



Goleta Mixed Use Village

Conceptual Masterplan
Residential and Retail Vision

Westar Associates
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Project Team

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Westar Associates

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Our Story

The Proposed Goleta Mixed Village Concept

The Proposed Goleta Mixed Use Village Concept is a 23.5-acre community located at the northwest corner of Hollister Avenue and Glen Annie Road, just south of Highway 101. Currently General Planned for Medium Density Residential 20/ac, in December 2008 the City Council approved the initiation of a General Plan Amendment for the 8.5 acres fronting Hollister Ave to CC (Community Commercial), retaining the Medium Density Residential designation for the balance of site to the north.

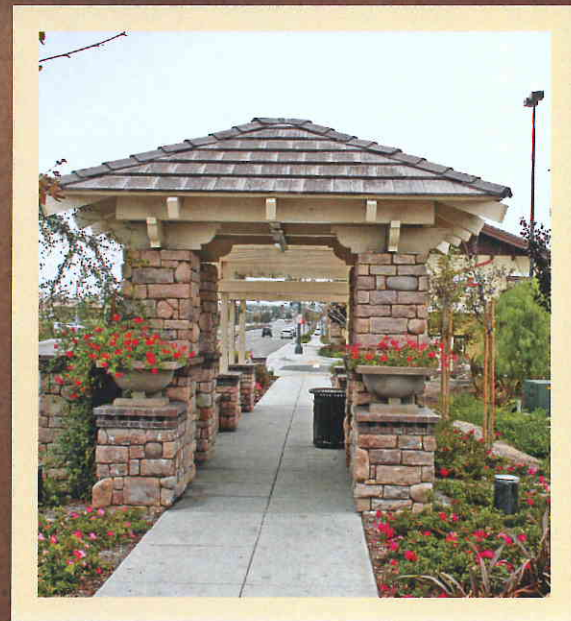
This plan would create a one of a kind community within the City of Goleta by providing a horizontal mixed use village complimentary to the adjacent land uses with residential apartments and neighborhood retail services in a pedestrian friendly environment. This new mixed-use village would provide:

- 300 apartment homes on 15 acres with over 40% open space
- Centralized residential recreation amenity
- 8.5 acres of neighborhood serving retail uses (market, drug store, restaurants and shops)
- Multiple social people-gathering places
- Extensive paseo linkages promoting connectivity throughout the community

This village concept is designed with the strategy for a walkable sustainable community, integrating residential and retail/commercial/employment opportunities and reducing the need for automobile trips (vehicle miles traveled). Existing larger scale retail and entertainment activities are within easy walking distance from this community. The smaller scale village design is proposed to be compatible with the character of Goleta and will create a model community for the City. Additionally, not only will the requirements of the Housing Element be met, but retail tax revenues will also be generated for the City. As the City views itself as progressive and sustainable, the proposed Goleta Mixed Use Village Concept is the ultimate in integrated living and exemplifies the best in planning practice and design.



Conceptual Site Plan & Imagery



Site Summary

Site area ±23.5 ac
Residential area ±15.0 ac
Retail area ±8.5 ac

Residential Summary

Total Units 300
Density ±20.0 du/ac
561 total parking spaces provided*
Approximately 41%* Open space

Retail Summary

Total Retail ±88,500 sf
322 total parking spaces provided*

* Meets minimum requirements

Conceptual Site Plan

1. Two story residential
2. Three story residential
3. Portal-connection to retail
4. Themed pocket park
5. Residential recreation area
6. Play area
7. Covered parking
8. Traffic signal
9. Main entry
10. Primary residential entry
11. Secondary residential entry
12. Extensive paseo system
13. Thematic entry monumentation
14. Seating plaza
15. Potential parking



Conceptual Retail Site Plan & Vision





Conceptual Retail

- 1. Pedestrian connection from residential to retail
- 2. Fountain element
- 3. Shade structures
- 4. Thematic entry monumentation

