

LAND USE	GOTRP POLICY #	GOTRP ACTION #	DESCRIPTION	NOTES/STATUS	COST/FUNDING	COUNCIL PRIORITY/ RECOMMENDATION	STAFF PRIORITY/ RECOMMENDATION
LAND USE	To promote a mixed use sustainable urban village concept where dependence on the automobile for transportation is minimized, people can live close to where they work, pedestrian foot traffic is encouraged, and public mass transit is easily accessible and convenient.						
	LU-OT-1		Development standards shall be utilized to implement the policies of the plan				
	LU-OT-2		County shall amend the GGMO to facilitate development in Old Town	No longer relevant			
		LU-OT-2.1 -		No longer relevant			
RESIDENTIAL			In order to provide affordable housing to all segments of the community, the OTRP shall develop programs to foster the renovation/reconstruction of existing housing stock, mixed use projects, construction of new housing units, and increase neighborhood safety so that revitalization activities maintain or increase housing opportunities.				
	LUR-OT-1		P&D shall encourage the preservation/replacement of existing conforming and non-conforming residential units				
		LUR-OT-1.1	identify and secure funding to implement a housing renovation program		CDBG, use of 20% set-aside		
		LUR-OT-1.2	develop incentives to preserve and maintain existing non-conforming housing units.		Redevelopment Housing Set Aside funds, CDBG grants, and amendments to the zoning ordinances.		
		LUR-OT-1.3	(County priorities for redevelopment housing set aside funds)	No longer relevant	Redevelopment Housing Set Aside funds		
		LUR-OT-1.4	Preparation of the Redevelopment Housing Plan.	No longer relevant			
		LUR-OT-1.5	encourage mixed use development in all appropriate developments in Old Town by considering reduction in impact fees for the residential components of these developments, by modification standards (parking) consistent with well planned urban design.	Waiving of fees or use of "Beneficial Projects" designation based on density	Funding assistance will be available from redevelopment set-aside funds		
	LUR-OT-2		P&D shall implement the Mixed-Use Program and shall actively encourage the development of projects under the program	Compatible with General Plan TE 2.2c "Land use strategies to reduce automobile travel demand" and LU 1.11 Multiple-Use Development			
		LUR-OT-2.1	Establish an Old Town Overlay or other appropriate mechanism to provide consistency with zoning for existing non-conforming structures in the Heritage District. This shall include analysis of parking, setback, and height requirements. Structures which are grandfathered in shall be required to upgrade the facade of the building as part of any improvement and/or expansion permit	Goleta Old Town Parking Study completed, overlay could be done with Zoning Code, IF still desired. Compatible with GP VH 4.2 "Consistent with Goleta Heritage District Guidelines"			Old Town should have its own specific plan
		LUR-OT-2.2	establish a 16 space parking "pool" to be credited to mixed use developments in the Heritage District.	Continue to consider parking needs with Goleta Old Town parking study and future studies. GP TE-IA-5 Parking In-Lieu Fee Program			Not recommended unless parking in-lieu fee is full cost recovery
		LUR-OT-2.3	Work with the development community to identify barriers to mixed-use development. Methods to remove barriers shall be identified and instituted, including the use of pilot programs.	On-going, case by case			
		LUR-OT-2.4	work with local architects and contractors to assess structures within the Heritage District to determine the feasibility of their use within a mixed-use project.	See GP VH 4.2			
		LUR-OT-2.5	provide free plan review and consider a reduction or waiver of development fees for an introductory period of time for mixed use projects.	Without RDA funding this would have to be allocated/subsidized by the City Council			
		LUR-OT-2.6	provide expedited processing of mixed use projects through adoption of area wide design standards.	Case by case basis			
