

CHAPTER 6.0 VISUAL AND HISTORIC RESOURCES ELEMENT (VH)

6.1 INTRODUCTION

General Plan Law Requirements [GP]

Although the Visual and Historic Resources Element is an optional general plan element under state law, it addresses several mandatory subjects as set forth in the general plan law. In particular, Government Code Section 65560 defines open space to include areas of outstanding scenic, historic, and

cultural value, as well as scenic highway corridors. Further, general plan law (Government Code Section 65302.4) authorizes the general plan to express community intentions regarding urban form and design. These expressions may provide for specific measures to regulate relationships between buildings as well as between buildings and outdoor public areas, including streets.

Visual and Historic Resources Element Policies

- VH 1: Scenic Views
- VH 2: Local Scenic Corridors
- VH 3: Community Character
- VH 4: Design Review
- VH 5: Historic Resources
- VH 6: Historical and Cultural Landscapes

Coastal Act Requirements [CP]

A primary objective of the California Coastal Act (Coastal Act) is the protection of scenic and visual resources, particularly as viewed from public places such as road rights-of-way and park and open space areas. New development is required to be sited and designed to protect views to the ocean and along the shoreline and other scenic views in coastal areas. Additionally, new development is required to minimize alteration of natural landforms and must be sited and designed to be visually compatible with the character of the surrounding areas. The Coastal Act further encourages measures to restore and enhance visual quality in areas where scenic and visual resources have been degraded.

Goleta's Visual and Historic Resources – 2005 [GP/CP]

Aesthetic values are important aspects of a community in establishing its identity, sense of place, and quality of life. Although measuring aesthetic qualities is subject to individual interpretation, the Goleta Valley is well known for the scenic beauty of its open spaces, foothills, and ocean and mountain views. Goleta lies between the Santa Ynez Mountains and the Pacific Ocean. Although the foothills and mountains are outside city boundaries, these landforms will remain largely undeveloped and provide a scenic backdrop to Goleta's urbanized area. Prominent features of the foothills and mountains are seen throughout the city and include expanses of orchards, chaparral, and rock outcroppings.

Visually attractive open spaces within Goleta include public recreation areas, such as the Lake Los Carneros Natural and Historical Preserve, and agricultural lands, such as Fairview Gardens and the Bishop Ranch, all readily visible to the public from public streets. A large lemon orchard and other agricultural areas located adjacent to the city boundary can be seen south of Hollister Avenue between Patterson Avenue and State Route 217 (SR-217). Goleta also encompasses highly scenic coastal open space areas. Santa Barbara Shores Park and the Sperling Preserve are important upland drainage areas associated with the Devereux Slough ecosystem. Home to significant natural features and one of the largest monarch butterfly overwintering sites in the United States, this open space is buffered on the west by the Sandpiper Golf Course and the east by University of California, Santa Barbara (UCSB)-owned open space. An extensive trail

system provides access to these scenic areas, which, due to the predominantly flat terrain, provide sweeping views of onsite eucalyptus trees, the Santa Ynez Mountains and foothills, the Pacific Ocean, coastal bluffs, and Devereux Slough.

Goleta's urban design reflects its transition from a farming region to a post-World War II suburban residential community. Once inhabited by the indigenous Chumash, the Goleta Valley changed during the Mission Period of the late 1700s when dense oak forests were cut down for cattle grazing and farming to support the Santa Barbara Mission and Presidio. In the early to mid-1800s, the missions were secularized and the lands granted by the Mexican government to former Presidio soldiers. Cattle grazing and agriculture continued until a severe drought in the 1860s forced large land holdings to be split into smaller lots. As houses and barns were built on these smaller plots, the economic base moved from cattle to mixed-crop farming such as walnuts, lima beans and lemons. Goleta remained a small community, and fertile flatlands supported the main industry of agriculture into the late 1940s and early 1950s. Although several housing tracts had been created in the 1920s, it was not until the construction of U.S. Highway 101 (US-101) in 1947 and the Cachuma Dam in 1950 that large residential subdivisions of predominantly single story ranch-style tract homes became interspersed among the lemon orchards. Relocation of the University of California from Santa Barbara's Riviera neighborhood to Goleta Point in 1950 and construction of light industrial parks for the defense industry in the 1960s fostered growth in the Goleta Valley. New strip retail commercial areas along Calle Real and Fairview Avenue were built to meet the demands of the growing residential population.

Today, Goleta retains its small-scale suburban character, with relatively low residential densities and few visually prominent buildings (none greater than three stories). Open spaces and broad vistas continue to provide a connection to the natural environment. Although growth was so rapid during the 1960s that only a few pre-World War II buildings exist, the Old Town area is the historic center of Goleta and the place where an array of architectural styles are still represented.

6.2 GUIDING PRINCIPLES AND GOALS [GP/CP]

The policies of the Visual and Historic Resources Element are intended to preserve and protect Goleta's scenic and historic resources to the maximum extent feasible while allowing quality development in conformance with the provisions of the General Plan. The following principles and goals, which are not in order of priority, provide the foundation for the detailed policies in the subsequent sections of this element. All policies have been established to be in conformity with the guiding principles and goals, and following adoption of the General Plan, future actions of the City are required to be consistent with these principles and goals:

1. Recognize and preserve the unique and valuable scenic and historic resources that reflect the cultural and historical heritage of Goleta.
2. Ensure that new development is designed to preserve and protect important natural features and scenic resources.
3. Acknowledge that all development alters the existing environment and recognize the importance of quality design.
4. Preserve links to Goleta's architectural past whenever possible to avoid the loss of community character.
5. Preserve the city's historic structures and sites as irreplaceable resources and protect these resources from deterioration, inappropriate alterations, and demolition.

