



City of Santa Barbara California

PLANNING COMMISSION STAFF REPORT

REPORT DATE: December 20, 2007
AGENDA DATE: January 3, 2008
PROJECT: *Plan Santa Barbara*: Status Report
TO: Planning Commission
FROM: Planning Division, (805) 564-5470
Bettie Weiss, City Planner
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RECOMMENDATION:

Review and comment on the following *Plan Santa Barbara* components:

- *Plan Santa Barbara* Outcomes & Next Steps and Schedule
- Special Planning Commission Worksession- Development Trends: Past, Present & Future
- CEQA Environmental Review

INTRODUCTION:

Plan Santa Barbara (*Plan SB*) is the City of Santa Barbara's public outreach process to determine key policy issues and decisions that address the future of Santa Barbara. *Plan SB* is based on a foundation of community planning principals in the City Charter and General Plan. At the onset of *Plan SB*, City Council adopted a set of goals that reflect the importance of these policies and demonstrate the challenges we all will address in *Plan SB* and into the future (Exhibit A).

The purpose of this report is to lay out the expected outcomes for *Plan SB*, and next steps in the process, including an outline for a Planning Commission worksession in March, and the overall environmental review process. This report responds to requests from the City Council, the Outreach Committee, and the Planning Commission for clear outcomes, specific to the update of the General Plan, as well as how and when those outcomes will be achieved. This report also identifies important schedule implications of the proposed process including public outreach forums and workshops, and Planning Commission reviews. A lack of understanding and agreement on various aspects of the process and expected outcomes was expressed at the Planning Commission meeting in November and this is cause for concern to the management of this important City program. Staff and the Planning Commission discussion and interaction on each step as the process progresses towards the desired outcomes are clearly of critical importance.

PLAN SANTA BARBARA OUTCOMES & NEXT STEPS

Community Input Summary Report

The *Plan SB* process is now at the end of Phase I with the conclusion of the Round I Community Outreach Process. The Round I Community Outreach process confirmed many of the issues raised in the *Conditions, Trends & Issues* report, the 2005 Housing Element update, as well as current issues of concern voiced this summer related to building heights and development standards. A couple of new issues also emerged related to “Healthy Communities” and defining what “Sustainability” might mean for Santa Barbara over the next 20 years and beyond.

The issues and underlying values identified in the process to date are summarized in the *Community Input Summary Report* (distributed to the Planning Commission/12-13-07, and available online at www.YouPlanSB.org). The summary goals statements, although somewhat broad, paint a fairly complete picture of where the community thinks we should be going in the next 20 years. However, significantly, there is a range of opinion as to how to achieve, prioritize or balance these goals. The *Community Input Summary Report* constitutes a starting point for framing policy options on key issues.

Subsequent to Round I, the City is continuing to receive substantial input from individuals and community groups, including: Citizens Planning Association, Global Warming Solutions Group, Creeks Advisory Committee, CEC Energy Blueprint and others.

Phase II and III Outcomes

The *Plan SB* approach builds upon and strengthens our current policy framework, incorporates the findings from the Round I Community Input Process, acknowledges and plans for the 2009 Housing Element and Measure E expiration. Our approach is first to focus and achieve direction from the community and policy makers on the most urgent issues related to growth management, housing, and sustainability, and then incorporate the policy direction into the Land Use Element as a General Plan Amendment (GPA). The ultimate objective to produce a comprehensive, General Plan update with a strong emphasis on sustainability and this effort will extend beyond 2009.

Staff has described the primary outcome of *Plan SB* by using the term “Policy Framework” and this has not been understood by various parties. This is ultimately a General Plan update, and will occur in phases based first on determining key elements of the Policy Framework. The process in the late 1980’s that resulted in Measure E/Charter Section 1508, also resulted in a significant General Plan Land Use Element Amendment GPA-1-90 (see Exhibit B). That GPA is the type of Policy Framework that *Plan SB* is leading to, and will provide meaningful direction upon which to structure and complete a more formal and comprehensive update.

