

July 19, 2023

Mayor Perotte, City Council, and Planning Commissioners
City of Goleta
130 Cremona Drive, Suite B
Goleta, CA 93117

RE: Housing Element 2023-2031 Sites Inventory Rezoning Study Session

Dear Mayor Perotte, Councilmembers, and Planning Commissioners:

The Santa Barbara South Coast Chamber of Commerce, representing businesses from Goleta to Carpinteria, would like to highlight the importance of rezoning the proposed sites before you. We would like to call particular attention to the three sites mentioned below: 490 South Fairview, 7264 Calle Real, and 7400 Cathedral Oaks.

The Chamber supports the City's decision to rezone the proposed sites for residential use and is excited to see the City considering additional sites as part of the Housing Element. Earlier this year the Chamber published Phase 3 of our Road Map to Recovery series, The Road Home, which focuses on prioritizing the timely increase of housing supply on the South Coast to meet the pressing needs of our residents and economy. As part of The Road Home the Chamber identified various sites that could realistically be built, and within a timely manner. Our current housing supply crisis calls for quick action, much faster than the 8-year timelines of the Housing Element.

Many of the underutilized sites identified in Housing Elements throughout the South Coast have leases that stretch into the next 5 years, or beyond. While any vacant or underutilized sites being rezoned for housing is an important part of the long-term solution to our region's lack of housing, we need action now. The Chamber encourages the City to look at sites that are ready to be developed immediately, which is why the Chamber is highlighting our support of the three aforementioned sites.

The Chamber is very supportive of the rezone of the Yardi site, 490 South Fairview. The Chamber has hosted tours to this location in the past and was proud to hear of Yardi's decision to reconsider the use of this site as the needs of the business and workforce shifted. The conversion of this office space to rental housing is exactly the kind of solution the community and the City should be looking to support. Not only will this allow an underutilized site to provide much needed housing to our community, but the additional residents it will bring to the area will breathe further life in Goleta's downtown district. We hope the City will not only commit to the rezone of this parcel, but that they will work with the applicants on future proposed projects to ensure the process goes smoothly and timely to bring this much needed housing to our community as soon as possible.

The Kenwood Village site, 7264 Calle Real is another great example of a property that could be utilized in order to address our region's housing supply crisis quickly. This site is already surrounded by various other types of housing and located right on Calle Real. Given its location, this site makes sense for high density residential in order to yield enough units to not only make progress toward the City's RHNA requirements, but provide much needed housing supply to our community. This is also a site where residential development has been previously considered, meaning that we can count on a project to meet our



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Mailing Address: 5662 Calle Real #204, Goleta, CA
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community's needs to be accomplished sooner rather than later. The Chamber plans to add both the Kenwood Village and Yardi properties to our The Road Home document and plan to meet housing needs and our region as quickly as possible.

The Chamber is also very supportive of the rezone of the Shelby property, 7400 Cathedral Oaks. The Shelby property is one of the first sites the Chamber identified in our The Road Home document as a site that could be quickly utilized to meet the housing needs of our region. For this reason, the Chamber was surprised to see that the Shelby property was not being considered for rezone at this meeting. Especially considering the property owner's willingness to develop the site for housing and the City staff's outreach to property owners to come up with this list of vacant and underutilized properties. This site is surrounded by other housing, the golf course (which is being considered for residential rezone in the County's housing element), and is right on Cathedral Oaks. Given the location of this site, it makes sense to include it in this list of considered sites. Much like the previous projects, the property owner of this site, Dr. Couvillion is a trusted local member of the community who will work with the City to provide a project that meets the community's needs, and could do so in a timely manner. The Chamber highly encourages you to consider this site, as in many ways it makes just as much sense – if not more, as some of the other sites before you.

Thank you for consideration of rezoning the vacant and underutilized sites being presented to you in order to address our community's housing supply crisis, especially the Yardi Site, Kenwood Village, and potentially the Shelby property.

Sincerely,

Kristen Miller
President & CEO
Santa Barbara South Coast Chamber of Commerce