6. Encourage owners of local historic resources to invest in maintenance and restoration efforts, and if eligible, seek historic landmark status.
7. Strengthen the character of Goleta Old Town (Old Town) to reflect its position as the historic hub of the community.
8. Ensure that new construction and additions to existing buildings maintain the character and livability of existing neighborhoods and are designed to fit appropriately within the context of the surrounding area.
9. Protect natural landforms by preventing excessive and unsightly grading associated with development.
10. Encourage “green” building principles, concepts, and features into new and renovated structures.
11. Lessen the visual impact of development through the use of appropriate landscaping.

6.3 COASTAL ACT POLICIES [CP]

The Coastal Act policy set forth below is adopted as a policy of this plan for those areas of Goleta within the California Coastal Zone. The number refers to the section of the California Public Resources Code. The plan maps show the location of the California Coastal Zone boundary.

- 30251** The scenic and visual qualities of coastal areas shall be considered and protected as a resource of public importance. Permitted development shall be sited and designed to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural land forms, to be visually compatible with the character of surrounding areas, and, where feasible, to restore and enhance visual quality in visually degraded areas. New development in highly scenic areas such as those designated in the California Coastline Preservation and Recreation Plan prepared by the Department of Parks and Recreation and by local government shall be subordinate to the character of its setting.

6.4 CITY POLICIES

Policy VH 1: Scenic Views [GP/CP]

Objective: *To identify, protect, and enhance Goleta’s scenic resources and protect views or vistas of these resources from public and private areas. (Amended by Reso. 08-30, 6/17/08)*

- VH 1.1 Scenic Resources. [GP/CP]** An essential aspect of Goleta’s character is derived from the various scenic resources within and around the city. Views of these resources from public and private areas contribute to the overall attractiveness of the city and the quality of life enjoyed by its residents, visitors, and workforce. The City shall support the protection and preservation of the following scenic resources:
- a. The open waters of the Pacific Ocean/Santa Barbara Channel, with the Channel Islands visible in the distance.
 - b. Goleta’s Pacific shoreline, including beaches, dunes, lagoons, coastal bluffs, and open costal mesas.

- c. Goleta and Devereux Sloughs.
- d. Creeks and the vegetation associated with their riparian corridors.
- e. Agricultural areas, including orchards, lands in vegetable or other crop production, and fallow agricultural lands.
- f. Lake Los Carneros and the surrounding woodlands.
- g. Prominent natural landforms, such as the foothills and the Santa Ynez Mountains.

VH 1.2 Scenic Resources Map. [GP/CP] The *Scenic Resources Map* in Figure 6-1 identifies locations on public roads, trails, parks, open spaces, and beaches that serve as public vantage points for viewing scenic resources. Views from these locations shall be protected by minimizing any impairment that could result from new development.

VH 1.3 Protection of Ocean and Island Views. [GP/CP] Ocean and island views from public viewing areas shall be protected. View protection associated with development should be accomplished first through site selection and then by use of design alternatives that enhance rather than obstruct or degrade such views. To minimize impacts to these scenic resources and ensure visual compatibility, the following development practices shall be used, where appropriate:

- a. Limitations on the height and size of structures.
- b. Limitations on the height and use of reflective materials for exterior walls (including retaining walls) and fences.
- c. Clustering of building sites and structures.
- d. Shared vehicular access to minimize curb cuts.
- e. Downcast, fully shielded, full cut off lighting of the minimum intensity needed for the purpose.
- f. Use of landscaping for screening purposes and/or minimizing view blockage as applicable.
- g. Selection of colors and materials that harmonize with the surrounding landscape.



View of the Pacific Ocean from the Ellwood-Devereux Open Space Area

(Amended by Reso. 08-30, 6/17/08)

VH 1.4 Protection of Mountain and Foothill Views. [GP/CP] Views of mountains and foothills from public areas shall be protected. View protection associated with development that may affect views of mountains or foothills should be accomplished first through site selection and then by use of design alternatives that enhance, rather than obstruct or degrade, such views. To minimize structural intrusion into the skyline, the following development practices shall be used where appropriate:

- a. Limitations on the height and size of structures.
- b. Limitations on the height of exterior walls (including retaining walls) and fences.
- c. Stepping of buildings so that the heights of building elements are lower near the street and increase with distance from the public viewing area. Increased setbacks along major roadways to preserve views and create an attractive visual corridor.
- d. Downcast, fully shielded, full cut off lighting of the minimum intensity needed for the purpose.
- e. Limitations on removal of native vegetation.
- f. Use of landscaping for screening purposes and/or minimizing view blockage as applicable.
- g. Revegetation of disturbed areas.
- h. Limitations on the use of reflective materials and colors for roofs, walls (including retaining walls), and fences.
- i. Selection of colors and materials that harmonize with the surrounding landscape.
- j. Clustering of building sites and structures. *(Amended by Reso. 08-30, 6/17/08)*



View of the Santa Ynez Mountains from the Ellwood-Devereux Open Space

VH 1.5 Protection of Open Space Views. [GP/CP] Views of open space, including agricultural lands, from public areas shall be protected. View protection associated with development should be accomplished first through site selection and then by use of design alternatives that enhance rather than obstruct or degrade such views. To minimize impacts to these scenic resources, the following development practices shall be used, where appropriate:

- a. Limitations on the height and size of structures.
- b. Clustering of building sites and structures.
- c. Shared vehicular access to minimize curb cuts.
- d. Downcast, fully shielded, full cut off lighting of the minimum intensity needed for the purpose.
- e. Use of landscaping for screening purposes and/or minimizing view blockage as applicable.
- f. Selection of colors and materials that harmonize with the surrounding landscape. *(Amended by Reso. 08-30, 6/17/08)*

VH 1.6 Preservation of Natural Landforms. [GP/CP] Natural landforms shall be protected. Protection associated with development should be accomplished first through site selection to protect natural landforms and then by use of alternatives that enhance

and incorporate natural landforms in the design. To minimize alteration of natural landforms and ensure that development is subordinate to surrounding natural features such as mature trees, native vegetation, drainage courses, prominent slopes, and bluffs, the following development practices shall be used, where appropriate:



Lemon Grove along Los Carneros Road

- a. Limit grading for all development including structures, access roads, and driveways. Minimize the length of access roads and driveways and follow the natural contour of the land.
- b. Blend graded slopes with the natural topography.
- c. On slopes, step buildings to conform to site topography.
- d. Minimize use of retaining walls.
- e. Minimize vegetation clearance for fuel management.
- f. Cluster building sites and structures.
- g. Share vehicular access to minimize curb cuts. *(Amended by Reso. 08-30, 6/17/08)*

VH 1.7 Scenic Easements. [GP/CP] The City shall encourage the dedication of scenic easements to protect important views. Such easements shall be required where appropriate and legally feasible. *(Amended by Reso. 08-30, 6/17/08)*

VH 1.8 Private Views. [GP] Project development and architecture shall be considerate of private views.

Policy VH 2: Local Scenic Corridors [GP]

Objective: *To protect and enhance the visual character and public views within and from Goleta's scenic corridors and locations from which scenic vistas can be enjoyed. (Amended by Reso. 08-30, 6/17/08)*

VH 2.1 Designated Scenic Corridors. [GP] The *Scenic Resources Map* in Figure 6-1 identifies corridors that pass through, or provide visual access to, areas of high scenic value. These corridors, or segments of corridors, include but are not limited to the following:

- a. US-101.
- b. Cathedral Oaks Road.
- c. Hollister Avenue.
- d. Los Carneros Road.

- e. Fairview Avenue.
- f. Calle Real.

VH 2.2 Preservation of Scenic Corridors. [GP] The aesthetic qualities of scenic corridors shall be preserved through retention of the general character of significant natural features; views of the ocean, foothills, and mountainous areas; and open space associated with recreational and agricultural areas including orchards, prominent vegetation, and historic structures. If landscaping is used to add visual interest or for screening, care should be taken to prevent a wall-like appearance. Bridges, culverts, drainage ditches and other roadway ancillary elements should be appropriately designed; side slopes and earthen berms adjacent to roadways should be natural in appearance.

VH 2.3 Development Projects Along Scenic Corridors. [GP] Development adjacent to scenic corridors should not degrade or obstruct views of scenic areas. To ensure visual compatibility with the scenic qualities, the following practices shall be used, where appropriate:

- a. Incorporate natural features in design.
- b. Use landscaping for screening purposes and/or for minimizing view blockage as applicable.
- c. Minimize vegetation removal.
- d. Limit the height and size of structures.
- e. Cluster building sites and structures.
- f. Limit grading for development including structures, access roads, and driveways. Minimize the length of access roads and driveways and follow the natural contour of the land.
- g. Preserve historical structures or sites.
- h. Plant and preserve trees.
- i. Minimize use of signage.
- j. Provide site-specific visual assessments, including use of story poles.
- k. Provide a similar level of architectural detail on all elevations visible from scenic corridors.
- l. Place existing overhead utilities and all new utilities underground.
- m. Establish setbacks along major roadways to help protect views and create an attractive scenic corridor. On flat sites, step the heights of buildings so that the height of building elements is lower close to the street and increases with distance from the street. *(Amended by Reso. 08-30, 6/17/08)*

VH 2.4 Public Improvements. [GP] Public improvements visible from scenic corridors including landscaping, street lighting, signage, medians, noise attenuation walls, and other hardscape elements shall include a high level of design through appropriate detailing and use of high quality, durable materials.

- VH 2.5 Linkages between Scenic Areas. [GP]** Corridors of high scenic value should be linked with adjacent public recreation areas such as parks and trails where feasible.
- VH 2.6 Gateways to the City. [GP]** The City should create prominent gateways at key entrances to Goleta. Features such as specimen trees, accent plantings, signage, public art, monuments, decorative pavement, and pedestrian amenities may be used to emphasize and enhance entries to the city including but not limited to:
- Hollister Avenue at the eastern and western city boundaries.
 - Cathedral Oaks at the eastern and western city boundaries.
 - Old Town—Hollister Avenue at Fairview Avenue and SR-217.
 - Glen Annie Road, Los Carneros Road, Fairview Avenue, and Cambridge Drive at Cathedral Oaks Road.
 - Calle Real and Patterson Avenue.
- VH 2.7 Coordination with Other Jurisdictions. [GP]** The City shall cooperate with the state, the County, and the City of Santa Barbara in the designation of US-101 and State Route 192 (SR-192) as official scenic highways.

