



TO: Mayor and Councilmembers

FROM: Dan Singer, City Manager

CONTACT: Steve Chase, Director, Planning and Environmental Services
Patricia S. Miller, Manager, Current Planning Division
Scott Kolwitz, Senior Planner

SUBJECT: Case No. 08-143-GPA: Westar General Plan Amendment Initiation;
Hollister Avenue Northwest of Glen Annie Road (APN 073-030-020 and
073-030-021)

RECOMMENDATION:

- A. Conduct the public hearing on the Westar General Plan Amendment initiation request.
- B. Receive public testimony.
- C. Deliberate and move to initiate processing of the Westar General Plan Amendment request for properties located along Hollister Avenue between Glen Annie Road and Santa Felicia Drive (APN 073-030-020 and 073-030-021).
- D. Refer back to staff if the City Council decides to take action other than the recommended action.

BACKGROUND:

The subject properties are located on Hollister Avenue between Glen Annie Road and Santa Felicia Drive (see Attachment 1). The larger parcel is a 22.314 acre vacant parcel and the smaller parcel is a 1.25 acre parcel that contains 9,546-square feet of development for Univision's television studio and Bank of America's drive-thru ATM facilities.

The project was filed on July 15, 2008, by Ken Marshall of Dudek, agent, for Peter J. Koetting of the Goleta Hollister, LLC, property owner.

DISCUSSION:

The applicant requests initiation of the following General Plan amendments:

General Plan Land Use Element Table 2-2 Amendment

Revise LU Table 2-3 “Allowable Uses and Standards for Commercial Use Categories” as follows:

- Increase the Recommended Standards for Building Intensity from 25 feet to 35 feet in the Community Commercial (C-C) land use designation.

The amendment to LU Table 2-2 is included in Attachment 2.

General Plan Land Use Designation Amendment

Currently, the larger (approximately 22 acres) parcel is designated as Residential Medium Density (R-MD) and is zoned Mobile Home Subdivision with an Affordable Housing Overlay with densities of up to 12.3 units per acre (MHS/AHO DR-12.3). Currently, the smaller parcel (1.25 acres) is designated as Industrail-Office and Institutional (I-OI), and is zoned Industrial Research Park (M-RP).

The applicant requests initiation of a change to LU Figure 2-1, Land Use Plan Map as follows:

- Approximately 15 acres would remain R-MD and approximately 8.5 acres would be re-designated C-C. The applicant’s intent is described in Attachment 3.

Attachment 4 shows where/how the proposed land use designation would be altered. Additionally, the following table provides parcel information and identifies the proposed changes to the land use designations for each parcel per the requested GPA initiation:

Parcel Number	Parcel Size	Current Uses	Current Zoning	Current Land Use Designation	Proposed Land Use Designation
073-030-020	22.314 acres	Vacant	MHS/AHO DR-12.3	R-MD	Northern portion of the site: R-MD (approximately 15 acres) Southern portion of the site: C-C (approximately 8.5 acres)
073-030-021	1.25 acres	Approximately 8,700-square feet of development for television and financial uses	M-RP	I-OI	

It should be noted that at this time, the request before the City Council is to only initiate changes to Table 2-2 and the land use designations. The submitted application does not yet include the Rezone, Tract Map, or other related permits. If the GPAs are initiated as requested, the applicant would submit these additional applications, and processing would begin.

Staff's recommendation:

Staff does support the initiation of the amendment of the text of LU Table 2-2 and to explore a change to the property's land use designations.

The GPA initiation would allow staff and the decision-makers an opportunity to determine whether or not the "Recommended Standards for Building Intensity" should remain at 25 feet or if an increased height of 35 feet is more appropriate.

The GPA initiation would also allow staff and the decision-makers an opportunity to explore if the land use designation mixes and densities along Hollister Avenue, as currently proposed in the General Plan, are appropriate for the long-term vision of Goleta.