	LUR-OT-3		provide opportunities and incentives to encourage construction of new housing units within the project area and where appropriate	There are no longer RDA funds. City Council would need to provide direction/funding for incentives (case by case basis)			
		LUR-OT-3.1	identify appropriate locations for the development of new medium to high density housing to meet the needs of existing and new residents.	General Plan has already identified Affordable Housing Overlay sites, may consider a density bonus ordinance			

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	LUR-OT-3.2	investigate opportunities for providing financial assistance to facilitate construction of new housing units	Limited funds available in housing in-lieu funds. Work with developers on Low Income Housing Tax Credits (LIHTC)	20% housing set aside		
	LUR-OT-4	implement neighborhood safety and improvement program	would need to design a program and identify funds if desired. Police substation is being considered as part of the GVCC Feasibility Study			
COMMERCIAL		The highest priority for the revitalization project shall be to develop and promote long term economic strategies to stimulate existing commercial activity and encourage the location of new commercial business in Old Town	On-going, GVCC Feasibility Study may result in sizeable investment in Old Town including a possible City Hall/Civic Center			Keep
	LUC-OT-1	Identify and encourage commercial uses that would facilitate revitalization and stimulate economic activity	On-going. GP LU 1.3 "Goleta Old Town " develop and implement programs to revitalize Old Town			Keep
	LUC-OT-1.1	Priority business: those which provide goods and services for Old Town residents. Nighttime attractions for families and UCSB students should be encouraged.	Recent increase in private investment	investigate incentives which could be offered to entice such businesses		
	LUC-OT-1.2	encourage location of new visitor-serving commercial uses (hotels)	Hampton Inn completed. Remove this item, or keep for other visitor serving uses? Rincon Palms may serve as a location. GP LU 3.4 (f) Visitor-serving commercial uses.			
	LUC-OT-2	high priority shall be placed on infrastructure improvements which increase accessibility and commercial activity, including increased parking and Hollister Avenue improvements.	On-going. GP TE 5.3 Ekwil Fowler, TE 5.4 Hollister Ave, TE 9.6 OT Parking & TE 9.7 Shared Parking			Keep
	LUC-OT-2.1	prepare a parking and circulation study	Completed under Goleta Transportation Improvement Program. Circulation Plan provides for opportunities to have developers know they have to pay for circulation improvements. Circulation factored into modeling effects in Hollister Redesign & Ekwil/Fowler			
INDUSTRIAL		maintain an adequate supply of appropriately located, industrially zoned property and shall assist in providing opportunities and incentives to support thriving industrial uses.	On-going, will be difficult to offer incentives without RDA funds			
	LUI-OT-1	place a high priority upon clean-up of existing industrial and heavy commercial areas in Old Town	On-going, will be difficult to offer incentives without RDA funds			
	LUI-OT-1.1	develop plans and secure potential funding for clean-up and revitalization (Key Sites 2, 8 and 9).	Key Site 2: Kellogg readymix and Key Site 8: Corta Street. No RDA funds available			
	LUI-OT-1.2	Explore potential locations for a new "junk yard" to allow those uses to be removed from Key site 2 and 7B to facilitate development of expanded or new industrial businesses.	Receiver site, no interest by property owner of KS 7B (aka Sywest)			
	LUI-OT-2	Strive to promote industrial uses within Old Town				
	LUI-OT-2.1	work with the owner of the Twin Screen Drive In (Key Site 7B) to provide opportunities and incentives to encourage redevelopment of the site with higher intensity industrial uses.	Sywest pursued a Lowe's Home Improvement Center previously. This did not move forward.			
	LUI-OT-2.2	review the M-RP zone district to determine if additional and/or commercial uses should be allowed, either as a permitted use or with a CUP and return to PC with any recommended changes	could be done with new Zoning Code?			
