



02



Planning Context

2.1 Intended Uses of the Master Plan

The Goleta Parks, Facilities, and Playgrounds Master Plan (Master Plan) is based on a comprehensive planning process that took place from February 2018 through May 2019. This process involved extensive research and analysis of the existing parks and playgrounds in Goleta, as well as staff and community input. This Master Plan provides an assessment of Goleta’s parks and playgrounds system, taking into account future growth in the community. The Master Plan is intended to provide a realistic view of the City’s parks and playgrounds as they exist now and as they could evolve into the future.

Goleta’s parks and playgrounds facilities consist of nine neighborhood parks, five community parks, nine neighborhood open spaces, six regional open spaces, one community center, and three mini parks. These park types are defined in detail in Section 3.2 Goleta Park Types of this Master Plan. Citywide park master plans are usually intended to lay out visions for the future, as well as coherent steps for achieving these visions. The overall citywide master plan is not intended to go into detail on park design, park programming or park environmental review. No park facility should be constructed from this document without individual park master plans, designs, engineering and environmental review.

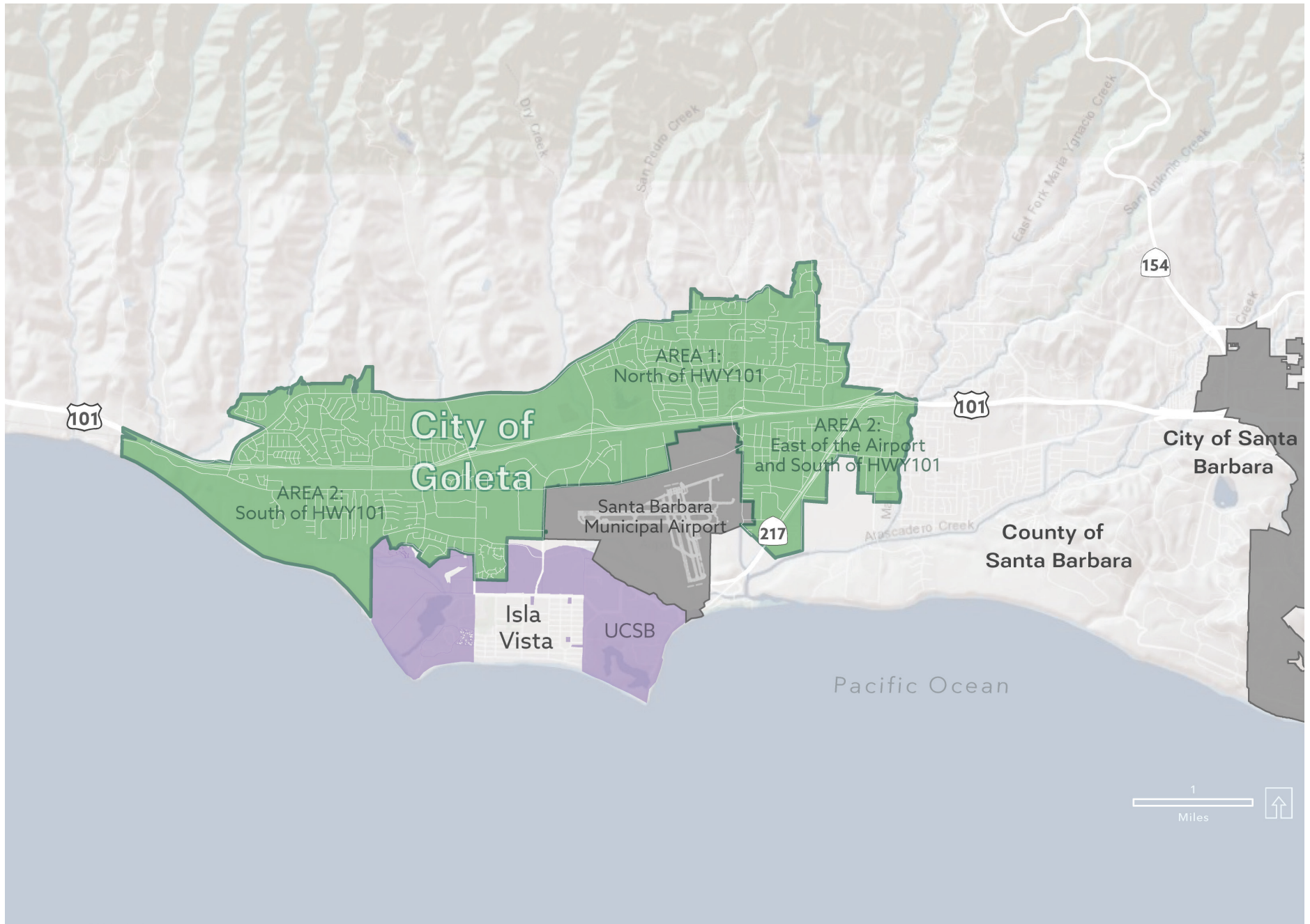
2.2 Parks and Open Space Division

The City of Goleta is the fourth largest city in Santa Barbara County in terms of population, with approximately 30,847 residents. The city is located about nine miles west of Santa Barbara and 100 miles northwest of Los Angeles. Goleta is situated along U.S. Route 101, within a narrow coastal plain and is surrounded by a rich natural landscape that includes the Santa Ynez Mountains, the Pacific Ocean, and a two-mile shoreline. The University of California, Santa Barbara is located adjacent to and south of Goleta in Isla Vista, as shown in Figure 2-1.

The Parks and Open Space Division is part of the Public Works Department and is responsible for maintaining approximately 550.47 acres of city parks and open space. Additionally, this division is responsible for maintaining 31 landscaped street medians and 6,800 trees are within the City right-of-way. The Parks and Open Space Division and the Goleta’s Planning and Environmental Review Department do both have some overlapping responsibilities for park planning, design, environmental review and permitting. The parks exist in three different zones, defined by natural or man-made barriers such as the freeway and rail line, lagoons, the Airport and other County lands, see Figure 2-1.