In the broadest sense, one of the most critical questions to be addressed is whether or not the proposed spatial distribution of land uses is appropriate. The applicant's proposal would result in a new mixed-use neighborhood, and it would need to be compatible with the R-MD neighborhood to the east, the Camino Real Marketplace to the south and additional office uses to the west. It would also need to be internally compatible within the project area.

The GPA would be evaluated by staff during processing and would address the following items (and other items not yet identified):

- Reconcile the displacement of R-MD units that are built into the Regional Housing Needs Allocation (RHNA) assumed in the Housing Element;
- Identify the consequences of subtracting I-OI land use designations from the City's inventory; and
- Consider the aesthetic impacts to raising the C-C's recommended maximum height.

A brief analysis of the proposed GPA is provided in the GPA Worksheet (Attachment 2).

SUMMARY:

The proposed changes to the maximum height for Community Commercial (C-C) in LU Table 2-2 (from 25 feet to 35 feet) and the proposed changes to the land use designations in LU Figure 2-1 (from Residential Medium Density (R-MD) and Office and Institutional (I-OI) to Community Commercial (C-C)) do have merit and should be initiated and explored.

GOLETA STRATEGIC PLAN:

Not applicable to an initiation hearing.

ALTERNATIVES:

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

LEGAL REVIEW:

The staff report was reviewed by the City Attorney.

FISCAL IMPACTS:

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

Submitted By:

Reviewed by:

Approved By:

Steve Chase, Director
Planning and
Environmental Services

Michelle Greene, Director
Administrative Services

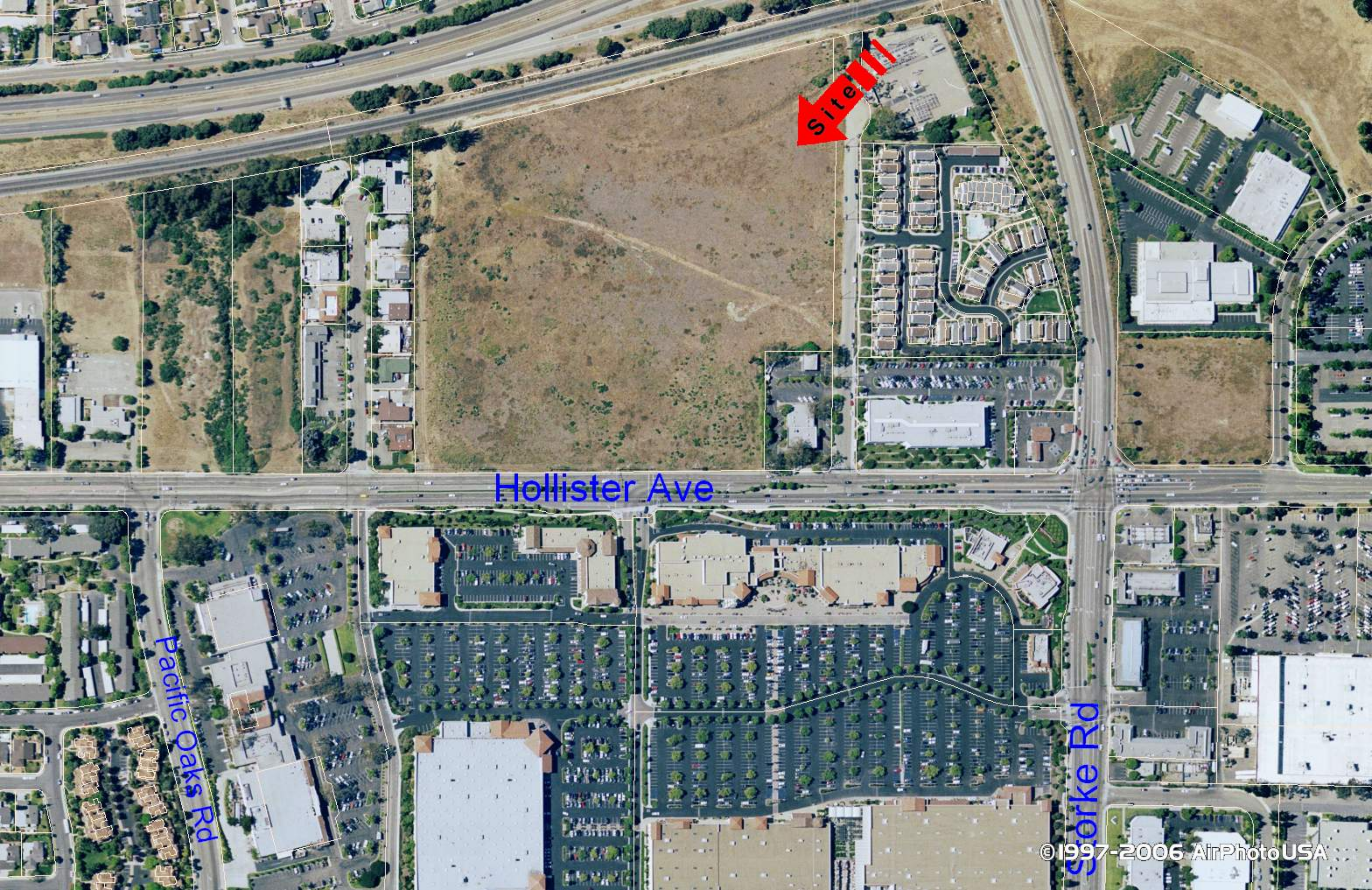
Daniel Singer
City Manager

ATTACHMENTS:

1. Vicinity Map
2. General Plan Amendment Worksheets
3. Westar Letter of Intent
4. Westar Site Plan (11 x 17 reduction)

ATTACHMENT 1

VICINITY MAP



Site III

Hollister Ave

Pacific Oaks Rd

Storke Rd

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ATTACHMENT 2
GENERAL PLAN AMENDMENT WORKSHEETS

GENERAL PLAN AMENDMENT DATA SHEET (Section 1 of 3)

Analysts: Scott Kolwitz

Policy ID #: LU 1.1/Figure 2-1

Contributors: _____

Policy Title: Land Use Plan Map

Date: 12/16/08

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, as it relates to located on Hollister Avenue between Glen Annie Road and Santa Felecia Drive (APN 073-030-020 and 073-030-021), an approximate total of 23.5 acres of R-MD and I-OI to:

- o Approximately 15 acres would be R-MD and approximately 8.5 acres would be C-C
- o The intent is to develop a mixed-use project consisting of up to 300 “for rent” dwelling units, including affordable rental units per the City’s Housing Element, and retail uses that are compatible with residential neighborhoods (markets /drug stores of approximately 12,000 to 25,000 square feet, small retail, restaurants, etcetera).

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 #: Ken Marshall, Dudek

Author Rationale:

Westar is interested in having the City Council initiate a GPA that would facilitate retail neighborhood-serving commercial uses (i.e. a 15-25,000-square foot market, a 12-15,000-square foot drug store, and other small retail shops, restaurants, and etcetera), and as such is requesting a "Community Commercial" Land Use Designation for the southern portion of the property along the Hollister corridor (The applicant's intent is described more fully in Attachment 3).

Beta/Lessons Learned: N/A

Further Considerations: N/A

CEQA: The proposed change in Land Use Designation of the parcels is a project subject to environmental review. 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 does support the initiation of the General Plan Amendment to explore a change to the property's Land Use Designation.

Staff Rationale:

The General Plan Amendment initiation would allow staff and the decision-makers an opportunity to explore if the Land Use Designation mixes and densities along Hollister Avenue, as currently proposed in the General Plan, are appropriate for the long-term vision of the City of Goleta.

The proposed change would divide an approximately 22 acres R-MD and an approximately 1.25 acre I-OI site into an approximately 8.5-acre C-C site and an approximately 15-acre R-MD site. While staff recognizes the economic benefit a C-C development would bring to Goleta, this is a change to the potential residential and professional and institutional uses that exists onsite.

