



*Valley of Golden Light: Susan Grgich*

# A COMPREHENSIVE VISION FOR THE EASTERN GOLETA VALLEY

**GVC 20/20**

Prepared by

**Goleta Vision Committee**

October 2006

**GVC 20/20**

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The viewpoints expressed in this document reflect those of the Goleta Vision Committee and not those of the County of Santa Barbara.

The County of Santa Barbara appreciates the hard work and dedication of the Goleta Vision Committee.

# Goleta Vision Committee 20/20

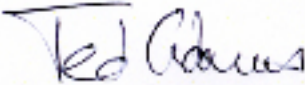
Dear Reader,

Welcome to GVC 20/20, the report of the Goleta Vision Committee. This document is the work of the people whose names appear below. We are twelve of your neighbors who volunteered to look to the year 2020 and envision what our community will want to be and how we can get there.

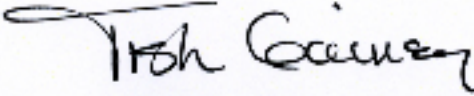
The committee has spent almost a year on this project. Throughout the process, the group strived to reach unanimity. However, because of disagreement over one chapter, some committee members chose not to sign the document.

Those of us who have signed below are proud to have reached broad consensus on this document. It reflects our shared devotion to this community and our desire that its residents have a strong voice in charting its future.

Sincerely yours,



Ted Adams



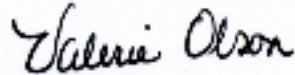
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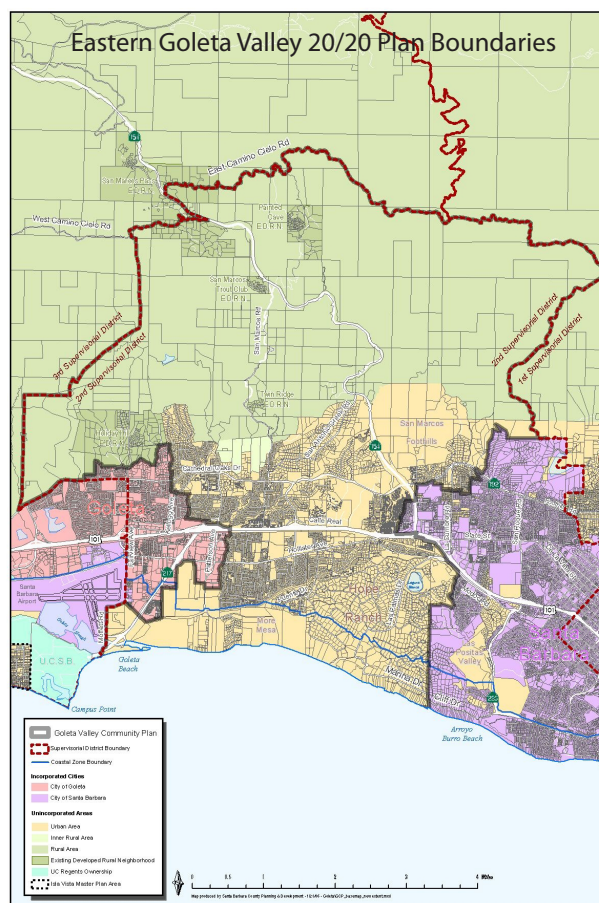


# Introduction



We on the Goleta Vision Committee began our work in January, 2006, after being selected by Second District Supervisor Susan Rose from a pool of over fifty applicants. Our job as citizen volunteers was to envision what our area could look like in the year 2020—what we thought the community would want to be, and how we thought we could get there.

All of us on the committee live in the unincorporated portion of the Second District—meaning the part not within the cities of Goleta or Santa Barbara—and this is the subject area of our document. Some readers know this area as “Noleta,” some think of it as Goleta or the Goleta Valley. In this report, we have used the phrase, “the Eastern Goleta Valley.” As you can see from the map below, the area includes what is usually thought of as the eastern portion of the Goleta Valley, as well as Hope Ranch, the foothills up to Painted Cave, and neighborhoods along Cathedral Oaks Road, east of Highway 154. Throughout the document, this entire area is what we mean when we say “the Eastern Goleta Valley.”



Goleta Valley Community Plan Update 2006

Our committee’s report is intended to be the first step toward an updated Community Plan for the Eastern Goleta Valley. This Plan will be the guiding document for the decisions our local government, the Board of Supervisors, makes for our area. In 1993, Santa Barbara County adopted the Goleta Community Plan, which applied to the Second District, including what later became the City of Goleta. That city’s incorporation in 2002 removed a large area from the Community Plan. This change, coupled with the goal of local governments to update Community Plans every ten years, means we are clearly due for an update.

## Our Process

We began work on this report in a time of great turbulence in the world—of significant political, environmental, and socio-economic problems that seem unlikely to dissipate any time soon. This context reminded us daily to keep our local issues in perspective. It also made us want to seek a future in which our community is as responsible a member of the larger world community as it can possibly be. That is, of course, in addition to being an appealing place to live and work.

Our first meetings were consumed with the State's Housing Element. An imminent deadline loomed for selection of sites to be considered for state-mandated high-density housing. There was heated public debate at our meetings and intense discussions within the committee about whether we could reasonably provide a recommendation on the subject in the limited time available. Ultimately, most of the committee felt that site selection was premature and not part of the visioning process. We chose to recommend that no sites be considered until the update of the Eastern Goleta Valley Community Plan was completed. We are gratified that the County's Planning Commission and the Board of Supervisors accepted this recommendation.

This early experience made it clear that we had to have more than opinions, anecdotal information, and theories to write our Vision document. We needed as much detailed data as we could get about the Eastern Goleta Valley and how it actually functions. Our meetings and workshops, all of them public, included months of presentations on the following topics:

- Municipal Water Services
- Municipal Waste Water Services
- Parks and Open Space
- Flood Control
- Law Enforcement
- Fire Prevention and Response
- Emergency Preparedness Planning
- South Coast Demographics and Community Indicators
- Air Pollution Control Strategies and Trends
- City of Santa Barbara Planning Efforts
- University of California, Santa Barbara, Long Range Development Plan Preparations
- City of Goleta Planning Efforts
- Goleta Agriculture
- Watershed Planning
- Growth and Development
- Affordable Housing
- Regional Transportation Projects and Planning
- Local Transportation Projects and Planning
- Bicycle and Bus Transit

We listened to our invited speakers with a combination of receptivity and healthy skepticism, and evaluated their presentations with the help of the many other members of the public who took part in the workshops with us. All of our gatherings were facilitated by John Jostes and organized by the County's Comprehensive Planning Division, with the supervision of John McInnes and project manager Derek Johnson.

After this information-gathering phase, the GVC selected a writing sub-committee—Ted Adams, Lauren Hanson, Harold “Hal” Hill and Valerie Olson—to draft chapters for GVC review. Over the course of four months, the committee as a whole, and other interested members of the community, worked toward refining the text. What you are reading is the result of several thousand hours of effort by committee members incorporating input from the community and additional information provided by County staffers and our committee facilitator.

The document begins with a Summary that contains our eleven Vision Statements for the Eastern Goleta Valley. In the chapters that follow, we take these broad Vision Statements and become more specific by offering Goals that we believe flow from them. Then we suggest steps to achieve each goal and describe the type of results we are looking for to answer the question: How Will We Recognize Success?

Some readers might expect this document to contain recommendations that apply only to County government. Those recommendations are here. But readers will also find a wide range of suggestions we have made for businesses, community groups and for the people who live and work here—regular people just like all of us who happen to be on the committee. We felt it was extremely important that this document embody our belief that all of us in the Eastern Goleta Valley are responsible for its future.

## How We Trust This Document Will Be Used

We hope it will be widely read! Its primary function is to serve as a starting point for the update of the Eastern Goleta Community Plan. Another group of citizens will work on that project, probably beginning in early 2007. It is our desire that they take the ideas offered here and use them to direct future land use policy decisions when they write the updated plan. We hope they will see this document as a balanced guide to the community’s thinking and that they will make choices based on the priorities we’ve woven into it. We hope the document will provide a substantive foundation for their work. Once the Eastern Goleta Valley Community Plan is adopted, we trust that the Board of Supervisors will direct the County’s Planning Department to make all necessary revisions to the Goleta Growth Management Ordinance, the 1999 Goleta Transportation Implementation Plan and the 1999 Goleta Fee Study in a timely manner. Further, we expect that our elected leaders will honor and respect the will of the community to directly participate in local land use decisions.

This document was also written for all interested citizens in the Eastern Goleta Valley, especially those who came to our meetings or followed our progress via the County’s web-site. We understand how seriously our community takes the matters we’ve grappled with in preparing this document. We hope that those who joined with us will see in this work the results of their participation. The public’s overwhelming support of the draft document was gratifying. We hope that every reader will see in it our sincere efforts on behalf of the Eastern Goleta Valley.

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# Vision Statements

Nestled between the cities of Santa Barbara and Goleta, and between the mountains and the sea, is the Eastern Goleta Valley. It is an area of great beauty and it is the place we call home.

Those of us fortunate enough to live or work here know there is much to be proud of and much to love about this place. We also know that we face problems shared by communities up and down the California coast as well as issues which are uniquely our own.

As we imagine the future of the Eastern Goleta Valley, we have the opportunity to make choices about that future. These choices can express our commitment to the highest environmental, economic and social ideals. Our goals need not be modest. But perhaps one of our most important objectives could be that we live modestly ... that we are gentle with each other, and that we live gently on the land.

This remarkable coastal area deserves our most conscientious stewardship. What we present here is our vision for the future of the Eastern Goleta Valley. This is what we want to see in the year 2020:

1. We are a community that embraces conservation, stewardship and consciously living within our resources .
2. Our community is a place where change comes purposefully, and when we grow, we grow slowly, and in a manner that preserves the character of our neighborhoods, be they rural, semi-rural or suburban.
3. The spectacular physical beauty of our coast, valley and mountains has been preserved.
4. Our community offers a range of housing options, serving a broad spectrum of incomes, lifestyles and age groups.
5. Agriculture is a vital element in the mix of land use and sustainable economic activity.
6. Our community has preserved and enhanced our public lands. Open space, protected habitats and parks are plentiful, tranquil and accessible to the neighborhoods they serve.
7. The Goleta Community Plan guides land use decisions and the land use planning process is efficient, fair and predictable.
8. We are a community with a well-planned, safe, and efficient system of transportation. We have made the transition from being a one person-in-a-car, automobile-centric community to one where there are equal opportunities to bike, walk or use public transit.
9. We have directed appropriate financial resources to improving and maintaining public infrastructure and are recognized for our extensive system of sustainably landscaped streets and greenways.
10. Our commercial areas serve our community well and fit in comfortably with surrounding neighborhoods.
11. We are a safe community.

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# Stewardship of the Environment



## Background

For all of us on the Committee, this chapter sets the tone for everything that follows. It frames the discussion of how we hope to live in the Eastern Goleta Valley.

When we talk about stewardship of the environment, we are talking about two things that are inextricably linked: the natural setting that is the Eastern Goleta Valley and the way we humans live in it. The “environment” isn’t just a remote beach or mountain creek. It is also life on our block ... and at our local workplaces and schools.

The decisions we make in our daily lives have environmental consequences—for the Eastern Goleta Valley and beyond—that many of us don’t even consider. The discussion of Global Warming and other significant environmental problems is changing that for a number of people. As more people begin to think about the effects we humans have on our planet, it seems likely that people everywhere will see a need to make significant changes in the way they go about living their lives. As the committee began looking at our little part of the world, we realized we couldn’t write about its future without considering how it fits into the larger context of this critical global situation.

