

# Matrix of elements of the City of Goleta General Plan Draft and the Goleta Valley Chamber of Commerce's Goleta Valley Vision report

Element/Description	Goleta Chamber of Commerce Recommendation	Included in Draft Plan?	Goleta Draft General Plan Policy
<b>Vision Statement</b>	The Chamber's vision calls for a family-oriented community with a vibrant local economy. The emphasis is on good traffic circulation, reasonable growth, housing options and recreation.	No	Extremely restrictive environmental standards. No policies to encourage the provision of housing. No policies to encourage retention/attraction of high-tech industries. No policies to encourage transit/alternative transportation or speedy improvement of roadways.
<b>New Housing</b>	Mixed-use development along Hollister Avenue in Old Town	Yes and No	Land use designations in Old Town include mixed use, but height-limits prevent approvable 3-story structures.
	Higher Density including single family detached homes and entry level starter homes	Yes and No	Medium density is permitted along Hollister Ave. However, FARs included in General Plan are not sufficient to provide housing affordable to workforce/middle income families.
	Preserve the long-term affordability of housing	No	No policies are directed toward the long-term need for housing, or addressing the housing needs of future workforce.
	Affordable housing program	No	No specific policies included
	Local Preference policy	No	No policies address the need to target housing for local employees.
<b>Existing Neighborhoods</b>	Permit second units	No	Existing ordinance limits units to every 400 feet and no mention is made in the draft to adjust this. No policies encourage development of second units.
	Set design standards regarding privacy, landscaping, viewsheds and architecture without limiting FARs or second stories	No	
	Create Pre-approved remodel packages	No	No specific policies included
	Zone for small local markets within residential areas to reduce vehicle traffic	No	No specific policies included
	Create a street tree plan and provide for neighborhood parks	Yes and No	Policies for protection of natural habitat are included but no measures to enhance vegetation in existing developed areas are provided.
	Improve pedestrian and bicycle access and improve sidewalks	Yes and No	Policies are provided to "encourage" bicycle and pedestrian travel, but no implementation measures are provided beyond requiring new development to mitigate its impacts.
	Walkable communities - work to reduce environmental impacts by enabling people to live near work	Yes and No	Hollister Mixed-Use Zone has potential for developing houses near employment centers, but FAR is too low to allow development of housing affordable to workforce/middle income families.
<b>Local Economy and Jobs</b>	Re-Zone for high-tech-oriented office buildings	No	Any new high-tech oriented office buildings would be required to mitigate its traffic impacts. General Plan states that existing and future traffic mitigation will be achieved by new freeway bridges. These bridges will be extremely costly and take decades to permit and build. This will in turn prevent development of new high-tech buildings within the City.
	Promote incubator type businesses (flexible buildings with 1K-5K sq. ft. offices with roll-up door)	No	
	Streamline development timelines (undo the GGMO that connects housing to commercial square footage)	No	
	Increase height limits and redefine building height restrictions to allow for mixed-use	No	No policies to streamline development timelines. Height limits chosen by City will prevent cost effective mixed-use projects.
	Create a comprehensive traffic plan that allows for market changes and business growth	No	Transportation Element identifies new cross-freeway bridges as its mitigation measure of choice for existing and future traffic congestion, without considering issues of feasibility (permitting, costs, length of time to develop).
	Accommodate resource-based businesses that are located here because of natural resources (oil)	No	No provision addresses industries that are dependent on natural resources, except the Plan states that the City favors "resource compatible" activities over those which have "extensive impacts on resources."

The Chamber presented Goleta Valley Vision to the Goleta City Council in September 2004. Since our Vision was published, the City has released its draft of the General Plan. The Chamber's task force, Board of Directors and staff have compared the City's draft to the Chamber's vision and unfortunately, found few comparisons. The City's Draft Plan falls short in several key areas, including Housing, Local Economy and Jobs and Traffic Circulation.

# Housing Opportunity Comparison:

There are stark contrasts between the Chamber's Goleta Valley Vision and the City's Draft General Plan. One key area of disagreement is housing opportunities. The City's plan is unrealistic in suggesting that areas that have recently been developed or redeveloped will be able to accommodate housing (Calle Real and Fairview Shopping Center). Our housing plan places mixed use in appropriate locations; provides a variety of housing types including single family, multi-family, condominiums, and apartments; and places developments on logical and available housing sites.