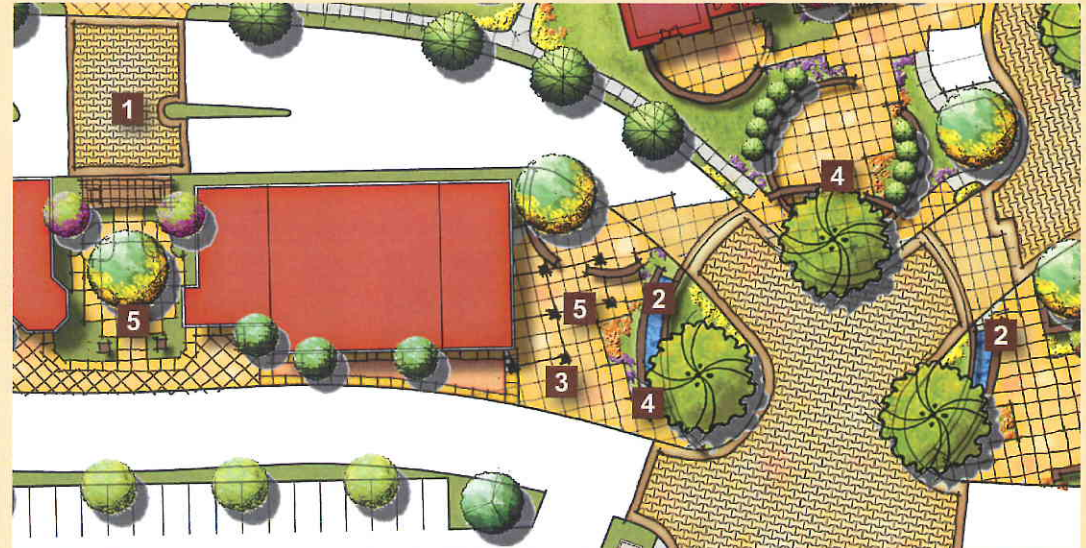
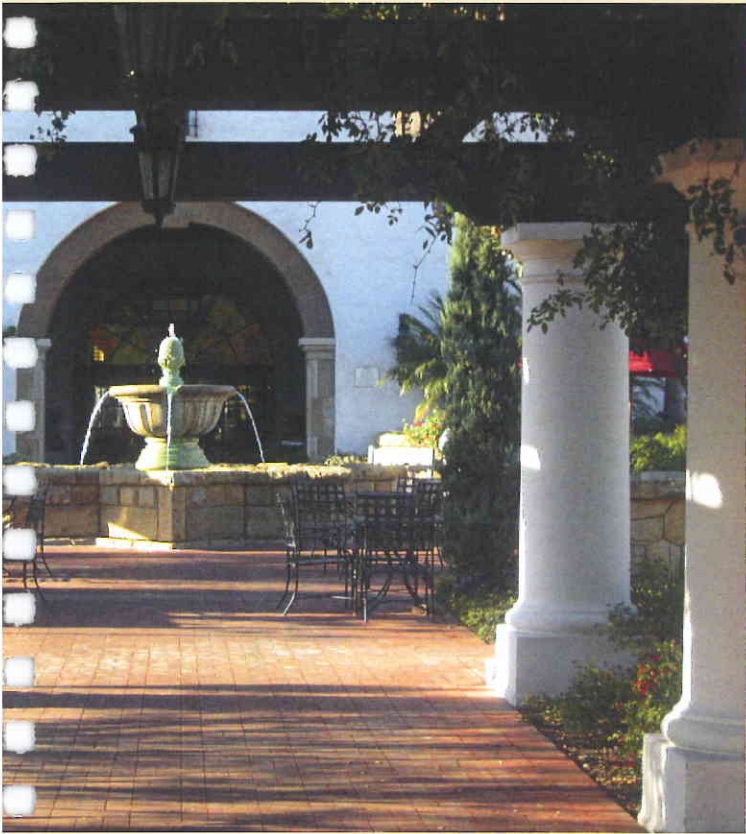
- 5. Passive community gathering spaces
- 6. Main entry and traffic signal
- 7. Distinctive landscape features
- 8. Primary residential entry

Retail Summary

Retail area ± 8.5 ac
 Total Retail ± 88,500 sf
 322 total parking spaces provided*
 * Meets minimum requirements

Conceptual Retail Theming and Character



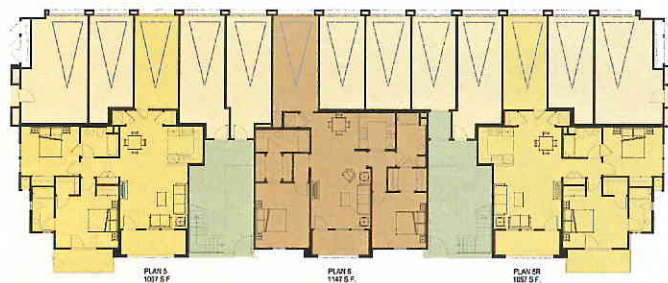
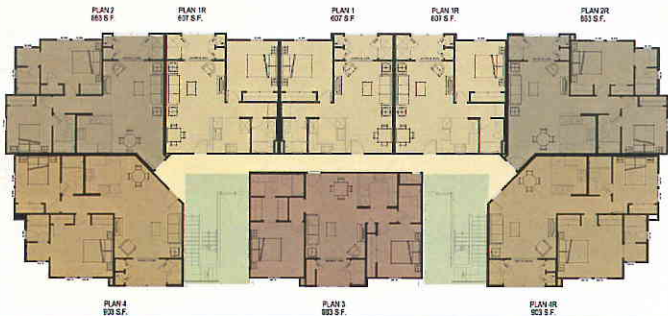