Another important and pressing outcome is the update of the Housing Element which must be completed by August 31, 2009, as mandated by the State. This process is already underway with

the Santa Barbara County Association of Governments (SBCAG) initiation of the Regional Housing Needs Allocation (RHNA) process. Of all the General Plan legal requirements, those pertaining to the Housing Element are most rigorous, with mandated updates every five years, State certification, very specific content and detailed requirements, as well as annual monitoring and reporting requirements. Staff is participating on SBCAG's Technical Planning Advisory Committee (TPAC). The SBCAG Board has designated TPAC as the Steering Committee for developing the RHNA methodology. Staff will be briefing the Planning Commission on these issues at the January 24, 2008 meeting, with a detailed work program including how the overall *Plan SB* process and EIR certification pose a challenge in meeting the August 31, 2009 deadline.

It is necessary to carefully consider each step in the process and ask how each provides meaningful information to assist in decision making, what resources are needed, how much time is involved and when decisions will be made. The following summarizes key aspects of Phases II and III without the schedule, and then the following section outlines a rough schedule. Staff is concerned that adjustments are necessary to align constraints of time and resources between the process, agreed outcomes and schedule.

Phase II

This is the current stage of the process and the following steps are presented in chronological order:

1. Community Forums

An immediate component of *Plan SB* is the three community forum series on the topics of: Community Health, Sustainability and the Economy. These community events will help further the public dialogue through speakers and discussion of these broader ranging topics, relative to the growth and policy options that are now beginning to be voiced by a number of community groups. Attached is recent information received from The Coalition for Community Wellness, the Housing, Open Space and Transportation Coalition (HOT, Common Ground), and the Citizens Planning Association (see Exhibits C, D, and E).

2. Planning Commission Development Trends Worksession

In December Staff presented the Commission with a schedule of monthly status reports and substantive worksessions with the Commission on most key topics. The main short-term objective is to focus staff time and resources on preparing for a Special Planning Commission Worksession on Development Trends.

A Special Planning Commission Worksession on Development Trends: Past, Present and Future will be held in March 2008 and take place over two days (either two consecutive days or a week apart). The purpose of the first day of the worksession will be to review and discuss the policy context and development trends since 1990, how much development is in pending review and approval and have public input to have a complete picture of where we are and focus on areas of change. The second day will consider what implications the City's development trends may

portend for the future and pose questions regarding the major issues starting with those identified in the CTI and additional considerations based on further understanding generated in the first day.

Staff is preparing an information booklet addressing the issues below. The booklet will contain maps, photos and project statistics and summary data. The booklet will be distributed and made available to the public at least one week in advance of the worksession. On January 3rd, staff would like feedback from the Planning Commission on the approach and information being prepared for the worksession.

Day One:

- Policy History and Context- How we got here
- What's been built (Development activity since 1990) :
- Residential Development and Mixed Use Built & Occupied (1990-2007)
- Pending & Approved Residential and Mixed-Use Development (As of 2007)
- Non-Residential Development Built & Occupied (1990-2007)
- Pending & Approved Non-Residential (As of 2007)
- Commercial Zones Residential Development Capacity
- Public Dialogue

Day Two:

- Questions for Discussion – These will be prepared building upon the questions posed in the CTI Executive Summary and Report.
- Discuss and Determine Implications and Focus for *Plan SB* that will provide the basis for the Policy Options Report.
- Public Dialogue
- Wrap – Up and Discussion for Next Steps

3. Draft Policy Options Report and Planning Commission Worksessions

Staff will prepare a Draft Policy Options report for discussion with the Planning Commission and public. This effort will constitute the tough questions that the community will grapple with during the Round II workshops. The approach for developing and weighing policy options was discussed at the Outreach Committee meeting held in November and was supported as a critical step to move forward. A series of questions addressing key issues and ranges of options with pros and cons would be put forth by Staff. It will be important for people to recognize that these questions are preliminary and must be further refined through the public process. Staff understands that there is a divergent range of opinion on when and how to take this critical step, such as: it is staff responsibility to initially generate a first draft and it is well overdue; versus, it is premature to pose the options, and the questions should not be initiated by staff but by the public. It is Staff's position that the questions will begin with the initial public input achieved in the Round I workshops and we believe that information is clear enough to move forward as proposed.