The more we thought about our community’s role in the coming years, the more we recognized the opportunity and responsibility we have to be leaders. We can lead from our homes, our schools, our local businesses and our local government. We can be a community of engaged participants who embrace the role of environmental leadership for which the Santa Barbara area is noted. We can be a community of people who pursue our personal dreams in a way that respects our civic and moral responsibility to our neighbors and our planet.

By embracing environmental stewardship, we can also enjoy substantial benefits, including better health that comes from cleaner water and air and the emotional and spiritual connection we can build with our natural world and each other. Not the least of these benefits is the financial one, as we realize the cost savings and economic possibilities that come from creating a healthier environment.

In this chapter, we attempt to address large issues—the quality of our air and water, the condition of our physical setting, our scarce resources and how we use them—with suggestions big and small. They include things that all of us can do in our daily lives, as well as things that we believe businesses and our local government need to do. It is worth noting that the previous Goleta Community Plan, adopted in 1993, included strong policies for conservation and protection of the environment. We believe that the current condition of our natural world—locally, regionally and globally—warrants even stronger and more coordinated local land use policies to safeguard the environmental health of the Eastern Goleta Valley.

There are some basic strategies for taking better care of the place we live. It's heartening to know that many individuals, businesses and government agencies in our community are already fully engaged in this process. For those who are just beginning to think about this topic, our short list includes the following:

- Conservation of our precious supply of fresh water is critical for all of us. To protect our drinking water and our ocean, we need to be conscious of what we put down the drain at home, and make changes to what goes down the storm drains from our homes, businesses and agricultural activities.
- For our indoor health, and to conserve resources and energy, "green building" techniques give us ways to build and remodel responsibly. Outside, we need to actively protect the workings of the natural world around us. And we need to reuse and recycle as many of the things we use as possible.
- To reduce greenhouse gases and other air pollution, we need to conserve energy and replace dirty energy sources with cleaner ones. Vehicles that run on gas and diesel, including the cargo ships in the channel (which are a significant source of our local air pollution), need to use cleaner fuel blends. Alternative forms of transportation, such as buses, commuter trains and bikes, become increasingly important.

Most important, we need to *want* to do all of these things or they won't get done. The suggestions in this chapter are meant to provide a gentle nudge in the direction we need to go. We realize that some recommendations in this chapter do not translate directly into the language of County Land Use Policy. But we felt it was extremely important to mention things that can be done by all of us in our neighborhoods that can yield significant results for the health of our local environment.

When we look at the Eastern Goleta Valley, we see a sprawling residential area, almost fully built out. There are pockets of agricultural activity and a limited amount of other commercial activity. All of this exists in a natural setting of mountains descending to a coastal plain and the sea.

Much of this residential and commercial sprawl significantly impairs a critical environmental function: the flow of fresh water in creeks from the Santa Ynez Mountains, across the valley floor to the Goleta Slough and out to the Pacific Ocean. Most of us have a great appreciation for the natural beauty that surrounds us here. At the same time, many of us haven't had the chance to learn how the natural world struggles to function in the presence of our large-scale human development. The fragile creek systems in our midst, and the obliviousness of many of us to them, can be seen as emblematic of a worldwide phenomenon: humans busy in their daily lives and increasingly disconnected from the rhythms and health of the physical world around them. Fortunately for us, our creeks offer the Eastern Goleta Valley one of our greatest opportunities for positive change.

Watershed management, a new planning approach, is one way to look very comprehensively at the health of our interaction with the natural world. For the Eastern Goleta Valley, that means starting with the creeks in our watersheds. All of us here live in a watershed. Because watersheds cut through different political jurisdictions, across public and private land, and concern a variety of governmental agencies and educational groups, they offer a unique forum for cooperation and coordination of efforts. They give us a focused way to look at some pressing problems, including degradation of our water supply, pollution of the ocean, soil erosion, and damage to native plants and wildlife. Our creek systems are living monitors of our efforts; we can see when we make things better. When the watershed, from the ridgeline to the beach, is healthy, the Eastern Goleta Valley is healthy. Watershed management is a process our Committee strongly endorses.

Beyond watershed management, we need to find other ways to capture people's imaginations. Creeks might do it for many; the on-going savings that come from "green" building and remodeling might do it for others. Cleaning up storm water run-off seems to be particularly compelling for people who are passionate about the ocean. And in the need to change the way we do many things, business and entrepreneurial possibilities may abound. Finding these starting places is one of the most exciting and challenging parts of this whole process. We hope to see community-wide commitment to environmental stewardship in all of its forms—and some inspiring results.

## The Future

While the Eastern Goleta Valley is not a city, the GVC believes our community can aspire to, and achieve, goals reached by many forward-looking cities recognized yearly in a nationwide campaign known as "Cool Cities". One definition offered in the context of this initiative is: "A truly green city is one that integrates environmental sustainability into everything from its sidewalks to its commercial buildings. Its public transportation is affordable and extensive, its streets safe and pleasant for bikes and walkers. It invests in renewables and energy efficiency, protects open space, reduces waste and provides clean air and water and access to healthy food for residents of all economic classes."

This chapter discusses some of the things that, to us, distinguish a "truly green city": watershed management, conservation, green building, air and water quality and preservation of scarce resources. Other green city attributes will be discussed in subsequent chapters.

The future we see includes thriving creek systems, a drought tolerant tree canopy, clean beaches, active community participation in conservation and recycling, green belts, wildlife corridors, widespread use of green building techniques, renewable energy and vehicles that are efficient in the use of environmentally appropriate fuels. In this natural setting that we cherish, we will all contribute to the environmental health of our community and the planet as a whole. And, in the process, we will have become a "Cool City" without even being a city.



## Vision Statement

*We are a community that embraces conservation, stewardship and consciously living within our resources.*

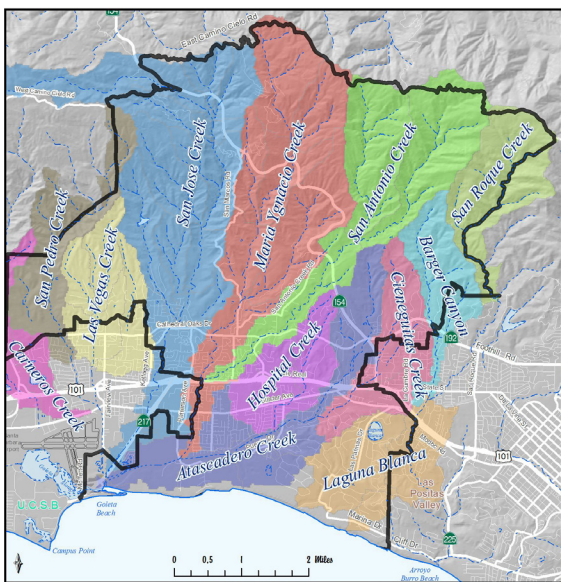
**Watersheds Master Goal:** Preserve and improve the health of our watersheds; ridgeline to shore. Factors that reflect watershed well-being include: water supply and quality, condition of creek banks, flood management, and the diversity of habitat, plants and animals.

### General Steps to Achieve Master Goal

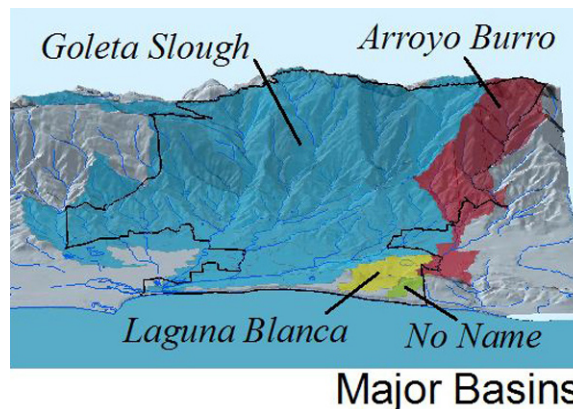
1. Implement policies that integrate watershed level analyses into evaluations of development project impacts.
2. Using the existing San Jose Watershed Plan as a model, develop a watershed management plan for all the creek systems that comprise the Atascadero Creek Watershed.

### We Will Recognize Success When:

1. Our residents recognize that natural boundaries and features, not political jurisdictions, must determine how we plan for our future.
2. Watershed planning has become one framework for creating policy.
3. People understand that the health of our watersheds is a mirror of the health of our whole community.
4. Watershed health has improved because our residents have changed their behaviors.



Watershed Sub-Basins



Major Basins

## Vision Statement

*We are a community that embraces conservation, stewardship and consciously living within our resources.*

Goal #1: Ensure an adequate water supply for current and future needs.

### Steps to Achieve Goal

1. Promote groundwater recharge in new development, remodels and retrofits; especially by use of pervious paving (where soil conditions make it effective).
2. All water providers create, adopt and implement a Water Conservation Plan.
3. Work with State officials and the public to facilitate the use of on-site rain water storage and on-site gray water processing and use.
4. Broaden the distribution and use of reclaimed water as appropriate.
5. Adopt and implement a water conservation plan for public facilities.

### We Will Recognize Success When:

1. There is adequate water for existing customers and any planned growth.
2. In the aggregate, use of domestic and agricultural water decreases as a result of conservation.
3. There is increased use of recycled and rain water.

## Vision Statement

*We are a community that embraces conservation, stewardship and consciously living within our resources.*

### Goal #2: Maintain and improve water quality.

#### Steps to Achieve Goal

1. Promote groundwater recharge in new development, remodels and retrofits.
2. Minimize grading, cut-and-fill and vegetation clearing that is not required for fire hazard reduction.
3. Discourage the use of chemical fertilizers, herbicides and pesticides that cause significant degradation to water quality and promote outreach efforts to demonstrate alternatives.
4. Educate and engage residents and businesses to protect and improve water quality.
5. Develop a schedule and funding program to monitor water quality at selected beaches and creeks.

#### We Will Recognize Success When:

1. The quality of all water sources (provider supplied, wells, creeks etc.) is improved.
2. The use of chemical fertilizers, herbicides and pesticides is significantly reduced.
3. Storm water quality is improved.
4. Creek and beach monitoring shows continuous water quality improvement.
5. The health of watershed habitats significantly improves.

## Vision Statement

*We are a community that embraces conservation, stewardship and consciously living within our resources.*

Goal #3: Ensure that creek banks are stable.

### Steps to Achieve Goal

1. Require sufficient buffer zones between new development and adjoining riparian habitat.
2. Require any new development to handle runoff in a way that protects against bank erosion.
3. Limit disturbance of natural drainage features and vegetation.
4. Map and prioritize sites for restoration, bank stabilization and other property improvements by landowners, community groups and public agencies.

### We Will Recognize Success When:

1. Sediment loads have decreased in creeks.
2. Bank erosion is minimized.
3. Pollution is reduced.

## Vision Statement

*We are a community that embraces conservation, stewardship and consciously living within our resources.*

Goal #4: Provide comprehensive stormwater management.

### Steps to Achieve Goal

1. Adopt and enforce a strong stormwater management plan.
2. Require and enforce Best Management Practices (BMP) for pre- and post-construction stormwater management in all new or redevelopment projects.
3. Develop a program to educate and assist residents and agricultural operations in minimizing storm water runoff and reducing pollution.

### We Will Recognize Success When:

1. Stormwater runoff to the ocean has not increased and is less polluting.
2. Runoff from existing residential and agricultural land is reduced.
3. Violations of Best Management Practices (BMP) are reduced.



