

From: [Andy Newkirk](#)
To: [Andy Newkirk](#)
Subject: FW: The Folder from El Encanto Alliance
Date: Thursday, August 17, 2023 8:44:44 AM
Attachments: [Master FileFor HCD Submission.doc](#)

From: Richard Foster <richfosterbooks@gmail.com>
Sent: Wednesday, August 16, 2023 3:12 PM
To: McDougall, Paul@HCD <Paul.McDougall@hcd.ca.gov>
Subject: Re: The Folder from El Encanto Alliance

Thank you. It is a 36 page document. Our version of an EIR report on site selection problems I have sent it in whole without a problem so I will attach the whole text and appendix to this email. I will send a second email with the document in chunks. There should be a hard copy on your desk whenever you find yourself at the office. Thank you for your consideration
Richard Foster

On Wed, Aug 16, 2023 at 12:14 PM McDougall, Paul@HCD <Paul.McDougall@hcd.ca.gov> wrote:

Thank you Richard. Please email the letter separate and attachments in chunks just to be safe. Let me know how many attachments so I can confirm receipt of the package. I apologize for not being present. I mainly telecommute nowadays.

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From: Richard Foster <richfosterbooks@gmail.com>
Sent: Wednesday, August 16, 2023 11:11:59 AM
To: McDougall, Paul@HCD <Paul.McDougall@hcd.ca.gov>
Subject: The Folder from El Encanto Alliance

Dear Mr. McDougall,

I want to thank Tara, your mailroom manager, for reaching out to you and getting our comments about the process for site selection in the Goleta Housing Element. Please read it thoroughly, because I don't believe our city government takes this seriously, more as a necessary exercise.

The City of Goleta will be submitting their third try to pass, this Friday or next Monday the last that I heard.

I could send you the document in electronic format however, I have waited because I know attachments are often dumped unopened due to security concerns. If that would be useful just let me know.

Sincerely Yours,
Richard Foster
805 637-7129

The El Encanto Heights Alliance

A response to the City of Goleta's housing
element site selection process for high
density - low income units.

August 13, 2023

Quote for the week of July 25, 2023

City of Goleta, Senior Planner, Anne Wells:

"We have the math game for RHNA in our Housing Element.
And we have the reality. And we're trying." (Appendix 5)

Authored by:
Richard Foster (805) 637-7129
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I Introduction

The City of Goleta's Housing Element plan has been rejected twice by your staff at the Housing and Community Development office since it was submitted for the 2023-2031 period.

Concern about the process and a lack of suitable site evaluation led to organizing the El Encanto Heights Alliance (EEHA). During the weekend of July 29-30, in less than 48 hours, the EEHA gathered 150 online signatures and 91 individually contacted residents. The petition asks that sites chosen for RH zoning are compatible with the HDC's site selection guidelines. It also recommends the city rapidly approve the needed 60 housing units awaiting water from the Goleta Water District. (See [Appendix 1 for petition's text](#))

Individuals from EEHA may have already contacted Tristan Lanza or Peter McDougall, a Senior Program Manager. There will likely be more emails to come.

With the clock ticking toward the Feb 15, 2024 deadline to win approval for their Housing Element Plan, the City Council and Planning Commission are in a panic to get something, almost anything, passed by HCD. Their fear is a loss of local control over development if the Builder's Remedy goes into effect.

Unfortunately, this has resulted in a race for unit numbers, with little regard as to the suitability of sites selected for a zoning change. This concern is evident in the videos of their combined workshop meetings on July 20th, July 25th, and July 31st of 2023. The discussion of sites was centered on how a location would meet their needs for low income RHNA numbers. Despite input from the public who argued that some sites were inappropriate when viewed with an eye to the HCD's site selection Guidebook, the City Council ignored their input and took straw votes to give guidance to staff as to which sites to rezone.

After three workshops the current distribution is 1,220 units. This is 251 units over the shortfall of lower income units per HCD's rules. The majority of these sites are along the Hollister Avenue corridor.

The site at 7264 Calle Real (also referred to as Kenwood Village) fails to meet almost all criteria set by the HDC. Other sites also suffer from a lack of evaluation by our city staff. Some of the shortcomings in the City of Goleta's process will be reviewed, but the major thrust of this document is opposition to the city's current plan to select 7264 Calle Real for low income housing. That site would be a disservice to the low income community and a failure of HCD's aspirations.

The site does not have the necessary access to services or infrastructure. It is part and parcel of a housing element that relegates the low income and high-density sites to less affluent areas. The latest housing element selects sites that offer a lower quality of life to those who would live there.

Recognizing the need for more housing, the EL Encanto Heights Alliance has advocated for Kenwood Village, a 60 unit development awaiting water and final approval at 7264 Calle Real site. The Goleta Water District has indicated they will begin to release 'Can and Will Serve' permits during October 2023. Under rules of SB 330, the Kenwood Village development could possibly break ground early next year. ([See a copy of the layout Appendix 2i](#))

When the Kenwood Project was first brought to the city, the property owner, Ken Alker, claimed he wanted to build affordable housing for his company's employees. Why should the city stop this reasonable project? There are, in fact, other sites that are better suited to meet the need for high-density, low income housing and 7264 would be workforce housing that he could price to be affordable.

II Why we contacted the HCD

The primary reason for the EEHA to contact you is we have neither an advocate nor representation for our concerns on the Goleta City Council. Before the 2022 election cycle, Goleta switched to district elections. Decisions were made which left El Encanto Heights without a council seat until the 2024 election cycle.

In the past, when this was complained of, council members would point out that the City's Mayor, Paula Perotte, resides in District 3. However, she was forced to recuse herself from the discussion surrounding 7264 Calle Real for personal reasons.

If you review the public comments made on video at the joint session of the Goleta City Council and the Planning Commission on July 20th and 31st of this year, only two individuals suggested doing nothing at the Kenwood location. The other speakers advocated for rejecting the site due to its not meeting HCD guidelines. Universally, the community acknowledges the affordable housing shortage and universally urged council to move the Kenwood Village proposal forward as soon as possible.

We believe the council has turned deaf ears to our complaints and our suggestions for developing housing. The City of Goleta needs a plan that includes smaller sites to facilitate socio-economic integration in our communities rather than economic segregation.

We ask that you review this document carefully. It is our opinion that, though you may approve the majority of Goleta's Housing Element, you will find that 7264 Calle Real is unsuitable for low income housing. There are sites which merit inclusion which the city passed over. Please tell the City Council that HCD rejects the 7264 Calle Real site. Such action would leave the property available for the Kenwood Village project. If the City of Goleta is serious about workforce housing, new housing next year is better than hopeful promises for sometime in the future.

III How 7264 Calle Real Fails to Meet HCD Guidelines

This is not a NIMBY complaint. It is not based on intolerance for high density housing, nor is it a fear of low income housing units. El Encanto Heights is a working class neighborhood of ethnic and income diversity. A parcel at 60 Colusa Ave, at the eastern end of Del Norte Ave., where it meets Glen Annie Rd, was recommended to be rezoned from commercial to RH 39 units. Some say that 39 is too many units due to circulation into the site from one of the most burdened intersections in Goleta. But no one is objecting to the RH zoning.

No RH site will have all the attributes desired by the HCD. However, some locations are better than others. Of the proposed sites in the City of Goleta's Housing Element, 7264 Calle Real is the absolute the worst. The site does not meet HCD guidelines.

In the latest planning meeting there was a discussion of split zoning the parcel. This could lower the unit numbers to cap at 190. However, on their currently submitted plan, 7264 Calle Real is zoned RH 20-30. In either case, the problems remain. This location is poorly serviced and should be dropped. Meanwhile the 60 Colusa Ave site will bring 39 low income units to El Encanto Heights.