Figure 2-1: Goleta's General Location on the Coast



2.3 Planning Process Methodology

The development process for this Master Plan included the formation of a project team comprised of City staff and the consultant, an analysis of existing conditions, a review of previous planning efforts, and engagement with community members and stakeholders. The planning process included the following key tasks:

- * Document collection and review
- * Community engagement
- * Facility inventory
- * Existing conditions analysis
- * Level of service analysis
- * Future plans
- * Funding
- * Findings and recommendations

2.3.1 Document Collection and Review

Previous guiding policy documents and planning efforts were summarized and compared to historical and present demographic data. This would include the City’s 2015 Recreation Needs Assessment Study and the General Plan.

2.3.2 Community Engagement

The planning process included a number of public outreach efforts designed to gather information from a broad range of local residents, stakeholders, and City staff through a series of public events, stakeholder meetings, pop-up events, and surveys. All opportunities for community engagement were available in English and Spanish.

2.3.3 Facility Inventory

The facility inventory included the City’s existing parks, facilities, and open space and recorded recreation amenities and playgrounds. Other miscellaneous recreational amenities serving the needs of Goleta residents were also considered, even if they were not run by the Parks and Open Space Division. This included County Parks, State Parks, and homeowner association recreation facilities, as well as private/non-profit facilities.

2.3.4 Existing Conditions Analysis

Existing amenities, usage patterns, site conditions, and park facilities were analyzed to determine facility and amenity needs, as well as compliance with the current American with Disabilities Act standards. Goleta’s parks and playgrounds’ system was then compared to other communities of similar size

and to regional and national standards to set level of service metrics to gauge if the community’s park, recreation, playground, and open space needs are being met.