Policy VH 3: Community Character [GP]

Objective: *To protect and enhance Goleta's visual character. (Amended by Reso. 08-30, 6/17/08)*

- VH 3.1 Community Design Character. [GP]** The visual character of Goleta is derived from the natural landscape and the built environment. The city's agricultural heritage, open spaces, views of natural features, established low-density residential neighborhoods, and small-scale development with few visually prominent buildings contribute to this character. Residential, commercial, and industrial development should acknowledge and respect the desired aspects of Goleta's visual character and make a positive contribution to the city through exemplary design.
- VH 3.2 Neighborhood Identity. [GP]** The unique qualities and character of each neighborhood shall be preserved and strengthened. Neighborhood context and scale shall be maintained. New development shall be compatible with existing architectural styles of adjacent development, except where poor quality design exists.
- VH 3.3 Site Design. [GP]** The city's visual character shall be enhanced through appropriate site design. Site plans shall provide for buildings, structures, and uses that are subordinate to the natural topography, existing vegetation, and drainage courses; adequate landscaping; adequate vehicular circulation and parking; adequate pedestrian circulation; and provision and/or maintenance of solar access.
- VH 3.4 Building Design. [GP]** The city's visual character shall be enhanced through development of structures that are appropriate in scale and orientation and that use high quality, durable materials. Structures shall incorporate architectural styles, landscaping, and amenities that are compatible with and complement surrounding development.

- VH 3.5 Pedestrian-Oriented Design. [GP]** The city's visual character shall be enhanced through provision of aesthetically pleasing pedestrian connections within and between neighborhoods, recreational facilities, shopping, workplaces, and other modes of transportation, including bicycles and transit.
- VH 3.6 Public Spaces. [GP]** The city's visual character shall be enhanced by creating well-defined community outdoor gathering places that incorporate focal points such as parks, fountains, public art, and/or landscape features. Small public open spaces should be provided in each neighborhood either through acquisition in existing neighborhoods or by design in new neighborhood developments in order to establish community focal points.
- VH 3.7 Signage. [GP]** The city's visual character shall be enhanced through the use of restrained and tasteful signage that conveys an orderly and attractive appearance, complements project design, and enhances the city's image. Excessive signage should be minimized. A graphics image should be developed to consistently identify public amenities citywide, such as signage on public buildings, streets and rights-of-way, public parks, and city entry points.

Policy VH 4: Design Review [GP]

Objective: *To preserve, protect, and enhance Goleta's character through high quality design.*
(Amended by Reso. 08-30, 6/17/08)

- VH 4.1 Design Review Board. [GP]** To enhance Goleta's visual quality, the City shall maintain a Design Review Board, consisting of licensed professionals and city residents, to encourage development that exemplifies the best professional design practices. (See also LU 1.8.)



Hollister Avenue in Old Town

- VH 4.2 Old Town. [GP]** Old Town is a unique asset and the historic center of Goleta. Accordingly, all design shall maintain and enhance the historic character and be consistent with the Goleta Heritage District Architecture and Design Guidelines, where applicable.

Superior materials and architectural detailing shall be used. Development shall continue to reflect Goleta's small-scale character, promote individual identity, and avoid uniformity or a false historic look. The Design Review Board shall evaluate applicable proposals for new development within the Heritage District to achieve variation in heights of structures along the Hollister corridor to avoid a "canyonization" effect. The pedestrian experience shall be supported and enhanced by provision of street trees; landscaped passageways; human-scale entries; and amenities such as benches, bicycle racks, trash containers, and public art. Transitional areas between residential neighborhoods and adjacent commercial and

industrial areas shall be established and maintained by use of increased setbacks and heavy landscaping. (See also LU 1.3.)

VH 4.3 Single-Family Residential Areas. [GP] The following standards shall be applicable to single-family residential development (see related LU 2.3):

- a. The distinct architectural character of Goleta's existing neighborhoods shall be protected.
- b. Buildings and structures shall be designed to be compatible with adjacent development relative to size, bulk, and scale.
- c. New construction shall utilize consistent architectural detailing and high quality materials to promote cohesiveness and compatibility. Strong contrasts in size, bulk, scale, color, and roof forms shall be avoided.
- d. All building elevations should be well articulated and include architectural features to vary wall planes.
- e. Safe and aesthetically pleasing pedestrian access that is physically separated from vehicular access shall be provided in all new residential developments, whenever feasible. Transitional spaces, including landscape or hardscape elements, should be provided from the pedestrian access to the main entrance. Main entrances should not open directly onto driveways or streets. Safe bicycle access should be considered in all residential developments.
- f. Visual impacts of parking, including driveways, garages, and garage doors, should be minimized. Forward-facing garages should be designed so that the garage does not dominate the streetscape or overall residential design.
- g. To maximize safety, garages should not open directly onto public or private accessways.
- h. Private open space shall be provided in proportion to building size.
- i. Privacy of residents and adjacent neighbors shall be protected. Examples of measures that might provide protection include site selection and design that uses setbacks and considers placement of windows, decks, balconies, and noise producing equipment. The use of landscape screening to provide privacy should be secondary to appropriate structural design.
- j. New gated residential communities shall be prohibited. Connectivity to neighborhood commercial areas, schools, recreational areas, and other facilities shall be encouraged. Fencing and walls used to define private yards shall be designed to prevent isolation of structures from the street.



A Single-Family Residential Neighborhood

VH 4.4 Multifamily Residential Areas.

