hollister frontage; 122 ft. Fairview frontage. Southeast corner Hollister/Fairview. 5 parking spaces behind Palm Reader. Access off Fairview, no Hollister access.
43	71-111-02 7,840	Edmund B. Richards	5979 Hollister	Richards Zeta 1 story, 3,330 sf building	68 ft. Hollister frontage. No parking spaces, 17 required. RP Richards Construction. 2 air vents on sidewalk.
44	71-111-40 26,136	Robert P. and Eleanor C. Richards	5959 Hollister	Construction Yard 1 story, 4,800 sf building	62 ft. Hollister frontage. RP Richards Construction. Access off Hollister. 3 parking spaces.
45	71-111-05 17,424	Robert P. and Eleanor C. Richards	5949 Hollister	Offices/construction yard 2 story, 2,260 sf building	90 ft. Hollister frontage. RP Richards Construction. Access off Hollister.
46	71-111-06 8,712	Robert P. Richards Jr. REV LIV TR	-----	Parking	45 ft. Hollister frontage. RP Richards construction. Access off Hollister. 3 ft. tall concrete planter behind sidewalk.
47	71-111-07 8,276	Robert P. Richards Jr. REV LIV TR	-----	Parking	45 ft. Hollister frontage. RP Richards construction. Access off Hollister. 3 ft. tall concrete planter behind sidewalk.
48	71-111-08 17,424	Robert P. Richards Jr. REV LIV TR	5901 Hollister	RP Richards Construction 2 story, 2,975 sf building	90 ft. Hollister frontage. RP Richards Construction. Access off Hollister. 3 ft. tall concrete planter behind sidewalk.
49	71-112-11 8,712	Omiros and Liliane Hiromerides	5887 Hollister	VeloPro Cyclery 1 story, 1,970 sf building	90 ft. Hollister frontage. 8 parking spaces front of store; access off Orange.
50	71-112-10 6,970	Omiros and Lilliane Hiromerides	234 Orange Ave.	Phil's Auto Shop Vang Comp System and Gunsmith 1 story, 2,520 sf building	No Hollister frontage, not visible from Hollister. 10 parking spaces; access off Orange.
51	71-112-02 3,484	Omiros and Liliane Hiromerides	5879 Hollister	Futon Gallery 1 story, 2,500 sf building	20 ft. Hollister frontage. No parking, 5 spaces required.
52	71-112-03 3,920	Martin and Julia A Koobation Trust	5877 Hollister	Far East 1 story, 2,360 sf building	25 ft. Hollister frontage. No parking, 9 required.
53	71-112-04 17,424	Edith Acquistapace	5871 Hollister 5869 Hollister 5863 Hollister 5855 Hollister	Mercury Bar Grandslam Card Shop Pino's Italian Restaurant Larry's Body Shop Supplies 1 story, 9,450 sf building	135 ft. Hollister frontage. 22 parking spaces behind stores. Access off Magnolia. No Hollister access 2 air vents on sidewalk.
54	71-112-05 6,970	Rafael Trancosos	231 Magnolia Ave.	La Esmeralda Market (front) Residence (back) 1 story, 3,100 sf building	No Hollister frontage. 10 parking spaces behind market; access off Magnolia Ave.