## Vision Statement

*We are a community that embraces conservation, stewardship and consciously living within our resources.*

Goal #5: Sustain and improve plant and wildlife diversity.

### Steps to Achieve Goal

1. Identify degraded public and private riparian and wildlife corridors and establish restoration and protection goals for these areas.
2. Strengthen and enforce habitat protection policies.
3. Educate and involve the public regarding habitat, plant and animal restoration opportunities on private property.
4. Build conservation partnerships among neighborhood groups, non-profits and schools to address water quality and endangered species concerns.
5. Work with governmental agencies to streamline the permitting process for restoration and recovery projects.

### We Will Recognize Success When:

1. Riparian corridors function well as wildlife habitat, and connect the ridgeline to the shore.
2. There is a healthy balance in the wildlife population.
3. Habitat restoration has been funded, local projects are in place and effective development standards have been adopted to protect and enhance riparian corridors.
4. Restoration and recovery projects are in place and ongoing.

## Vision Statement

*We are a community that embraces conservation, stewardship and consciously living within our resources.*

Goal #6: Make resource conservation, green building and the use of clean, renewable energy the standard for our area.

### Steps to Achieve Goal

1. Use appropriate Leadership in Energy and Environmental Design (LEED) by building type, or Architecture2030 guidelines, whichever is applicable to the topic and more conserving, to meet or exceed both the LEED “silver” performance standards and Architecture2030 targets.
2. Develop policies and permit processing time frames that encourage green building techniques in all new and remodeled buildings.
3. Design all new development or redevelopment to achieve the greatest benefit from solar orientation, natural light and ventilation.
4. Educate home and business owners about the financial and environmental benefits of energy conservation and encourage use of renewable energy.
5. Conduct and publish the results of energy audits on all publicly owned buildings.
6. To encourage conservation as a cost saving strategy, set goals, measure, document and publish the savings and life cycle costs of energy conservation techniques.

### We Will Recognize Success When:

1. The County requires the LEED “silver” performance standards and the Architecture2030 targets wherever they are applicable.
2. Green building techniques are utilized in new construction and remodels.
3. Use of photo voltaics and solar water heating is included in at least 20% of all new residential and commercial buildings.
4. Energy efficiency has increased significantly.

## Vision Statement

*We are a community that embraces conservation, stewardship and consciously living within our resources.*

Goal #7: Establish policies to ensure clean air.

### Steps to Achieve Goal

1. Require use of best available air pollution control technology for all new non-residential sources and strict adherence to all government air pollution standards.
2. Support efforts to educate residents on air pollution control strategies.
3. Support the Air Pollution Control District's (APCD) efforts to control marine shipping emissions through the engine retrofit and other programs.
4. Provide incentives for local bio-fuel distribution and encourage the use of all forms of renewable energy.
5. Establish purchasing guidelines (fuel efficiency, alternative fuels) to improve emission profiles for all County owned vehicles.
6. To trap greenhouse gases responsible for global warming and reduce stormwater damage, institute a robust tree planting program.

### We Will Recognize Success When:

1. Federal and State air quality standards are met.
2. APCD air quality metrics will continue a downward trend.

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# Management of Growth and Development



## Background

Every desirable community in California faces the fundamental issue we face in the Eastern Goleta Valley: how to achieve a balance between pressures for growth and preserving the very essence of what makes the community a place where people want to live. Our area, the “Mediterranean of the Pacific,” is internationally known for its spectacular physical beauty, location and climate. People really want to live here, and yet we will never be able to offer enough housing for everyone who would like to be part of our community, or for everyone who currently works here.

A building boom which began in the mid-1950s and continued through the 1980s turned much of our agricultural land into suburban developments to accommodate middle class job growth. Almost no community amenities accompanied this development. Now, the Eastern Goleta Valley is close to being fully built out. There are not many pieces of land available for further development. Our committee has grappled with how to weigh community desires—for preserving the look and feel of neighborhoods *and* for more housing that is affordable *and* for more open space *and* for improved public amenities *and* traffic reduction, and so on—with the realities of limited space and imperiled natural resources.

The suggestions we make here and throughout this document are our best efforts to strike a balance among often conflicting views of what is best for our future. Building on the ideas in the preceding chapter, Stewardship of the Environment, our committee proposes a rigorously evaluated, energetically enforced, slow growth approach to any future development in the Eastern Goleta Valley, to be guided by an updated Goleta Community Plan. We believe that our suggestions offer a vision for the Eastern Goleta Valley that preserves quality of life, respects social equity and protects “The Good Land.”

We feel that the build-out of remaining undeveloped, privately-owned property should proceed at a slow and measured pace and in conjunction with transportation improvements. We do not favor the up-zoning of residential parcels or the rezoning of agricultural parcels. Ag land and agricultural activity are a precious asset of the Eastern Goleta Valley. In our opinion, the only time agricultural land should be considered for rezoning would be if it were proven to be inviable as an agricultural business for the current owners and all attempts to sell it as agricultural land for an agricultural business have been exhausted. In the unfortunate event that it becomes necessary to rezone such a piece of agricultural land, we feel that this loss to the community should be offset with equivalent value returned to the community, i.e., in the form of public parks, open space and the like. (In our Agriculture chapter, we go into more detail on our ideas for the preservation of the area’s vital agricultural activity.) In any type of future development, the preservation of public open space will need to be a significant component. We also believe that the standards used in preparing Environmental Impact Reports (EIRs) must be made more stringent to reflect the cumulative effects of development as we draw closer to complete build-out.

We see opportunities for revitalization of our limited commercial areas, with a focus on businesses that cater to our local community. These locations and others offer the possibility to combine activities by including affordable housing of different types. We also strongly support the protection



of our existing stock of apartments and mobile homes, which provide 35% of our current available housing.

Our neighborhoods have traditionally been home to a thriving South Coast middle class. As housing prices have far outstripped the rate of increase in earnings, it has become increasingly difficult for middle class families to afford to live here. According to a local economist, and the anecdotal evidence we can all cite, this has led to the following: an increasing number of commuters; a doubling up in housing by lower-wage earners, the departure of young, middle class families; the “aging in place” of a population that is retiring from local jobs but not leaving; and the arrival from elsewhere of people—often older, often retired—who can afford the price of housing. Our committee believes that the South Coast needs a vibrant middle class. We also believe that our suggestions contribute to that goal to the greatest extent possible, while respecting the slow growth desires of our neighbors and the limitations of our resources. In our analysis, we have taken into consideration the plans of area employers including UCSB and the cities of Goleta and Santa Barbara, to make large increases in housing stocks, including affordable housing, over the coming years.

The Eastern Goleta Valley is one of the most socially and economically diverse communities in the South Coast. We are home to a large percentage of the families who purchase their homes through the County’s inclusionary affordable housing program. We also have one of the largest stocks of affordable rental units in the South Coast. Even so, it is clear that it will be impossible to accommodate all those who work in the Santa Barbara area with housing they can afford. And, since commuting is an unfortunate reality of most Americans’ lives, we realize that some percentage of South Coast workers will have to commute. In our chapter on Transportation, we discuss efforts to reduce commuting times and costs and to lessen the environmental impacts of commuting. We are hopeful that a serious, regional effort to improve transportation options will offer a meaningful way to expand viable housing alternatives for people who work here but live outside the area.

The GVC views development as something that can enhance our community by bringing new bike paths or community gardens to a neighborhood, or can make a commercial area more attractive, or bring neighbors who add vitality to the community. That is the type of development our committee would like to see here. The smartest growth we can envision, and the only kind we can endorse, is the kind that brings change that our resources can support and that our neighbors will welcome.

## The Future

We see a future of slow growth, a growth that is very carefully planned to assure that we have preserved all the aesthetic and historic riches of our area. The building of market rate housing is limited to that already zoned and special emphasis is placed on providing opportunities for entry level and affordable housing of all types. Moreover, our community is especially mindful of how any development might adversely affect designated viewsheds. The few existing commercial areas in the Eastern Goleta Valley have been revitalized and redeveloped to meet the needs of the neighborhoods they serve. Further, the agricultural component of our area’s economic activity has become more robust.

We can celebrate in the knowledge that our community has made a sincere attempt to meet the housing needs of a wide spectrum of our residents, and has done so without changing the basic character of our various neighborhoods. Most importantly, we have preserved the very special qualities that make the Eastern Goleta Valley such a desirable place.

## Vision Statement

*Our community is a place where change comes purposefully, and when we grow, we grow slowly and in a manner that preserves the character of our neighborhoods, be they rural, semi-rural or suburban.*

Goal: Housing development is limited to infill projects and non-contiguous (leap frog) development is discouraged.

### Steps to Achieve Goal

1. Adopt a residential growth management ordinance for the planning area that restricts market rate residential development to 50 units per year.
2. Maintain the County Inclusionary Housing Program (IHP).
3. Make the EIR standards more stringent to rigorously evaluate projects in the context of the cumulative effects of development.
4. Maintain existing residential zoning.
5. On parcels of two acres or larger being considered for rezoning to residential, limit density to a maximum of 7 units per acre. (This density cap includes base zoning plus any inclusionary housing bonuses.) Also require that, on these parcels, 50% of the land is reserved for public open space, green belts, parks and recreation.<sup>1</sup>
6. In the event that all efforts to use any agriculturally-zoned parcel as a viable agricultural business or to sell it for that use have been exhausted, and the County chooses to rezone that parcel, equivalent value should be returned to the community in the form of public open space and other significant extractions.

### Steps to Achieve Goal Continued

7. Encourage the use of attached housing to provide for open space and view corridors.
8. Maintain the Urban Growth Boundary (UGB).

### We Will Recognize Success When:

1. The Goleta Community Plan is adopted based on the vision statements in this document.
2. The General Plan map has been revised accordingly.
3. Leap frog development has not occurred.
4. A growth management ordinance has been adopted that establishes a limit on the number of market rate residential units that can be built each year and the maximum density of residential units allowed in any development.
5. The County enforces the growth management ordinances.

<sup>1</sup> For example, on a 10 acre plot, 5 acres would be open space and the remaining 5 acres could be developed at a maximum density of 14 units per acre, yielding 70 units total.

## Vision Statement

*Our community offers a range of housing options, serving a broad spectrum of incomes, lifestyles and age groups.*

**Goal:** Continue to welcome diversity in the community by establishing and enforcing policies that promote affordability of housing.

### Steps to Achieve Goal

1. Maintain the current inventory of affordable housing by adopting ordinances to retain existing apartment rentals and mobile home parks. Limit condo conversions and use the Housing Trust Fund to build affordable units.
2. When considering rezoning of public land for housing, the community's expectation is that all units will be classified affordable, to the extent possible, and will be zoned at no higher density than that allowed on non-public land.
3. Maintain all restricted/subsidized housing as affordable, in perpetuity.
4. Encourage the development of infill rental housing on small undeveloped and underdeveloped sites (e.g., churches).
5. Design of underdeveloped sites should take into consideration the already built environment, incorporating new buildings clustered adjacent to on-site buildings, so that the maximum amount of open and green space is provided.
6. Identify and implement incentives that generate a range of housing designs, formats, pricing and target populations for entry-level and middle income individuals and families.
7. Require on-site day care facilities for affordable housing projects, where appropriate.

### Steps Continued

8. Encourage provision of affordable housing for police, fire and emergency personnel in, or near the Eastern Goleta Valley.
9. Enlist the help of non-profit organizations to provide new affordable housing and revitalize underdeveloped existing housing.
10. Encourage public and private employers to provide credit and financing assistance to allow employees to rent or purchase.