[GP] In addition to the items listed in VH 4.3, the following standards shall be applicable to multifamily residential development (see LU 1.9 and LU 2.3):



A Multi-Family Residential Neighborhood

- a. Roof lines should be varied to create visual interest.
- b. Large building masses should be avoided, and where feasible, several smaller buildings are encouraged rather than one large structure. Multiple structures should be clustered to maximize open space.
- c. Multifamily residential developments shall include common open space that is appropriately located, is functional, and provides amenities for different age groups.
- d. Where multifamily developments are located next to less dense existing residential development, open space should provide a buffer along the perimeter.
- e. Individual units shall be distinguishable from each other. Long continuous wall planes and parking corridors shall be avoided. Three-dimensional façades are encouraged.
- f. Extensive landscaping is encouraged to soften building edges and provide a transition between adjacent properties.
- g. Storage areas for recycling and trash shall be covered and conveniently located for all residents and screened with landscaping or walls.
- h. Safe and aesthetically pleasing pedestrian access that is physically separated from vehicular access shall be provided in all new residential developments whenever feasible. Transitional spaces, including landscape or hardscape elements, should be provided from the pedestrian access to the main entrance. Main entrances should not open directly onto driveways or streets. Safe bicycle access should be considered in all residential developments.

VH 4.5 Retail Commercial Areas. [GP] The following standards shall be applicable to retail commercial development:

- a. Buildings and structures shall be designed to be compatible with adjacent development relative to size, bulk, and scale.
- b. Where appropriate, buildings should be sited at or near the front setback line to project a desirable architectural image contiguous to the street and to promote pedestrian access.
- c. Quality architectural design shall be maintained through the use of detailing and high quality, durable materials. Blank wall planes shall be avoided.

- d. Safe, convenient pedestrian and bicycle access shall be provided and encouraged via continuous sidewalks; bike lanes; and sufficient, secure, and protected bicycle parking. Landscaping should be used where possible to buffer pedestrians and cyclists from traffic. Where feasible, other pedestrian amenities such as outdoor seating shall be provided.
- e. Commercial displays, outdoor dining, and outdoor shopping cart storage shall not encroach into pedestrian accessways.
- f. Shopping cart returns should be conveniently located and screened.
- g. Public transit shall be encouraged through effective placement of stops for local and regional transit services. Existing stops shall be upgraded as appropriate.
- h. Landscaping, including canopy trees, shall be used extensively to unify the structural development, reinforce the pedestrian scale, minimize heat and glare from pavement, and break up expanses of parking.
- i. Shared vehicular access shall be considered to minimize the number of driveways and curb cuts.
- j. Where appropriate, parking lots should be located behind, beside, or beneath buildings to minimize visibility. Where buildings do not screen parking, landscaping, berms, or low walls shall be used to screen cars from adjacent roadways and other developments.
- k. Parking lots should provide adequate space for maneuverability and safety. Angled parking spaces are encouraged rather than 90-degree parking stalls to increase visibility for drivers and pedestrians.
- l. Loading areas and recycling and trash facilities shall be easily accessed and shall be screened from view with landscaping, fencing, or walls. Adjacent uses shall be considered when such areas are sited.
- m. Roof mounted equipment shall be screened and considered as part of the structure for height calculations.



Fairview Shopping Center

VH 4.6 Industrial Areas. [GP] The following standards shall be applicable to industrial development (see related LU 4.2):

- a. All structures shall be designed to be compatible with adjacent development relative to size, bulk, and scale.
- b. Where residential or commercial uses exist adjacent to industrial properties, such areas shall be buffered from industrial uses by increased setbacks and heavily landscaped screens.

- c. Transfer of noise off-site shall be minimized by the use of screen walls, acoustical enclosures, or building placement. Noise generating activities shall be located as far as possible from nonindustrial uses.
- d. All outdoor storage or maintenance areas shall be screened. Landscaping may be used alone or in conjunction with fencing or walls.
- e. Loading areas and recycling and trash facilities shall be easily accessed and screened from view with landscaping and/or fencing or walls. Adjacent uses shall be considered when siting such areas.
- f. Roof-mounted equipment shall be screened and considered as part of the structure for height calculations.
- g. Architectural detailing shall be used to break up the box-like appearance of construction typically used for industrial buildings.
- h. Adequate lighting shall be provided for security and safety purposes but designed to prevent encroachment onto adjacent uses, wildlife habitats, or the night sky.
- i. Sufficient, secure, and protected bicycle parking shall be provided.
- j. Public transit shall be encouraged through effective placement of stops for local and regional transit services. Existing stops shall be upgraded as appropriate.

VH 4.7 Office Buildings, Business Parks, Institutional, and Public/Quasi-Public Uses.

[GP] The following standards shall be applicable to office and business park development and institutional and public/quasi-public uses:

- a. Buildings and structures shall be designed to be compatible with adjacent development relative to size, bulk, and scale.
- b. Street elevations of buildings and structures should enhance the streetscape and should be pedestrian friendly. To create diversity and avoid monotonous façades, varied building setbacks should be provided and be proportionate to the scale of the building.
- c. Plazas, courtyards, and landscaped open space should be provided to create a campus-like setting and encourage pedestrian access.
- d. Parking lots should not be the dominant visual element and shall be located behind or beside buildings, where appropriate. Where buildings do not screen parking lots, landscaping, berms, and/or low walls shall be used to screen cars from adjacent roadways and other developments.
- e. Architectural elements such as arcades are encouraged to identify the main entrance and reinforce the pedestrian scale.