In Paul McDougall's letter to the city of Goleta rejecting their submitted plan, he wrote on page 9:

“HCD Best Practices for selecting sites to accommodate the lower income RHNA: When determining which sites are best suited to accommodate the RHNA for lower income households, the jurisdiction should consider factors such as: • Proximity to transit. • Access to high performing schools and jobs. • Access to amenities, such as parks and services. • Access to health care facilities and grocery stores. • Locational scoring criteria for Low-income Housing Tax Credit (TCAC) Program funding. • Proximity to available infrastructure and utilities. • Sites that do not require environmental mitigation.”

1. **Transportation options at 7264 Calle Real.** All forms of transport are heavily impacted by the narrow nature of Calle Real, by the congestion and frequent gridlock at the 101 interchange with Glen Annie Rd and Calle Real, and due to the failure of the city to undertake infrastructure projects that could help to mitigate the intersection's chaos.

Public Transportation. Bus service to this site is negligible. The nearest bus stop is 1/4 mile away. Then a transfer is necessary at Camino Real Marketplace. Bus route #23 only operates from 5:50 AM until midnight, depending on the day of the week. Recently, it was tied to Route 25 which

travels west, across the Winchester Canyon overcrossing to return via Hollister Ave. to the transit hub at Storke and Hollister. This paltry service makes commuting difficult. Late at night, it is impossible. (Appendix 2a-1 & 2a-2) The transit hub at Camino Real Marketplace is over a mile away. Access to the Transit Hub is difficult especially for the aged and those who are handicapped.

In regard to transit options, Planning Commissioner Maynard said, *“And the way that we’ve designed Goleta, anything north of 101 is not transit accessible from a bus perspective. Anything south of there you can.”* (Appendix 5)

Maynard continued;

“I have had friends that have been lower income who found a room to rent somewhere north of 101 and have heard their stories of a two hour bus commute everyday.” (Appendix 5)

Private Transportation. Calle Real is a two lane road with no space for expansion. Congestion and infrastructure problems at the 101 freeway exit have a deleterious affect upon vehicle and bicycle movement. The Glen Annie Road, Calle Real, and US 101 interchange is possibly the most congested intersection in Goleta yet no traffic count or study has been done since 2015. One must ask, how can the city council make an informed decision about placing large developments in that area?

- City Consultant Derek Rapp said of the roadway, *“Obviously the right-of-way there on Calle Real is very constrained. I don’t think there would be room for additional turning lanes.”* (Appendix 5)
- City Council Member Kyle Richards, an avid bicyclist, said of Calle Real; *“I want to acknowledge, (pause) we heard a lot of speakers talk about safety concerns of Calle Real. And I certainly acknowledge that. I... I know that I personally don’t enjoy riding my bike on that area. I know that cars go very fast. I know it is dangerous. I know there have been multiple accidents and even deaths on that.”* (Appendix 5)

2. **Public Schools.** Local schools are academically good but there are problems with safe routes to school.

- *Brandon Elementary School’s* access is via a busy street or through curving neighborhood streets or a green space that has a regional 18 hole Frisbee golf course. In the wooded open space there are no houses to provide safe route to school shelter. A closed public school (El Rancho) is nearby, however it is leased to Montessori and to the Waldorf School which brings in over \$300K to the Goleta Union School District.

- *Goleta Valley Junior High* is 3.4 miles to the east. The number 10 bus line that connected El Encanto Heights to the school has been terminated. There is no public transit to the junior high. Along Glen Annie Road, from the 101 interchange north to Cathedral Oaks Rd, there are no sidewalks. Junior High School students would need to circle past Dos Pueblos High School. Mixing the age disparate groups might prove to be deleterious.
 - *Dos Pueblos High School* is within an easy walk. ([Appendix 2b](#))
3. **Site Access.** Calle Real is two lanes and heavily burdened with steady traffic that routinely exceeds the 45 MPH limit, until flow is quickly stymied eastbound at the 101-Glen Annie intersection. The proposed Brandon Ave. overcrossing the city failed to pursue ten years ago, adds to the congestion. ([Appendix2f](#))
4. **Services.** Situated north of the 101, 7264 Calle Real has nearby access to a 7-11, two small restaurants, a bar, a liquor store, and a gas mart. That is hardly the type of services that a low income project needs.

The nearest **grocery stores** are south of US 101. Target, which carries dry goods and some fresh produce, is 1.25 miles away. Albertsons or Costco are 1.51 miles away. Both would require a bus transfer to the Santa Felicia Line or to the Ellwood Line #25.

The closest **medical service** is the Jackson Medical clinic located at the rear of the Albertsons grocery store site. (1.51 miles) There is a current development proposal for a medical building on Storke Road, south of the Camino Real Marketplace. ([Appendix 2c](#))

Parks. There are two parks to serve the El Encanto Heights area.

Bella Vista Park. The walking distance to the closest point of the park is 0.37 miles. Walking distance to the children's playground equipment is 0.43 miles

Evergreen Park and Open Space. This park is an active 18 hole Frisbee Golf range which draws players from across the Goleta, Santa-Barbara, UCSB and the regional area. The nearest point to 7264 Calle Real, by the shortest walking route, is 0.37 miles. Walking distance to the children's playground equipment is 0.66 miles.

5. **ADA** Currently the location has an unsubstantiated 5.6% slope across the site. That may be improved or degraded when earth is moved. However, handicapped people will find it difficult to move out of the development due to very limited public transportation and multiple street crossings to reach the transit hub.

6. **Environmental Constraints** El Encanto Creek borders the western edge of the site. It has a riparian grove of oaks and a mix of other species. (Appendix 2d) This watershed feeds into Devereaux Creek south of US 101. In the earlier proposal for 60 units, the developer wanted the environmental creek setback dropped from 100' to 50'. He also proposed the flood control basin on the S.W. corner to be counted as open space. More recently he suggested putting senior bonus density in that low lying spot. (Appendix 2d)

The site is proximal to a **Flood Zone** on the south side of 101. (Appendix 2e) El Encanto Creek flows under US 101 through a concrete vault. The terminus of that vault is marked as a flood zone. Should the entrance to that vault become constrained or clogged by debris, the lower corner of the 7264 parcel could be subject to flooding. A topographic map of the parcel shows the depth of the creek's flow line relative to the abutting roadway. (Appendix 2f)

7. **Access to Jobs** Other than employment at the nearby schools or the Glen Annie Golf Course, nearly all employment opportunities are on the southern side of the US 101. Access to those jobs would be by walking to the transit hub, by bike, or driving a car.
8. **Infrastructure that is lacking.** Cal-Trans calls for an overcrossing every one mile in urban areas. The distance between the Storke-Glen Annie freeway exit (#108) and the Winchester Canyon exit (#110) is 2.1 miles. A pedestrian overpass was proposed by the city but never undertaken. In 2010 the city proposed an overpass at Brandon, to mitigate congestion and traffic flow at the end of Calle Real (Appendix 2h)

Thirteen years ago, a freeway crossover bridge at Brandon Ave was proposed. The intent was to connect the north and south sides of Goleta and reduce traffic pressure at the exits to the south. The plan languishes after early estimates put construction costs north of \$40MM. (Appendix 2h) It is this lack of infrastructure preparation which leads one to doubt the sincerity of the city's housing efforts. This project was never built. It would have mitigated some of the access issues related to 7264 Calle Real.