	LUI-OT-3	Where Revitalization projects lead to displacement of existing industrial or heavy commercial uses, work with affected business owners to provide opportunities and incentives for relocation.	Has not occurred.			Keep

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	LUI-OT-3.1	Identify appropriate areas for industrial and heavy commercial businesses to locate or relocate. Investigate incentives to relocate and identify potential funding to assist in relocation.	No existing incentives to relocate			
	LUI-OT-3.2					
	LUI-OT-3.3					
	LUI-OT-4	place a high priority on redevelopment of Airport Plaza in a manner which would complement and stimulate commercial activity on the Hollister Corridor	Fairview Business Center (20,566 sf built in 2009)			
	LUI-OT-4.1	plans for redeveloped Airport Plaza shall be coordinated with long range revitalization plans for Key Site 11	KS11 SE corner of Fairview and Hollister, no major redevelopment efforts have come forward			
AESTHETICS AND DESIGN		Promote an attractive and economically vital Goleta Old Town that will become the visual, cultural and social focus of the Goleta Valley through the preservation and enhancement of the Valley's agricultural history, the creation of a pleasing and safe pedestrian-oriented environment, the promotion of superior architectural design and construction, the reduction of dependence on the automobile, and protection of the privacy of neighboring residential uses.	GP LU 1.1 Multiple-use Development, 1.3 OT Revitalization, LU 3.4 OT Commercial, VH 4.2 Heritage District Guidelines, TE 2.2c "Land use strategies to reduce automobile travel demand"			Keep
	VIS-OT-1	through discretionary and design review process, improve the quality of the environment and buildings in Old Town. The sense of community and preservation of the historic value of the downtown area should be preserved and enhanced.				Keep
	VIS-OT-1.1	Draft Heritage District Design Guidelines	Completed			
	VIS-OT-1.2	all parcels within the Heritage District boundaries shall adhere to the Guidelines once they are adopted				
	VIS-OT-1.3	form a local advisory committee to review development and landscape plans for sites within the Old Town area to ensure consistency with plan	City DRB			
	VIS-OT-1.4	site design and new developments shall demonstrate an effort to incorporate significant natural features into the project design and demonstrate compatibility and integration with neighboring properties	City DRB			
	VIS-OT-1.5	Gateways to Old Town on Hollister Avenue at or near Fairview and Kellogg	GP VH 2.6 "Gateway to the City" Subsection C "Old Town-Hollister Ave"	OTRP Est \$500K		
	VIS-OT-1.6 and 1.7	cohesive street lighting on Hollister. Designed to promote ambiance, safety and security, and balance energy efficiency with aesthetics. Minimize light pollution.	Can be addressed in New Zoning Code			
	VIS-OT-2	high-quality pedestrian environment shall be created. Pedestrian needs shall be assessed and creative approaches to improving pedestrian interested, access, and enjoyment shall be developed	Road widths are an issue to accomodating all desired uses for Hollister - especially sidewalk widths.			
	VIS-OT-2.1	Safe sidewalks (width, design and condition)	Road widths are an issue to accomodating all desired uses for Hollister - especially sidewalk widths.			
	VIS-OT-2.2	create attractive, human-scale building frontages and inviting indoor/outdoor spaces visible from the sidewalk and street	Road widths are an issue to accomodating all desired uses for Hollister - especially sidewalk widths.			
	VIS-OT-2.3	buildings where goods and services are not offered should contain passive elements focused to the pedestrian (architectural detailing, art, etc.)				
	VIS-OT-3	stimulate visual interest through creative and extensive use of landscaping	On-going			
	VIS-OT-3.1	landscaping for Hollister Ave, SR 217, Ekwil and Fowler	On-going with exception of SR 217 (see CIRC-OT-3.2)	RDA funds, CDBG funds, habitat restoration grants, coordination with private development, airport funds		
	VIS-OT-3.2	pursue property owner-funded methods (eg., BID) to assist in long-term maintenance of improvements	Effort to create Business Improvement District (BID) has not been pursued. Is this something to pursue?			

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	VIS-OT-3.3	landscaping within surface parking areas shall include internal planting to develop tree canopies.	Tree Advisory Commission?			
