



**Agenda Item C.1
PUBLIC HEARING
Meeting Date: July 15, 2008**

TO: Mayor and Councilmembers

FROM: Steve Chase, Director, Planning and Environmental Services

CONTACT: Patricia S. Miller, Manager, Current Planning Division
Shine Ling, Assistant Planner

SUBJECT: Case No. 08-057-GPA: Harwin General Plan Amendment Initiation; 6390, 6398, and 6416 Hollister Avenue (APN: 073-070-024; -021; -005)

RECOMMENDATION:

- A. Allow oral presentations from staff.
- B. Conduct a public hearing and receive testimony.
- C. Deliberate and move to initiate processing of the Harwin General Plan Amendment request at 6390 Hollister Avenue, and include the properties at 6398 Hollister Avenue and 6416 Hollister Avenue.

BACKGROUND:

The subject properties are located at 6390, 6398, and 6416 Hollister Avenue, near the corner of Aero Camino and Hollister Avenue, and encompass a total area of approximately 2 acres. These properties include a private passenger bus company (Student Transportation of America), an auto repair shop, and a building supporting various service and light industrial uses (currently, Ocean Glass and Screen). For all of the properties along Aero Camino, including the subject parcels, the General Plan land use designation is General Industrial (I-G), and the existing zoning is M-1 (Light Industry).

The applicant, the Harwin Family Trust, owns the property at 6390 Hollister Avenue (APN 073-070-024). The 4,840-square foot building has historically supported service-based uses from approximately 1963, including a pizza parlor, a dance school, and a print shop. In 1995, a wholesale/retail glass shop, Ocean Glass and Screen, opened on the east side of the building and currently occupies about half of the available space.

The applicant believes that the relatively small size of the parcel and its location along the Hollister Avenue corridor makes it more conducive to retail commercial and smaller food service uses, rather than light industrial uses. Therefore, the applicant requests a General Plan Amendment to allow for such commercial uses on its property, which are not currently allowed for properties in the General Industrial (I-G) land use category.

DISCUSSION:

The applicant's request consists of the following amendment:

General Plan Land Use Designation Amendment: The applicant requests initiation of a change to the General Plan Land Use Element Figure 2-1, the Land Use Plan Map. The request is to change the land use designation of the applicant's property from General Industrial (I-G) to General Commercial (C-G). This change would allow retail trade and service uses as well as auto-related and wholesale trade uses.

Staff supports the initiation of the amendment for the change in the property's land use designation. Additionally, to provide for geographical continuity and best planning practices, staff also recommends that the two neighboring properties at 6398 Hollister (the auto repair shop; APN 073-070-021) and 6416 Hollister (the passenger bus operation; APN 073-070-005) also be designated General Commercial (C-G). Staff has contacted the owners of these two properties and has advised them of the proposed re-designation.

The change to General Commercial (C-G) would provide for retail trade and service uses that would serve the Willow Springs residential neighborhood and employees at the neighboring business parks and industrial areas, as well as customers passing through the mid-Hollister Avenue corridor. The subject parcels are too small for the typical range of uses in the General Industrial (I-G) category, such as manufacturing uses.

A full analysis of the proposed General Plan Amendment is provided in the General Plan Amendment worksheet (Attachment 1).

The applicant also requests a rezone of the subject property to C-3 (General Commercial). An applicant may initiate a rezone request; this portion of the application does not need to be initiated by the City Council.

ALTERNATIVES:

1. The City Council may elect not to initiate the proposed General Plan Amendment.

2. The City Council may elect to initiate the proposed General Plan Amendment with modifications.

LEGAL REVIEW:

This matter was discussed with the City Attorney's Office.

FISCAL IMPACTS:

The processing costs associated with the initiation of the proposed General Plan Amendment are paid by the applicant.