Project manager Rosemarie Gaglione said of the bridge in 2010, *"Assuming the city continues to build out, Storke and Hollister is just going to be gridlocked. We still need that vehicle bridge."*

Mitigation work at the freeway interchange is unlikely to occur. The San Luis Obispo Cal-Trans office places blame on the way Goleta has chosen to

develop. The City blames Cal-Trans. Nobody has money for infrastructure improvements. The expectation of the city improving conditions is unrealistic in that they have an infrastructure maintenance backlog of over \$50 MM dollars.

9. **Sewer considerations.** The Goleta West Water District said 284 new units may or may not require a mainline upgrade. If it did, Calle Real would need to be trenched a third of a mile to the trunk lines. This distant connection to infrastructure and need to destroy existing pavement will increase developmental cost, which lowers the chance of affordability. (Appendix 2g) In the 2016 Kenwood Village proposal it was estimated the project would generate 78 tons of solid waste per year. This is well under the district's significant impact level of 196 tons per year. However, a high-density development of 200 to 284 units is four times that amount. It is reasonable to assume there are significant sewer impacts that have not been considered.

10. **Quality of Life** An overview of the sites recommended by the City Council and Planning Commission shows a ghettoization of Low Income / High Density developments in less affluent areas. For example, the Dara Road site was considered for RM or RH zoning. Council member Kyriaco described the Dara Rd. area as, *“Not our Montecito or Hope Ranch, (pause to reflect) that would probably be The Bluffs. But it (Dara Rd.) is an area of retired people and young families that are, (pause) privileged”*
The city decided to vote down RH housing at Dara Rd. (Appendix 5)

11. **Parking** This issue is not one itemized by the HDC Guidebook for consideration, however it is indicative of the Goleta's Planning Department's failure to examine sites. The numbers of proposed units is changing but even if 7264 Calle Real had 190 units instead of the earlier proposal of 284, the site would still need 370 or more on-site parking slots. Around the City of Goleta, few places avoid having their parking spill over onto community streets. In the case of 7264 Calle Real, this is exacerbated. The first three streets to the east are private. Along Calle Real there is no parking nor is there room to create on-street parking. To the west there are two private developments. The condo units bordering the 7-11 provide no guest parking. Their visitors use the store's lot.
In the earlier Kenwood Village plan, a gated exit was proposed from the backside of 7264 Calle Real onto Tuolumne Ave. This would be restricted to fire access and residents at 7264, resulting in spill over parking lining that neighborhood's streets.

IV A Failure of Process

The City of Goleta has had eight years to look forward to the Housing Element for 2023. Even though the State's commitment to new housing has evolved, it appears much of that time was wasted. Overall, the City Council and our planning staff's discussions of rezoning sites focused solely upon numbers not quality. This is a knee jerk, rush to the altar attempt to avoid going into Builder's Remedy after the February 15, 2024 deadline.

During the city's public workshop, most comments from staff or the council were directed to unit numbers, not addressing why a site was satisfactory. Blatantly afraid of Builder's Remedy occurring, they frequently repeated the mantra, "It can be tweaked later if a development plan comes forward."

That is too late if the site is ill-chosen. A former council member told me that in years past the city skated through by simply saying, 'We'll rezone and add a second story to commercial sites.' Now the state, through the HCD, has called the city's bluff by asking to see real numbers that identify good sites.

Anne Wells, the Senior Planner described this as, *"We have the math game for RHNA in our Housing Element. And we have the reality. And we're trying."* (Appendix 5)

The years that staff wasted could have been spent reaching out to locate eager and not so eager property owners, For example many churches might be open to splitting a portion of their lot. Due to shrinking and aging congregations some churches might welcome such revenue from a sale and appreciate having 20 or 40 nearby units.

The city failed to explore smaller 1 or 2 parcels that could take twenty to thirty units. The social benefits of this would be integrating low income units into the web of the community rather than creating isolation. (Appendix 4b)

V Costs will cause affordable by design to fail to lower rents

The difficulty with creating housing that is *economically affordable*, as opposed to *Affordable by Design*, is due to a desire to maximize profits and is constrained by construction costs, including land acquisition, the building code, carrying costs, and labor, and materials. How much more valuable is a property when the need to make RHNA numbers moves a property from RS5 to RH 20-30? The very system that tries to produce housing becomes a boon for some property owners.

To generate housing that is affordable for low income working people, one of two steps are necessary, either regulations with teeth that mandate higher caps for pricing and rental rates for new units or locales that are in high demand should pass rent control ordinances. Without mandates or caps, little of the City of Goleta's Housing Element will produce housing with a true lower cost to renters or home buyers.

The city practices inclusionary housing for developments at 20% but this is usually brought down by the developer to 10% via in lieu fees. This has contributed to a loss of low income housing opportunities.

On the positive side, over the last two decades the City of Goleta has built sufficient housing for its population growth. (Appendix 6) However, like most jurisdictions, they have trouble producing housing that is affordable (economically) to the local workers.

Comparable Goleta developments that failed to deliver affordability

An example of this failure to produce affordable workforce housing is the Cortona Court Project. Voted for by the Council as "*desperately needed workforce housing*", it is not! The 176 units in the development rent for unattainable amounts for the average working person, much less those of low income. **A two bedroom unit rents for \$4,900**, add \$100/month for a dog, \$50 for a cat. On almost nine acres, it is comparable to 7264 Calle Real however it was Zoned RM 13-20 per acre.

Workforce housing rapidly declines as owners spike their rental rates. For example, the development, Hollister Village, recently raised rents by 25% for residents who lived there less than one year! For everyone else their rent was increased by 10%! **A 3 bedroom unit currently rents for \$6,450/month.**

VI Low Income Geographic & Socio-Economic Isolation

Condensing and compressing low income units into one or two monster sites is reminiscent of the disastrous Cabrini Green Housing projects in Chicago, only on a smaller scale. When you place people with lower incomes at a distance from jobs and services they will need, you feed a cycle of poverty. When transportation is poor or non-existent jobs can be lost due to a worker being tardy. The lack of a car or multiple cars in a family can result in lower economic groups spending a disproportionate amount of time traveling to basic services. That is why RH clusters are ill-suited for Calle Real in El Encanto Heights. (Appendix 3a-3c)

An examination of Alternative sites will demonstrate how projects of 20 to 30 units might help with integration of classes into our community. It would produce more site locations that are proximal to necessary services. (Appendix 4b)

Secondly, it was concerning to us that neighborhood economics were considered while debating whether Dara Rd should be RH or RM density.

Mayor Paula Perotte said, regarding the Dara Road site,

“Well, I’m leaning towards RH. I think it’s needed. We need the numbers.”

She then added, upon reflection, *“It will change the dynamics of the neighborhood.”* (Appendix 5)

Evidently, changing the nature of this single family neighborhood was too much for her because the Mayor ultimately voted for RM on the Dara site

Council Member James Kyriaco said of the Dara Road site,

“When I think about the Stowe Canyon neighborhood and Dara Road, and that pocket of homes near Kellogg School. (pause) I have a lot of thoughts, (pause) Images of Montecito and Hope Ranch aren’t that image. To the extent Goleta has that kind of community, I’d say it’s the gated community The Bluffs.”

“I agree with the larger point that I believe you are making, to the extent there is privilege within Goleta, on a larger scale than just one subdivision. Yeah, I will agree that this is an area that has more affluence than some other parts of Goleta such as Old Town which I represent.” (Appendix 5)

Note: Council Member Kyriaco voted for RM on the Dara site.

Council Member Stuart Kasdin, when discussing the 7190 Hollister parcel, said he believed it was unfair to the apartments across Hollister Avenue. It is our opinion that the Hollister Avenue site is ideal, being on a major thoroughfare and across the street from Jackson Medical clinic, Albertsons, Costco and other retail stores. The site is a short walk from multiple employment opportunities and is on a major bus corridor.