### We Will Recognize Success When:

1. Affordable and entry level housing has allowed more middle income employees to live in a community closer to their workplaces.
2. New incentives are in place that generate affordable housing at a rate that is much faster than the current rate.
3. More housing choices are available.
4. The County has been able to keep fire, police and emergency positions fully staffed and turnover is reduced.
5. People from a variety of incomes, lifestyles and age groups have found housing and necessary services in our community.

## Vision Statement

*The spectacular physical beauty of our coast, valley and mountains has been preserved.*

Goal: Protect and enhance the aesthetics of the Eastern Goleta Valley, with major emphasis on protection of viewsheds.

### Steps to Achieve Goal

1. Create a viewshed map identifying special locations (public roads, trails, parks, open spaces and beaches) that serve as public view corridors and overlooks.
2. Create and enforce design guidelines for residential and commercial development.
3. Use Floor area to lot Area Ratios (FARs) to ensure that bulky structures do not destroy public and private viewsheds.
4. Preserve existing historic resources.
5. Maximize preservation of healthy specimen trees in all new and remodel projects.
6. Lessen the visual impact of existing, and possible future, development through the use of appropriate landscaping and color palettes.
7. Protect natural landforms by eliminating excessive and unsightly grading.
8. Adopt and implement a policy standard that triggers a visual impact analysis for any development with potential neighborhood incompatibility issues.
9. Create a brochure to assist property owners and developers in understanding the important factors to consider in protecting the aesthetic qualities of neighborhoods within the Eastern Goleta Valley.

### Steps Continued

10. Use setbacks, landscaping and structural treatments to protect viewsheds along major roadways.
11. On all County lands, require all non-architecturally-significant structures to be painted, or otherwise surfaced, to blend into the natural setting.
12. Encourage beautification of commercial areas through the coordinated use of sustainable landscaping.
13. Use full cut-off fixtures for all new and replacement street and commercial lighting.

### We Will Recognize Success When:

1. Existing identified public viewsheds are preserved.
2. The scenic character of neighborhoods and natural resources is preserved.
3. Where views are impaired, sufficient landscaping is used to screen and/or soften the impact.
4. Commercial areas are more aesthetically pleasing.

## Vision Statement

*Our commercial areas serve our community well and fit in comfortably with surrounding neighborhoods.*

Goal: Locate small stores and destination clusters where they will foster a sense of community, as well as encourage walking and the use of bikes.

### Steps to Achieve Goal

1. In commercial centers along Hollister Avenue, such as the Turnpike and Magnolia shopping centers and Modoc to Rte. 154, modest redevelopment and revitalization efforts should focus on meeting the needs of adjacent neighborhoods. This combination of uses might include residences (including live/work), incubators, cafes, small restaurants and retail stores.
2. The design of combined use space should blend smoothly into surrounding neighborhoods, with landscaping (trees, plantings) providing an attractive and open environment that will foster a sense of community.
3. Encourage the inclusion of “corner stores” or other meeting places within walking distance of residential neighborhoods.

### We Will Recognize Success When:

1. Additional affordable and entry level housing has allowed more middle income employees to live in a community near their workplaces.
2. Small, appropriately designed commercial areas have been developed that are oriented toward meeting the convenience and service needs of neighborhoods.
3. People patronize community-level business establishments, and auto trips to outside destinations are reduced.



# Governance



## Background

Because we are not an incorporated city, land use decisions in our area are made by the County of Santa Barbara. Consequently, our community is subject to governance by the County Board of Supervisors, a group representing very diverse and separate geographical districts. In addition, we are keenly aware of the inter-relation of the entire Goleta Valley, and have taken this into account throughout all our discussions and in creating this vision document.

In the past, various proposals have been offered that would place our portion of the Eastern Goleta Valley under the jurisdiction of either the City of Santa Barbara or the City of Goleta. This vision document is written under the assumption that the planning area will remain under County control. However, regardless of jurisdictional issues, we, the residents of the Eastern Goleta Valley, believe that our area is unique and are firmly committed to retaining control of its future land use decisions. To assure this control, we look to conscientious governance in the areas described below.

Residential design guidelines were discussed in Management of Growth and Development. The GVC is firmly convinced that enforcing these guidelines and other land use policies provides an opportunity to shape future residential development and will ensure that neighborhood scale, feel and connectivity are preserved.

The steady growth of our neighbor, UCSB, is mandated by the State. To meet this mandate they may choose to acquire and develop property with little local community involvement or control. This situation creates concern in our community. Therefore, we believe it is imperative that the County collaborate closely with UCSB on future development, to ensure that what is good for UCSB also benefits our community. In a similar vein, we recognize the interdependence of our planning area with the cities of Goleta and Santa Barbara, the tri-counties (Santa Barbara, Ventura and San Luis Obispo) and the State of California. We call for regular communication and cooperation among these agencies in all matters of common interest.

For a variety of reasons, many of the ambitious goals in the existing Goleta Community Plan written in 1993 were never realized. The GVC wholeheartedly believes in the process of visioning and the creation of a Community Plan. Further, we feel that the resulting plan should be a living document, one that is pursued and implemented. We also understand that, over time, difficulties and constraints may be encountered. Therefore, we believe that the plan should be updated periodically with revised expectations and schedules. This living document will be the mechanism which allows us to recognize the vision we have elaborated in our work.

## The Future

We see a community where new and remodeled homes are constructed using adopted residential design guidelines. Growth at UCSB and other jurisdictions (City of Santa Barbara and City of Goleta) will be coordinated with the County of Santa Barbara to ensure that changes are beneficial to us, as well as our neighbors.

We see the Eastern Goleta Valley as a community where our leaders support the unique and compelling desires of a majority of its residents. The Goleta Community Plan is followed, and implemented, and there is citizen involvement in changing the plan as necessary.

## Vision Statement

*The Goleta Community Plan guides land use decisions and the land use planning process is efficient, fair and predictable.*

Goal #1: The Goleta Community Plan is a living document that adapts to changes and becomes the land use constitution for the planning area.

### Steps to Achieve Goal

1. Amend applicable County documents to reflect the land use recommendations of the GVC as specified in all chapters of this document.
2. Coordinate with the City of Santa Barbara and the City of Goleta in the update of the Eastern Goleta Valley Community Plan.
3. Develop a Community Plan that is financially realistic.
4. Provide “triggers” in the plan to require revisions at strategic points in time.
5. Establish a Planning Commission, or a permanent Citizen Advisory Committee (CAC). The CAC would review land use proposals and make recommendations to the County.

### We Will Recognize Success When:

1. The Eastern Goleta Valley Community Plan is followed, enforced and updated when required by established “triggers”.
2. Should portions or all of our planning area be annexed to an adjacent municipality, the Eastern Goleta Valley Community Plan will be utilized as written.
3. The County established a Planning Commission or a Citizen Advisory Committee upon completion of the Community Plan update.

## Vision Statement

*The Goleta Community Plan guides land use decisions and the land use planning process is efficient, fair and predictable.*

Goal #2: Land use policies in the Eastern Goleta Community Plan and the General Plan will be strictly enforced.

### Steps to Achieve Goal

1. Provide active enforcement of County policies and the provisions of the Community Plan.
2. Implement the strict enforcement of design guidelines, zoning ordinances and project conditions.
3. Develop a mechanism to advocate for enforcement within the Eastern Goleta Valley's Planning Commission and/or the

### We Will Recognize Success When:

1. The County has dedicated more resources to the enforcement of County policies and the provisions of the Community Plan.
2. New and remodeled structures are in conformance with all adopted ordinances and residential design guidelines.
3. There is more comprehensive enforcement of land use policies.

Goal #3: The development review process is timely, efficient, fair and consistent.

### Steps to Achieve Goal

1. Adopt and implement process improvement procedures, and change policies as needed.
2. Update the Community Plan so that it clearly articulates what is expected for new development in terms of exactions (required developer contributions such as dedications for street widening) and mitigations.

### We Will Recognize Success When:

1. Permits are issued within a reasonable time frame and results can be logically predicted.
2. The zoning ordinance is amended to be in conformance with the Eastern Goleta Valley Community Plan.

## Vision Statement

*The Goleta Community Plan guides land use decisions and the land use planning process is efficient, fair and predictable.*

Goal #4: The Goleta Community Plan recognizes the Eastern Goleta Valley's economic and social interdependence with UCSB, the South Coast and the entire Tri-County region.

### Steps to Achieve Goal

1. Negotiate to obtain financial and programmatic mitigations from UCSB to ameliorate their development impacts on surrounding communities.
2. Identify and exploit opportunities that jointly benefit UCSB and the Eastern Goleta Valley.
3. Integrate policies into the Community Plan that mitigate UCSB's anticipated Long Range Development Plan (LRDP) impacts to the Eastern Goleta Valley.
4. As we make land use decisions, take into consideration regional planning efforts.
5. Forge strategic partnerships with the cities of Santa Barbara and Goleta to address issue specific challenges such as mobility, housing demands and transit connections.

### We Will Recognize Success When:

1. UCSB mitigates its impacts to Eastern Goleta Valley.
2. The County and UCSB have implemented programs or projects that jointly benefit UCSB and the Eastern Goleta Valley.
3. Eastern Goleta Valley Community Plan policies exist to mitigate anticipated UCSB impacts.
4. Neighboring jurisdictions coordinate land use planning efforts.
5. Inter-agency alliances emerge to address and respond to shared problems and opportunities.

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# Agriculture



## Background

During the time of the Chumash, the coastal plain of Goleta was dominated by meandering streams, riparian corridors, wetlands, oak woodlands, chaparral, coastal sage scrub and extensive grasslands. The beginnings of agriculture here coincided with the colonization by the Spanish, and establishment of the mission in the late 1700s. Within 100 years, the entire valley was converted to farms and ranches. Then, as now, farmers recognized that our extremely fertile soils, southern exposure and mild climate created a world-class environment for raising a wide variety of crops.

However, by the end of the 20th century, large agricultural blocks had been consumed by residential, commercial and industrial development. Many of our remaining farms are but small remnants of these large agricultural tracts. Our farmers now find themselves surrounded by residential development and subject to ever increasing pressure to convert land to non-agricultural use. While current County policies provide strong language to protect agriculture, they do allow decision makers (at both local and State levels) flexibility to approve or deny the conversion of agricultural lands at their discretion.

Presently, 2,043 acres are in agricultural production in our area, with a very small portion of these lands located on the valley floor. Avocados are the dominant crop, with lemons, horticultural products, and rotational crops constituting the remainder. However, changing markets, restrictions and regulations, and economic scales of farming have created new challenges for all small farmers. In addition, Goleta Valley farmers must deal with the increasing cost of water and water meters and lack of affordable housing for workers.

Through the years, Eastern Goleta Valley residents have repeatedly stressed that, for a variety of reasons, our community values agriculture and does not want it to vanish. Most welcome and applaud the benefits of suburban farms. They shop at local farm outlets and farmers markets; savoring the knowledge that what comes to their tables is grown in our community. As well as providing fresh local produce, agricultural parcels, even small ones, offer refreshing contrasts to existing urban patterns. In addition, they allow us uninterrupted sweeping mountain views. And, for many long-term residents, the remaining agricultural lands are a vivid and poignant reminder of the rich agricultural history of the Goleta Valley.