- The GP's HE Table 10A-17 estimated a maximum of 489¹ units to be constructed on the approximately 22 acre site. The 489 units were a major component in the drive to intensify the Hollister Avenue corridor, but as proposed, this project would result in a maximum of 300 units. This is a difference of 149² units.
- Goleta currently has approximately **98** acres of land (this includes both developed and undeveloped land) with the I-OI LUD (per a GIS tally). This represents **2%** of Goleta's total land use inventory.
 - Another project's GPA initiation request to convert 3.28-acres of existing I-OI LUD to a General Industrial LUD for the Jordano's expansion has recently been approved to commence processing. If both projects were to convert the I-OI LUD to other LUDs, Goleta would only have 94.71-acres of I-OI land.

The GPA initiation would also allow staff and the decision-makers an opportunity to explore if the land use designations mixes and densities along Hollister Avenue, as currently proposed in the GP, are appropriate for the long-term vision of Goleta.

In the broadest sense, one of the most critical questions to be addressed is whether or not the proposed spatial distribution of land uses is appropriate. The applicant's proposal would result a new mixed-use neighborhood, and it would need to be compatible with the R-MD neighborhood to the east, the office uses to the southeast, the Camino Real Marketplace to the south and additional office uses to the west. It would also need to be internally compatible within the project area.

¹ The table may contain an error as it assumed 22 units would be constructed per acre. As the MDR LUD only allows up to 20 acres an acre, the maximum number of units constructed may be 446 instead of 489 for the project site.

² Assuming 449 units could have been constructed and 300 units will be constructed.

The GPA would be evaluated by staff during processing and would address the following items (and other items not yet identified):

- Reconcile the displacement of R-MD units that are built into Regional Housing Needs Allocation (RHNA) assumed in the Housing Element (HE);
- Identify the consequences of subtracting I-OI land use designations from the City's inventory; and
- Considering the aesthetic impacts to raising the C-C's recommended maximum height.

Additional issues that would have to be addressed include the Storke/Hollister intersection (Table 7-1 and Policy TE 4.2), air pollution/noise issues from Highway 101 and the Southern Pacific Railroad corridor to the north (Figures 9-1 through 9-4 and Policy CE 12.1), a fault zone near the center of the property (Figure 5-1), airport issues from Santa Barbara Airport's Airport Approach Overlay to the south (Figure 5-3), a scenic view towards the Santa Ynez Mountains to the north (Figure 6-1), and the known historic resource onsite (Figure 6-2).

GENERAL PLAN AMENDMENT DATA SHEET (Section 1 of 3)

Analysts:	Scott Kolwitz	Policy ID #:	LU 3.1/Table 2-2
Contributors:		Policy Title:	Allowable Uses and Standards For Commercial Use Categories
Date:	12/16/08	GP Page #:	2-13

Policy Objective: *To provide lands in locations that are suitable, functional, attractive, and convenient for an appropriate mix and scale of residential- and business-serving commercial uses, including business and professional offices, retail trade, business services, and residential mixed uses.*

Policy Text:

LU 3.1 Commercial Land Use Categories. [GP/CP] Table 2-2 shows the permitted uses and recommended standards for building intensity in each of the commercial land use designations. The commercial use categories are intended to provide appropriate locations for business uses that serve neighborhoods, the community, the region, and the traveling public while seeking to minimize traffic congestion, visual, and other impacts on surrounding residential areas. The intent of each use category is further described in the following sections. *(Amended by Reso. 08-30, 6/17/08)*

TABLE 2-2 ALLOWABLE USES AND STANDARDS FOR COMMERCIAL USE CATEGORIES (PARTIAL)