None of this can be said about 7264 Calle Real.

VII Alternative Sites

Many possible sites for RH were dropped from the selection process because only vacant sites where the owner expressed a desire for a rezone were included. 7780 Hollister and Viajero road on outer Hollister Avenue are examples. Perhaps another reason for it not becoming RH is the multi-million dollar homes across the road at The Bluffs gated community. For details see: [\(Appendix 4a\)](#)

Unexplored Sites that might be split for future Housing Element plans

The listed church sites might have been available to split their property if the Planning Commission had pursued them. Many churches are land rich but cash poor. Secondly, they tend to be socially minded. If these small sites were split and zoned RH, high-density low income units would be more equitably spread across the City of Goleta. Smaller sites would create greater socio-economic integration.

Churches		Total	Cut out	Parcel #
Good Shepherd	380 N. Fairview	5.75	2.5	069-513-016
Restoration Church	6017 Stow Canyon	2.99	1.0	077-170-033
Christ Lutheran	6595 Covington	3.53	3.0	077-160-022
Goleta Presbyterian	6067 Shirrell Way	4.54	1.0	077-170-037
Cambridge Dr. Community Church	550 Cambridge Dr	2.24	1.0	069-560-030

Private parcel owners with existing structure

House on site	7730 Evergreen	3.08	2.0	079-121-015
Unknown	5835 La Goleta Rd	6.08	3.0	069-070-078
Timbers	10 Winchester Canyon Rd	3.53	2.25	079-121-007
The Elks Club	150 N. Kellogg Ave	4.9	1.5	069-160-013

Public Spaces

Eastern and Northwest area of Lake Los Carneros Park	077-160-022
Northern strip of the 7264 Preserve Open Space (On the eastern side of the Bluffs Development on Hollister Ave)	079-210-069

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Appendix 1

This is the full text of the petition circulated on line and in person by The El Encanto Heights Alliance.

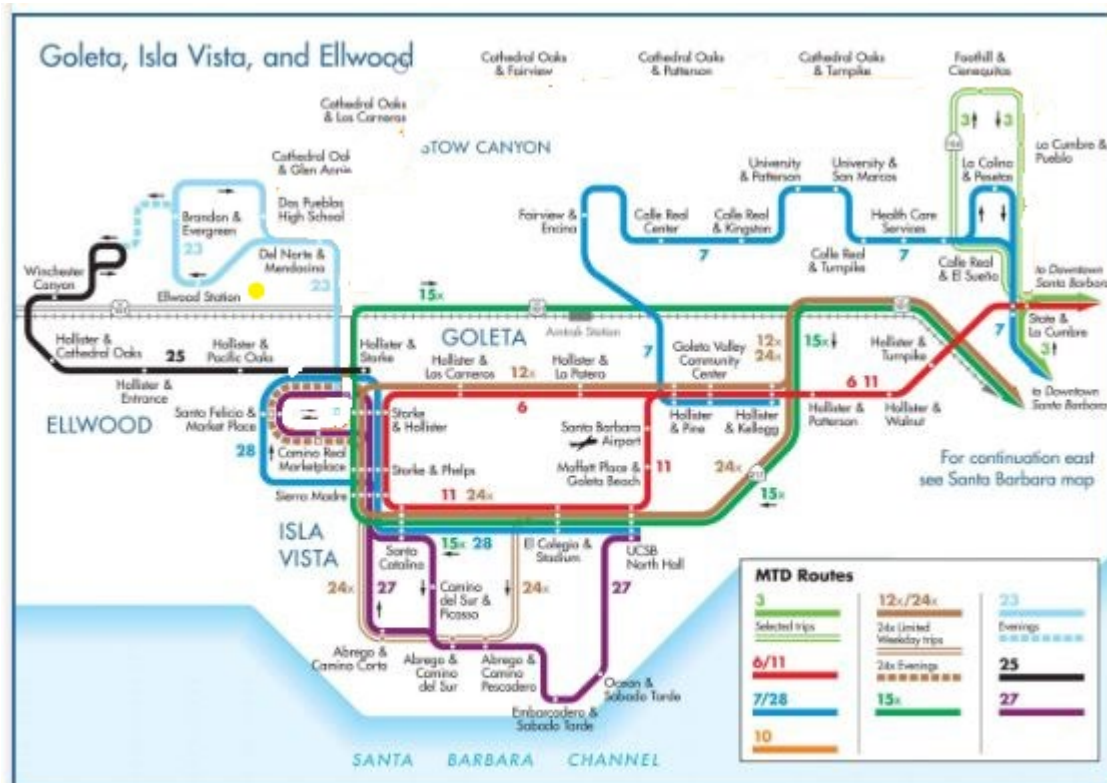
“The Housing Element Plan for the City of Goleta is being finalized. The plan rezones properties in El Encanto Heights for a total of 328 new high density units. 7264 Calle Real would swell from 60 units to a maximum of 284 units, 60 Colusa Dr from commercial to 39 units and at 7020 Calle Real, adding another 5 units. Over 46.8% of the proposed High Density units are in El Encanto Heights. We believe these sites have been **inadequately evaluated** to meet the HCD's guidelines for selecting sites. The Council **ignores massive traffic issues** at Hwy 101, Calle Real, and Glen Annie. Other sites around the city are being rezoned to medium density while El Encanto Heights is being used as a dumping ground. Currently, a submitted plan for 60 units at 7264 Calle Real is only waiting for water and city approval.”

“We the undersigned ask: The City **not rezone 7264 Calle Real to high density**, instead to approve the 60-unit development proposal awaiting available water. We ask that there be equitable distribution of high density zones across the city. Furthermore, we ask that the City's Housing Element conform to the HCD's site evaluation guidelines”

Appendix 2a-1

Bus Transit Services in City of Goleta

Note: Line 10 has been erased from the MTD map. It formerly ran along Cathedral Oaks road carrying people to Goleta Valley Junior High and terminating at the shopping mall area at State & La Cumbre (far left of map)



Maps & Schedules – Santa Barbara MTD

[Visit](#)

The high-density, low income site at 7264 Calle Real is severely underserved.

1. The transit hub is too far away.
2. Service is only from 5:52 AM until 11:20 PM weekdays days
3. Difficult ADA handicap access to shopping due to the need for multiple street crossings or transferring to other lines
4. After 7 PM bus 23 turns left and returns via Winchester Canyon overcrossing to return down Hollister to the Camino Real Transit Hub.
5. **NOTE: Changes have been made to Route 23 in El Encanto Heights. It no longer goes along Cathedral Oaks. See updated map next page.**