2.3.5 Level of Service Analysis

A Level of Service Analysis (LOS) was performed on the City’s parks and playgrounds’ system to determine the percentage of the population currently being serviced by these facilities and to identify any deficiencies in existing public facilities and amenities based on population based standards adopted by the City of Goleta.

2.3.6 Geographic Distribution Analysis

The distribution of parks were also analyzed. Instead of using a fixed radius of 1/4 or 1/2-mile radius around the center of neighborhood parks for example, actual walk times and drivetimes were used that reflect the local context of street patterns, walking facilities and barriers that make it difficult to walk to a park. An overall goal of having most of the residents of Goleta be within a 15-minute walk or a 5-minute drivetime was used for neighborhood parks. For community parks and citywide facilities, a 10-minute drive time was used.

2.3.7 Future Plans

The projected usage of parks and playground facilities was used to establish future needs. Additionally, a maintenance plan was developed for all recreation facilities, including a replacement plan for buildings and park amenities.

2.3.8 Funding

Funding, revenue sources, and projected expenditures were reviewed, and a comprehensive financial plan should be developed for the modernization and maintenance of existing parks, as well as the construction of new facilities.

2.3.9 Findings and Recommendations

The summary of recommended actions includes detailed findings and recommendations for future operations and funding. Recommendations were categorized into themes with goals, objectives, and an action plan for capital improvements and implementation of the Master Plan.

2.4 Previous Planning History for Parks and Recreation

To ensure that the changing demographics and demands of the community are met, it is critical to note the importance of updating and coordinating all planning efforts. Incorporated in 2002, the City of Goleta had not adopted any guiding documents regarding parks and playground facilities until a Recreation Study was done in 2007. In 2015, the City completed a Recreation Needs Assessment. This Master Plan builds upon the previous studies and will serve as a guiding document for providing parks and playground facilities within Goleta. Previous planning documents include:

2.4.1 2006 General Plan/Coastal Land Use Plan

The City of Goleta's General Plan/Coastal Land Use Plan outlines the Public Park System Plan with the objective "to develop a well-maintained, interconnected system of multi-functional parks, recreation facilities and public open spaces that will meet the needs of existing and future residents and employees and that are attractive, safe, and accessible to all segments of the city's population, and supportive of established neighborhoods." The General Plan includes descriptions of all the parks by type, as included below in Section 3.2.

2.4.2 2007 Recreation Service Inventory

The City of Goleta completed a recreation service inventory in 2007. The purpose of this study was to inventory the recreation providers serving the residents of Goleta, as well as to provide a tool to assist in the decision-making process regarding future recreation opportunities. Additionally, the inventory process also provided a mechanism to identify issues and findings for consideration. Among some of the findings, it was determined that most providers who operate independently do not perform outside their scope, so the City will have to be the lead agency for the residents with respect to recreation programming.

The following conclusions and recommendations can be drawn from the recreation service inventory:

- ✱ Create a mission statement for recreation services
- ✱ Expand CDBG Funds to Youth Scholarships directly managed by the City
- ✱ Become Members of the National Recreation and Park Association (NRPA) and the California Park and Recreation Society (CPRS)

- ✱ Increase staff's level of direct involvement with Girsh Park, the Goleta Valley Community Center, and possibly the Elings Aquatic Center
- ✱ Start a City Recreation Department and/or agency to form a Joint Powers Authority (JPA) to manage recreation for Goleta residents

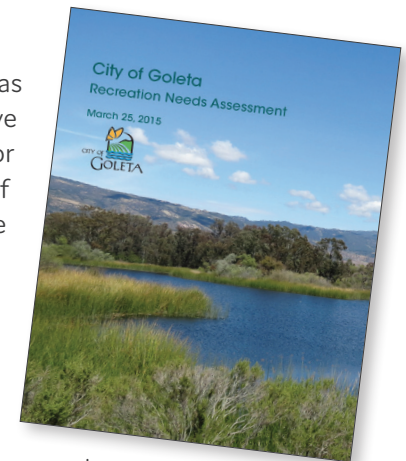
2.4.3 2015 Recreation Needs Assessment

The Recreation Needs Assessment was completed in 2015 and is meant to serve as a guide and implementation tool for the management and development of park facilities and programs within the City of Goleta. The assessment examined the community's characteristics and inventoried existing parks and playground facilities, which were then used to identify any potential needs. Facility usage patterns, recreation standards, and population projections along with the needs

identified through the facility inventory provided the basis to develop a series of recommendations that will allow the City to meet future needs and demands. However, the Needs Assessment document was intended to be flexible and updated periodically as a response to new opportunities and constraints.