MAP #	APN/ LOT SIZE (square feet)	OWNER	STREET ADDRESS	EXISTING USE	COMMENTS
55	71-114-01 8,276	Willard W. McEwen Jr.	5841 Hollister	Auto Sounds 1 story, 1,968 sf building	90 ft. Hollister frontage. Corner Hollister and Magnolia.
56	71-114-12 4,792	Willard W. McEwen Jr.	230 Magnolia Ave.	WindanSea Welding 1 story, 1,824 sf building	No Hollister frontage. No access off Hollister.
57	71-114-02 12,197	First Valley Bank	5827 Hollister	Goleta National Bank 1 story, 3,894 sf building	95 ft. Hollister frontage. 34 parking spaces to the east (map #58)
58	71-114-16 43,068	Harold N. and Erma C. Smith TR	5801 Hollister	Parking for Goleta National Bank	106 ft. Hollister frontage. Corner Hollister/Pine. One small building. Landscaped parking lot; large trees, Shrubs. 34 parking spaces for Goleta National Bank; Access off Hollister and Pine.
59	71-121-18 17,424	Gordon J. and Marilyn K Olson TR	5799 Hollister	Vacant (For Lease) 1 story, 8,692 sf building	85 ft. Hollister frontage. Corner Hollister/Pine. 7 parking spaces behind store, 28 west across Pine. Access off Pine, no Hollister access. Bus stop. Traffic light control box.
60	71-121-02 30,492	Dale G. Wilson	5777 Hollister	Alternative Graphics and Printing 1 story, 5,796 sf building	200 ft. Hollister frontage. 52 parking spaces; access off Hollister.
61	71-121-03 8,276	Melvin O. and Mary E. Giffin Trustees	5757 Hollister	Santa Cruz Market 1 story, 4,600 sf building	50 ft. Hollister frontage. Historic building. Corner Hollister/Rutherford. Newsstands and rides fill sidewalk. 9 parking spaces required, loading area/ 2 parking spaces behind market; access off Rutherford St. Uses Alternative Graphics and Printing parking lot.
62	71-122-01 26,136	Union Oil Co. of California	5755 Hollister	Unocal 1 story, 1,008 sf building	Corner Hollister/Rutherford; 80 ft. Hollister frontage. Fire hydrant on sidewalk.
63	71-122-02 6,534	Gerard Rocco	5739 Hollister 5737 Hollister	Santa Barbara TV Repair Auto Truck Accessory Center 1 story, 1,399 sf building	25 ft. Hollister frontage. 16 shared parking spaces behind stores; shared with Hamburger Habit. Parking not visible from Hollister; access off Hollister.
64	71-122-03 5,663	Gerard Rocco	5735 Hollister	Hamburger Habit 1 story, 732 sf building	50 ft. Hollister frontage. 16 shared parking spaces behind restaurant; Access off Hollister.
65	71-122-04 7,405	Gerard Rocco	5735 A and B	Vacant 1 story, 3,100 sf building	No Hollister frontage. 16 shared parking spaces; access off Hollister.
66	71-122-05 20,038	Gerard Rocco	5727 Hollister 5729 Hollister 5731 Hollister 5733 Hollister 5733 A 5733 B 5733 C	PIP Printing International Travel Rodcrafting Etc. California West Exterminators Alamo Automotive Tri-County Mobility 2 story, 9,644 sf building	75 ft. Hollister frontage. 19 parking spaces required, 14 provided behind stores. Access off Hollister.
67	71-122-06 13,068	Ely A and Ophelia V. Tagatac	5723 Hollister	Alphies Restaurant 1 story, 2,470 sf building	50 ft. Hollister frontage. 13 parking spaces behind restaurant; access off Hollister. Driveway width: 10 ft. (1 car width)
68	71-130-09 428,630	Goleta Union School District	5679 Hollister	Goleta Valley Community Center 1 story, 14,000 sf building	Historic building. See key site 5. Approximately 209 parking spaces. Bus stop. 8 large trees behind sidewalk.

MAP #	APN/ LOT SIZE (square feet)	OWNER	STREET ADDRESS	EXISTING USE	COMMENTS
69	71-130-47 207,346	Maxwell B. Sanders Trustee	5665 Hollister	Trailer Park	No sidewalks. See keysite 4.
70	71-140-68 371,131	Catalina Barber Corporation	495 Kellogg Avenue	Toyota Dealership 1 story, 150,000 sf buildings	Corner of Hollister/Kellogg Way; 350 ft. Hollister frontage. Bus stop.
71	71-140-57 21,780	Bottiani Properties	5599 Hollister 5599 Hollister 5599 Hollister 5585 Hollister	Angelo's Liquor Market Philly's Finest: Pizza, Subs, Salads Creative Real Estate Goleta Floral 1 story, 6,238 sf building	Corner of Hollister/Kellogg. 175 parking spaces share with Sizzler; access off Hollister, Kellogg Way & Mission City Auto Center.
72	71-140-56 30,492	Bottiani Properties	5555 Hollister	Sizzler 1 story, 6,724 sf building	175 parking spaces shared with Liquor Market, etc.; Access off Hollister, Kellogg Way & Mission City Auto
73	71-140-46 21,780	Bottiani Properties	5551 Hollister	Mission City Auto Center 1 story, 1,272 sf building	25 parking spaces; access off Hollister & Sizzler. 2 large trees on sidewalk.

### KEY SITE #13

MAP #	APN/ LOT SIZE (square feet)	OWNER/ ADDRESS	COMP PLAN/ ZONING	USE	COMMENTS
1	71-121-18 17,424	Gordon J/Marilyn K Olson Trust 5799 Hollister Ave	General Comm C-2	For Lease Hope 'N Hagens Building  1 story, 8,692 sf building	85 ft. Hollister frontage. Corner Hollister/Pine. 7 parking spaces behind store, 28 west across Pine. Access off Pine, no Hollister access. Bus stop. Traffic light control box. Modern wood construction with floor to ceiling front display glass.
2	71-121-02 30,492	Dale G. Wilson 5777 Hollister Ave	General Comm C-2	Alternative Graphics and Printing 1 story, 5,796 sf building	200 ft. Hollister frontage. 52 parking spaces; access off Hollister. Stucco construction.
3	71-121-03 8,276	Melvin O & Mary E Giffin Trustees 5757 Hollister Ave	General Comm C-2	Santa Cruz Market 1 story, 4,600 sf building	50 ft. Hollister frontage. Historic building. Corner Hollister/Rutherford. 9 parking spaces required, loading area/ 2 parking spaces behind market; access off Rutherford St. Uses Alternative Graphics and Printing lot Stucco covered metal construction.
4	71-121-16 6,970	Pedro J Dealba 296 Pine Ave.	Striped 66 C-3	Parking Lot for Los Cabos; office? 1 story, 1,456 sf building	50 ft. Pine frontage. ___ parking spaces. Wood construction building.
5	71-121-15 6,970	Pete/Mary Dealba 298 Pine Ave.	Striped 66 C-3	Los Cabos Fine Food of Mexico 1 story, 1,968 sf building	50 ft Pine frontage. Wood and stucco construction.