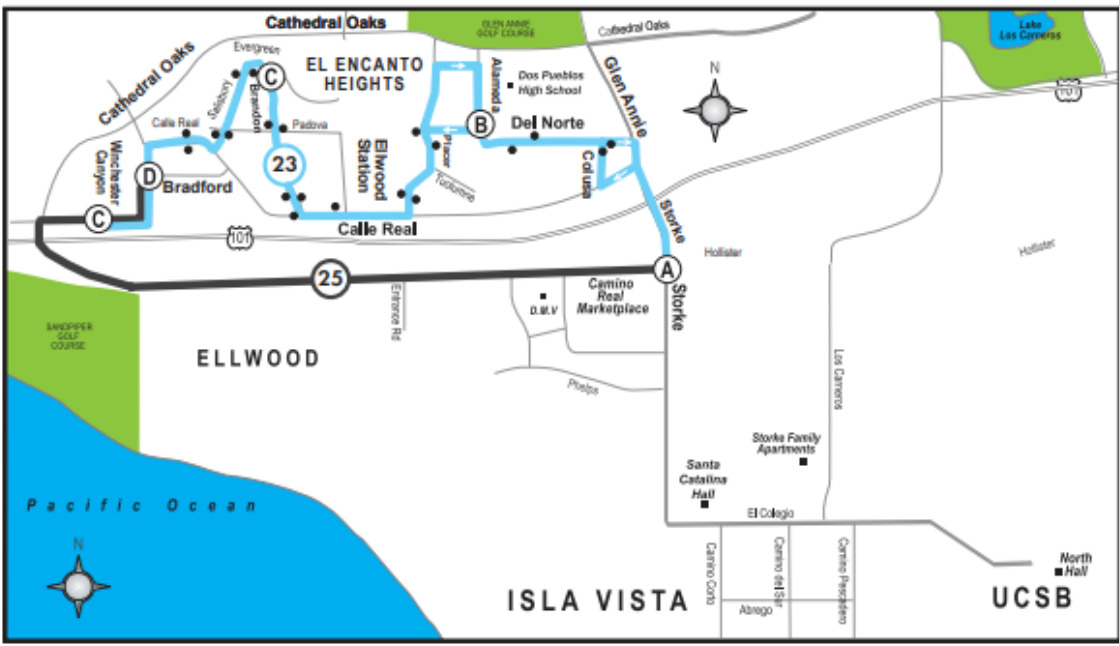
Appendix 2a-2

Revised August 2023: Bus 23 to El Encanto Heights and Bus 25 to Transit Hub

Bus service is non-existent after 11PM until 5:50 AM

Bus line 23 service hours 7:22 am – 7:30 PM

Bus line 25 service hours: 5:28 am until 11:30 PM



Appendix 2b

Location of School Sites relative to 7264 Calle Real



Yellow dot 7264 Calle Real RH site
Orange dot Brandon Elementary School
Red dot Goleta Valley Junior High
Purple dot Dos Pueblos High School

Of note:

- The route to Brandon is through a winding group of streets, walking along a busy roadway, or through green spaces that pose difficulties for safe routes to school.
- The route to Goleta Valley Junior High School goes past the high school because there are no sidewalks on Glen Annie Rd. north of the 101 interchange
- Dos Pueblos High School is within easy walking distance.

Appendix 2c

Grocery Stores for 7264 Hollister



Yellow dot	7264 Calle Real
Green Dot	Transit hub on Storke Rd.
Pink Dot	Target (some vegetables and dry goods)
Orange Dot	Costco membership store
Red Dot	Albertsons Grocery Store

101 overpass at Glen Annie Rd.	0.7 miles	10 street crossings
Transit Hub on Storke Rd.	1.13 miles	13 street crossings
Target Department Store	1.25 miles	14 street crossings
Costco Membership Store	1.44 miles	14 street crossings
Albertsons Grocery Store.	1.56 miles	15 street crossings

Services near to 7264 Calle Real: A 7-11 and 2 small restaurants at Ellwood Station Road, to the western edge of the photo. A liquor store and a Gas Station Food Mart are close to the Glen Annie 101 interchange to the east.

Appendix 2d

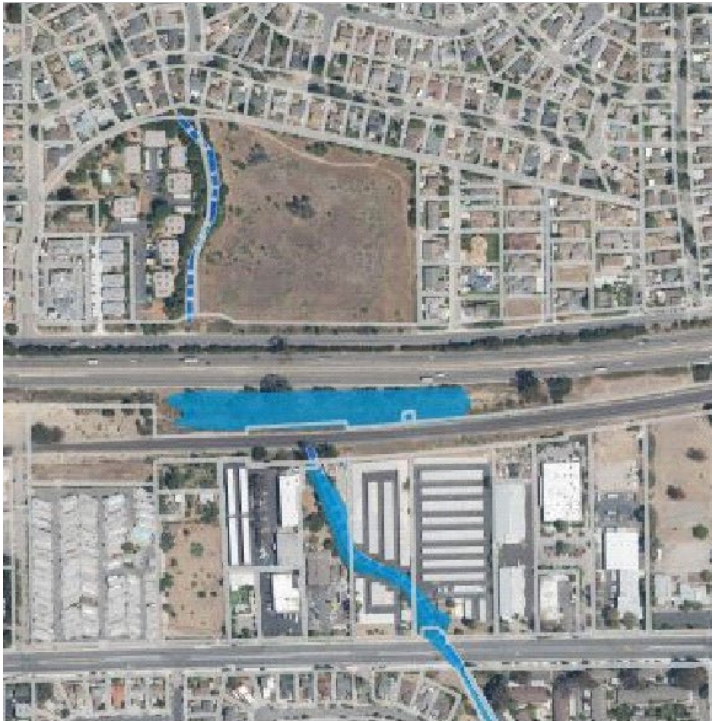
Riparian area of El Encanto Creek on the western side of 7124 Calle Real.



The 7264 site is on the lower right where DEV is marked
The El Encanto riparian area is the lower green portion.

Appendix 2e

Potential Flooding of 7264 Calle Real with RH development

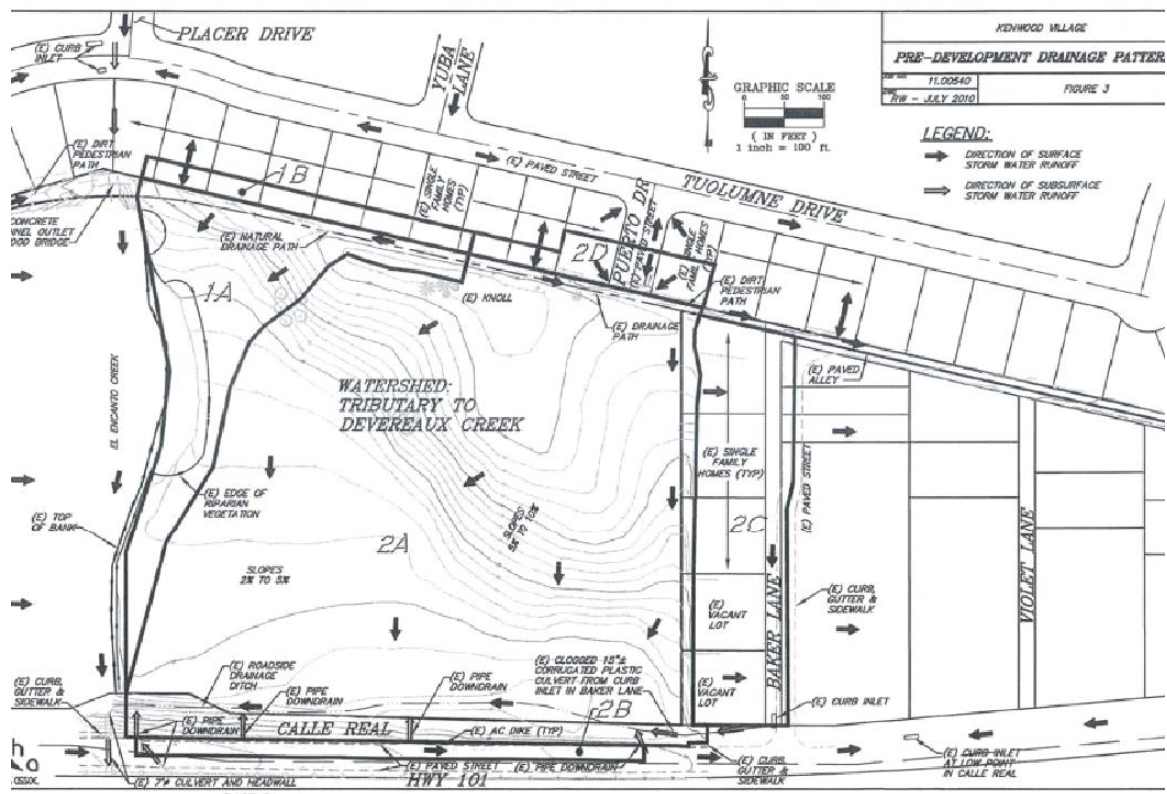


Any blockage of the underground vault carrying El Encanto Creek beneath Highway 101 and the Southern Pacific Railroad tracks could result in flooding of the lower portion of the property.