	VIS-OT-3.4	prior to receipt of certificate of occupancy on projects requiring a landscape plan, the owner shall record a Landscape Maintenance Agreement which shall require maintenance of project landscaping in perpetuity	Can be addressed in New Zoning Code			
	VIS-OT-4 through VIS-OT-8	Architectural and Design Standards for the Heritage District	See VIS-OT-1.1, completed			
PUBLIC FACILITIES AND SERVICES		Goal 1: Establish Old Town as a social and cultural center for the Community through the identification and enhancement of indoor and outdoor cultural and recreational opportunities and resources, and the presentation and enhancement of open space	On-going, see GVCC Feasibility Study. GP LU 1.3, VH 4.2, and LU 3.4(a) Old Town Commercial reinforcing pedestrian-oriented area, OS 6.11 "Planned New Parks" Subsection A "Hollister Kellogg" and Subsection B "Vicinity of Drive-In Theater"			
RECREATION						
	REC-OT-1	highest priority upon acquisition and development of one or more neighborhood parks	Hollister/Kellogg Park - In progress			
	REC-OT-1.1	Key Site 3 - acquire a public park on the <u>east</u> side of SJC. Identify and pursue funding sources for parks. New development shall construct pedestrian amenities that provide a link to the Hollister Avenue corridor.	Purchased property on the <u>west</u> side of San Jose Creek	Consider discounting applicable DIF in exchange for providing pedestrian amenities		
	REC-OT-1.2					
	REC-OT-1.3					
	REC-OT-2	High priority on planning and funding the expansion and renovation of GVCC	GVCC Feasibility Study			
	REC-OT-2.1	Prepare plans for expansion and renovation, research funding sources, construct a	On-going with Board of Directors	RDA funds		
	REC-OT-2.2	public pool , relocation of farmers market	On-going	No RDA Funds		
	REC-OT-2.3		public pool			Not recommended
	REC-OT-2.4		farmer's market			Could be explored
	REC-OT-3	high priority upon planning and development of the Old SJC trail and enhancement of the creek corridor				
	REC-OT-3.1	pursue grants for Old San Jose pedestrian trail and creek enhancements. Timed with development on Key Sites 4, 5, 6, 7A and 8				
POLICE PROTECTION						
	POL-OT-1	Protect and enhance public safety and property values in the Old Town.				
	POL-OT-1.1	Work with private property owners interested in entering into a sub-lease agreement or similar property agreement for construction of a new Sheriff's field office.	Existing substation underused and will be explored in the GVCC Feasibility Study			
	POL-OT-1.2	work with major commercial/retail enterprises to encourage the provision of private security patrols on their property and adjacent public areas.	Security provided at Airport Plaza site			
	POL-OT-1.3	secure funding for an expanded, permanent bike patrol unit dedicated to Goleta Old Town	Occasionally done by Community Resource Deputy (CRD) on bike and motor unit.			Permanent bike patrol not recommended
	POL-OT-1.4	develop neighborhood watch programs in Old Town	3 neighborhood watch groups currently exist in Old Town and are assisted by CRD.			