Submitted By:

Approved By:

Steve Chase,
Planning & Environmental
Services Director

Daniel Singer
City Manager

ATTACHMENTS:

1. General Plan Amendment Worksheet
2. Letter from Steve Welton, SEPPS, 5/15/08
3. Vicinity Map

ATTACHMENT 1
GENERAL PLAN AMENDMENT WORKSHEET

GENERAL PLAN AMENDMENT DATA SHEET (Section 1 of 3)

Analysts: Shine Ling

Policy ID #: LU 1.1/Figure 2-1

Contributors:

Policy Title: Land Use Plan Map

Date: 5/29/08

GP Page #: Follows 2-4

Policy Objective: *To maintain a land use pattern that provides continuity with the past and present use and development of the city and locates the various uses in a manner that is consistent with the fundamental goals and principles of the plan.*

Policy Text:

Figure 2-1: Land Use Plan Map

LU 1.1 Land Use Plan Map. [GP/CP] The Land Use Plan map in Figure 2-1 is hereby adopted. The Land Use Plan map establishes the future distribution, extent, and geographic locations of the various land uses within Goleta. The standards applicable to each of the various use categories and sites are set forth in Policies LU 2 through LU 9.

Proposed Amendment:

Amend the Land Use Plan Map, Figure 2-1, to change the land use category designation of the property listed below to General Commercial (C-G):

- 6390 Hollister Avenue (APN: 073-070-024)

GENERAL PLAN AMENDMENT DATA SHEET (Section 2 of 3)

Policy ID #: LU 1.1/Figure 2-1

Policy Title Land Use Plan Map

Author/Letter #: Steve Welton, SEPPS

Author Rationale:

The designation of the property as General Commercial allows for community-based retail and service uses to meet the needs of the immediate neighborhood. Historically, the property has supported service based uses from approximately 1963. The relatively recent addition of housing at Willow Springs and new projects in the works have added additional demand for neighborhood services, which would partially be addressed by redesignating this parcel.

The relatively small size of the parcel and its location along the Hollister Avenue corridor make it more appealing to retail commercial and smaller food service uses, rather than light industrial uses. A survey of the 70 non-residential parcels of approximately 0.5 acres or less in size and located along Hollister Avenue shows that the subject property is one of only two that are zoned industrial, and one of only five that are not commercially zoned, the remainder having a business park designation which still allows from some retail and service related uses.

Beta/Lessons Learned: N/A

Further Considerations: N/A

CEQA: The proposed change in land use designation of the parcel is a project subject to environmental review. No significant impacts are anticipated as a result of the change in land use designation.

GENERAL PLAN AMENDMENT DATA SHEET (Section 3 of 3)

Policy Amendment Summary:

Policy ID #: LU 1.1/Figure 2-1

Continue:

Policy Title Land Use Plan Map

Edit:

Delete:

Staff Recommendation:

Staff recommends that the applicant's request be modified as follows:

Amend the Land Use Plan Map, Figure 2-1, to change the land use category designation of the three properties listed below to General Commercial (C-G):

- 6390 Hollister Avenue (APN: 073-070-024)
- 6398 Hollister Avenue (APN: 073-070-021)
- 6416 Hollister Avenue (APN: 073-070-005)

Staff Rationale:

The land use designation of General Commercial (C-G) would be more appropriate than the General Industrial (I-G) designation for these three parcels, which have supported commercial uses in the past and present. Staff recommends that the designation for the two neighboring parcels to the applicant's parcel also be changed to C-G. This provides for geographical continuity and is a better planning practice, as it avoids "spot zoning." The subject parcels are too small for the typical range of uses in the General Industrial (I-G) category, such as manufacturing uses. All of the present uses on the three parcels would be allowable uses in the C-G category.

The land use designation of General Commercial (C-G) is the most appropriate one for the three subject parcels. The uses allowed in the C-G category include retail trade and service uses that would serve the Willow Springs residential neighborhood and employees at the neighboring business parks and industrial areas, as well as customers passing by along Hollister Avenue.

ATTACHMENT 2

LETTER FROM STEVE WELTON, SEPPS, 5/15/08

S U Z A N N E  E L L E D G E
P L A N N I N G & P E R M I T T I N G S E R V I C E S , I N C .