Allowed Uses and Standards	Commercial Use Categories					
	C-R	C-C	C-OT	C-VS	C-I	C-G
Standards for Density and Building Intensity						
Recommended Standards for Density						
Maximum Residential Density	N/A	12/acre	20/acre	N/A	N/A	20/acre
Recommended Standards for Building Intensity						
Maximum FAR	0.35	0.40	0.60	0.25	0.40	0.40
Maximum Structure Height	35 feet	25 feet	30 feet	35 feet	25 feet	35 feet
Maximum Lot Coverage Ratio	N/A	N/A	N/A	N/A	N/A	N/A
Minimum Open Space Ratio	N/A	N/A	N/A	0.40	N/A	N/A
Minimum Lot Size	size in 2005	size in 2005	size in 2005	size in 2005	size in 2005	10,000 s.f.
Notes:						
1. Use Categories: C-R – Regional Commercial; C-C – Community Commercial; C-OT – Old Town Commercial; C-VS – Visitor Commercial; C-I – Intersection; Commercial; C-G – General Commercial.						
5. The standards for building intensity recommended by this General Plan pursuant to Government Code Section 65302(a) may be revised by a Resolution of the decision-making body of the City for specific projects based upon a finding of good cause. <i>(Amended by Reso. 08-30, 6/17/08)</i>						

Proposed Amendment:

Amend Land Use Element Table 2-2 as follows:

TABLE 2-2 ALLOWABLE USES AND STANDARDS FOR COMMERCIAL USE CATEGORIES (PARTIAL)

Allowed Uses and Standards	Commercial Use Categories					
	C-R	C-C	C-OT	C-VS	C-I	C-G
Standards for Density and Building Intensity						
Recommended Standards for Density						
Maximum Residential Density	N/A	12/acre	20/acre	N/A	N/A	20/acre
Recommended Standards for Building Intensity						
Maximum FAR	0.35	0.40	0.60	0.25	0.40	0.40
Maximum Structure Height	35 feet	35 feet	30 feet	35 feet	25 feet	35 feet
Maximum Lot Coverage Ratio	N/A	N/A	N/A	N/A	N/A	N/A
Minimum Open Space Ratio	N/A	N/A	N/A	0.40	N/A	N/A
Minimum Lot Size	size in 2005	size in 2005	size in 2005	size in 2005	size in 2005	10,000 s.f.
Notes:						
1. Use Categories: C-R – Regional Commercial; C-C – Community Commercial; C-OT – Old Town Commercial; C-VS – Visitor Commercial; C-I – Intersection; Commercial; C-G – General Commercial.						
5. The standards for building intensity recommended by this General Plan pursuant to Government Code Section 65302(a) may be revised by a Resolution of the decision-making body of the City for specific projects based upon a finding of good cause. <i>(Amended by Reso. 08-30, 6/17/08)</i>						

GENERAL PLAN AMENDMENT DATA SHEET (Section 2 of 3)

Policy ID #: LU 3.1/Table 2-2

Policy Title Allowable Uses and Standards
For Commercial Use Categories

Author/Letter #: Ken Marshall, Dudek

Author Rationale:

Retail tenant buildings ranging from 25-30,000 square feet generally need parapets of 32-35 feet to screen the newer more efficient air conditioning and heating roof top units. The 35-foot height will also allow the architect provide a more creative building elevation facade. Smaller retail tenants are utilizing a higher interior space to better merchandise their products. The larger interior volume also provides a better “feel” for a large store rather than a lower ceiling.

Beta/Lessons Learned: N/A

Further Considerations: N/A

CEQA: The proposed change to the definition of Table 2-2 is a project subject to environmental review. No significant impacts are anticipated as a result of the change in the maximum height of Table 2-2.

GENERAL PLAN AMENDMENT DATA SHEET (Section 3 of 3)

Policy Amendment Summary:

Policy ID #: LU 3: Commercial Land Uses

Continue:

Policy Title Allowable Uses and Standards

Edit:

For Commercial Use Categories

Delete:

Staff Recommendation:

Staff does support the initiation of the General Plan Amendment to alter Table 2-2.

Staff Rationale:

Staff does support the initiation of the GPA to amend the text of Table 2-2.

The GPA initiation would allow staff and the decision-makers an opportunity to explore if the "Recommended Standards for Building Intensity" is sufficient at 25 feet or if an increased height of 35 feet is more appropriate.

