

Giorgi- The Orchard

Jeff Nelson March 19, 2024 Supervisors

No. 1 On County's Potential Housing List

Diverse New Community



5 Minute walk to Goleta Valley Cottage Hospital- **Infill**



Next to Jobs, Roads and Old Town Goleta



8 Minute Bike Ride to Goleta Beach



Infill

In the
Center of
the Urban
Area

Hollister
on the
right and
Old Town
Goleta
Beyond



The Basics- Giorgi- The Orchard

- Homes (housing units) **1,177** (1, 2, 3 and 4 stories) (County target- **1,212**)
- 64.7 Acres, flat, fully developable land
- Density 18.2 Units Per Acre
- Central Park & Ten Pocket Parks
- Environmentally Superior Alternative Location
- Very Low Rentals 250 (21%)
 - 150 Family Affordable
 - 100 Senior Affordable Rentals
- Workforce Housing
 - Local Workers- Moderate Price- 80 units (Like our Tree Farm project)
 - Chamber program participant- overlap?
- Child Care/ Preschool
- 9 Diverse Housing Types
- 2800 parking spaces
- 590 For Sale (80 Workforce units / Chamber Program participant)
- 600 Rentals (250 Restricted Low Income)
- This will be a community that will be age and income level diverse
- This will pay many \$millions of County and School Fees

We filed an SB330 application for this because:

- That level of planning was required to prove that it all worked.
- Designed to avoid 12 to 15 year timelines which occurred for other projects
- Seemed the best chance to get the multi generational owners – the family- an urban use after their 52 year wait since the water moratorium of 1972
- This may be required for some innovative planning such as Live/Work Lofts Village.
- This a “friendly” not an “unfriendly” SB330 Application
- It is an ideal candidate to Rezone for Infill diverse housing

Changes from SB330- Listening to all input- 10 changes

- Since then we have done multiple redesigns to change the following (issue and requesting party):
 - **Apartments targeted for all**, not targeted to students (Capps, Hartman, Plowman)
 - Shift the **commercial to Hollister** (Plowman)
 - **Increase** the number/percentage of **Affordables** (Capps)
 - Create a **Workforce Housing** Component (Capps)
 - Jointed the **Chambers** housing program
 - Give existing **local workers** first chance at the **Workforce** units (Capps, Hartman)
 - Central Park & Ten Pocket Parks (Parke)
 - provide **Streetscape Landscaping** with respected local landscape architects (Cecilia Brown)
 - Wrap in **Eastern Goleta Valley Design Guidelines/Elements** (Capps, PC Bridley, Cecilia Brown)
 - Add a **Childcare-Pre School** Element (Capps)
 - Divide **Affordable** in to three phases, two of family affordable and one for senior affordable for phasing (Related Company)
 - **Reduce units as necessary** to incorporate more pocket parks (various)