The following are examples Draft Policy Options that need to be further developed in this step. First the questions would be developed based on existing policies, should they be maintained?

Changed? How? And provide pros and cons for consideration based on common values, economic feasibility, etc. It is not intended that the questions below be examined as actual proposals for the January 3 meeting. Staff believes that the Worksession on Development Trends in March will assist in framing the questions.

- *Should Measure E be extended with remaining 1.5 million sq ft of non-residential allocations?*

Pros: *Potentially maintain existing economic development capacity; allows limited economic development to continue at the existing pace, including those identified as Economic Development; depending on the type of job creation, could encourage sustainable development;...*

Cons: *Potentially have insufficient allocations for categories of Community Priority and may need to reduce or limit amount of Small Additions annually; new types of economic development not likely or encouraged; ...*

- *Should existing residential development standards be maintained in the commercial zones?*

Pros: *There is a strong market demand for residential development in the commercial zones; ...*

Existing development standards encourage mixed-use, walkable, commercial neighborhoods that are well served by transit; ...

The existing standards promote sustainable development and a healthy community...

Cons: *Most of the units that are being constructed are large and sold at market rate as luxury condos; there are no restrictions as to who lives in the units, i.e. local workforce;*

The 15% inclusionary ordinance threshold is not sufficient to make a difference in workforce housing needs as a stand alone measure; may contribute to higher priced market units...

Existing standards need to be updated to further empower decision makers to deny projects or require more community benefits...

Existing standards lead to a more urban physical environment and may have a negative change on sense of openness throughout community...

4. Opinion Survey/Poll

At the Special Joint Meeting of City Council and Planning Commission on September 10, 2007, a request was made by Allied Neighborhood Association and Citizens Planning Association for the City to conduct an independent poll. Another request was made by Allied last week (see Exhibit F). Both members of the Planning Commission and City Council indicated an interest in a poll and directed that Staff consider how to incorporate it into the *Plan SB* process. Staff believes a poll could be useful in providing community input, however, we have a few concerns about when and how it would be developed and conducted. Staff considers that a survey or poll could be undertaken after some initial discussions with the Planning Commission on the Draft Policy Options as described above and before community workshops. How the survey or poll is developed and delivered is critical to its validity and acceptance. We believe an independent entity (such as the UCSB group that helped to conduct a survey for the Economic Community Project or an out of town firm) should develop and conduct it. City Council formal direction and appropriation of funds are needed in order to pursue such an effort.

5. Community Workshops

Community Workshops at this stage of the *Plan SB* process are intended to be a major step moving into defining the important options; weighing the pros and cons; and making choices towards a set of policy directives for General Plan amendments and updates. However, the workshop content and format has not yet been developed and needs to be responsive to critical feedback expressed about Round I workshops (i.e. what topics are covered, how are questions framed, facilitation and note taking). Staff will work with consultants from MIG Corporation, and the Outreach Committee to carefully design the workshops.

6. Draft Policy Framework and General Plan Amendment (GPA)

This is a set of General Plan policy directives that is the first draft of the Policy Framework. After the Round II workshops, staff will prepare a Draft GPA with policy recommendations for Planning Commission review to include the topics of: growth management, land use, housing, community design, sustainability, circulation, economics, and regional issues. The City Council will then review these recommendations and provide Staff with formal direction on these General Plan policy directives that will then undergo environmental assessment.

7. Direction from City Council

It will be important to have Council affirm the policy directives as what will continue to be evaluated in the environmental analysis and in further drafting of a GPA.

8. Preparation and Public Review of Draft Housing Element, Draft EIR and Draft GPA

Staff and consultants will continue to work on all these draft documents in preparation for public reviews (environmental review is further discussed in next section of this report).