Allowed Uses and Standards	Commercial Use Categories					
	C-R	C-C	C-OT	C-VS	C-I	C-G
Retail Trade						
Large-Scale Retail Establishments	X	X	-	-	-	-
General Merchandise	X	X	X	-	-	X
Food and Drug Stores	X	X	X	-	X	X
Apparel and Specialty Stores	X	X	X	-	-	X
Building/Landscape Materials and Equipment	X	X	X	-	-	X
Eating and Drinking Establishments	X	X	X	X	X	X
Other Retail Trade Establishments	X	X	X	X	-	X
Coastal-Related Commercial	X	X	X	X	-	-
Services (Including Offices)						
Finance, Insurance, and Real Estate	X	X	X	-	-	X
Personal Services	X	X	X	-	-	X
Business Services	-	X	X	-	-	X
Information Technology Services	-	-	-	-	-	X
Professional Services	-	X	X	-	-	X
Medical and Health-Related Services	X	X	X	-	-	-
Educational Services	-	-	X	-	-	X
Entertainment and Recreation Services	X	X	X	X	-	-
Building and Construction Services	-	-	-	-	-	X
Other Services	X	X	X	X	X	X
Transient Lodging and Services						
Resorts	-	-	-	X	-	-
Hotels, Motels, Bed and Breakfast Inns	X	X	X	X	-	-
RV Parks	-	-	X	X	-	X
Other Visitor Services and Attractions	-	-	-	X	-	X
Auto-Related Uses						
Retail – Automotive Sales and Rentals	-	-	X	-	-	X
Auto Repair and Painting	-	-	-	-	-	X
Auto Wrecking Yard/Junk Yard	-	-	-	-	-	X
Auto Service (Gas) Station	X	-	X	-	X	X
Car Wash	-	X	X	-	X	X
Wholesale Trade and Storage						
General Wholesale Trade	-	-	-	-	-	X
Warehousing – General	-	-	-	-	-	X
Warehousing – Self-Storage	-	-	-	-	-	X
Outdoor Storage	-	-	-	-	-	X
Residential Uses						
Residential Units	-	X	X	-	-	-
One Caretaker Unit	X	X	X	X	-	X
Assisted-Living Residential Units	-	-	-	-	-	X
Other Uses						
Religious Institutions	-	X	X	-	-	X
Public and Quasi-public Uses	X	X	X	-	X	X
Wireless Communications/Telecommunications	X	X	X	X	X	X
Standards for Density and Building Intensity						
Recommended Standards for Density						
Maximum Residential Density	N/A	12/acre	20/acre	N/A	N/A	20/acre
Recommended Standards for Building Intensity						
Maximum FAR	0.35	0.40	0.60	0.25	0.40	0.40
Maximum Structure Height	35 feet	35 feet	30 feet	35 feet	25 feet	35 feet
Maximum Lot Coverage Ratio	N/A	N/A	N/A	N/A	N/A	N/A
Minimum Open Space Ratio	N/A	N/A	N/A	0.40	N/A	N/A
Minimum Lot Size	size in 2005	size in 2005	size in 2005	size in 2005	size in 2005	10,000 s.f.
Notes:						
1. Use Categories: C-R – Regional Commercial; C-C – Community Commercial; C-OT – Old Town Commercial; C-VS – Visitor Commercial; C-I – Intersection; Commercial; C-G – General Commercial.						
2. X indicates use is allowed in the use category; - indicates use not allowed.						
3. General Note: Some uses requiring approval of a conditional use permit are as set forth in text policies, and others are specified in the zoning code.						
4. Wholesale trade is permitted within the C-R use category, provided that it is an integral part of a retail trade use.						
5. The standards for building intensity recommended by this General Plan pursuant to Government Code Section 65302(a) may be revised by a Resolution of the decision-making body of the City for specific projects based upon a finding of good cause.						
6. N/A = Not applicable.						
(Amended by Reso. 08-30, 6/17/08)						