Conceptual Retail Vignette

- 1. Pedestrian connection from residential to retail
- 2. Fountain element
- 3. Shade structures
- 4. Thematic entry walls
- 5. Passive community gathering spaces



Conceptual Residential Site Plan and Architecture



Residential Summary

Residential area ± 15.0 ac

Total Units 300

Density ± 20.0 du/ac

561 total parking spaces provided*

Approximately 41%* Open space

* Meets minimum requirements



Conceptual Residential Plan

1. Two story building
2. Three story building
3. Connection to retail
4. Proposed parking
5. Main entry to residential
6. Secondary entry to residential
7. Residential recreation area
8. Covered parking
9. Themed pocket park
10. Paseo system



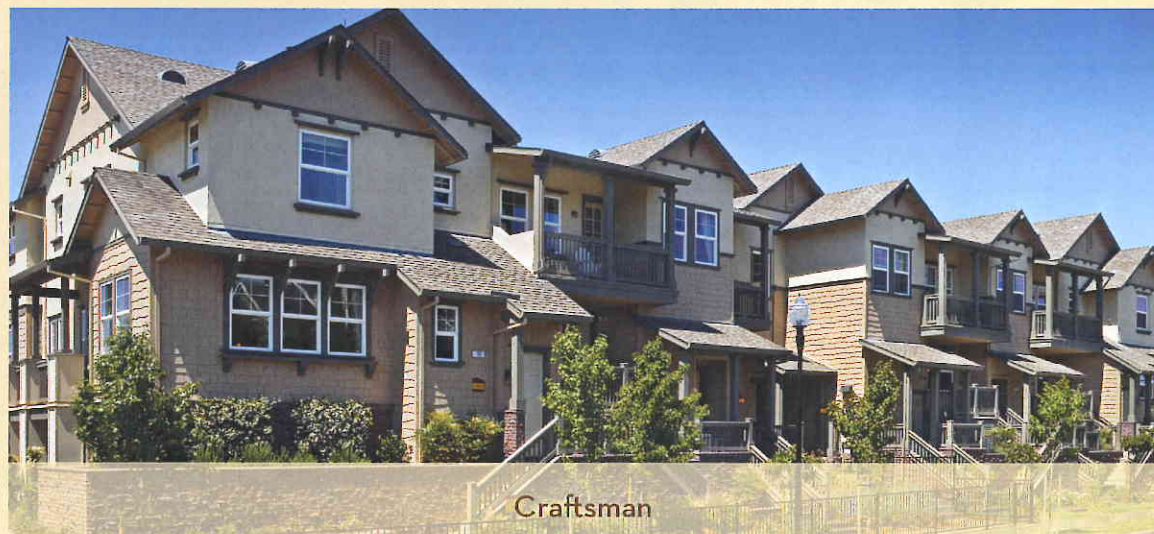
Conceptual Residential Character & Architectural Styles