The following recommendations were developed based on the needs identified in the Needs Assessment Document:

- ✱ Expand on current park classification system to incorporate a broader range of park types that are more representative of the use and features of each facility
- ✱ Develop a maintenance manual
- ✱ Establish Joint Use Agreements (JUA) and Memorandums of Understanding (MOU) that allow the use of recreation areas located on public school sites.
- ✱ Develop an effective and well-connected multi-use trail system.
- ✱ Provide an adequate number of sports facilities based on current and future population, that should include baseball and softball fields, soccer fields, bicycle and hiking paths, recreation centers, aquatic centers, and community gardens.
- ✱ Consider various projects for the rehabilitation and expansion of existing facilities.



2.5 Policies, Guidelines, and Recommendations from other Studies

The following plans were reviewed for relevance to this master planning effort and to ensure that all planning efforts are aligned and integrated.

2.5.1 City of Goleta General Plan

The Goleta General Plan is the primary city-wide comprehensive plan that guides future growth. The General Plan contains goals and objectives that are meant to guide decisions and preserve the quality of life within the City of Goleta. The Open Space and Public Facilities Elements contain objectives and policies regarding existing park and recreational facilities, as well as open space.

The following summaries and text excerpts reflect the policies that are consistent with the recommendations provided in this plan.

Open Space Element

The recommendations of this plan are highly consistent with the recommendations of the Open Space Element, which intends to conserve open space wherever possible and ensure that they are equitably distributed around Goleta.

Policy OS 4: Trails and Bikeways

Objective: To designate, preserve, and expand a public trail system that will provide recreation opportunities for multiple types of users in diverse and attractive environmental settings and that will connect various parks and neighborhoods with the regional trail network and to Los Padres National Forest.

OS 4.5: Trails shall be sited to minimize damage to riparian areas while allowing some public access. To the extent feasible, trail corridors should be located outside riparian areas but provide occasional contact to streams to allow public access and enjoyment of the resources. Where feasible, public trail easements should be located within the boundaries of flood control easements. All trail construction should minimize removal of riparian vegetation and utilize natural features and/or lateral fencing to discourage public access to streamside areas not directly within the trail alignment. Any fences constructed along trail corridors should allow for wildlife movement. Where necessary to prevent disturbance of nesting birds, sections of trails may be closed on a seasonal basis. At such times, alternative trail segments should

be provided, where feasible. In order to protect riparian resources, the number of creek crossings should be limited and maintenance should be conducted to minimize introduction and spread of invasive plants.

Policy OS 6: Public Park System Plan

Objective: To develop a well-maintained, interconnected system of multi-functional parks, recreation facilities and public open spaces that will meet the needs of existing and future residents and employees and that are attractive, safe, and accessible to all segments of the city’s population, and supportive of established neighborhoods.

OS 6.2: Equitable Distribution of Park Facilities. To the extent feasible, park and recreation facilities shall be equitably distributed throughout the city to serve the various neighborhoods and all socioeconomic segments of the city’s population. Particular emphasis shall be placed on provision of new park and recreation facilities in areas that were under-served as of 2005 and in areas of the city that are designated for new residential use and development in the future. These areas include, but are not limited to, the Goleta Old Town (Old Town) and the Mid-Hollister areas.