Cabrillo Business Park

- f. Bicycle access shall be provided and encouraged via bike lanes. Sufficient, secure, and protected bicycle parking shall be provided.
- g. Public transit shall be encouraged through effective placement of stops for local and regional transit services. Existing stops shall be upgraded as appropriate.
- h. Loading areas and recycling and trash facilities shall be easily accessed and screened from view with landscaping and/or fencing or walls. Adjacent uses shall be considered when such areas are sited.
- i. Roof mounted equipment shall be screened and considered as part of the structure for height calculations.

VH 4.8 Telecommunications Facilities. [GP] Telecommunications facilities shall be subject to the following standards:

- a. Facilities shall be sited and designed to minimize visibility.
- b. Facilities shall ensure and maintain the architectural integrity of buildings and structures.
- c. Internalized, ground-mounted, and/or underground equipment is encouraged. Roof-mounted equipment is discouraged, and when allowed, shall be adequately screened. Any such equipment shall be located away from, or screened from, street views.
- d. Any roof-mounted equipment shall be considered part of the building or structure for purposes of height calculations.
- e. Colors and materials that blend with existing development, the skyline, and/or natural features shall be used.
- f. Landscaping shall be used for screening purposes where possible and to enhance compatibility with the architectural character of existing structures.
- g. Location of wireless communications facilities within or adjacent to residential uses is discouraged.
- h. The use of faux trees to camouflage or create stealth designs for antennas is discouraged.

VH 4.9 Landscape Design. [GP] Landscaping shall be considered and designed as an integral part of development, not relegated to remaining portions of a site following placement of buildings, parking, or vehicular access. Landscaping shall conform to the following standards:

- a. Landscaping that conforms to the natural topography and protects existing specimen trees is encouraged.
- b. Any specimen trees removed shall be replaced with a similar size tree or with a tree deemed appropriate by the City.
- c. Landscaping shall emphasize the use of native and drought-tolerant vegetation and should include a range and density of plantings including trees, shrubs, groundcover, and vines of various heights and species.
- d. The use of invasive plants shall be prohibited.

- e. Landscaping shall be incorporated into the design to soften building masses, reinforce pedestrian scale, and provide screening along public streets and offstreet parking areas.

VH 4.10 Streetscape and Frontage Design. [GP] A unified streetscape shall be created to improve the interface between pedestrians and vehicles. The following design elements shall be incorporated where feasible:

- a. Abundant street trees and landscaped medians.
- b. Landscaping that buffers pedestrians and bicyclists from traffic without creating site distance conflicts.
- c. Coordination of landscaping within the public right-of-way and adjacent development to provide an integrated street frontage.
- d. Provision of street furniture including benches, planter seating, trash containers, and pedestrian scale light fixtures.
- e. Use of pavement treatments and decorative tree wells.
- f. Accent planting, textured paving, and specimen trees used to establish identities at building entries.
- g. Traffic control and utility hardware such as backflow devices, traffic control cabinets, cable television boxes, and air vacuum and release enclosures shall be screened from view and colored to blend in with the surroundings. Such hardware should be placed outside sidewalks and away from intersections to the extent feasible.

VH 4.11 Parking Lots. [GP] Parking lots shall be adequately designed and landscaped. The following standards shall apply (see related Policy TE 9):

- a. Adequate parking requirements shall be established for all zone districts and conditionally permitted uses.
- b. Adequate parking space dimensions and aisle widths shall be established.
- c. Angled parking spaces are encouraged in order to maximize visibility for drivers and pedestrians. Retail parking lot design that includes 90-degree parking spaces is discouraged.
- d. Pedestrian circulation shall be adequate, clearly delineated, and integrated with internal vehicle circulation to allow for safe and convenient pedestrian links from parking areas to building entrances. Planting strips should be used between traffic zones and sidewalks wherever possible.
- e. Retail parking lots shall provide for adequate shopping cart storage that is adequately screened.
- f. Parking lot landscaping shall provide for adequate visual relief, screening, and shade. Adequate tree density shall be established and shall include approximately one tree for every four parking spaces. Deciduous trees in parking lots are discouraged due to the visual effects of loss of canopy.
- g. Parking lot lighting shall be considered relative to the selection and location of parking lot trees and their height at maturity.

- h. Shared parking arrangements are encouraged where neighboring uses have different peak use periods.
- i. Permeable parking surfaces and grass-incorporated paving systems are encouraged to reduce stormwater runoff. Water quality protection measures such as storm drain filters should be used to minimize pollutants that would result in impacts to downstream water bodies or habitat.

VH 4.12 Lighting. [GP] Outdoor lighting fixtures shall be designed, located, aimed downward or toward structures (if properly shielded), retrofitted if feasible, and maintained in order to prevent over-lighting, energy waste, glare, light trespass, and sky glow. The following standards shall apply:

- a. Outdoor lighting shall be the minimum number of fixtures and intensity needed for the intended purpose. Fixtures shall be fully shielded and have full cut off lights to minimize visibility from public viewing areas and prevent light pollution into residential areas or other sensitive uses such as wildlife habitats or migration routes.
- b. Direct upward light emission shall be avoided to protect views of the night sky.
- c. Light fixtures used in new development shall be appropriate to the architectural style and scale and compatible with the surrounding area.