Italianate



Tuscan



Craftsman



Urban Contemporary



Contemporary Spanish



Eclectic Farmhouse

Conceptual Amenities & Vision

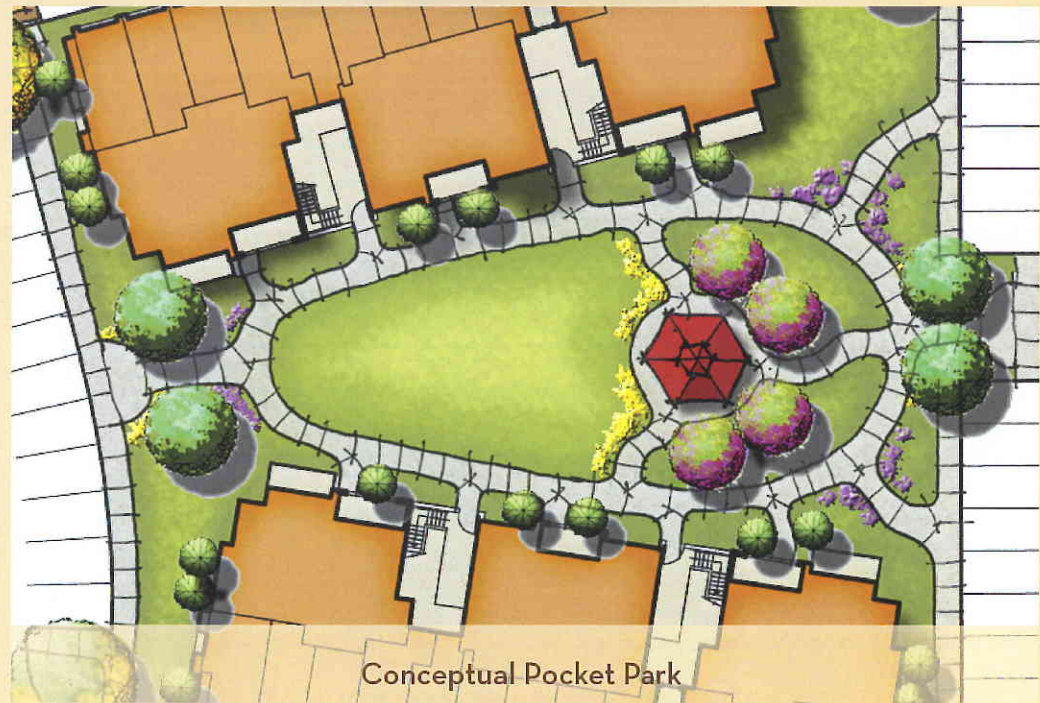




Conceptual Recreation Area



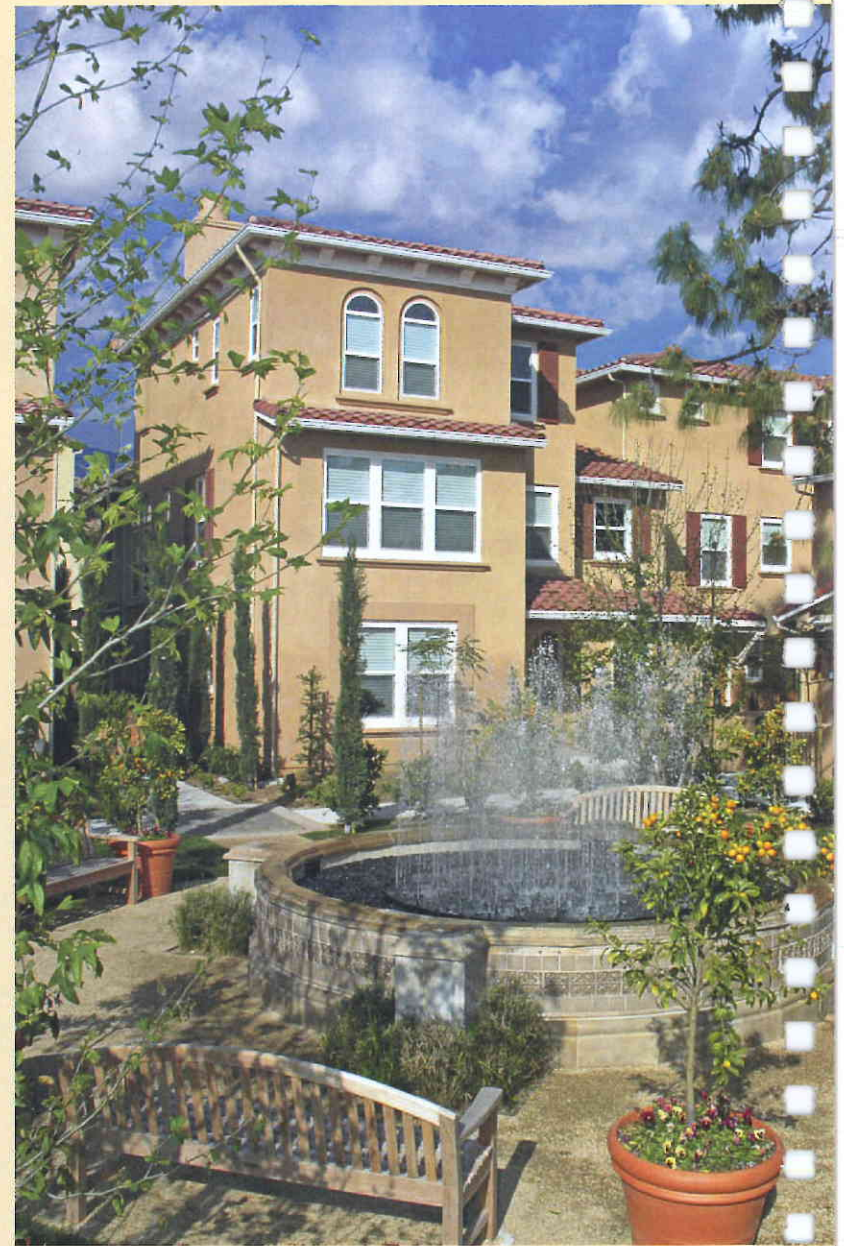
Location Map



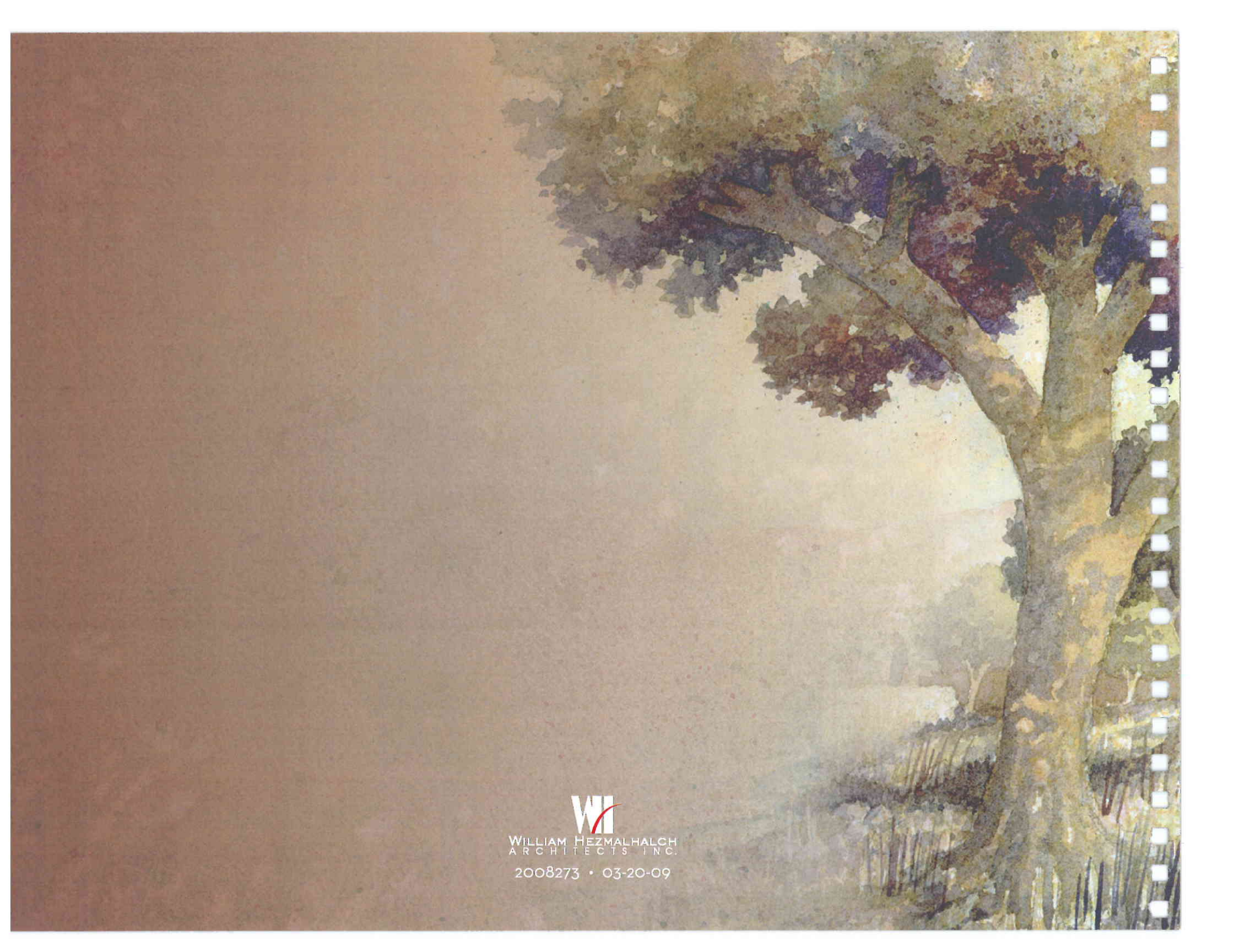
Conceptual Pocket Park

Village Advantages

- Walkable sustainable community strategy
- Apartment living within walking distance to village retail
- Cutting edge development for Goleta
- Accommodates both residential and village commercial needs of the community
- Retail designation appropriate along Hollister ...
 - Compatible land use along busy arterial
 - Residential not suitable in Airport Approach Zone
 - Creates model community
- Mixed Use is the ultimate Green design







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