Overall Site Plan- Giorgi The Orchard

High Density north 40 acres W/ Commercial and Central Park

Southern 24 acres Live-Work, Preschool and Parks



<p>PA-1 APARTMENTS Site Area: ±7.5 ac Single-Occupancy Units: 28 units - P1 (563sf - 1bd/1ba) 24 units - P2 (863sf - 2bd/2ba) 18 units - P3 (945sf - 2bd/2ba) 96 units - P4 (1440sf - 4bd/4ba) 166 units - Total (±191,690sf) Parking: 393 spaces (±2.4 sp/unit) Double-Occupancy Units: 50 units - P1 (636sf - 1bd/1ba) 56 units - P2 (924sf - 2bd/2ba) 83 units - P3 (1153sf - 3bd/3ba) 189 units - Total (±179,000sf) Parking: 327 spaces (±1.7 sp/unit) Total Units: 355 units Density: ±47.3 du/ac</p>	<p>PA-5 3-STORY INTERLOCK TOWNHOMES Site Area: ±3.0 ac Units: 3 units - P1 (1380sf - 3bd/2.5ba) 3 units - P2 (1420sf - 3bd/2.5ba) 29 units - P3 (1350sf - 3bd/3ba) 2 units - P3alt (1350sf - 3bd/3ba) 29 units - P4 (1620sf - 3bd/3.5ba) 66 units - Total Density: ±22.0 du/ac Parking: 157 spaces (±2.35 sp/unit)</p>
<p>PA-2 AFFORDABLE HOUSING Site Area: ±5.2 ac Family Apartment Units: 72 units - P1 (Xsf - 1bd/Xba) 38 units - P2 (Xsf - 2bd/Xba) 40 units - P3 (Xsf - 3bd/Xba) 150 units - Total Senior Apartment Units: 15 units - PX (Xsf - Studio) 85 units - P1 (Xsf - 1bd/Xba) 4 units - P2 (Xsf - 2bd/Xba) 104 units - Total Total Affordable Units: 254 units Density: ±48.8du/ac Parking: 313 spaces (±1.2 sp/unit)</p>	<p>PA-6 3-STORY ROWHOMES Site Area: ±6.5 ac Units: 29 units - P1 (1190sf - 2bd/2.5ba) 29 units - P2 (1265sf - 2bd/2.5ba) 97 units - P3 (1900sf - 4bd/3.5ba) 155 units - Total Density: ±23.8 du/ac Parking: 349 spaces (±2.25 sp/unit)</p>
<p>PA-3 2-STORY ROWHOMES Site Area: ±5.4 ac Units: 90 units - P1 (1440sf - 3bd/2.5ba) 90 units - Total Density: ±16.7 du/ac Parking: 220 spaces (±2.4 sp/unit)</p>	<p>PA-7 3-STORY COURTYARD FLATS Site Area: ±7.2 ac Units: 58 units - P1 (1064sf - 2bd/2ba) 58 units - P2 (1229sf - 2bd/2ba) 9 units - P3a (1275sf - 2bd/2.5ba) 9 units - P4a (1415sf - 2bd/2.5ba) 19 units - P3b (1124sf - 2bd/2ba) 19 units - P4b (1265sf - 2bd/2ba) 10 units - P5 (1760sf - 3bd/3.5ba) 10 units - P6 (1800sf - 3bd/2.5ba) 192 units - Total Density: ±26.7 du/ac Parking: 450 spaces (±2.3 sp/unit)</p>
<p>PA-4 COMMERCIAL Site Area: ±1.2 ac</p>	<p>PA-8 1 & 2-STORY VILLAGE LW Area: ±23.3 ac Units: 13 units - P1 (2048sf + 600sf LW) 24 units - P2 (2056sf + 586sf LW) 22 units - P3 (2170sf + 586sf LW) 2 units - P4 (2385sf + 586sf LW) 4 units - P5 (2773sf + 586sf LW) 65 units - Total Density: ±2.8 du/ac</p>

Northern 40 Acres,

- Affordable
- Rentals
- Townhomes
- Central Park
- Commercial
- Most of the Density



Southern
24 Acres
Live-Work,
Preschool,
Common
Area,
Roads

Airport Zone 2 with
identified
permitted uses



Live/ Work main commercial lane (Work)



Live/ Work main commercial street, another view



Live/ Work Homes connected in the back of commercial Mostly One Story



Apartment- 350 units
located far from visibility from Hollister or Ward



Market Rate Housing, Near Hollister



National Award Winning Architects for Density, Actual Floorplans for All Homes



Affordable

We have Engaged **The Related Company**

National Leader in Affordable Housing

55,000 nationally Award Winning
Architecture

It has pre-vetted the site **location** for tax credits and the property is central to support services such that it qualifies excellently.

We will get **local alliances** with them also, that is in process. Housing Authority? Perhaps.

He have the greatest incentive to have this be excellent.



Workforce Housing & Chamber of Commerce Program Participant
80 Work Force- below market for locals, we have done that in Tree Farm,
How that overlaps with the Chamber Program remains to be seen



Rowhomes



Three Story Townhomes



Neighborhood Farm to Table Market & Deli



Perimeter Landscaping near Ward Drive



Mature Olives on Perimeter, plus more
See new roundabout, coming, in the top project corner



Plaza of Commercial on Hollister



Perimeter Landscaping



Streetscape Landscaping, Perimeter Landscaping near Ward Drive



Location, Location, Location

- Environmentally superior location
 - On Hollister **High Density Transportation Corridor**
- **Crossroads** of Hollister Ward Highway 217 and onramps to 101 and New Goleta Roundabouts
- Coastal Breeze but **no Coastal Commission jurisdiction**
- Identified as the center of the central coast for a possible regional shopping center 35 years ago (a no go).
- Neighbors are Churches and businesses so no neighborhood outcry when this was proposed.
- Proximate to services for excellent affordable tax credit score.
- This site has premium water rights for developing now.

Agriculture

- State Housing law provides that the agriculture to be get protected is Outside the **Urban Boundary** – not us.
- This is the center of the urban area- a Goleta Water District **moratorium- remnant** ag use.
- Same **soils** as Goleta Vally Hospital, Old Town and other nearby developed property have.
- 4 Generations of family have farmed it, it is nearing time for the 5th and that is not practical for the next generation to take over, and the family is far flung. It time has come.
- Mostly lemons and avocados grown, shipped nationally and internationally, mostly not a local “stay here” crop.

Based on Our Experience..

- You can't make rezoning conditional on the extra benefits promised (our understanding)
- In Tree Farm we added a Workforce Housing component with local preference, we intend to do that here as part of our project description. Perhaps you could not legally condition that, we can implement it voluntarily.
- The most problematic sites will be incentivized to overpromise extra benefits.
- The Zoning Map should be coherent. Density from the inside out.