PRINCIPAL PLANNERS
SUZANNE ELLEDGE • LAUREL F. PEREZ

15 May 2008

RECEIVED

MAY 15 2008

City of Goleta
Planning & Environmental Svcs.

The Honorable City Council
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117
Attn: Shine Ling

Re: Request for Initiation of a General Plan Amendment; APN 073-070-024
6396 (AKA 6390); Hollister Avenue;

Dear Members of the City Council,

Our office represents Ms. Lisa Harwin in her request for an initiation of a General Plan Amendment for a commercial land use designation. Ms. Harwin's property is a .34 acre parcel located at 6390 Hollister Avenue, near the corner of Aero Camino and Hollister Avenue with a "General Industrial" Land Use designation and M-1 (Light Industrial) zoning.

The application under consideration proposes to change the property to a "General Commercial" (C-G) Land Use designation and a "C-3" (General Commercial) zoning designation. In addition, the applicant requests adding "Eating and Drinking Establishments" to the allowed uses within the "C-G" Land Use designation.

Historically, the property supported service based uses from approximately 1963, when a Shakey's Pizza parlor was permitted, through 1995, when the "Rendezvous" which featured a restaurant and dance instruction, was closed. The dance school remained open until 2002, when a printing company was opened and which operated until the spring of 2007. In 1995, a wholesale/retail glass shop named "Ocean Glass" was opened on the east side of the building and currently occupies about one half of the available space.

For or the past approximately 18-months, potential tenants such as a bakery/café, deli, food market, children's dance school, among others, have been turned away because the proposed uses were not consistent with the current zoning designation and comprehensive plan.

From discussion with the prospective tenants, the owner has realized that the relatively small size of the parcel and its location along the Hollister Avenue corridor make it more appealing to retail commercial and smaller food service uses, rather than to light industrial uses. Additionally, the property's proximity to the nearby business park, residential, and industrial uses make it ideal for service-oriented businesses that provide support to the immediate neighborhood.

The zoning for the property is somewhat unusual when compared to similar sized parcels in the city. A survey of the 70 non-residential parcels of approximately ½ acre or less in size and located along Hollister Avenue (see attached Exhibit A) shows that the subject property is one (1) of only two (2) that are zoned industrial, and one of only five (5) that are not commercially zoned, the remainder having a business park designation which still allows for some retail and service related uses.

The first Land use Policy (LU-1) of the City of Goleta General Plan states as one of the City's objectives:

To maintain a land use pattern that provides continuity with the past and present development of the city and locates the various uses in a manner that is consistent with the fundamental goals and principles of the plan.

The subject property has historically supported uses similar to those proposed in the overlay, and by supporting the proposed initiation the City will be consistent with this policy.

Further, Policy L1.6 states, in part,

"The priority for new commercial uses shall be for the types that will meet local needs and those that provide goods and services not now available in the city"

The proposed General Plan designation allows for community based retail and services uses to meet the needs of the immediate neighborhood. Historically, the area supported the popular "Deli Planet" as a local lunch eatery demonstrating, in part, the demand for community commercial uses. The relatively recent addition of housing at Willow Springs and new projects in the works have added additional demand for neighborhood services, which would partially be addressed by rezoning this parcel.

Finally, the guiding principles and goals of the General Plan include the following statement:

Maintain economic prosperity with a sustainable economy that is not based on growth

The proposed commercial overlay would allow the property to retain tenants for uses more suitable for its size and location on the Hollister Avenue corridor. As the subject parcel has historically supported service-oriented uses, and has been unable to find a tenant with a business that is consistent with the current zoning and General Plan parameters, we respectfully request that you approve the initiation of a General Plan Amendment. Thank you for your consideration.

Honorable City Council
15 May 2008
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Sincerely,
SUZANNE ELLEDGE
PLANNING & PERMITTING SERVICES, INC.



Steve Welton, AICP
Senior Planner

Cc: Ms. Lisa Harwin

ATTACHMENT 3

VICINITY MAP