VH 4.13 Signage. [GP] Signs shall maintain and enhance the city's appearance through design, character, location, number, type, quality of materials, size, height, and illumination. The following standards shall apply:

- a. Signs shall minimize possible adverse effects on nearby public and private property, including streets, roads, and highways.
- b. Signs shall be integrated into the site and structural design, shall be compatible with their surroundings, and shall clearly inform pedestrians, bicyclists, and motorists of business names.
- c. Signs shall not detract from views or the architectural quality of buildings, structures, and/or the streetscape. Protrusion of signs and/or sign structures into the skyline should be minimized to avoid a cluttered appearance.
- d. Signs shall be of appropriate and high quality style, color, materials, size, height, and illumination.
- e. Lighting is considered an integral part of sign design and shall be controlled to prevent glare and spillage onto adjacent areas.
- f. Internally illuminated cabinet or can signs shall be prohibited.
- g. Billboards and other off-premises advertising signs shall be prohibited.

VH 4.14 Utilities. [GP] New development projects shall be required to place new utility lines underground. Existing overhead utility lines should be placed underground when feasible. Undergrounding of utility hardware is encouraged. Any aboveground utility hardware, such as water meters, electrical transformers, or backflow devices, shall not inhibit line of sight or encroach into public walkways and, where feasible, should be screened from public view by methods including, but not limited to, appropriate paint color, landscaping, and/or walls.

VH 4.15 Site-Specific Visual Assessments. [GP] The use of story poles, physical or software-based models, photo-realistic visual simulations, perspectives, photographs, or other tools shall be required, when appropriate, to evaluate the visual effects of proposed development and demonstrate visual compatibility and impacts on scenic views.

VH 4.16 Green Building. [GP] The City encourages the incorporation of green building practices in design. Such practices may include the use of recycled materials, drought-tolerant and native plants, energy efficient features, water conservation, allowance for solar access, and permeable surfaces.

Visual Assessments

Visual assessments are intended to help evaluate proposed projects regarding size, bulk, and scale in relation to immediate surroundings and/or effects on views. Examples of tools for visual assessments include:

- Story poles.
- Physical or software-based models.
- Video or photo simulations.
- Perspective drawings.

Story poles are a preferred visual assessment method. Story poles help depict the silhouette and elevations of a proposed building or addition to an existing building. Story poles are typically erected at all corners of a proposed structure and at roof ridges to show a structure's scale and roof and/or deck height elevations. Netting or brightly colored tape may be used to connect the story poles to depict the entire silhouette.

Policy VH 5: Historic Resources [GP]

Objective: To identify, protect, and encourage preservation of significant architectural, historic, and prehistoric sites, structures, and properties that comprise Goleta's heritage.

VH 5.1 Local Historic Landmarks. [GP]

At the time of incorporation, the locally significant historic sites or structures that were designated as Landmarks by the County included: Stow House, Sexton House, Goleta Depot, Barnsdall-Rio Grande Gasoline Station, and the Shrode Produce Company Tomato Packing House. In 2006, locally significant historic sites or structures that were designated as Places of Historic Merit included the Daniel Hill Adobe, a portion of the Southern Pacific Railroad (engineered cut representing the former site of a portion of the Southern Pacific Railroad), and Bishop Ranch. Stow House, Sexton House, and the Goleta Depot are listed in the National Register of Historic Places. The City will maintain a local list of historic resources, the Goleta Historic Resources Inventory, which includes the historic resources referenced in this policy, to ensure that local resources are protected and preserved. *(Amended by Reso. 22-09, 4/5/22)*



Stow House

VH 5.2 Locally Significant Historic Resources. [GP] Structures or sites, including landscaping, have special historic, aesthetic, or cultural value to Goleta shall be

designated as *locally significant historic resources*. A locally significant historic resource may include those resources listed, or eligible for listing, in the National Register for Historic Places, State Historic Landmarks, or the Santa Barbara County Landmarks/Places of Historical Merit inventories, as well as resources designated by the City. The City shall establish eligibility criteria including but not limited to age of the structure; exceptional importance in the community; significant contribution from a historical, architectural, social, cultural perspective; representation as a unique architectural style or workmanship; association with an important historical event or person etc. Eligibility criteria will be used by the City Council when considering a site or structure, including landscaping, for designation as a locally significant historic resource. (Amended by Reso. 22-09, 4/5/22)

VH 5.3 Inventory of Historic Resources.

[GP] An inventory of historic resources in Goleta shall be compiled, maintained, and updated. Such an inventory shall include resources previously designated as historic through a federal, state, or county designation process as well as those resources to be designated by the City, including heritage trees of special significance.



**1929 Barnsdall-El Rio Grande Gas Station
on Hollister Avenue**

VH 5.4 Preservation of Historic Resources.

[GP] Historic resources and the heritage they represent shall be protected, preserved, and enhanced to the fullest extent feasible. The City shall recognize, preserve and rehabilitate publicly owned historic resources and provide incentive programs to encourage the designation, protection, and preservation of privately owned historic resources. Various incentives or benefits to the property owner shall be considered, such as direct financial assistance, reduced permitting fees to upgrade structures, flexibility with regard to allowed uses, compliance with the State Historic Building Code rather than the Uniform Building Code, façade conservation easements, identification of grant sources, provision of information regarding rehabilitation loan financing, and tax advantages.