Phase III

This is a decision making phase and the following would be considered together.

1. **Planning Commission Certification of Final EIR and Recommendations to City Council**
2. **2009 Housing Element Adoption**
3. **Policy Framework – General Plan Amendment** including General Plan policy decisions that constitute the include core of the General Plan areas of: land use, housing, community design, sustainability, circulation, economics, growth management and regional issues.

The consultant team is also assisting with a technical analysis of all the existing elements for relevancy, consistency, structure and ease of use. Ultimately, all of the elements will be reformatted into on consistent structure with a strong sustainability General Plan emphasis. Staff will continue to work on the General Plan; however the formal review and adoption process for a comprehensive update and map would not begin until after Council action on the policy framework at the close of Phase III.

Work Program for Phase IV including:

- A. An updated **Land Use Element & General Plan Map** to include the policy areas detailed in GPA and assessed through the CEQA process.
- B. **Amendments** to the remaining General Plan Elements as necessary for consistency and ease of use.
- C. **Priority Implementation Programs** such as zoning amendments, special area studies, infrastructure plans and fees, design guidelines, etc.

Schedule

The process needs to move forward and will involve decision making that must weigh and balance critical objectives that affect this community now and in the future. Further, there is no one way to do this hard work, but it will proceed more smoothly by continually building trust and understanding.

There is a concern that the process is overcommitted in terms of Staff resources, events and an expectation of a brisk schedule. This calls into question whether it is feasible to have a number of context discussions, panel discussions on more topics (i.e. transportation, community design), explore policy options, prepare for workshops, and to conduct workshops in June as originally envisioned. Something will need to change and that could be dropping events or pushing the through the summer with the workshops occurring in the Fall. Each step will also affect the timing of the Draft Environmental Impact Report (EIR) and Final EIR. The goal of completing these steps and City Council action before the end of 2009 is in question, but still possibly within reach. The dates listed below are in flux and now assume that the workshops are in the Fall.

The schedule will be tightened up based on Planning Commission and City Council discussion at this status report meeting and in February (respectively).

Phase II – Drafting the Policy Framework & Review

1. *Plan SB* Approach, PC Meeting – January 3
2. Community Health Forum – January 19th, Saturday 9:30 a.m. to Noon
3. RHNA Discussion at Planning Commission – January 24
4. City Council Status Report & EIR Contract - February
5. Sustainability Forum – March
6. Development Trends Planning Commission Worksession – March
7. Economic Forum – May
8. Transportation Worksession with Planning Commission & Transportation and Circulation Committee – TBD
9. Draft Policy Options Report Planning Commission Worksessions – May & June
10. Poll - Summer
11. Outreach Committee Preparation for Workshops - Summer
12. Community Workshops – Fall
13. Staff/Planning Commission Recommendations Report – Fall
14. City Council Direction on Policy Recommendations – Fall/Winter 2008
15. Preparation of Draft Housing Element (HE), EIR, & GPA – On going 2008-2009
16. Public Review Process of Draft HE, EIR & GPA - Summer 2009
17. Preparation of Final EIR – End of 2009 or Early 2010
18. Final Planning Commission Recommendations – End of 2009 or Early 2010

Phase III – Decision Phase - Goal to complete before end of 2009

1. Planning Commission Certification of Final EIR and Recommendations to Council
2. Council Adoption of Housing Element and Policy Framework as GPA to Land Use Element

ENVIRONMENTAL REVIEW

Adoptions of updates to City General Plan policies or elements are discretionary decisions subject to the California Environmental Quality Act (CEQA) requirements for analysis of their effects on the environment. The primary purposes of an Environmental Impact Report (EIR) are to inform the public and decision-makers of the potential environmental consequences of a proposal prior to action approving the proposal, and, when environmental effects would be significant, to identify less damaging alternatives to the proposal or other ways to avoid or reduce significant environmental effects.