Despite all its benefits, our valley's agriculture is vanishing. Over 1,000 acres of agricultural land have disappeared from the Eastern Goleta Valley in the last three decades.<sup>1</sup> While some of the challenges to farming have been noted above, the dominant issue in preserving agricultural lands here is the strong demand for housing and inflated land values. These trends have significantly intensified already existing pressure to rezone farms into residential subdivisions. Clearly these conversions are irreversible. Once a decision is made to rezone parcels from agriculture to residential or commercial uses, the opportunity to farm these parcels is lost forever.

<sup>1</sup>Goleta Valley Urban Agricultural Newsletter, August 2002, Pg. 5.



## The Future

During the course of our meetings, the GVC learned of the many disturbing trends emerging with regard to agriculture. The information presented painted a bleak future for farming in our area. However, we are acutely aware that our continuing agricultural heritage places the Goleta Valley amid a small and unique group of communities. And, although urbanization has covered most of southern California's rich coastal farmland, we remain committed to having our valley be a place where neighborhoods and businesses co-exist in harmony with agriculture.

The future of agriculture in the Eastern Goleta Valley depends on establishing priorities that place it as a vital component of our community. It should be remembered that agricultural land is not public open space, but private property engaged in an often visually pleasing enterprise. If it is to remain, we must look at ways to ensure agricultural economic viability. Of paramount importance is to raise public awareness of the importance of farming.

We must also look at ways to maintain compatibility with other land uses. It is also extremely important that we guarantee a consistent and reasonably priced water supply, offer assistance and incentives for farmers, and provide housing for farm workers. One additional way to support farmers is by allowing them more flexibility in farming choices. Keeping agriculture profitable is central to continuing a balanced local economy and holding on to our semi-rural feel and lifestyle.

## Vision Statement

*Agriculture is a vital element in the mix of land use and sustainable economic activity.*

Goal #1: Protect agricultural lands from encroachment by residential and commercial development.

### Steps to Achieve Goal

1. Develop Goleta Community Plan policies which uphold the right to farm and provide a neutral forum for resolving farming operations conflicts.
2. To ensure against inappropriate rezoning, create a set of standards for measuring prime agricultural land at the local level.
3. Avoid land use incompatibility by requiring that any new development adjoining the agricultural parcels have sufficient buffer zones.
4. Avoid locating sensitive land uses (e.g., child care facilities, schools, health care facilities, senior facilities) adjacent to agriculturally zoned land.
5. Work with public land trusts to identify and procure development rights and conservation easements on productive land, thereby ensuring their viability as agricultural operations.
6. Revive the University of California Agricultural Cooperative Extension Service to assist farmers in articulating their views on County land use policies and practices.

### We Will Recognize Success When:

1. No net loss of agricultural lands has occurred.
2. Policies are in place to enhance, promote and protect farming and agriculture lands.

## Vision Statement

*Agriculture is a vital element in the mix of land use and sustainable economic activity.*

Goal #2: Promote opportunities for sustainable agriculture.

### Steps to Achieve Goal

1. Create and enhance incentives to keep agricultural lands in agriculture.
2. Work with water agencies to ensure efficient utilization and protection of the local water supply.
3. Work with local water agencies to establish rates that promote the economic viability of agriculture.
4. Facilitate the construction of a small-scale distribution center that provides increased opportunities for locally grown produce to reach local, national and worldwide markets.
5. Provide adequate housing and services for farm workers.
6. Develop policies that encourage the use of unique, clean and cost-effective biological pest control, and fertilization and organic farming.
7. Invite our community to learn about agriculture and its importance to our local balanced economy.
8. Reevaluate the size standard for minimum, viable agriculture zoned parcels in suburban settings.
9. Develop a program to minimize pollution from storm water runoff from farms.

### Steps Continued

10. Promote home and infill gardens.
11. Encourage public institutions and agencies to purchase local produce.
12. Encourage and support ways that allow agriculture to maximize its flexibility to ensure profitability.

### We Will Recognize Success When:

1. Agriculture continues to be a viable economic activity in the Eastern Goleta Valley.
2. Agricultural lands and farming enterprises are recognized as primary keys to maintaining the semi-rural landscape of the Eastern Goleta Valley.
3. Farmers can easily distribute their products locally.
4. A diversified labor/service pool is available to support local agriculture.
5. The proportion of organic farms has increased.
6. Programs exist that educate and involve school children in a way that helps them realize the inherent value of locally grown produce.
7. Schools and other public institutions give purchasing priority to local produce.

# Open Space and Parks



## Background

Blessed with spectacular vistas and mild weather, the Eastern Goleta Valley offers residents a wide range of year-round recreational opportunities. In addition to our own area parks and open spaces, we are fortunate in having access to those of adjacent cities and to nearby state and federal lands.

While we can boast of two beautiful, well-known and heavily visited parks, Goleta Beach and Tuckers Grove, it is clear from County data, and anecdotal evidence as well, that the Eastern Goleta Valley needs more developed parks. Specifically, there are significant shortages of facilities for youth activities such as t-ball, softball and football. We feel it is very important to remedy these deficiencies.

The community also benefits from many acres of publicly owned, passive open space. These areas, e.g., informal trails along bike paths and many small pocket parks, provide visual relief and recreational opportunities such as hiking, walking, and bird and wildlife observation. Flood control and retention basins owned by the County also represent an opportunity for dual use, serving as control mechanisms during the rainy season and recreation areas during dry periods.

In 2004, the 2nd District Natural Resources Advisory Council (N.R.A.C) inventoried a number of open spaces selected for enhancement opportunities within six watersheds. These areas were considered valuable because of their excellent potential for resource improvements, benefits to neighborhoods and potential for funding. More Mesa County Park (35 acres) was identified as a high priority site for ecological enhancement, along with Calle Barquero, San Antonio Creek Trail, and the Fremont/San Jose Creek Confluence Area. In addition, a current proposal for development on a privately owned parcel in the San Marcos Foothills may result in a substantial increase in open space for the Eastern Goleta Valley.

While available for recreation to the community, the 265 acre bluff top known as More Mesa is privately held, and is the largest open space remaining in the Goleta Valley. This area contains a variety of environmentally sensitive habitats that include wetlands, oak woodlands, grasslands and roosting/nesting sites for white-tailed kites. Under the existing Goleta Community Plan, most of the bluff top (225 acres) has been identified as environmentally sensitive habitat and has significant development constraints. More Mesa currently serves as a passive recreation area for hikers, runners, cyclists, equestrians, bird watchers, artists and beach-goers.

## The Future

Over the course of our meetings, we repeatedly discussed the recreational and outdoor opportunities available in our area, and our desire to enlarge and improve them.

For active recreation, we see expanded and accessible parks, trails and recreation areas (indoor and outdoor) that provide for sports, fitness, family activities and relaxation. In these environments, children and young adults can participate in activities that promote socialization and develop leadership skills.

For less-structured outdoor recreation, we stress the importance of protecting our existing open space and adding to it. We are keenly aware that remaining open spaces represent remnants of large and complex ecological systems. They provide our community with a nostalgic glimpse of what this area once looked like, and they show us how our ecological systems operate today. While some of these areas have been greatly compromised by encroaching human activity, others still function well. These open areas are the best teachers about our natural world. And by offering us a chance for rejuvenation and reflection, away from the cares of daily life, they have a profound effect on our sense of well-being. We value these places of calm and quietude. Our vision is to preserve and protect all those that remain and find ways to increase the amount of precious open space throughout our community.



## Vision Statement

*Our community has preserved and enhanced our public lands. Open space, protected habitats and parks are plentiful, tranquil and accessible to the neighborhoods they serve.*

Goal #1: Increase the amount of accessible, open space available to residents of the Eastern Goleta Valley.

### Steps to Achieve Goal

1. Work with public and private funding sources to bring open space currently under private ownership into the public inventory; e.g., More Mesa and San Marcos Foothills.
2. Establish a parks and open space district to fund acquisitions and provide conservation easements.
3. Maintain recreational zoning of the County Campus, or portions thereof, and bring additional public properties (e.g., MTD and Tatum) into the recreational designation.
4. Establish greenbelt and wildlife corridors wherever practical.
5. Establish trails connecting the Eastern Goleta Valley to the Los Padres National Forest.
6. Provide seasonal access and trails within flood control sediment basins for passive recreation.
7. Remove barriers to access for mobility challenged residents, whenever practical.

### We Will Recognize Success When:

1. Accessible and acquired open space land has increased from the current 180 acres to at least 500 acres.
2. Trails provide access to the Los Padres Forest from the Eastern Goleta Valley.
3. Strategically located flood control basins also serve as passive recreation areas, when seasonally appropriate.



## Vision Statement

*Our community has preserved and enhanced our public lands. Open space, protected habitats and parks are plentiful, tranquil and accessible to the neighborhoods they serve.*

Goal #2: Provide indoor and outdoor, active and passive recreational opportunities that meet or exceed County standards.

### Steps to Achieve Goal

1. Update the 1999 recreational usage study to ensure that current park resources have not degraded.
2. Develop active recreation facilities for young people and adults to address deficits identified in the 1999 recreation field study and the update.
3. Prioritize the creation of recreation opportunities by balancing respect for sensitive natural resources with the need for active recreation areas.
4. Create a south coast parks and recreation plan with neighboring jurisdictions and agencies, taking into account existing resources, constraints, and opportunities for joint use and collaboration.
5. Coordinate youth services for all recreational activities by creating an "Office of Youth Services".

### We Will Recognize Success When:

1. Outdoor sports facilities exist to accommodate the athletic needs of the Eastern Goleta Valley.
2. Neighborhood parks/active parks have been appropriately distributed throughout Eastern Goleta Valley.
3. Passive and active "pocket parks" have been created adjacent to bicycle paths.



## Vision Statement

*Our community has preserved and enhanced our public lands. Open space, protected habitats and parks are plentiful, tranquil and accessible to the neighborhoods they serve.*

Goal #3: Provide easy access to trails, beaches and other open spaces.

### Steps to Achieve Goal

1. Implement improvements identified in the South-Coast Bicycle Master Plan.
2. Coordinate bus routes and expand bike and other vehicle parking at trail-heads, beaches, etc.
3. Expand Class I bikeways that link upland areas to coastal recreation areas.
4. Identify and provide additional beach access where appropriate and feasible.

### We Will Recognize Success When:

1. Recreation areas have been linked by Class I bikeways and buses.
2. Passive and active “pocket parks” have been created adjacent to linear bicycle paths.
3. People have additional ways of reaching the coast.

Goal #4: Link open spaces to provide recreational corridors.

### Steps to Achieve Goal

1. Master Plan a network of bicycle trails that link recreation areas and neighborhoods.
2. Provide inter-modal linkages to bike trails, parks and open space.
3. Create designated areas for bicycle parking in passive and active recreation areas.

### We Will Recognize Success When:

1. A network of bike trails link recreation areas and neighborhoods, providing both recreation and alternative transportation opportunities.
2. Bike lanes, paths and trails exist to provide additional ocean vistas.
3. Trails are linked to provide access to the coast and mountains.

## Vision Statement

*Our community has preserved and enhanced our public lands. Open space, protected habitats and parks are plentiful, tranquil and accessible to the neighborhoods they serve.*

Goal #5: Sensitive habitat areas have been restored and provide passive recreation opportunities.

### Steps to Achieve Goal

1. Develop restoration plans, identify funding and implement restoration plans for the five areas identified in the 2004 County Lands Inventory.
2. Strengthen existing environmental overlays, such as on More Mesa and along creeks, to protect environmentally sensitive habitats.
3. Create visitor centers or kiosks in parks which will allow our young people to get better acquainted with nature.
4. Facilitate public educational tours of open spaces to increase an understanding of the natural environment.