VH 5.5 Alterations to Historic Resources. [GP] Any proposed alterations to a designated historic resource or property listed in the City's Historic Resources Inventory shall respect the character-defining features of the building, its setting, and maintain architectural consistency with the original site or structure. Such proposals may require the submittal of an historic evaluation from a recognized professional as part of the design review process, that, depending upon the nature of the proposed alternation, may include review by the Historic Preservation Commission or Design Review Board prior to approval. To encourage rehabilitation, maintenance, and sensitivity in additions and remodels, the City encourages and supports adaptive reuse of structures listed on the Historic Resources Inventory and may consider allowing for flexibility when applying building code regulations, including use of the

California Historic Building Code, in order to facilitate the retention of character-defining features and maintaining historical significance. *(Amended by Reso. 22-09, 4/5/22)*

- VH 5.6 Demolition of Historic Structures. [GP]** The City strives to prevent the demolition of structures listed on the Historic Resources Inventory. If demolition is proposed, the property owner must demonstrate that all efforts have been made to relocate or adaptively reuse the structure including but not limited to the submittal of a historic evaluation, a costs analysis, and a structural evaluation of the property justifying the demolition request. In the event the City determines that adaptive reuse on site or relocation is not feasible, appropriate mitigation and documentation measures must be undertaken by the applicant. Such measures that may be required of the applicant, include but not be limited to the following:
- a. Offering the structure for relocation and providing public notice of the availability of the structure through advertisements or other means.
 - b. Salvage and reuse building elements that have value and may be irreplaceable such as cornices, columns, mantels, doors, hardware, and lighting fixtures.
 - c. Prepare written and photographic/ video-graphic documentation of the structure in archival quality format for retention by the City or designated Historical Archive before demolition or relocation. *(Amended by Reso. 22-09, 4/5/22)*
- VH 5.7 New Construction. [GP]** Development approved in proximity to an identified historic resource shall respect and be aesthetically compatible with the structures or sites in terms of scale, materials, and character.
- VH 5.8 Public Information and Involvement. [GP]** The City shall encourage and promote public awareness and appreciation of Goleta's historic resources through measures such as informational guides and tours. The City shall support public recognition programs through awards and plaques that acknowledge designated or rehabilitated resources. The City shall encourage public participation in defining historic values of properties.
- VH 5.9 Coordination with Other Organizations. [GP]** The City shall coordinate with organizations such as the Goleta Valley Historical Society and Goleta Valley Beautiful to help foster community pride through identification, aesthetic improvement, and qualification of historic resources for designation.
- VH 5.10 Historic Districts. [GP]** The City may identify areas appropriate for the formation of Historic Districts as a means of preserving those areas that exemplify particular architectural styles and possess attributes that create a unique neighborhood character. The architectural significance of the structures and associated landscapes shall be protected by requiring any proposed alterations or adjacent development to be compatible with the heritage of the district. Demolition shall be discouraged.

Policy VH 6: Historical and Cultural Landscapes [GP]

Objective: *To identify, preserve, protect, and enhance significant historic landscaping, gardens, and open spaces, including agricultural areas and heritage trees, which contribute to the setting or context of Goleta.*

- VH 6.1 Historical and Cultural Landscapes Definition. [GP]** A cultural landscape is defined as a geographical area including both cultural and natural resources associated with a historic event, activity, or person. A historical landscape is composed of character-defining features that contribute to the physical appearance over time. Such features may include vegetation, topography, water features, circulation features, buildings, and furnishings such as lights, benches, or fences. Historical and cultural landscapes may have been created through specific intent of a designer or by vernacular means.
- VH 6.2 Preservation. [GP]** Historical and cultural landscapes and the heritage they represent shall be protected, preserved, and enhanced to the fullest extent feasible. Particular attention shall be paid to retention of the elements of agricultural areas that provide a historic context for buildings, such as the landscape around the caretaker's residence on Bishop Ranch. The City may consider acquiring protective easements to maintain such landscapes.

6.5 IMPLEMENTATION ACTIONS [GP]

- VH-IA-1 Preparation and Adoption of New Zoning Code.** The new zoning code may include requirements for design review, appropriate development standards, parking regulations, wireless communications regulations, and sign regulations. In addition, a Historic Resources Overlay Zone shall be included.

Time Period: 2006 to 2007

Responsible parties: Planning and Environmental Services Department, Planning Agency, and City Council

- VH-IA-2 Preparation and Adoption of Design Guidelines.** Design Guidelines shall be prepared to provide a consistent basis for reviewing and evaluating projects or improvements proposed within the city. The guidelines should reinforce and provide consistency to the design goals and policies set forth in this plan for single-family residential, multifamily residential, commercial/industrial, institutional/public, and quasi-public development. The Design Guidelines should also address outdoor lighting, including quality and quantity of illumination levels, glare, light pollution, energy efficiency, safety, and security.

Time Period: 2007 to 2008

Responsible parties: Planning and Environmental Services Department, Design Review Board, Planning Agency, and City Council

- VH-IA-3 Preparation and Adoption of Story Pole/Visual Simulation Procedures.** The City shall establish story pole/visual simulation procedures to provide a means to help understand a proposed project's size, bulk, and scale in relation to the neighborhood and/or evaluate its effects on scenic resources. Visual aids may include, but not be

limited to, story poles, physical or software-based models, photo-realistic visual simulations, perspectives, and photographs.

Time Period: 2006 to 2007

Responsible parties: Planning and Environmental Services Department, Planning Agency, and City Council

VH-IA-4 Creation of a Historic Preservation Board or Committee. The City shall establish an advisory board or committee to promote and assist in the preservation of Goleta's heritage through the identification, evaluation, and documentation of the City's historic resources. Board responsibilities may include maintenance of the City's historic resources inventory, including trees and landscapes of special significance; recommendations for designation of landmarks or structures of merit; and review and make recommendations regarding plans for exterior alterations and additions, relocations, and demolitions of designated landmarks and structures of merit.

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