The State *General Plan Guidelines* (Chapter 7, Governor’s Office of Planning and Research, 2003) provides guidance about CEQA review of General Plans, including the following:

“To the extent feasible, the planning process and the environmental analysis should proceed concurrently, sharing the same information. The plan EIR, to a certain extent, can be seen as

describing the relationship between the proposed density and intensity of land use described by the plan and the carrying capacity of the area.”

Program EIR

An EIR will be prepared to evaluate the environmental effects of the *Plan Santa Barbara* General Plan policy update. It will be a City-wide “Program EIR”, which is more general in nature than an individual project EIR, and is focused on the cumulative environmental effects of incremental growth over time. The “project” being examined in the Program EIR is the General Plan element or revision.

The Program EIR will identify:

1. Existing environmental and infrastructure conditions,
2. Comparative future environmental effects associated with 20-year development under existing land use and growth management policies, and under alternative policy options,
3. Measures that could feasibly lessen significant environmental impacts, such as land use policy changes, City programs, or standard mitigation measures to apply to individual future developments; and
4. Consistency or inconsistency between the proposed plan and adopted regional plans as they pertain to environmental protection.

All EIRs require inclusion of the “no project” alternative, so that future environmental effects of the proposal may be compared against future environmental effects if the proposal did not proceed. In the case of a General Plan update, the “no project” alternative in the EIR constitutes the continuation of existing plans and policies into the future.

The *CEQA Guidelines* (Section 15168) identify the advantages of Program EIRs including: a more comprehensive consideration of cumulative effects than is practical in an EIR on an individual project; consideration of broad policy alternatives and program-wide mitigation measures; and avoiding duplicative reconsideration of basic policy options.

The Program EIR will be useful in simplifying environmental evaluation of subsequent actions to implement General Plan policies (such as adoption of a more detailed ordinance), and evaluating later individual development proposals. As provided for in CEQA, such later activities may in some cases be found to be within the scope of the Program EIR analysis, or a focused environmental document may “tier” off the Program EIR. Subsequent environmental documents may also incorporate by reference the Program EIR analysis of cumulative and secondary effects, regional influences, and broad alternatives.

Existing Environmental Conditions

The *Conditions, Trends, and Issues Report* (CTI, Planning Division, 2005) provides an initial compilation and review of baseline data for many environmental resources, hazards, and public services and facilities, including:

Air Quality	Transportation & Circulation
Creeks & Storm Drain System	Water Supply
Land Use & Housing	Fire Protection Services
Noise	Library Services
Parks & Recreation	Police Services
Sanitary Sewer	Public Buildings & Facilities
Solid & Hazardous Waste Management	Schools

In addition, the City Planning Division is updating its citywide *Master Environmental Assessment* (MEA) maps and computerized Geospatial Information System (GIS) data of existing environmental conditions in the City. The GIS system allows planners to access environmental information by individual parcels when reviewing project proposals. Citywide maps of this information are also being produced for use in the Program EIR. City Staff and a consultant team led by URS Corporation are in the process of updating the data and maps, projected to be completed by mid-2008.

The updated MEA maps and GIS data will include the following information about existing environmental conditions:

Air Quality - stationary sources; land use sensitive receptors; areas of potential pollutant concentration (after updated traffic counts completed by EIR consultant) (*Staff and URS Corporation*)

Archaeological Resources - 1997 sensitivity areas for Estero; Spanish/Mexican Period; Mission Complex & Waterworks 1786-1835; Hispanic-American Transition Period 1850-1870; American Period 1870-1900; Early Twentieth Century 1900-1920 (*Staff*)

Biological Resources - upland habitats; creek, wetland, riparian zone, and estuary habitats; special wildlife areas & movement corridors; special interest plants, wildlife & habitats; Coastal Zone habitats; airport habitats (*URS Corporation*)

Drainages and Watersheds - watersheds; creeks; storm drain systems (*Staff*)