### We Will Recognize Success When:

1. Existing environmental overlays have been preserved and new ones have been placed on additionally identified sensitive habitat.
2. Visitor centers or kiosks located in parks provide interpretive and educational opportunities.
3. Non-profits and schools provide interpretive education tours and assist with habitat restoration.

Goal #6: Neighborhood parks/active parks will be appropriately distributed throughout eastern Goleta Valley.

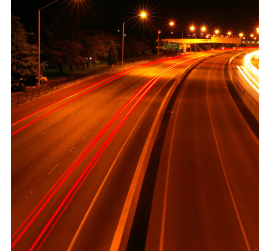
### Steps to Achieve Goal

1. Pursue joint-use agreements with schools to allow multi use of existing school facilities.
2. Identify underutilized public areas to determine appropriate recreation opportunities.
3. Explore funding opportunities to purchase and maintain recreation areas in under-served areas.

### We Will Recognize Success When:

1. Neighborhood parks/active parks have been appropriately distributed throughout Eastern Goleta Valley.
2. Communities are able to use school recreation facilities after-hours.
3. Neighborhood parks and open space are located within a 15-minute walk for the entire community.

# Transportation and Circulation



## Background

“Getting around” the Eastern Goleta Valley means different things to different people. One thing that most of us can agree on is that the challenges faced by people in cars have increased rather than decreased over time. That trend looks likely to continue even though Caltrans and the County’s Public Works department are working to ease problem areas for drivers. Commuters in increasing numbers use Highways 101 and 154 and encounter slow speeds and congested conditions at rush hour. Local residents experience the double problem of highway and surface street congestion at peak use hours. Vacationers often find Highway 101 at a near standstill on Saturday and Sunday afternoons.

Forecasters project increasing volumes of traffic on Highway 101, which is the main arterial through the Eastern Goleta Valley and a critical north-south route for the entire state. That high volume adds to the burden on local intersections which feed onto the freeway, causing levels of service which are below satisfactory and projected to deteriorate. Level of Service, or LOS, gives a letter grade to a driver’s wait at an intersection or the traffic flow on a stretch of highway. Although much of our area receives a “C,” or satisfactory rating, the rush hour LOS for some of our intersections leading to the freeway is “D” or worse. Caltrans projects that the LOS for our section of Highway 101 will be an “E” by 2020.

As motorists seek alternate routes to Highway 101, congestion on local streets, starting with Hollister Avenue, Cathedral Oaks Road and Calle Real, worsens. Bottlenecks on Hollister, caused by variations in the number of lanes along its path, are a particular problem.

There are similar bottlenecks on the freeway itself. In the Eastern Goleta Valley, Highway 101 is six lanes wide, whereas in the City of Santa Barbara and the City of Goleta it is only four lanes wide. Constraints to widening the freeway are numerous and range from the physical and fiscal to the philosophical. As a result, widening of those narrower stretches is an evolving story.

The public outreach program, “101 in Motion,” conducted by the Santa Barbara County Association of Governments (SBCAG), has developed a “Train and Lane” proposal calling for an additional lane on the southbound Highway 101 starting at Milpas and commuter rail service between Goleta and Camarillo as a way to alleviate congestion on Highway 101.

Amtrak, currently the only passenger rail service into Santa Barbara and Goleta, is not synchronized with daily commuter needs. Freight operator, Union Pacific, owns the rail right-of-way and gives priority to freight traffic. SBCAG, Commuter Rail Now and others believe that a reliable, convenient commuter rail service of several trains daily is possible with shared use of the tracks and are actively working on plans for such a service.

For those who take the bus, the picture is encouraging. The Metropolitan Transit District (MTD) provides bus service in southern Santa Barbara County and is working to expand and improve service, including the addition of new, fuel efficient, low-emissions buses. As ridership continues to grow, the MTD forecasts increasing the frequency of service and extending the hours of service on existing lines, particularly along major transit corridors, and expanding regional busing opportunities for commuters. Currently, Vista offers commuter bus service between Ventura County and the South Coast and the Clean Air Express offers a similar service between Santa Maria and Lompoc and the South Coast.

For bicyclists, the existing eastern Goleta Valley bikeway system provides limited Class I service, which is defined as bike paths separate from the roadway. The Obern (Atascadero Creek) Class I path runs from Eastern Goleta Valley to Isla Vista, providing an alternative transportation route as well as an opportunity for recreational riding. Most of the community has a network of Class II bicycle routes, which means marked bicycle lanes on roadways. Bicycle system improvements identified in the 1999 Goleta Transportation Improvement Plan (GTIP) will continue to be pursued. These include improvements to the San Jose Creek Class I bike path, linking Cathedral Oaks Road to Calle Real, and commuter bike paths linking residential areas with work areas from the City of Goleta to the City of Santa Barbara.

The pedestrian environment in our sprawling residential area is a mixed story. Fortunately, recreational walking opportunities are numerous and varied. However, dedicated walking, for errands or to work or school, is difficult for many people in our community. Distances, steep terrain in some areas and the absence of continuous sidewalks along certain main arterials can all discourage walking. In addition, certain streetscapes do not present an inviting pedestrian atmosphere.

## The Future

The GVC imagines a transportation system where the use of a car is a choice, rather than a necessity. For those still in cars, congestion is reduced by improvements to local roadways, freeways and connectors to the freeway. More significantly, the growth in local traffic congestion and congestion along Highway 101 is slowed, or perhaps even reversed, by the development of a more effective, and convenient transit system. This system offers seamless links between non-car modes of travel so that people will actually want to use them. We have safe and welcoming walking paths to the bus or train stop. People board commuter vehicles, disembark and easily hop onto their bikes or a local bus for the rest of their trip to work. Ideas such as commuter rail, increased regional commuter busing and employer-supported van pools and other shared vehicle travel between our area and neighboring communities to the north and southeast are viable options. The future we see coordinates these types of regional transportation with a well-thought-out network of local bus routes, bike paths and pedestrian walkways. It includes something as simple as more bike racks on buses and something as profound as a community-wide commitment to getting out of our cars.

## Vision Statement

*We are a community with a well-planned, safe, and efficient system of transportation. We have made the transition from being a one-person-in-a-car, automobile-centric community to one where there are equal opportunities to bike, walk or use public transit.*

Goal #1: Reduce demand for car travel by improving alternative forms of transportation.

### Steps to Achieve Goal

1. Encourage County, State and Federal agencies and local employers to contribute more funds to alternative transportation.
2. Expand and improve the bicycle system, increasing its safety and user-friendliness through addition of Class I and II paths.
3. Encourage night time use of sidewalks and bike paths by providing energy-efficient, pedestrian-scale lighting.
4. Ensure that the Public Works Department adds sidewalks along arterials, where appropriate, and maintains and improves existing sidewalks.
5. Construct sidewalks along “Safe Routes to Schools,” where needed and desired by neighborhoods for student safety.

### We Will Recognize Success When:

1. Congestion on local streets and freeways has not increased and has, ideally, decreased.
2. The bicycle system attracts greater use throughout the day.
3. A greater percentage of residents walk rather than drive.
4. A higher percentage of people use the bus and other shared forms of transportation.

## Vision Statement

*We are a community with a well-planned, safe and efficient system of transportation. We have made the transition from being a one-person-in-a-car, automobile-centric community to one where there are equal opportunities to bike, walk or use public transit.*

Goal #2: Provide for safe connectivity of modes of transportation to each other and to the places people need to go.

### Steps to Achieve Goal

1. Work with MTD and others to organize a coordinated, regional, multi-agency effort to link commuter bus stops, local bus stops, bike paths and walking paths with the places people come from (neighborhoods), and the places they go (work, school, shopping, etc.).
2. Work with MTD and others to coordinate with regional systems in a way that significantly increases alternative transportation.

### We Will Recognize Success When:

1. More people commute using the coordinated regional transportation system provided instead of driving their car.
2. The safety of multi-modal travel is improved.
3. Improved alternative transportation modes are appealing enough to get people out of their cars more often.

## Vision Statement

*We are a community with a well-planned, safe and efficient system of transportation. We have made the transition from being a one-person-in-a-car, automobile-centric community to one where there are equal opportunities to bike, walk or use public transit.*

Goal #3: Provide for strategically located local improvement projects.

### Steps to Achieve Goal

1. Widen the choke points on Hollister Avenue and provide aesthetic improvements.
2. Make improvements to interchanges with Highways 101, 154 and 217, as well as other freeway access intersections.
3. Improve the quality of transportation infrastructure and improve the aesthetics of roadway improvements, especially roadway medians.
4. Identify and construct improvements for safe connectivity between Hollister Avenue and Calle Real for pedestrians and cyclists.
5. Establish a better process to include neighborhoods in the discussion of the effects of traffic on residential streets.
6. Implement transportation impact fees on new development to mitigate impacts on the existing transit and transportation systems.

### We Will Recognize Success When:

1. Hollister Avenue is a smooth flowing vehicle and bicycle corridor that is pedestrian friendly, with attractive, sustainable streetscaping and medians.
2. There is an attractive and safe transition from the Upper State Street area to the Hollister/Modoc area.
3. Congestion at freeway access points is reduced.
4. Roadways and intersections are all at level of service D or better.
5. Travel conditions are safer for bicyclists and pedestrians.
6. Residents are actively involved in remedying traffic situations in their neighborhoods.
7. The County has implemented a transportation impact fee by 2008 to mitigate the impacts of new development.



## Vision Statement

*We are a community with a well-planned, safe and efficient system of transportation. We have made the transition from being a one-person-in-a-car, automobile-centric community to one where there are equal opportunities to bike, walk or use public transit.*

Goal #4: Encourage increased employer support of “Transportation Demand Management,” meaning ways to reduce traffic congestion (e.g., flex-hours, telecommuting and alternative modes of travel).

### Steps to Achieve Goal

1. Formulate outreach programs encouraging employers to develop or expand Transportation Demand Management (TDM) programs.
2. Assist businesses in obtaining grants to place bicycle lockers at employment sites.
3. Encourage employers to provide showers and lockers for cyclists.
4. Develop programs to encourage the use of alternative forms of transportation to high schools.

### We Will Recognize Success When:

1. Larger numbers of employer-sponsored transportation alternatives exist and are used by commuting workers.
2. More employers provide cyclist friendly facilities (e.g., bicycle lockers, showers, lockers, etc.).
3. More high school students are using buses, riding bicycles, walking to school or participating in car-pools rather than individually driving cars.

# Infrastructure



## Background

Public infrastructure is a vital component of the Eastern Goleta Valley's quality of life. Bridges, roads, flood control systems, water and waste-water systems and other public utilities all require ongoing funding for their successful operation and maintenance.

In recent years, the ability to maintain levels of service and maintenance programs has been reduced. The County of Santa Barbara currently has a partially funded capital improvement program of \$50 million for the Eastern Goleta Valley and approximately \$15 million in unfunded deferred maintenance projects.

Road maintenance is funded in part by Measure D taxes, which was approved by County voters in 1989 and is due to expire in 2009. However, even with this additional funding source, the County faces a significant backlog of road projects, and surface streets are in poor condition and in need of repair. Additionally, the landscaping along major roadways such as Hollister, Cathedral Oaks, Calle Real, Turnpike and Patterson lacks a coherent streetscape. Plantings in some areas are in poor condition, infrequently maintained and are not sustainable native species. The GVC would like to see an improvement in street design and operation to ensure enjoyable and safe access for users of all ages and abilities—pedestrians, bicyclists, bus riders and motorists.