SCHOOLS						
	SCH-OT-1	work with school district to identify and pursue options for provision of additional facilities as needed and/or other remedies to alleviate over-crowding (assumes increased residential units in Old Town)	GUSD no longer overcrowded (at ~90% utilization rate), SBHSD not overcrowded (below capacity)			Remove? No longer relevant
SOLID WASTE						
	SW-OT-1	Opportunities for resource recovery within the Old Town area shall be provided and green building techniques shall be encouraged.	Sustainability Coordinator in Planning could help			
	SW-OT-1.1	community recycling center	multiple private recycling centers exist throughout the City			
	SW-OT-1.2	promote the use of existing materials within renovated structures, new construction should incorporate reusable or recycled materials	On-going			

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TRANSPORTATION		Goal: to improve roadway circulation, parking, public transit, and bicycle and pedestrian access, to and within, Old Town	On-going. TE 2.2C, TE 5.3, 5.4, 5.6, 9.6. LU 1.3, 1.11 and 3.4. VH 4.2			
CIRC-OT-1		repair and maintenance projects on Old Town roadways shall be implemented as part of the Revit. Plan	On-going			
	CIRC-OT-1 and CIRC-OT-2	consult with property owners on roadway maintenance requests and incorporate into an Annual Road Maintenance Plan and obtain funding	City takes in all requests for road maintenance and they are considered when City plans for annual street maintenance			
CIRC-OT-2		prioritize and construct CIP necessary for implementation of the Revit Plan				
	CIRC-OT-2.1	Public Works will prepare a list of CIP projects, including costs and potential sources of funding for inclusion in the GTIP	Completed			
	CIRC-OT-2.2	appropriate up to \$900K from the UCSB Long Range Development Plan Mitigation Implementation Agreement as matching funds for CIP	City secured approx \$8.8 M as a result of UCSB LRDP which identified a number of projects in Old Town			
CIRC-OT-3		highest priority on Ekwill/Fowler and SR217 access modifications	On-going with exception of SR 217 (see CIRC-OT-3.2). GP TE 5.3 Ekwill/Fowler			
	CIRC-OT-3.1	begin negotiations with Caltrans regarding the relinquishment of SR217 to the County to implement SR217 improvements.	Neogtiations intiated and conculed with no action taken prior to City incoporation			
	CIRC-OT-3.2	Ekwill/Fowler funding	Potentially underfunded by \$1 million			
	CIRC-OT-3.3	landscape design for SR217	See CIRC-OT-3.2			
	CIRC-OT-3.4	minimize ROW acquisition for Ekwill/Fowler	On-going. GP TE 5.3 Ekwill Fowler			
	CIRC-OT-3.5	for roundabout at Fowler/Fairview, ensure it is landscaped and signage is provided				
	CIRC-OT-3.6	preliminary design for Hollister Reconstruction, Ekwill/Fowler and SR217	On-going with exception of SR 217 (see CIRC-OT-3.2). GP TE 5.4 Hollister Ave			
CIRC-OT-4		existing parking constraints shall be alleviated through the provision of adequate, convenient and well-designed parking facilities	GP LU 1.3 & 3.4. TE 9.6, 9.7. TE IA-5			
	CIRC-OT-4.1	prepare a comprehensive parking plan	Old Town Parking Study has been completed circulation factored in modeling of Hollister Redesign & Ekwill/Fower			
	CIRC-OT-4.2	identify funding sources for public parking facilities	RDA funds no longer available. Consider findings in Old Town Parking Study. GP TE 14.8			
	CIRC-OT-4.3	within one month of adoption of this plan, send letter to owners of parking lots identified in this plan as potential public parking lots to gauge interest in participating in a public parking program.	unknown if this occurred			
CIRC-OT-5		implement an incentive program and/or regulatory changes which would apply to circulation issues which encourage redevelopment and new development				
	CIRC-OT-5.1	prepare an analysis of existing transportation impact fee structure with options for incentives for development in Old Town.	existing Transportation impacts are under GTIP only			
	CIRC-OT-5.2	consider changes to Circulation Element standards, such as LOS D at Hollister/Fairview	On-going			
	CIRC-OT-5.3	secure blue highway lodging signs on US 101	is this still desired/necessary?			
CIRC-OT-6		maintain quality of life within residential neighborhoods	On-going			
	CIRC-OT-6.1	develop a comprehensive neighborhood traffic management program to address problems related to increased vehicular traffic.		identified improvements shall be funded through collection of traffic mitigation fees and/or revitalization funds		
	CIRC-OT-6.2	Add signage precluding truck access and parking on Armitos west of Kellogg				
	CIRC-OT-6.3	explore methods to reduce commercial traffic through residential neighborhoods, which may include prohibiting truck traffic on Armitos.	On-going			recommended

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CIRC-OT-7		promote a pedestrian friendly environment				
	CIRC-OT-7.1	Old San Jose Creek walking path				
	CIRC-OT-7.2	pedestrian linkages between Hollister and other shopping areas (eg Key Sites 7, 10, 14) shall be reviewed for pedestrian amenities				
	CIRC-OT-7.3	review possible prohibition of through truck traffic on Hollister between SR217 and Fairview to increase pedestrian friendly nature of the corridor.				