County P&D did extensive research to come up with housing candidates.

It happened to list Giorgi #1, and we submit that is its ranking:

Best **Location**- Environmentally Superior
Alternative

Best Eastern Goleta **Local** team connections

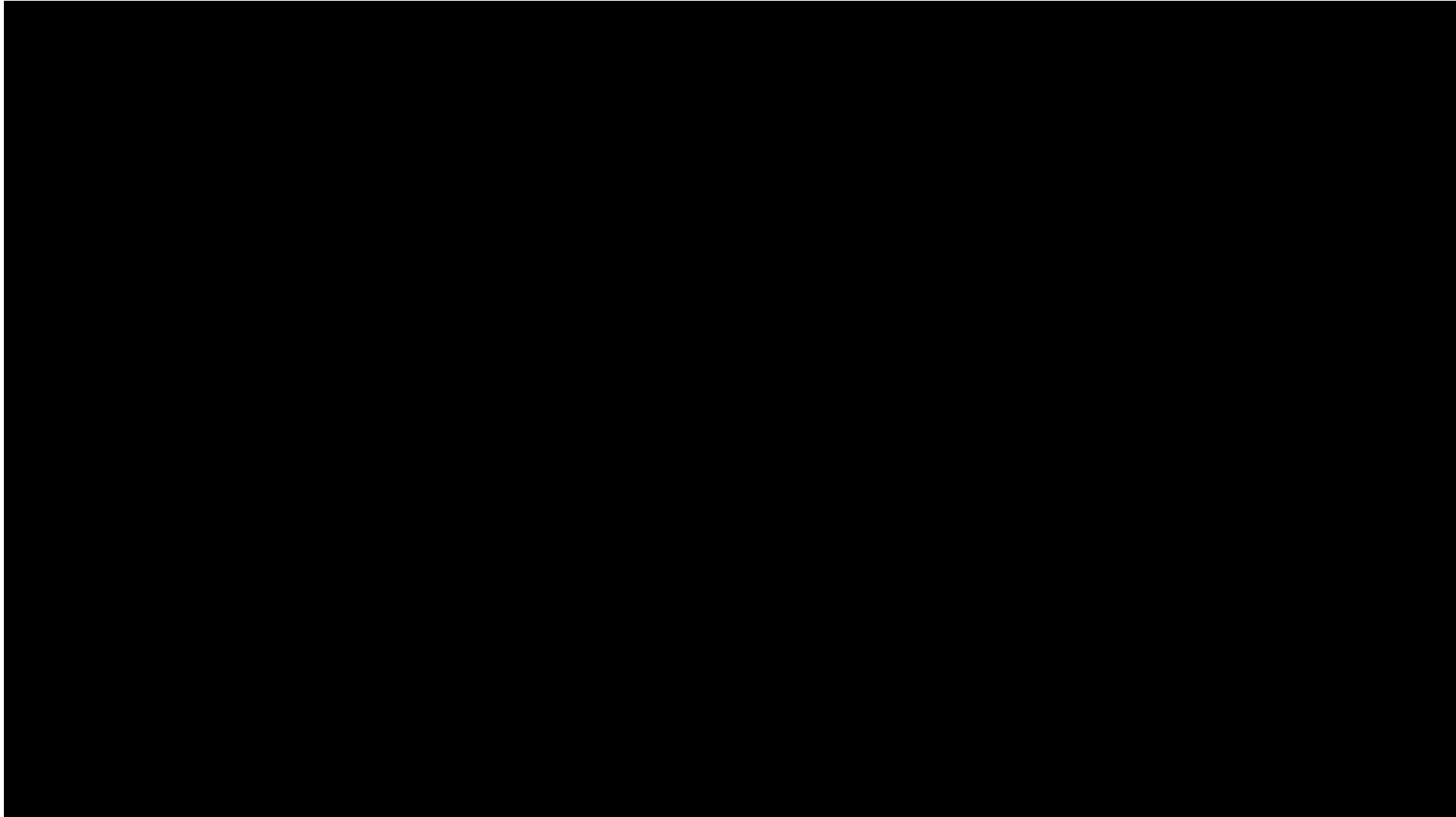
Least impactful on **schools** and **neighborhoods**

Resources allowing it to be built first (water)

Our amazing team has us ready to go... now

The Orchard...Its Time is Now

Nelsons' Great Eastern Goleta Infill Experience



We've done the greatest projects in the area.

That video was Tree Farm and The Knoll and the Giorgi site.

- Process has its place...
- But so does Action
- We are taking Action

The Orchard...Its Time is Now



The Orchard (Giorgi)...Its Time is Now



Extra Slides, Giorgi- The Orchard



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