MAP #	APN/ LOT SIZE (square feet)	OWNER/ ADDRESS	COMP PLAN/ ZONING	USE	COMMENTS
6	71-121-04 26,136	Thomas L Giffin 285 Rutherford St.	Striped 66 C-3	Giffin Rental Western Welding 5,464 sf bid	125 ft Rutherford frontage. No off-street parking. Large warehouse construction building, open sided machinery shop and open storage.
7	71-122-01 26,136	Union Oil of California 5755 Hollister	General Comm C-3	Unocal gas station 1 story, 1,008 sf building	Corner Hollister/Rutherford; 80 ft. Hollister frontage. Fire hydrant on sidewalk. Well-kept stucco with false tile shingles.
8	71-122-02 6,534	Gerard Rocco 5739 & 5737 Hollister	General Comm C-3	Santa Barbara TV Repair Auto Truck Accessory Center 1 story, 1,399 sf building	25 ft. Hollister frontage. 16 parking spaces behind stores; shared with Hamburger Habit. Parking is not visible from Hollister. Inadequate parking. Stucco construction.
9	71-122-03 5,663	Gerard Rocco 5735 Hollister	General Comm C-2	Hamburger Habit 1 story, 732 sf building	50 ft. Hollister frontage. 16 shared parking spaces behind restaurant. Stucco construction with front covered patio.
10	71-122-04 7,405	Gerard Rocco 5735 A & B Hollister	General Comm C-3	PIP Printing California West Exterminators Partially Vacant 1 story, 3,100 sf building	No Hollister frontage. 16 shared parking spaces. Metal construction, divided building.
11	71-122-05 20,038	Gerard Rocco 5727 Hollister 5729 Hollister 5731 Hollister 5733 (A,B,C) Hollister	General Comm C-3	PIP Printing International Travel Rodcrafting Etc. Alamo Automotive Tri-County Mobility 2 story building on Hollister, 1 story in rear, 9,644 sf total	75 ft. Hollister frontage. 19 parking spaces required, 14 provided behind stores. Stucco construction on Hollister. Metal warehouse construction in rear.
12	71-122-06 13,068	Ely A and Ophelia Tagatac 5723 Hollister	General Comm C-3	Alphies Restaurant Residence in rear 1 story, 2,470 sf building	50 ft. Hollister frontage. 13 parking spaces behind restaurant; access off Hollister. Driveway width: 10 ft. presenting access difficulties. Stucco with brick facing.

### KEY SITE #14

MAP #	APN/ ACRES	OWNER/ ADDRESS	COMP PLAN/ ZONING	USE	COMMENTS
1	73-080-5 .70 ac	Bernard/Dorothy Prowell 23 Fairview Ave	General Ind M-1	Auto & Truck Repair Shop Two houses	Mixed use.
2	73-080-30 .14 ac	Elliott H/Linda Dell 77 Fairview Ave	General Ind M-1		
3	73-080-31 .40 ac	Roger/Marilyn McClellan 57 Fairview Ave	General Ind M-1		
4	73-080-15 .50 ac	Frank R/ Anke-Eve Haas Trustees 99 Fairview Ave	General Comm C-2		
5	73-080-18 .34 ac	Clifford T & Helen Jewell Fam. Tr. 109 Fairview Ave	General Comm C-2	Liquor store	Fronts Fairview Ave. Visible from Hollister Ave.
6	71-021-43 .60 ac	Claudia Madsen 48 Fairview Ave	General Ind M-1	Four houses	
7	71-021-41 .40 ac	Claudia Madsen 54 Fairview Ave	General Comm C-2	Three houses	
8	71-021-40 .21 ac	Louis/Ruth Hockman 92 Fairview Ave	General Comm C-2	Coin-op laundromat	
9	71-021-39 .22 ac	Edward/Barbara Graper 5960 Mandarin Dr	General Comm C-2	Two story converted office/apartment building	8 space parking lot. 26 parking space required
10	71-051-23 .19 ac	Donald R Henderson Trustee 102 Fairview Ave	General Comm C-2		
11	71-051-2 .40 ac	George B/Bessie J Primbs TR 5959 Mandarin Dr.	General Comm C-2		

### KEY SITE #15

APN	OWNERS	ADDRESS	EXISTING USE
73-080-06	City of Santa Barbara	6010 Hollister	Bob Woolever's Tire Shoppe
73-080-16	South Fairview Investors LP	151 South Fairview	Vacant lot
73-080-36	City of Santa Barbara	6200 Hollister	Spike's Restaurant and Bar

### KEY SITE #16

APN	OWNERS	ADDRESS	EXISTING USE
71-130-39	St. George Investments	449 Kellogg Way	Storage
71-130-10	St. George Investments	469 Kellogg Way	RV Storage
71-130-15	Bruce Hager	475 Kellogg Way	Storage
71-130-16	Stanley Lopez	485 Kellogg Way	Beauty Salon and Residence