Policy OS 7: Adoption of Open Space Plan Map

Objective: To designate, preserve, and protect significant open space resources including agricultural, ecological, recreational, and scenic lands in Goleta and surrounding areas for current and future generations.

Policy OS 9: Financing Public Parks, Open Space

Objective: To establish equitable methods that will generate sufficient financial resources to meet future needs for acquisition and improvement of public parks, recreation facilities, and open space areas.

Land Use Element

The recommendations of this plan are to keep land uses consistent while providing an equitable distribution of park facilities. This master plan would remain consistent with the existing land use element.

Policy LU 6: Park and Open Spaces.

Objective: To provide land areas for public parks, recreation, and open space land uses and private recreational lands within the city and recognize the importance of their contribution to the overall quality of life in Goleta.

LU 6.2(d): Open Space/Passive Recreation. This use category is intended to identify and reserve areas with significant environmental values or resources, wildlife habitats, significant views, and other open space values. It may be used to designate both private and public open space areas. The category includes areas reserved for natural drainage courses that may be managed as part of the City's stormwater management program. The following criteria and standards shall apply to lands within this designation:

- a. Open space lands are intended to maintain the land in a natural condition in order to protect and conserve sensitive habitats.
- b. Resource management activities, including, but not limited to, habitat restorations, are permitted.
- c. Minimal improvements to accommodate passive public use, such as trails, nature education, beach access, and public viewing areas, are permitted.
- d. Except for existing facilities, active recreational uses involving structures or improvements to the land shall not be permitted.
- e. Limited parking and public access improvements may be allowed provided that any adverse impacts on the associated resources are either avoided or mitigated.

Policy LU 9: Coastal-Dependent and -Related Uses

Objective: To designate lands in appropriate locations near or on the shoreline for uses that are dependent upon coastal locations and cannot readily be provided at inland sites.

LU 9.2: Site #2 – Coastal Recreation. [GP/CP] This parcel, occupied as of 2005 by the Venoco EOF, is designated in the Open Space/Active Recreation use category. The requirements applicable to this site are as follows:

- d. Upon termination of the oil and gas processing use, the priority use for the site shall be coastal-dependent and coastal-related recreational uses that are conducted primarily outdoors or limited to small-scale structures. Adequate on-site parking shall be provided to serve all recreational uses (see related Policy OS 2).

Conservation Element

The recommendations of this plan are to keep open spaces consistent while providing an equitable distribution of park facilities. This master plan would remain consistent with the existing land use element.

Policy CE 1: Environmentally Sensitive Habitat Area Designations and Policy

Objective: To identify, preserve, and protect the city's natural heritage by preventing disturbance of ESHAs.

CE 1.6: Protection of ESHAs. Protection of ESHAs. [GP/CP] ESHAs shall be protected against significant disruption of habitat values, and only uses or development dependent on and compatible with maintaining such resources shall be allowed within ESHAs or their buffers. The following shall apply:

- a. No development, except as otherwise allowed by this element, shall be allowed within ESHAs and/or ESHA buffers.
- b. A setback or buffer separating all permitted development from an adjacent ESHA shall be required and shall have a minimum width as set forth in subsequent policies of this element. The purpose of such setbacks shall be to prevent any degradation of the ecological functions provided by the habitat area.
- c. Public accessways and trails are considered resource-dependent uses and may be located within or adjacent to ESHAs. These uses shall be sited to avoid or minimize impacts on the resource to the maximum extent feasible. Measures— such as signage, placement of boardwalks, and limited fencing or other barriers—shall be implemented as necessary to protect ESHAs.
- d. The following uses and development may be allowed in ESHAs or ESHA buffers only where there are no feasible, less environmentally damaging alternatives and will be subject to requirements for mitigation measures to avoid or lessen impacts to the maximum extent feasible: 1) public road crossings, 2) utility lines, 3) resource restoration and enhancement projects, 4) nature education, 5) biological research, and 6) Public Works projects as identified in the Capital Improvement Plan.