	CIRC-OT-7.4	consider alternative design solutions, including a roundabout, to facilitate left-turn movements from Dearborn				
CIRC-OT-8		highest priority on San Jose Creek Class I Bike Path				
	CIRC-OT-8.1	include SJC bike path in 5 Year CIP Plan	Completed			
	CIRC-OT-8.2	obtain funding for Bike Path	Secured through RSTP and CDBG funding			
CIRC-OT-9		enhance and promote existing public transit and development of new alternative transportation systems				
	CIRC-OT-9.1	coordinate with MTD on roadway capital improvement projects.				
	CIRC-OT-9.2	coordinate with MTD to pursue funding for implementation of an electric shuttle system.	MTD has continued to experience funding challenges	could include ISTEA, CDBG, FTA, TDA, other grants		
AIRPORT SAFETY						
AIR-OT-1		all development within the airport safety zone shall reduce potential impacts to airport operations to the greatest degree feasible				
	AIR-OT-1.1	provide refuse bins with covers to minimize congregation of gulls and other birds in close proximity to the airport				
	AIR-OT-1.2	trees selected for new development will not exceed height standards of the airport zone				
	AIR-OT-1.3	proposed development in the Clear Zone on Key Sites 7a, 7b, 8 and 9 must be consistent with uses designated for clear zones in the Airport Land Use Plan				
FLOODING AND DRAINAGE		Goal: to lessen the severity of flooding impacts during	GP SE-IA-2 San Jose Creek Flood Control Project			
FLD-OT-1						
	FLD-OT-1.1	work with owners to identify a funding mechanism for the design and construction of the following improvements San Jose Creek improvements	In progress. GP SE-IA-2 SJC Flood Control Project			
		Fairview/Hollister intersection drainage improvements	Alleviated by San Jose Creek & San Pedro Creek Improvements			
		Pine/Thornwood intersection drainage improvements	Completed			
		Nectarine Avenue drainage improvements				
	FLD-OT-1.2	construction within the San Jose Creek and Old San Jose Creek riparian corridors shall be done in the dry season, during low flow conditions, and outside of the breeding season for local birds	San Jose Creek projects in progress			
	FLD-OT-1.3	County Flood control shall prepare an accurate, detailed topographic survey of the creek channel, adjacent areas, Hollister Avenue, and the Hollister Avenue bridge for processing a Letter of Map Revision with FEMA (to be done prior to final engineering for San Jose Creek)	San Jose Creek projects in progress			
	FLD-OT-1.4	Public Works will identify storage sites to temporarily stockpile cut material generated from San Jose Creek flood control improvements.	San Jose Creek projects in progress			
FLD-OT-2	FLD-OT-2.1	new development shall be located outside of floodways unless studies show no rise in upstream and downstream water levels.				
	FLD-OT-2.2	Grading and drainage plans shall be submitted with any discretionary development application in the Project Area. (includes suggested requirements for drainage outlets)				
	FLD-OT-2.3	new development shall include drainage improvements to control contaminated run-off from paved surfaces. (Includes requirements for parking areas)				
	FLD-OT-2.4	to the greatest extent feasible, project landscape plans shall use appropriate native vegetation to restore creek areas in order to provide visual and biological continuity.				
	FLD-OT-2.5	consider reducing the 50 foot setback on a case-by-case basis on the urbanized segments of Old San Jose Creek.	defer to General Plan			

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HAZARDOUS MATERIALS						
	HAZ-OT-1	Work with County Fire Protection Services Division and owners of cleanup sites to resolve issues related to contamination sites that overlap with Revitalization Plan Projects.				
	HAZ-OT-1.1	identify timing, costs and sources of funding necessary to achieve reclassification of contamination sites that overlap with proposed public improvements.				