ATTACHMENT 3
WESTAR LETTER OF INTENT



621 CHAPALA STREET
SANTA BARBARA, CALIFORNIA 93101
T 805.963.0651 F 805.963.2074

November 25, 2008

Scott J. Kolwitz
Senior Planner
Planning & Environmental Services Department
City of Goleta
130 Cremona Drive, Suite B
Goleta, California 93117

SUBJECT: Westar and Univision General Plan Amendment Requests

Dear Scott:

As indicated in my e-mail to you earlier today, Westar is now interested in the following:

- Amending our application to include both the Westar and Univision properties into one GPA application
- Requesting a Land Use designation change for the southern portion of the Westar property from "Medium Density Residential" to "Community Commercial" (approximately 8.5 acres)
- Requesting a Land Use designation change for the entire Univision property from "Office and Institutional" to "Community Commercial"

Please note that as part of these General Plan Amendment initiations, Westar is interested in maintaining the majority of the site (approximately 14-15 acres of the property) for residential uses (consistent with the existing "Medium Density Residential" [20 dwelling units/acre] Land Use designation), and only a minority of the site for commercial uses (where residential uses are not generally allowable due to Airport Safety Area constraints), fronting along Hollister Avenue.

For the proposed residential portion, the existing Medium Density Residential Land Use designation is proposed to be maintained and "for rent" residential units are proposed, including affordable rental units per the City's existing Housing Element.

For the proposed retail commercial portion, a Land Use designation of "Community Commercial" is proposed. Although the City's "Community Commercial" Land Use designation permits "Large-Scale Retail Establishments", no such uses are proposed or anticipated; similarly, no "Regional Commercial" uses are proposed. Rather, the types of retail commercial uses contemplated are those that are compatible with the existing and proposed residential

Scott J. Kolwitz
November 25, 2008
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neighborhood (i.e., a small [15-25K SF] market, a small [12K-15K SF] drug store, small retail shops, restaurants, etc.]).

As part of this application, Westar is interested in having the City Council initiate a General Plan Amendment that would facilitate these uses (i.e., neighborhood-serving commercial uses), and as such is requesting a "Community Commercial" Land Use designation for the southern portion of the property along the Hollister corridor. However, we believe this should and will be an iterative and dynamic process, one that will involve Westar, City staff, the community and ultimately City decision-makers in determining the final Land Use designation which is appropriate for the site. We believe that through the General Plan Amendment process (including environmental review), it is possible that some other similar designation maybe determined to accomplish Westar's goals, while at the same time, addresses the City's desires and needs; Westar welcomes this opportunity.

Finally, it must again be noted that no change to the existing "Medium Density Residential" Land Use designation is being sought for the majority of the site in order to accommodate proposed rental residential uses on the majority of the site.

We have prepared the following materials to assist you in processing the requested GPA:

- A revised "bubble diagram" indicating the proposed Land Use designation boundaries for both the Westar and Univision properties; and,
- A Revised GPA application for both the Westar and Univision properties.

Thank you in advance for your consideration of our request. Should you have any questions regarding this letter or require additional information, please do not hesitate to give me a call at 963-0651, ext. 3521. I may also be e-mailed at kmarshall@dudek.com.