- e. If the provisions herein would result in any legal parcel created prior to the date of this plan being made unusable in its entirety for any purpose allowed by the land use plan, exceptions to the foregoing may be made to allow a reasonable economic use of the parcel. Alternatively, the City may establish a program to allow transfer of development rights for such parcels to receiving parcels that have areas suitable for and are designated on the Land Use Plan map for the appropriate type of use and development.

Policy CE 2: Protection of Creeks and Riparian Areas

Objective: Enhance, maintain, and restore the biological integrity of creek courses and their associated wetlands and riparian habitats as important natural features of Goleta’s landscape.

CE 2.2: Streamside Protection Areas. A streamside protection area (SPA) is hereby established along both sides of the creeks identified in Figure 4-1. The purpose of the designation shall be to preserve the SPA in a natural state in order to protect the associated riparian habitats and ecosystems. The SPA shall include the creek channel, wetlands and/or riparian vegetation related to the creek hydrology, and an adjacent upland buffer area. The width of the SPA upland buffer shall be as follows:

- a. The SPA upland buffer shall be 100 feet outward on both sides of the creek, measured from the top of the bank or the outer limit of wetlands and/or riparian vegetation, whichever is greater. The City may consider increasing or decreasing the width of the SPA upland buffer on a case-by-case basis at the time of environmental review. The City may allow portions of a SPA upland buffer to be less than 100 feet wide, but not less than 25 feet wide, based on a site specific assessment if (1) there is no feasible alternative siting for development that will avoid the SPA upland buffer; and (2) the project’s impacts will not have significant adverse effects on streamside vegetation or the biotic quality of the stream.
- b. If the provisions above would result in any legal parcel created prior to the date of this plan being made unusable in its entirety for any purpose allowed by the land use plan, exceptions to the foregoing may be made to allow a reasonable economic use of the parcel, subject to approval of a conditional use permit.

Public Facilities Element

The Public Facilities Element intends to address the nature of existing facilities and services to ensure the present and future needs are met. This Element supports the recommendations of this plan.

Policy PF 2: Other Facilities of the City of Goleta

Objective: To provide the full range of municipal public facilities to meet the needs of the Goleta community.

PF 2.2: Goleta Valley Community Center. The City should continue to maintain the current community center, and associated buildings, as a focal point for community activities and functions, including senior services, youth services, and various related classes and cultural and recreational activities. The City should evaluate whether the available facilities on that campus are adequate for community needs and create a planning process to develop any additional facilities as may be needed.

Policy PF 5: School Facilities

Objective: Ensure that adequate public school services and facility capacities are available to meet the long-term needs of both existing and new development in the city as well as service demands from outside Goleta’s boundaries.

PF 5.5: Joint Use of School Facilities. The City supports joint use of facilities for various activities and programs such as recreational programs, cultural programs, City administrative activities, facility and vehicle maintenance, and other joint uses as appropriate.

2.5.2 City of Goleta Strategic Energy Plan

In December 2017, the City of Goleta City Council unanimously adopted a goal of 100% renewable electricity supply for the community by 2030 with an interim goal of 50% renewable electricity for municipal facilities by 2025. Following the adoption of this goal, the City of Goleta partnered with the County of Santa Barbara and the City of Carpinteria to commission the creation of a Strategic Energy Plan (SEP) to meet its 100% renewable electricity goals and improve the resiliency of the local electricity system by promoting local renewable energy development and energy efficiency deployment.

2.5.3 City of Goleta Climate Action Goals

The City of Goleta has set climate change and sustainability goals to include 100% renewable energy by 2030. All plans and projects administered by the City of Goleta, should contribute to this goal either by lowering Green House Gas (GHG) emissions, lowering Vehicle Miles Traveled (VMT), producing renewable energy, or helping to mitigate sea level rise by adapting infrastructure or other coastal conditions.