Geologic Conditions - geologic formations; soils; fault hazard zones; peak ground acceleration; potential liquefaction hazard zones; slope failure hazard zones; expansive soil hazards; erosion potential; radon hazard; sea cliff retreat (*URS Corporation*)

Historical Resources - historic districts; designated and potential historic sites and structures; survey areas (*Staff*)

Noise - noise contours along major transportation corridors (after updated traffic counts completed by EIR consultant); sensitive receptors; stationary source generators; entertainment district; heavy truck routes; airport noise contours (*URS Corporation and Staff*)

Hazards - high fire hazard areas; flood zones; tsunami run-up areas; contaminated sites; major pipelines and transmission lines; airport safety zones (*Staff*)

Public Facilities and Services – water and sewer services (water distribution system; sewer collection system); waste management (solid waste collection and disposal facilities and service areas; recycling facilities; hazardous waste management facilities); fire and police services (fire station locations; fire station service areas; police stations; entertainment district; deficient fire flow and hydrant areas); parks and recreation (public parks, recreation areas, trails); schools and other public buildings (district boundaries; school locations; other public buildings; health facilities); utilities (underground and overhead electrical utilities; streetlight design standards) (*Staff*)

Transportation – roads; bikeways, parking lots, parking zone of benefit, bus stops (bus routes map also available); Congestion Mgmt Plan facilities/ status, planned improvements. After the EIR consultant study, add intersection and roadway traffic counts. (*Staff*)

Visual Resources - open spaces, Coastal Zone boundary, special visual resources; historical trees, panoramic photographs of typical views from along transportation corridors; keyed to a location map. (*Staff and URS Corporation*)

Environmental Impact Analysis

The Program EIR will cover the full range of impact topics in a broad level of analysis of existing conditions, environmental impacts, and mitigation measures. Attached is a preliminary outline of the Program EIR table of contents. The outline and exact scope of analysis will be refined through the period of a public EIR scoping process (see Exhibit G).

Additional analysis and discussions in the EIR will address Growth-Inducing Impacts (population, land use, housing, and employment), Energy Use and Conservation, Global Climate Change, Environmental Justice; Significant Irreversible Effects, and Impacts Determined Not Significant.

The EIR will evaluate the comparative environmental effects of future City growth under alternative land use and growth management policy options, and will evaluate cumulative effects with the larger surrounding area. The impact analysis will largely be citywide in nature, although some policies and impacts may pertain only to specified areas of the City.

Development of the Program EIR for *Plan Santa Barbara* will be a collaborative effort between City Planning staff and the environmental consulting team. The *Plan Santa Barbara* land use and growth management policy options will become the EIR project description and alternatives. The draft GPA and the draft EIR will be in development concurrently. The policy options will

be informed and refined by the ongoing public participation process and Planning Commission work sessions in 2008.

As such, the preparation of the draft EIR and the *Plan Santa Barbara* draft GPA will be somewhat iterative with respect to policy change options and EIR mitigation measures/alternatives. As an example, there is expected to be a lot of overlap between EIR topics and sustainability policies in *Plan Santa Barbara* policies, such as in the areas of housing, transportation and open space; green building; energy conservation/air quality; water conservation/water quality; waste reduction/recycling; landscaping requirements, etc.

EIR Preparation, Review, and Certification Process

Consultant Retention: Staff is undertaking a two-stage process for selection of an environmental consulting team to assist the City in preparing the *Plan Santa Barbara* Program EIR. A Request for Qualifications was issued to a broad list of environmental consulting firms and transportation consultants throughout California to gauge interest and qualifications. Based on review of Statements of Qualifications received, Staff identified preferred environmental and transportation firms to receive a Request for Proposals. Proposals received are under review for selection of the team. A contract will be forwarded to City Council for approval (estimated in Jan-Feb 2008).

Existing Conditions and Existing Policy Scenario: Over the next six months, while work is progressing on identifying *Plan Santa Barbara* policy options (which will become the EIR “project description” and “alternatives”), staff and the GIS mapping consultant will be completing maps of existing environmental and infrastructure conditions. Staff will also compile build-out information, identify cumulative projects within the City and adjacent jurisdictions, and draft initial text descriptions of existing environmental conditions in the City.