	HAZ-OT-1.2	identify needs for, amount and source of future funds that would be necessary to help facilitate closure of cleanup sites in the Project Area.				
	HAZ-OT-1.3	develop a comprehensive plan for use of RDA funds	No longer relevant			
	DevStd HAZ-OT-1.4	for any projects proposed in areas of known or potential contamination, the responsible parties shall prepare environmental audits, construction contingency plans, and a site health and safety plan.				
	DevStd HAZ-OT-1.5	Site remediation plan for previously unknown soil and/or groundwater contamination				
	DevStd HAZ-OT-1.6	Planning and County Fire approval shall be required for any new mixed-use project or for the addition of any residential units to existing businesses through the Mixed Use Overlay to ensure that materials present would not create a hazard to residential occupants	role into Zoning Code			
	DevStd HAZ-OT-1.7	all development proposals on or adjacent to operations involving a HazMat business plan shall be designed to minimize potentials conflicts.				
	DevStd HAZ-OT-1.8	prior to remodeling/demolition involving structures built prior to 1979 shall follow standard asbestos guidelines.				
NOISE						
	NSE-OT-1	new development/redevelopment in Old Town shall reduce noise impacts to the greatest degree feasible.				
	DevStd NSE-OT-1.1	new development shall minimize long-term operational noise exposure to residences by locating loading bays and other areas of truck use away from residences.	Zoning Code			
	DevStd NSE-OT-1.2	new development shall be conditioned to include measures to minimize noise exposure to sensitive receptors.	Zoning Code			
	DevStd NSE-OT-1.3	all development shall meet Noise Element policy guidelines	Zoning Code			
	DevStd NSE-OT-1.4	avigational easements and truth-in-sales disclosures shall be required for all commercial or industrial development experiencing airport noise	Zoning Code			
FINANCING						
		Goal: Identify mechanism to fund public infrastructure improvements, as well as residential and business/property owner assistance programs proposed in the draft revitalization plan	On-going. GP TE 14.8 envisioned the use of redevelopment funds for transporation improvements			
	FINC-OT-1	Revitalization shall assist where possible on economic anchors which could service as a catalyst for Old Town, including:				
		renovation of airport plaza				
		theater/retail complex with public parking garage on Hollister	Now Hampton Inn (KS 4)			Recommend removing
		Mixed-Use projects along Hollister				
		Hotel and conference center	Remove? GPA initiation for KS 6 (Page Site)			
		industrial space for expanding and new businesses				
	FINC-OT-1.1	work with development community to encourage retail anchors in Old Town	On-going			
	FINC-OT-1.2	work with the development community and private consultants to identify barriers to mixed-use development projects. Methods to remove barriers shall be pursued.				
	FINC-OT-1.3	work with the development community in pursuing one of more mixed use pilot projects				
	FINC-OT-1.4	development of multiplex theater complex in Old Town is a high priority for the revitalization effort.				

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FINC-OT-2		actively pursue funding sources to implement the Old Town Revitalization Plan which minimize impacts to the County general fund.	On-going			
	FINC-OT-2.1	pursue state and federal grants to improve and expand the housing stock within Old Town. Funding for housing should be allocated for rehabilitation of existing housing and construction of new housing.	On-going			
	FINC-OT-2.2	work with Old Town property owners and residents to establish a BID or other similar mechanism to help fund enhanced operations and maintenance associated with Hollister corridor improvements	See VIS-OT-3.2			
FINC-OT-3		identify financial incentives to encourage new construction and renovation and reconstruction of existing buildings				
	FINC-OT-3.1	revitalization priorities shall include funding for assistance of appropriate new construction consistent with Revitalization Plan objectives and a low interest loan or grant program to encourage renovation and reconstruction of existing buildings in Old Town.				
FINC-OT-4		consider the diversion of revenues from within the Project Area to sales tax and TOT to help implement Old Town Projects	No longer relevant			
FINC-OT-5		prior to the issuance of debt, ensure that long-term debt payments can be made with minimum risk to the County	No longer relevant			