The methods of compliance with these goals for this park master plan include:

- 1) The preservation of open space, natural parklands or planted parklands that will help in carbon dioxide sequestration in plant leaves, particulate matter removal, and oxygen production.
- 2) New plantings that will help in the reduction of urban heat island gain, based on the shading of pavements or the avoidance of constructing pavements that increase heat gain.
- 3) Reduction in VMT resulting from providing improved trails, walkways, bike lanes, and signage to walk to or bike to City parks, thereby reducing GHG production.
- 4) The increase in the availability of new parks and its equitable distribution to various populations throughout the city, that will save in travel time, often by way of reducing vehicle miles traveled.
- 5) The potential reduction in the use of potable water by replacing it with reclaimed water for use in irrigation systems or other suitable operations.
- 6) The use of renewable energy consumption or the generation of power from geothermal, wind or solar sources.
- 7) The use of energy efficient lighting, bathroom mechanical venting / passive venting and other elements that will help in saving energy should be utilized.

- 8) The adaptation of park facilities, infrastructure or landforms in the area of potential sea level change. It should be noted, that other than the bluffs located along the Sperling Preserve / Ellwood Mesa coastal edge as well as Haskell's Beach, that most parks will not have to deal with sea level rise.
- 9) The inclusion of educational programs and signage that will help to educate the public on climate change and other sustainability goals.

2.5.4 Other Park Planning Documents

This section recognizes that park planning of multiple facilities is a fluid process and that there is a hierarchy of planning that generally goes from a citywide parks master plan, to individual park master plans as well as feasibility and resource protection projects and other environmental review needed to protect resources and document decisions regarding open space. Current and recent studies include:

- * The 1987 Lake Los Carneros Master Plan
- * The Lake Los Carneros County Park 1999 Updated Management Plan
- * The 2009 Lake Los Carneros Trail Management Plan, Rehabilitation and Interpretive Program Review
- * The 2004 Ellwood- Devereux Coast Open Space & Habitat Management Plan
- * The 2014 Final Initial Study and Mitigated Negative Declaration for the Ellwood Mesa Coastal Trails and Habitat Restoration Project
- * The 2017 City of Goleta Strategic Plan
- * The 2017 Goleta Urban Forest Management Plan
- * The 2019 Final Ellwood Mesa/Sperling Preserve Open Space Monarch Butterfly Habitat Management Plan

Los Carneros Lake and the Ellwood Mesa/Sperling Preserve Open Space are regional open spaces with considerable natural habitat that is managed under the specific management plans listed above. These natural habitat areas are not under the purview of this Master Plan. Please refer to these studies/documents for park specific improvements, priorities and recommendations.

2.6 Demographic Profile

Gaining a clear understanding of the existing and projected demographic character of the City is an important component of the planning process for the Master Plan. By analyzing population data, trends emerge that can inform decision making and resource allocation strategies for the provision of public parks, recreation amenities, and open spaces. For example, if the population of young children was steadily on the rise and existing public recreation facilities for young children, such as playgrounds, were barely meeting existing user demand, then the City may want to consider targeting investments to meet the increasing needs of this growing segment of the population.

Key areas were analyzed to identify current demographic statistics and trends that impact the planning and provision of public parks and recreation services in Goleta. Community characteristics analyzed and discussed consist of:

- * Existing and projected total population
- * Age distribution
- * Racial and ethnic character
- * Household information
- * Household income

A demographic profile was completed using the most current data available (as of December 2018) the U.S. Census Bureau data and U.S. Census Bureau’s American Community Survey. A summary of demographic highlights is noted in Figure 2-22, followed by a more detailed demographic analysis.

Key general 2017 demographic comparisons – City, State, and National:

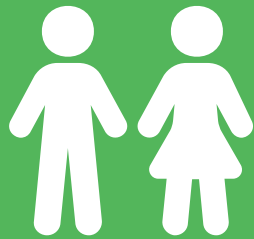
- * The estimated median age of Goleta residents was 36.6 years, higher than the median age for California (36.1) and but lower than that of the United States (37.8).