On the 2016 application for Kenwood Village, the lower left corner of the property is designated a flood control basin. The owner proposed it be counted as open space in that he believed it would be dry most of the year.

Since that time he has suggested to the city council that low could spot be used for bonus density senior housing.

Appendix 2f
Current topo map of 7264 Calle Real



aken from 2016 Kenwood Village Application to the City of Goleta.

Appendix 2g

Sewer Impacts Map

In the development plan filed with the City of Goleta for the Kenwood Village project in 2026, the report covered the ability of the main lines to handle effluent wastes for 60 residential units. If 7264 is rezoned for 200 to 2844 units it is reasonable to expect the 6"- 8" main under Calle Real would need to be replaced with a larger line to carry the solids to the trunk line to the east. A third of a mile of new line and replaced pavement is a significant impact upon unit costs.

The engineering report found:

Utilities and Service Systems. Wastewater generated by the Project would be collected by the Goleta West Sanitary District, and the District has approximately 1.41 million gallons per day of treatment capacity remaining at the Goleta Sanitary District treatment plant. Therefore, the Goleta West Sanitary District has adequate treatment capacity to serve the Project. It is estimated that after the implementation of existing solid waste diversion (i.e., recycling) programs, the Project would generate approximately 78 tons of solid waste per year that requires landfill disposal. The amount of solid waste generated by the project would be substantially lower than the City's solid waste disposal significance threshold of 196 tons per year. Therefore, the Project's solid waste disposal impacts would be less than significant.

If 200- 284 units were built it would increase the solids load four fold, easily surpassing the City's solid waste disposal significance threshold of 196 tons per year.



Appendix 2h: Infrastructure

The City of Goleta's Failure to build needed infrastructure negatively affects 7264 Calle Real. A needed overcrossing has languished for lack of prioritizing since 2010.



February 11, 2010 Noozhawk Article

Noozhawk:

Dozens of residents turned up Wednesday night to check out the city's plans to install an overpass over Highway 101 in western Goleta.

The stretch between Goleta's last exit, Winchester Canyon Road, and the exit at Storke Road spans about two miles, and it **leaves few options for bicyclists and pedestrians trying to cross.**

Goleta would like to see the project unfold over the next five years, and based on the cost of the project, that time gap could be needed to come up with the funding.

Project manager Rosemarie Gaglione said the option of a bike- and pedestrian-only bridge had been considered, but that a vehicle option would be more cost-effective. She said a pedestrian and bike bridge would cost about \$300 per square foot, while a bridge with both as well as vehicle access would cost \$200 per square foot.

Assuming the city continues to build out, she said, **"Storke and Hollister is just going to be gridlocked. We still need that vehicle bridge."**

Appendix 2i

Kenwood Village proposed 60 unit development at 7264 Calle Real

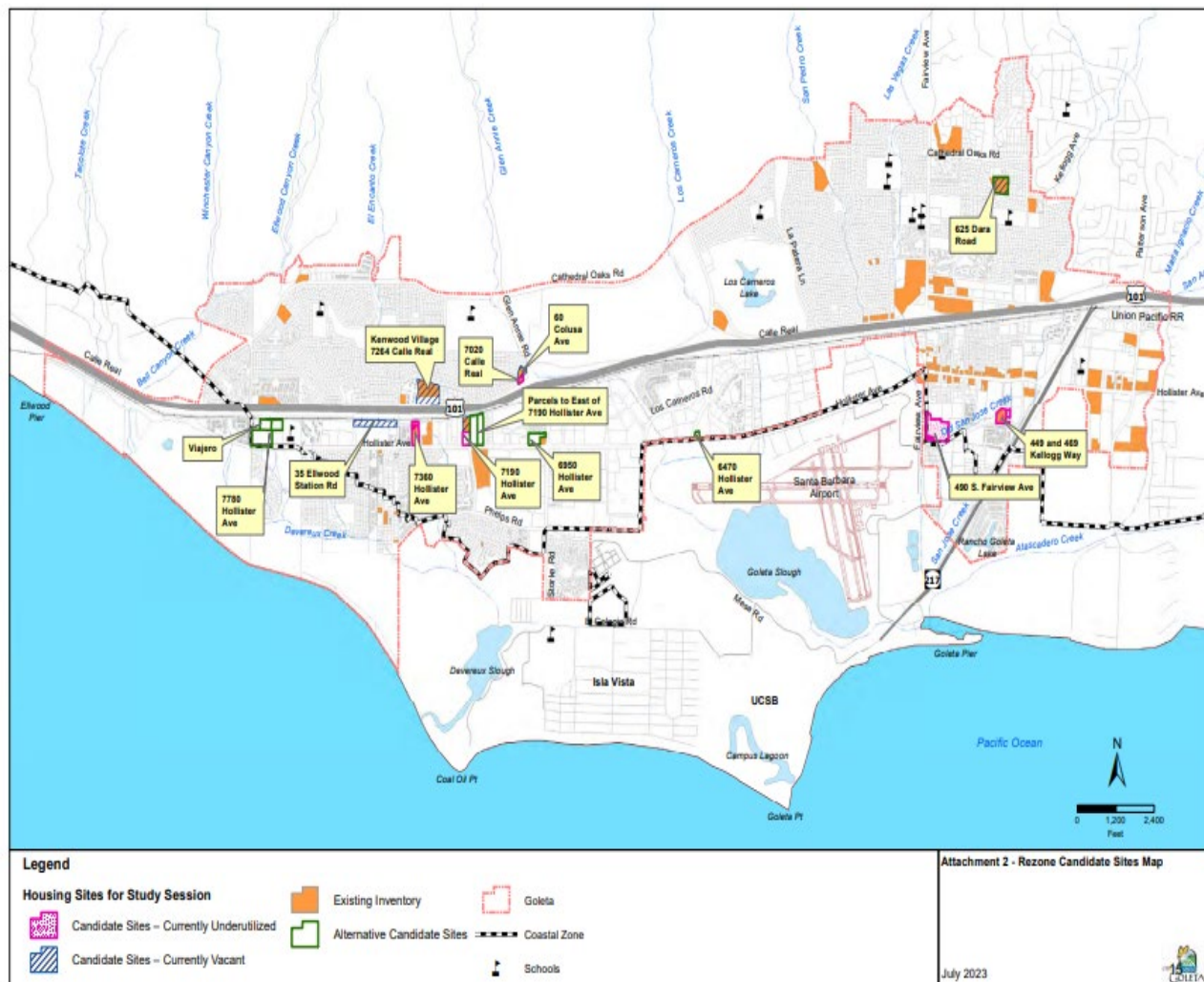
Kenwood Village Residential Project
 Project EIR Scope-of-Work – 12-EIR-004

**Figure 2
 Tentative Tract Map**



Note the green highlighted riparian area in the western part of the parcel. Also note the density compared to neighboring residences. At 60 units, Kenwood Village infringes on sensitive habitat and barely fits the parcel.