Sincerely,



Kenneth E. Marshall, AICP
Principal




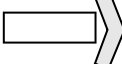


Attachment

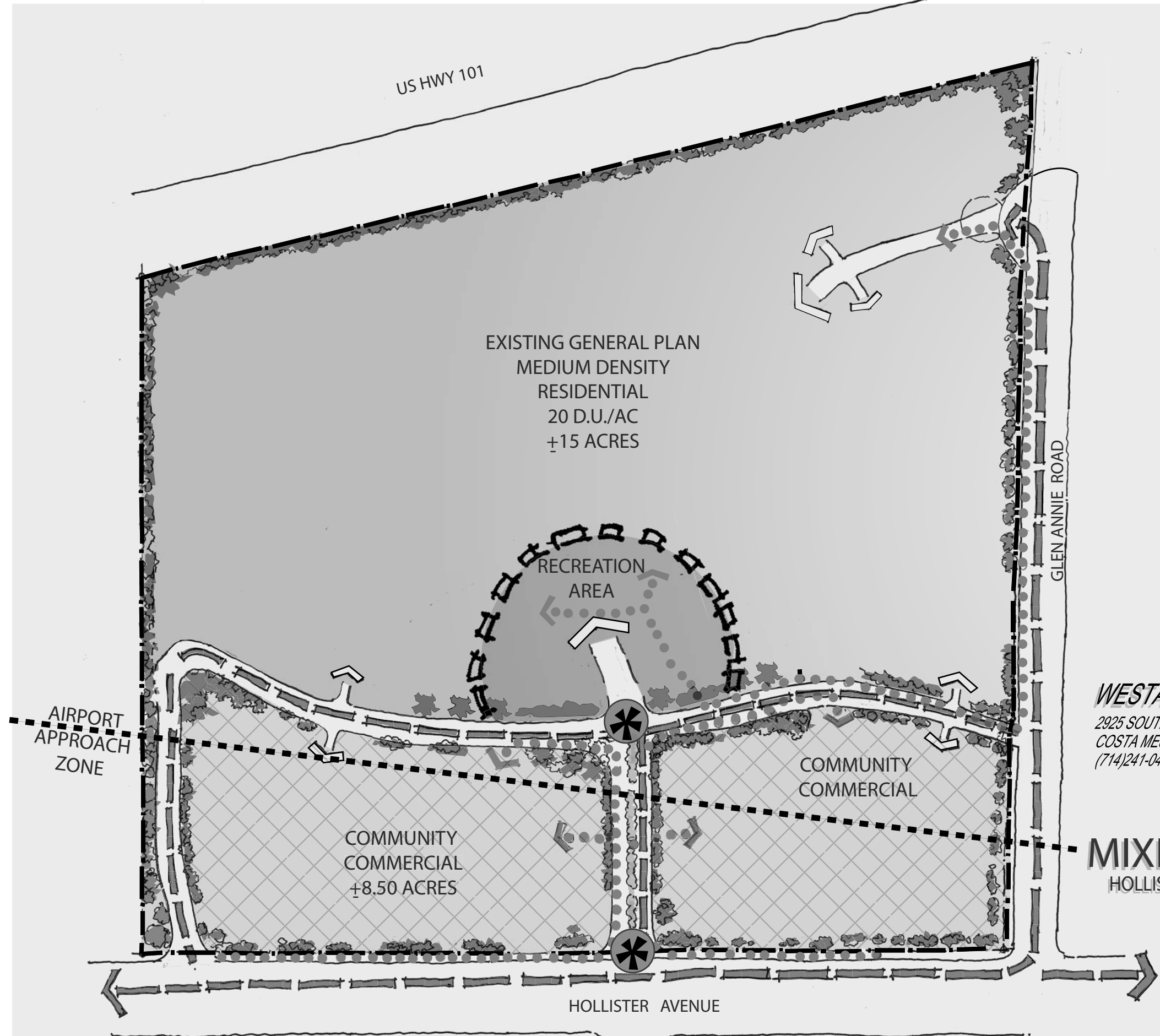
CC: Steve Chase
Peter Koetting

ATTACHMENT 4

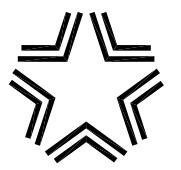
WESTAR SITE PLAN (11 x 17 REDUCTION)

LEGEND:

- ± 8.5 ac RETAIL
- ± 15 ac RESIDENTIAL
-  LANDSCAPING
-  PEDESTRIAN TRAFFIC
-  MAIN VEHICULAR TRAFFIC
-  VEHICULAR ACCESS
-  PROPERTY LINE
-  ENHANCED ENTRY



WESTAR ASSOCIATES
 2925 SOUTH BRISTOL STREET
 COSTA MESA, CA. 92626
 (714)241-0400 tel - (714)241-0132 fax



MIXED-USE PROJECT
 HOLLISTER AVENUE & GLEN ANNIE ROAD
 GOLETA, CALIFORNIA