- * The median household income for Goleta in 2017 was estimated to be \$87,068. This is higher than the median household income of \$67,169 in California, and higher than the national median household income of \$57,652.
- * Goleta’s estimated population was almost evenly split between male (49.7 percent) and female (50.3 percent) residents. The populations of California and the United States are also roughly evenly divided between the sexes.
- * The racial and ethnic make-up in Goleta is 69.1 percent white, 8.7 percent Asian, 1.9 percent black, 0.6 percent American Indian, 0.1 percent Pacific Islander, 14.5 percent some other race, and 5.1 percent two or more races. About 36.4 percent of the population identifies as Hispanic or Latino (see Figure 2-3).

2.6.1 Goleta Population Growth Trend

Santa Barbara County Association of Governments (SBCAG) projects that from 2017 to 2050, the city’s population will grow by 11.2 percent. The projected growth of Goleta’s population is represented in Figure 2-4.

Figure 2-2: 2017 Goleta General Demographic Profile



30,847
Population



36.6
Median Age



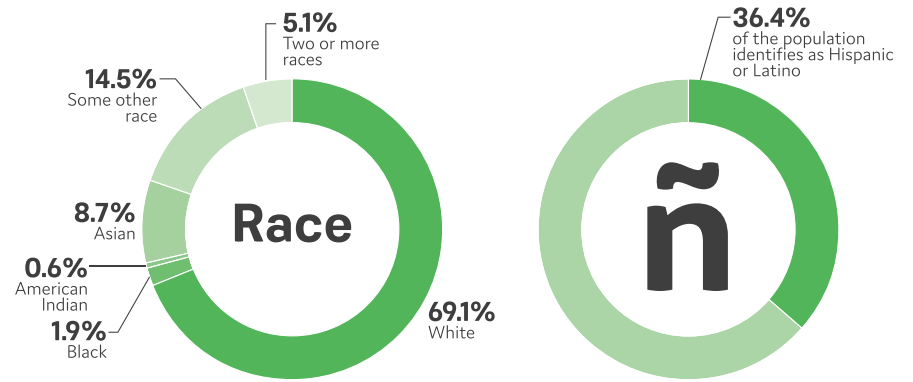
10,896
Households



\$87,068
Median Income

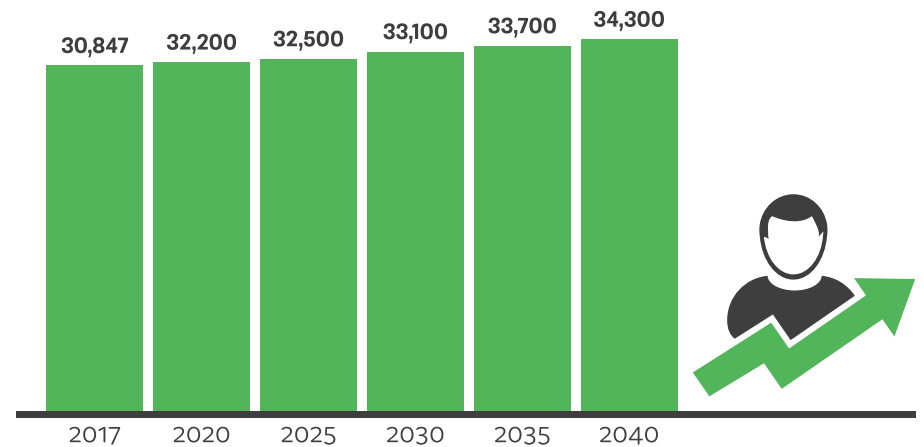
Source: 2017 American Community Survey 5-year Estimate

Figure 2-3: Goleta’s Racial Make-Up



Source: 2017 American Community Survey 5-year Estimate

Figure 2-4: Goleta Population Growth Trend



Source: 2017 American Community Survey 5-year Estimate, Santa Barbara County Association of Governments 2018 Regional Growth Forecast 2050