Appendix 3a Housing distribution



The layout of the City of Goleta poses difficulties for selecting appropriate sites for low income, high-density housing on the northern side of the 101 freeway.

The Hollister corridor, south of US 101, has retail businesses, research firms, and numerous other employment opportunities. Higher density along Hollister would lead to greater transit service because ridership would be at financially sustainable levels. If more sites are needed for RHNA, the El Encanto Heights Alliance believes 7780 Hollister and Viajero are better suited locations. Development here would anchor the outer end of a Hollister shuttle. Though the parcels are a distance from some services, they have the attraction of a Class 4 bike/pedestrian way along Hollister Ave to the shopping areas.

Appendix 3b

List of proposed rezone locations

Table 1: Candidate Sites with Property Owner Interest for Rezones

Address	Current Zoning	Proposed Zoning	# of Units with Rezone
Vacant			
60 Colusa Ave	CI	RH	39
7264 Calle Real (Kenwood Village)	RS/AG	RH	284
7190 Hollister	RM	RH	59
625 Dara Road	RS	RM	84
35 Ellwood Station Drive	CG	RH	146
Underutilized			
7020 Calle Real	CI	CC	5
7360 Hollister Ave	CC	RH	69
469 and 449 Kellogg Way	RP/BP	RH	73
490 South Fairview (Yardi)	BP	RH Overlay	198
7190 Hollister	CG	RH	41
Total			612 Vacant 386 Underutilized

Alternative Sites

Meeting Date: July 20, 2023

Vacant			
6470 Hollister Ave	CG	RH	17
Viajero Site (no address)	CG	RH	63
Parcels to East of 7190 Hollister Ave	CG/RM	RH	205
625 Dara Road	RS	RH	127
Underutilized			
7780 Hollister Ave (frontage parcel)	CG	RH	137
7780 Hollister Ave (rear parcel)	CG	RH	54
6950 Hollister Ave	OI	RH	66
Total			412 Vacant 257 Underutilized

Sites Updated after 7/20 and 7/25

Address	Current Zoning	Proposed Zoning	# of Units with Rezone				
			Lower	Moderate	Above-Moderate	Total	
Vacant							834
60 Colusa Ave	CI	RH	39	0	0	39	
7264 Calle Real (Kenwood Village)	RS/AG	RH	284	0	0	284	
7190 Hollister (1 Parcel)	RM	RH	59	0	0	59	
Parcels to East of 7190 Hollister Ave	CG/RM	RH	205	0	0	205	
625 Dara Road	RS	RM	0	84	0	84	
35 Ellwood Station Drive	CG	RH	146	0	0	146	
6470 Hollister Ave	CG	CC	0	9	8	17	
Underutilized							386
7020 Calle Real	CI	CC	0	2	3	5	
7360 Hollister Ave	CC	RH	69	0	0	69	
469 and 449 Kellogg Way	RP/BP	RH	73	0	0	73	
490 South Fairview (Yardi)	BP	RH Overlay	0	99	99	198	
7190 Hollister	CG	RH	41	0	0	41	
Total			916	194	110	1,220	

Total lower income count (916 units) exceeds the identified shortfall by 251 units.

Appendix 3c**Distribution of RH, RM, & CC sites by electoral districts (as of updated list)**

Low income and working class neighborhoods are heavily impacted.

More affluent areas are passed over.

Total proposed sites 1,220

CC	22
RM	84
RH	1,114

	Zoning	Units	
DISTRICT 1			
625 Dara Rd.	RM	84	Described as “a privileged area”
DISTRICT 2			
6470 Hollister Ave.	CC	17	Near City Hall
449 & 469 Kellogg Way	RH	73	Old Town, a lower income area
490 South Fairview	RH	198	Old Town, a lower income area

		288	
DISTRICT 3			
7360 Hollister Ave	RH	69	South of 101
7190 Hollister Ave	RH	59	South of 101
7190 Hollister Ave	RH	41	South of 101
East of 7190 Hollister Ave	RH	205	South of 101
7264 Calle Real	RH	284	North of 101 working class area
60 Colusa	RH	39	North of 101 working class area
7020 Calle Real	CC	5	North of 101 At a liquor store

		702	NO council rep until 2024
DISTRICT 4			
35 Ellwood Station Rd.	RH	146	

Excellent vacant sites in District 4 were dropped from the original list. Located on the Hollister Corridor near the less utilized Winchester Canyon interchange, the sites’ faults, according to staff, were a lack of owners desire. Another possible reason as to why they were dropped is they are located across from The Bluffs, a development Council Member Kyriaco described as “*Goleta’s Montecito or Hope Ranch.*”

Omitted sites in District 4

7780 Hollister front	RH	137	possible	The “upper class” zone
7780 Hollister back	RH	54	possible	
Viajero	RH	63	possible	
6950Hollister	OI	66	constrained	

Appendix 4a

Sites passed over by the Goleta City Council for inclusion.

These sites are vacant. They were not considered for the Housing Element list because, according to staff, the owner had not expressed interest in developing them. The lower left corner is The Bluffs development. It is Goleta's high end housing of \$3MM dollar homes.

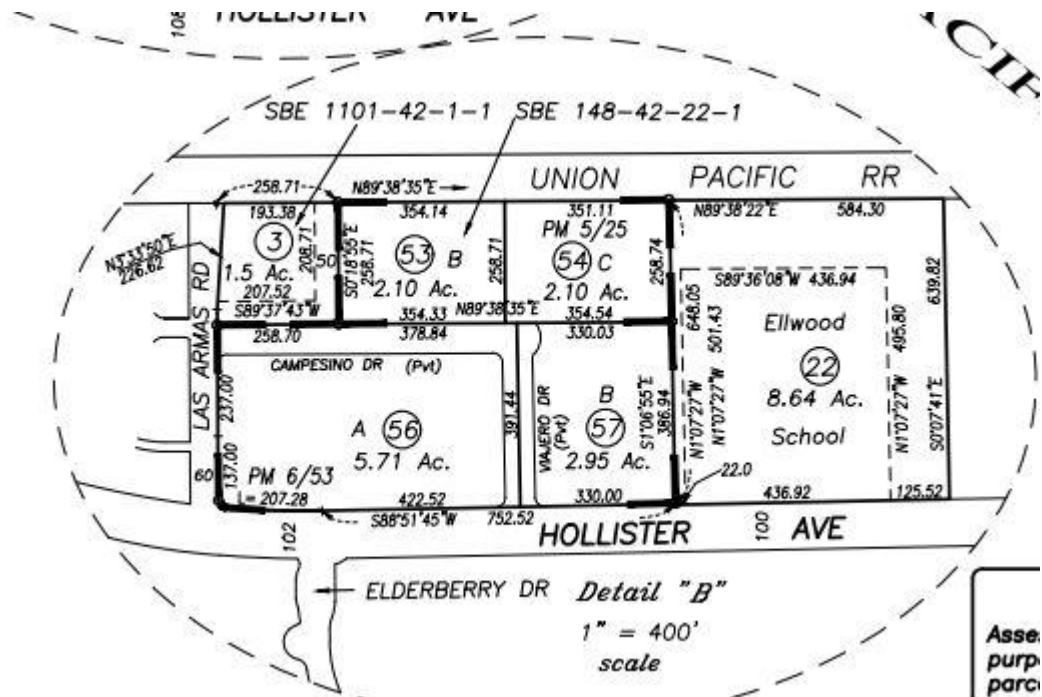
7780 Hollister	079-210-054	2.1 acres	Parking area upper right
	079-210-056	5.71 acres	Along Hollister lower left
Viajero Rd.	079-210-053	2.1 acres	Dirt area upper left



Aerial view of three vacant sites that are better locations for RH Low income.