The flood control system is operational but there is room for improvement. As we noted in the Stewardship of the Environment chapter, flood control is a crucial component in maintaining the environmental health of our community. In our creek systems, there is a need for more upstream retention and detention basins as development occurs to prevent downstream flooding, where most of our development is located. In terms of non-point source pollution, which means everything that finds its way into our storm drains (from street grime to backyard fertilizer run-off, chemical solvents, pet droppings and so forth), we believe it is critical for the County to invest in more devices that are designed to capture and retain sediments, floatable and settleable trash and debris before it reaches the beaches and creeks. For an idea of the magnitude of this runoff problem, we were told by the Goleta Sanitation District (GSD) that their measurements at the Goleta Slough show that several hours of peak runoff during a storm transports more bacteria and silt into our ocean than a year's operating discharge by the GSD.

The Goleta Sanitary District and the Goleta Water District (GWD) reported to us that wastewater and potable water systems are functioning well, with funded capital improvement plans in place.

Our drinking water currently comes from Lake Cachuma, as well as from the Goleta Groundwater Basin and from “State Water” which county residents voted in 1991 to begin purchasing. The pricing system used by the GWD includes water meter fees for new users to pay for the capital costs associated with the connection to the state water system. This creates a situation which, to many of us on the committee, seems to discourage the return of ag-zoned lands to productive agricultural use. Because we strongly support the use of our agriculturally zoned lands for productive, economically viable farming, we hope that the future will bring some creative thinking on this front.

The GWD forecasts a sufficient water supply for the Eastern Goleta Valley if undeveloped properties in our area are built out at their present zoning. Many of us on the committee noted that the District’s annual “buffer” supply of water seemed small relative to the current water usage levels and given the unpredictable nature of rainfall and future State Water availability.

The forecasts we were shown only estimate the increased water demand that could come from past approved and proposed changes in zoning. UCSB’s massive building campaign and the development plans of the City of Goleta, both of which rely on the same GWD water supply that we use, may have an adverse impact on our short and long term water supplies. The committee believes that accurate forecasting of South Coast water supply and demand will be critical for future land use decisions in the Eastern Goleta Valley.

As reported to us, the efforts of the Goleta Sanitation District include source control enforcement, educational outreach to schools, residents and commercial users, upgrading of their treatment facility and possible expansion of their reclaimed water operation. We strongly endorse improvements that will reduce effects of the District’s discharge into the ocean. We are also particularly interested in the increased use of reclaimed water and look to the joint efforts of the Water and Sanitation Districts, along with commercial, institutional and residential water users, to make that a reality.

## The Future

We imagine the future of the Eastern Goleta Valley to include adequate and well-maintained transportation systems with sustainably landscaped streets and roadways. There are adequate potable water and wastewater systems and the reclaimed wastewater distribution system has been extended to the east. Flood control retention and detention basins have been engineered to address flooding and ground water recharge issues while not compromising the biological integrity of the watersheds. The necessary infrastructure for alternative forms of transportation has been constructed and maintained (e.g., bike paths, sidewalks, etc.). County policies encourage recent innovations in green technology.

## Vision Statement

*We have directed appropriate financial resources to improving and maintaining public infrastructure and are recognized for our extensive system of sustainably landscaped streets and greenways.*

Goal #1: Innovative improvements have been made to the storm drain system that protects all areas with a minimum of cost or damage to the environment.

### Steps to Achieve Goal

1. Improve pollution prevention activities in the storm drain system.
2. Renovate existing and develop new retention/detention basins that enhance watershed protection.

### We Will Recognize Success When:

1. Damaging flooding from peak storm runoff has been reduced.
2. Water quality in creeks and on the beaches has improved.
3. The biological function of the watersheds has improved.

Goal #2: Land use policies are in place which encourage utility companies to develop innovative ways to construct and operate their facilities.

### Steps to Achieve Goal

1. Encourage County policies to increase the retrofitting of existing communication utilities to high-speed fiber optic cable.
2. Encourage Wi-Fi and next generation networks be installed as long as research continues to show that they are safe for public health and the environment.
3. Require new electrical and communications wires to be installed underground and existing overhead wires converted to underground, where feasible.
4. Require communications towers be designed with stealth so as to not detract from the landscape.

### We Will Recognize Success When:

1. More homes and businesses have access to Wi-Fi and high speed networks.
2. The County requires all electrical and communications wires to be placed underground in new developments.
3. More overhead wires have been placed underground and communication towers blend into the landscape.
4. We have access to a wide range of alternative telecommunications technologies and providers.

## Vision Statement

*We have directed appropriate financial resources to improving and maintaining public infrastructure and are recognized for our extensive system of sustainably landscaped streets and greenways.*

Goal #3: The reclaimed wastewater system is available to all areas of the Eastern Goleta Valley.

### Steps to Achieve Goal

1. Encourage the Goleta Sanitary District to devote resources to researching improvements in reclaimed water.
2. Establish policies that encourage reclaimed wastewater pipes to Eastern Goleta Valley for institutional and commercial uses and residential uses where appropriate.
3. Encourage dual plumbing to facilitate use of on-site storage of reclaimed wastewater for new institutional and commercial uses and for residential developments of 10 units or more.
4. Encourage on-site storage of reclaimed wastewater for new institutional and commercial uses where it is necessary for adequate service.
5. Encourage dual plumbing for new residential developments of less than 10 units where the reclaimed wastewater main is already installed along the frontage of the property.

### We Will Recognize Success When:

1. Production of reclaimed wastewater has increased to meet the demand of a growing percentage of users.

## Vision Statement

*We have constructed new public infrastructure and have developed programs to properly maintain this new infrastructure. At the same time, we are recognized for our extensive system of sustainably landscaped streets and green ways.*

Goal #4: Land use policies are in place that help maximize the use of available grants and to improve and maintain infrastructure.

### Steps to Achieve Goal

1. Plan for innovative infrastructure improvements that attract state and federal funding.
2. Develop innovative Goleta Community Plan policies to attract state and federal funding.
3. Shape development conditions to require developers to dedicate land to be used as in kind matching credit to be used to obtain grants for improvements (e.g., bike trails, strip parks, etc.) where it is feasible.
4. Require developers to dedicate the appropriate amount of right-of-way and easements before upzoning property to allow for future street widening where required by the County's Circulation Element.
5. Require developers to install sidewalks, curbs and gutters on arterial streets (and collector streets, where appropriate).
6. Require developers to pay for their impacts.
7. Create a Benefit Assessment District to maintain in median island and public spaces.
8. In the absence of a Benefit Assessment District, create an adopt-a-median program that allows private companies and individuals to do the maintenance and get credit for it with a small sign in the median.

### We Will Recognize Success When:

1. Developers cover the development's direct and indirect costs to the community.
2. Additional state and federal grant funds are used for capital and maintenance projects.
3. Eastern Goleta Valley obtains more grant money to build infrastructure.
4. Maintenance of medians has improved.

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# Public Safety



## Background

Southern Santa Barbara County, because of its geology, topography and geography, is exposed to a variety of natural hazards, including fire, flood, earthquakes, tsunamis and landslides. It is also susceptible to possible human-created dangers, for example: from offshore oil rigs and shipping activity in the channel; from the transit through our area of hazardous materials via truck and rail; and from our downwind proximity to Vandenberg Air Force Base and the Diablo Canyon nuclear power plant. The unique topography of the area restricts overland evacuation to essentially three routes: north and south on Highway 101 and north on Highway 154 through the Santa Ynez Valley. Fire, flooding and landslides have shown that all three routes can become impassable during extreme events.

Our committee heard from the County's Office of Emergency Services (OES), which works with regional emergency planners. We were pleased to learn that reciprocal agreements are in place between counties to share resources during disasters. We agree with OES that much more needs to be done. We remain concerned about the adequacy of resources, for example, the capacity of local hospitals, if an event disables the region's transportation system or affects us and the counties on which we would be relying for help.

We also heard from the Fire and Sheriff's Departments. The feeling of security that we enjoy in our neighborhoods is thanks in large part to the jobs these departments do every day. Response times for ambulance and County fire in our area are eight minutes or less for urban, 15 minutes or less for semi-rural and 30 minutes or less for rural. Law enforcement response times are 15 minutes or less in the Eastern Goleta Valley. Even so, emerging gang activity and corresponding graffiti and high automobile speeds on neighborhood streets are the types of local concerns which may call for increased service levels and restored community outreach programs.

We were told that above and beyond their response to daily incidents, the departments are engaged in substantive disaster preparedness programs. Active public outreach in fire-prone neighborhoods, the seasonal work of "fuels crews" to reduce excess vegetation, implementation of a "Reverse 911" notification system along with patrol car and helicopter public address, creation of mobile command posts and interoperability of communications across agencies are just some of these efforts. Nonetheless, the point was made to us that the departments are already fully extended with their daily responsibilities. This is due in part to limited available funding and to difficulty in keeping personnel, currently a statewide problem. The "mutual aid" arrangements of these departments with other fire and law enforcement agencies offer us an additional measure of security for some types of events, but, again, if our area becomes inaccessible, mutual aid may offer limited help. We believe it is important for the community to have adequate fire, police and emergency personnel living near enough to the Eastern Goleta Valley to respond in a reasonable time when needed in an emergency.

One of the most important things we drew from those presentations is an understanding that Eastern Goleta Valley residents need to be individually prepared for disaster. An on-going education process is vital so that residents know their survival responsibilities and are prepared to be part of the solution. Learning CPR and first aid, knowing how to turn off connections to utilities, practicing family evacuation drills, keeping supplies of food and water and having fresh batteries in smoke detectors are just some of the basics. An awareness of what to do in different types of events is also key. The message from public safety officials was loud and clear: in times of disaster, all residents will have to assume responsibility to care for their own property and for their own families.

### **The Future**

We see the Eastern Goleta Valley being part of a disaster preparedness, multi-hazard functional plan that models various scenarios and provides for various options to safeguard, and when necessary, evacuate Southern Santa Barbara County residents. There are adequate numbers of fire, law enforcement and disaster response personnel to meet the area's needs. Through strict land use requirements, public education and intelligent deployment of public and private funding, steps have been taken to the greatest extent possible to reduce the public's exposure to significant hazards.

## Vision Statement

*We are a safe community.*

Goal #1: We have in place preparedness plans and programs to assist residents in times of disaster.

### Steps to Achieve Goal

1. Execute and maintain reciprocal (mutual aid) public works and safety agreements among neighboring jurisdictions.
2. Initiate a study to model evacuation routes and create an evacuation plan.
3. Educate the public on personal preparedness for disasters.

### We Will Recognize Success When:

1. Outside hospitals and organizations are ready to assist Southern Santa Barbara County during disasters.
2. Public works departments of neighboring jurisdictions stand ready to offer mutual aid assistance when requested.
3. An evacuation plan has been successfully communicated to the public.
4. The County and individual households are adequately prepared for disasters.

## Vision Statement

*We are a safe community.*

Goal #2: Adequate emergency services are available to our residents.

### Steps to Achieve Goal

1. Evaluate current response times and personnel to determine if deficiencies exist in response to everyday emergencies.
2. Identify and secure funds needed to address resource deficiencies.
3. Clearly communicate resources needed to respond to disasters.
4. Build a new jail in Northern Santa Barbara County to relieve overcrowding at the existing jail.
5. Develop a new, fully equipped, regional "Joint Information Center" (command and control center).
6. Develop local emergency response resources to reduce dependence on mutual aid resources.