- Proximity to Ellwood elementary school
- A stoplight crossing at school location
- A Class 4 bike path along the south side of Hollister Ave connects to shopping areas. Pedestrian and bicycles lanes completely separated from roadway traffic.
- Ellwood Preserve green space is across Hollister Ave, with trails out to the bluffs and the beach.
- Grocery store is 1.5 miles to the east but accessible by safe routes, regular bus service, Class 4 bikeway, and a four lane road for vehicular traffic.
- An unburdened freeway interchange at Winchester Canyon and 101 0.52 miles to the west.

7780 Hollister Ave. & Viajero Drive



Parcel numbers 56, 53, 54 though vacant, were dropped by staff for lack of owner interest for rezoning to RH.

Parcel 22 is Ellwood Elementary School

Elderberry Drive is part of The Bluffs development

Appendix 4b ALTERNATIVE SITES

Unexplored Sites that might be split for future Housing Elements

The listed church sites might have been available to split their property if the Planning Commission had pursued them. Many churches are land rich but cash poor. Secondly they tend to be socially minded. If these small sites were split and zoned RH, high-density low income units would be more equitably spread across the City of Goleta. Smaller sites would create greater socio-economic integration.

Churches		Total	Cut out	Parcel #
Good Shepherd	380 N. Fairview	5.75	2.5	069-513-016
Restoration Church	6017 Stow Canyon	2.99	1.0	077-170-033
Christ Lutheran	6595 Covington	3.53	3.0	077-160-022
Goleta Presbyterian	6067 Shirrell Way	4.54	1.0	077-170-037
Cambridge Dr. Community Church	550 Cambridge Dr	2.24	1.0	069-560-030

Private parcel owners with existing structure

Private home	7730 Evergreen	3.08	2.0	079-121-015
Unknown	5835 La Goleta Rd	6.08	3.0	069-070-078
Timber's	10 Winchester Canyon Rd	3.53	2.25	079-121-007
The Elks Club	150 N. Kellogg Avenue	4.9	1.5	069-160-013

Public Spaces

Eastern and Northwest area of Lake Los Carneros Park 077-160-022

Northern strip of the 7264 Ellwood Preserve Open Space 079-210-069

(Abuts the Bluffs Development to the west on Hollister Ave)

Public land removes land acquisition costs from a project. It would put housing along public open space for those who would not have a yard.

Appendix 5

VERBATIM QUOTES WITH MORE CONTEXTS

From the July 25, 2023 City Council / Planning Commission Workshop Video

Senior Planner Anne Wells

Subject: Playing the RHNA game

1:11:30

"We have the math game for RHNA in our Housing Element and we have the reality. And we're trying."

End 1:11:45

Planning Commissioner Katie Maynard

Subject: Inability to commute by bus in northern Goleta.

4:16:25

"I want to come back to the transit question for a second. When I first started working at UCSB I looked at where I wanted to live, And I (pause) for me, I wanted to take the bus to campus. And so I looked at the bus maps and tried to figure out where I could live. The only place I can live is on Hollister and be a transit commuter." End 4:16:49

4:17:09

"And the way that we've designed Goleta, anything north of 101 is not transit accessible from a bus perspective. Anything south of there you can." End 4:17:13

4:17:48

"I have had friends that have been lower income who found a room to rent somewhere north of 101 and have heard their stories of a two hour bus commute everyday." End 4:15:56

Council Member James Kyriaco

Subject: The socio-economic make up of the Dara road site.

4:22:53

"When I think about the Stowe Canyon neighborhood and Dara Road, and kind (uhh) that pocket of homes near Kellogg School. (pause) I have a lot of thoughts, (pause) Images of Montecito and Hope Ranch aren't that image. To the extent Goleta has that kind of community; I'd say it's the gated community The Bluffs." End 4:23:09

4:23:36

"I look at that neighborhood and I see kind of (pause) it's a mix of retirees and young families. Working folks and retired." End 4:23:48

4:24:52

"I agree with the larger point that I believe you are making, to the extent there is privilege within Goleta, on a larger scale than just one subdivision. Yeah, I will agree that this is an area that has more affluence than some other parts of Goleta such as Old Town which I represent." End 4:24:13

Note: Council Member Kyriaco ultimately voted for RM on the Dara site.

Mayor Paula Perotte

Subject: The need for RH numbers at Dara site.

4:24:25

"Well, I'm leaning towards RH. I think it's needed. We need the numbers. It will change the dynamics of the neighborhood." End 4:24:50

Note: The Mayor voted for RM on the Dara site.

From the July 31, 2023 City Council – Planning Commission Workshop video

Council Member Stuart Kasdin

Subject: Calle Real conditions near the proposed Calle Real site.

2:35:25

"It is a brutal road." End 2:35:39

Traffic Consultant Derek Rap

Subject: Responding to Mr. Kasdin regarding the Calle Real strip

2:35:53

"Yes, thank you, umm, yes I think, obviously the right-of-way there on Calle Real is very constrained. I don't think there would be room for additional turning lanes." End 4:47:28

Council Member Kyle Richards

Subject: Calle Real road dangers for bicyclists

3:10:15

"I first of all (pause) I want to acknowledge (pause) we heard a lot of speakers talk about safety concerns of Calle Real. And I certainly acknowledge that. I... I know that I personally don't enjoy riding my bike in that area. I know that cars go very fast. I know it is dangerous. I know there have been multiple accidents and even deaths on that. I take that very seriously and I do take that into consideration as we deliberate." End 3:10:44

Rosemarie Gaglione City of Goleta Project manager

Subject: Necessary overcrossing Feb 2010 Noozhawk article.

“Assuming the city continues to build out,” she said, “Storke and Hollister is just going to be gridlocked. We still need that vehicle bridge.”

Appendix 6

Public comment to the Goleta City Council on April 5, 2023 by Richard Foster, wherein he compares the 2000, 2010, and 2020 census numbers. It also looks at density per residence:

“The theory of THE BIG LIE is that if you repeat it often enough people will come to believe it.

The Big Lie in Goleta is that the city has a housing shortage. If one reviews the facts, this is not the case. I am not addressing the affordability problem.

In the 2010 census Goleta’s population was 29,888. By 2020 it was 32,690, an increase of 2,802 residents over ten years.

In the 2010 report, our city had 10,588 residences. By 2020 we had 11,652 or an increase of 1,170 new housing units.

Density in the 2020 census is 2.74 occupants per unit which is lower than the 2.99 residents per unit in the 2000 report.

Not to confuse anyone with big numbers or higher math, but if one divides the increase of 2,802 residents by the density of 2.74 persons per unit, one arrives at a need for 1,022 units to accommodate our city’s decadal growth.

Goleta has exceeded our housing demand by 147 units. And this does not count the 27 units at Weststar (Hollister Village), the 176 new units at Cortona Point, much less the approved 322 units at Heritage Ridge. There is no housing shortage here. To say so, is to embrace an alternate reality.

One can roll their eyes when I say it, but that does not change the facts. Goleta does not have a housing shortage. We do have an affordability problem. Other communities around us have failed to provide their necessary housing. Santa Maria and Ventura have failed to provide high income jobs sending commuters here. But why should the residents of Goleta be the ones to bear the congestion, traffic, and tax burden of new developments? Property taxes never come close to covering the cost of fire, police, and transportation services.

Suggestions to address affordability;
Eliminate sunset clauses for affordable housing units. Stop developer buy downs of inclusionary numbers through the use of ‘In lieu’ fees. And consider passing rent control.”