### We Will Recognize Success When:

1. There are adequate emergency personnel and resources needed to respond to everyday emergencies and disasters.
2. A new jail exists in Northern Santa Barbara County.
3. A new, fully equipped, regional Joint Information Center (JIC) exists and is used for regular training exercises.

## Vision Statement

*We are a safe community.*

Goal #3: Development has been planned to include disaster mitigation and adequate planning controls and infrastructure are in place before development is allowed (e.g., vegetation clearing from structures, a water system for fire fighting, adequate fire fighting equipment and personnel).

### Steps to Achieve Goal

1. Amend the Goleta Community Plan and the Land Use and Development Code to ensure that any development includes adequate mitigations for disasters, (e.g., additional emergency water capacity and secondary access roads).
2. Amend the Goleta Community Plan so that new development can only occur when mitigations are in place to adequately protect against natural disasters before the development is occupied.
3. Enforce Commercial and Residential Design Guidelines and the Flood Plain Ordinance Code with respect to fire and flooding.
4. Enforce vegetation clearing as prescribed by the State of California.
5. Provide adequate equipment and personnel to address fires.

### We Will Recognize Success When:

1. New development is designed to mitigate exposure to disasters.
2. County regulations are enforced requiring adequate mitigation from disasters before new development is occupied.
3. Goleta Residential Design Guidelines are adopted and enforced.
4. Adequate personnel and equipment are strategically stationed.
5. State of California vegetation clearing standards have been adopted and are enforced for new and existing development.
6. Fuel management programs have reduced the risk of fire.

## Vision Statement

*We are a safe community.*

Goal #4: Improve pedestrian, bicycle and automobile safety in neighborhoods.

### Steps to Achieve Goal

1. Install traffic calming devices on public roadways where appropriate.
2. Ensure that bicycle safety measures are emphasized in the Goleta Transportation Improvement Project (GTIP).
3. Make the following streets safer and more functional: Calle Real from 154 to Turnpike and Hollister from 154 to Walnut.

### We Will Recognize Success When:

1. There are fewer accident involving bicycles, pedestrians and automobiles.

# Conclusion

Thank you for reading GVC 20/20. We hope you have found in it many ideas which will make a positive contribution to life in our community as the year 2020 approaches. From the size of the document, you can see that we have included subjects that may seem far removed from County Land Use Policy. Everything we have discussed is part of the fabric of our community, and our world, and, we believe, adds richness to our vision for the Eastern Goleta Valley.

Like people everywhere, we have a responsibility to take care of the world in which we live. That is why we feel that the Eastern Goleta Valley must assert itself as a leader in confronting the massive environmental issues facing us now and in the coming decades.

The GVC has advised, as strongly as we possibly can, a path of active, vigorous stewardship of our environment. We believe that this is the most fundamental responsibility for our community and for most other communities on the planet today. We also advocate purposeful change and slow growth that is beneficial to the Eastern Goleta Valley. We call for design and financing innovations so that any such growth and re-development do not add to the burden on our limited resources. It is our strong desire that any new housing be affordable to our shrinking middle class. We support robust local agricultural activity for the economic vitality and benefits of local production it brings us, as well as the living connection it offers us to our valley's heritage. We treasure our open space and parks and seek to increase their presence throughout the valley. We share the community's desire for the important things of daily life—safe streets, welcoming neighborhoods and convenient services. We have outlined a broad array of amenities and improvements that we think will add to the security, functionality and beauty of the Eastern Goleta Valley.

While many of the suggestions in our document call for action by citizens and businesses, a large number of our suggestions are directed at government agencies and some will be costly. In fact, we are acutely aware that fiscal limitations as well as jurisdictional and other issues may make it very difficult to fully realize this vision. It is our hope that the Second District Supervisor and the General Plan Advisory Committee (GPAC) working on updating our Community Plan will be able to see clearly in our words the priorities we have set and be able to find creative and innovative ways to achieve them.

All of us on the GVC feel very fortunate to live in the Eastern Goleta Valley. Some of us have lived here for years, some for decades. Through our work on the committee, all of us have developed a greater appreciation for our community and understanding of its opportunities and challenges. For others interested in contributing to life here, most of us can think of nothing as fascinating, frequently frustrating and ultimately fulfilling as taking part in a project such as this one.

We are pleased that Supervisor Susan Rose listened to her constituents, the committed residents who worked tirelessly to convince county officials of the wisdom of convening this committee. We acknowledge the Board of Supervisors, and the efforts of Supervisor Rose, for making the committee possible. We appreciate the participation of our facilitator, John Jostes; project director, Derek Johnson; and the county executives and staffers who assisted us. We also say a special thank you to Second District Planning Commissioner Cecilia Brown for her invaluable input and counsel.

It has been our privilege to work together and an honor to create this document. In it we have tried mightily to integrate ideas cherished by each member of the committee. This document was born of caring, conflict, love of place and people and connection with the natural world. It came from our genuine respect for our community and for each other. It also grew out of the respect we have for the beliefs held by every one of us, whether or not those beliefs are shared by all.



# Appendix A: Goleta Vision Committee Biographies

**Ted Adams** arrived in Santa Barbara in 1958 to attend classes at the Santa Barbara State College located the Riviera. After living in various South Coast locations, he settled in Painted Cave in 1965. Becoming interested in local issues, he served as president of the Painted Cave Mutual Water Company. In the late 1970s, after the Sycamore Fire, he helped organize The Wildland Residents Association and the San Marcos Pass Volunteer Fire Department; he served as president of the WRA until 2002. In 1997 Ted joined the newly formed Santa Barbara Fire Safe Council and has served as director and chair since that time.

**Michael S. Brown** is an environmental consultant and is active in SBCAN, Santa Barbara Channel Keeper and the Santa Barbara Economic Community Project. He has a Masters and Ph.D. in City Planning from Cornell, and a B.A. in Politics. Michael lives in the eastern end of the Goleta Valley and is involved in local land use issues and is concerned about quality of life, affordable housing and environmental protection.

**Oscar Carmona** represents the agricultural perspective and lives with his family south of Hollister, near Turnpike. He has 25 years experience in organic farming, sustainable landscape education, and consultation in the Santa Barbara area. He currently manages the Organic Nursery and Therapeutic Garden Program and is a member of the SB Permaculture Network. He worked from 1991-2003 for the Community Environmental Council as the Community Sustainable Gardens Program Manager. He currently serves on the Integrated Pest Management Advisory Committee, and works with the Green Gardener program, bringing together the public and private sector to offer education and certification in sustainable practices for landscape and gardening professionals. Oscar has training in mediation and has served on the board of the Community Mediation Program.

**Gary Earle** is affiliated with the Coalition for Sensible Planning and Homeowners' Defense Fund. He is owner/President of the central California franchise of MRI SearchPoint, a management recruiting firm. He has previously worked in commercial real estate. He has served on the 2nd District Neighborhood Council, the Goleta Community Plan Update Committee and the Santa Barbara County Multi-family Housing Subcommittee. Gary holds a B.A. in Political Science and has completed post-graduate work at San Diego State and the University of Nairobi.

**Tish Gainey** a retired educational consultant, has lived in the unincorporated area of Santa Barbara County for over 50 years. She has served as a board member of the Hope Ranch Park Homeowners Association and as president of the San Marcos High School Site Council. A longtime community volunteer, she has served on the 2nd District Neighborhood Council and the boards of Catholic Charities, Marymount School and the St. Cecilia Society. Tish has been a member of the Santa Barbara County Planning and Development Process Improvement Team (PIT) and currently serves on the PIT Oversight Committee.

**Lauren Hanson** was born and raised in Hawaii. She came to the mainland for college and graduate business school. She has lived in California for almost 25 years. Her manufacturing company, which operates outside of California, has received environmental awards. Lauren lives in the El Sueño neighborhood and is a member of the Democratic Service Club.

**Susan Grgich** organized the San Antonio Creek Rd. Homeowners Association in 1984 which includes approximately 170 homeowners, and has represented this neighborhood in County issues. Recently she served on the Neighborhood Community Planning Committee and the Review Committee for the SB County Survey. Susan is an artist and teacher, who began teaching K-6 grades, and then became a home teacher. In 1978, she directed and taught the Mamas Class of Hmong Refugees for four years. She is currently a sponsor of a primary school for native children in Ashta, India. As an artist, she has been a member of the SB Art Assoc. since 1968, having shown her work at SB University Club, City College Art Gallery, Contemporary Art Forum and The Faulkner Gallery. She also sings with the Master Choral and attends Tai Chi Class twice a week at the YMCA.

**Harold “Hal” Hill** is a registered civil engineer and has been involved in land planning throughout his 40 year career in both public service and private consulting. He wrote an agricultural-industrial zoning ordinance adopted by Merced County as well as a draft hillside development ordinance for the City of Porterville, CA (Pop. 50,000). Hal has worked through General Plan updates three different times as a member of a staff advisory committee to the City of Porterville, California Planning Commission/City Council.

**Eva Inbar** holds a Ph.D. from the University of California, Irvine and is a former college professor. She came to Santa Barbara in 1980 with her husband and raised her four children in Hope Ranch Annex. As a community activist, she has been involved with livable communities, pedestrian safety and Safe Routes to School for a number of years. Eva is currently a board member with the regional PTA council and Vice President of the Coalition for Sustainable Transportation (COAST).

**Valerie Olson** has a B.S. and M.S. in Physics and Mathematics. During her long technical career, she designed and built a wide variety of complex sensors and managed very large Aerospace programs. Since retiring, she has been heavily involved in several environmental issues. While her primary focus is as president of the More Mesa Preservation Coalition, she has been a member of the Goleta Beach Working Group and the Matilija Coalition (recommending ways to decommission Matilija Dam). Valerie is also a Naturalist for the Channel Islands National Marine Sanctuary.

**James Richard** holds various degrees including M.A. Psychology, B.A. Chemistry, and Doctoral studies in Biophysics and Nuclear Medicine. He has served as Prof Emeritus in Psychology, Chemistry, and Biology. He has been the C.E.O. of Richard Realty. He considers himself a professional grandfather and serves as a docent in the CA State Park system children’s center. He is active in the Natural Resources Defense Council and with the local Disaster Preparedness Committee. He is president of Carrot Creek Corp, a local charitable organization that gives away prepared gardens. He has expertise in affordable housing and in alternative energy sources. Jim’s strongest public interests include children’s services, environmental issues, and work force (“affordable”) housing.

**Tim Schmidt** is a native Californian who first moved to Santa Barbara in 1979. He and his wife Mary were married at the Santa Barbara Courthouse and they have two children who attend public schools. Tim is employed by UCSB, where he manages the Marine Science Institute. For the last three years he has served as president of the Patterson Area Neighborhoods Association (PANA), which is an organization that strives to give voice to the needs of the neighborhood. When not cheering on his children’s sports teams, Tim enjoys taking advantage of the many cultural and recreational activities this area offers.

# Appendix B: Regarding Differences of Opinion

As the committee worked on one of the chapters, it became clear that a minority position could not be fully reconciled with views of the rest of the committee. The committee members who differed with the draft chapter were asked to submit an alternate version. The committee was receptive and incorporated a number of their points into the document but those members remained dissatisfied with the content of the chapter. In order to have all views represented, they were invited to submit a minority opinion for inclusion as an Appendix to the document. After an extensive exchange of ideas over several drafts of the minority opinion, a majority of the committee could not accept the minority opinion as written. It was felt that the statement went beyond the scope of offering alternative suggestions to those contained in the Vision Document. The writers of the minority opinion then declined to have their remarks abridged to focus only on those specific areas of difference. Therefore, their minority statement does not appear in this document.