The EIR consultant will conduct traffic counts, and will begin evaluating future environmental impacts in the City if existing General Plan policies and Measure E growth management policies continue, which will be a central component of the EIR analysis and a basis for comparison of policy change options.

Public Scoping: When an outline of policy options to be considered in *Plan Santa Barbara* has been identified, a Notice of Preparation (NOP) of an EIR will be issued with the proposed EIR scope of analysis. The NOP triggers a 30-day period for other government agencies and the public to comment on the proposed scope of the EIR analysis via written comments or attendance at a Planning Commission EIR Scoping Hearing. Based on the comments received, the proposed EIR scope of analysis may be refined.

Council Action: Policy options to be evaluated in the EIR would be confirmed by City Council.

Draft EIR Preparation: The draft EIR will be prepared by the consultant team, and must be reviewed and approved by City staff before it is released for public review.

Draft EIR Public Review: The draft EIR will be issued by the City for a 45-day public review and comment period concurrently with public review of the Draft *Plan SB* GPA and Draft Housing Element. The public review period will include Planning Commission public hearings to receive comment.

Final EIR Preparation and Certification: The Final EIR will contain written responses to public and agency comments on the draft EIR and any necessary refinements or augmentation of the analysis. Certification of the Final EIR by the Planning Commission will occur prior to City Council action to approve the *Plan Santa Barbara* Policy Framework GPA and Housing Element.

Exhibits:

- A. Council Goals for *Plan SB*
- B. General Plan Amendment (GPA) 1-90; Land Use Element Pages 70-79
- C. Coalition for Community Wellness, Vision, Goals, & Objectives, September 2007
- D. HOT – Common Ground Principles, September 2007
- E. Citizens Planning Association, Proposed New Housing Policies, November 2007
- F. Allied Request for Opinion Survey
- G. CEQA EIR Table of Contents



Plan Santa Barbara

LIVING WITHIN RESOURCES

CITY COUNCIL'S GOALS

The City Council adopted the following Goals to guide the *Plan Santa Barbara* process:

- Live within resources by balancing development with available resources and promoting sustainable, pedestrian scale, transit-oriented development.
- Ensure affordable housing opportunities for all economic levels in the community, while protecting the character of established neighborhoods.
- Provide safe and convenient transportation through improved transit, circulation and parking.
- Ensure a strong, economy that provides the revenue base necessary for essential services and community enhancements.
- Advance regional thinking, collaboration and solutions.
- Maintain the unique character and desirability of Santa Barbara as a place to live, work and visit.
- Provide adequate services and facilities.
- Encourage public involvement and participation at all levels of city planning and other government activities.
- Develop explicit environmentally sustainable policies.

ADOPTED MARCH 15, 2005

The philosophical issues underlying these subjects, however, are highly controversial. How can a local government provide for the common needs of the community (water, freedom of movement, housing, open space) without conflicting with personal property rights and growth expectations? Only with difficulty. In spite of these difficulties, a past history of community action, as well as this General Plan Update and its public participation process, demonstrate a strong consensus among residents for limited growth. For example, the Charter Amendments passed by the voters in Santa Barbara in 1982 and 1989 mandated that planning policies provide for a balance of residential and commercial development which does not overburden the City's resources.

Santa Barbara can expect to feel continued pressure to grow resulting from its role within a successful economy. The City and the South Coast are part of a larger economy which is linked to national and international trends. Santa Barbara's decision to pursue low growth in the future represents the desire to build a sustainable community within a region and a State also facing resource constraints and accompanying growth pressures. By redirecting growth into the existing community, through the reuse of existing buildings and infrastructure, Santa Barbara can retain its vitality and diversity. By providing economic opportunities in new areas and encouraging creative approaches to the way we look at the "built" environment, Santa Barbara looks to a future with a vision, meeting the continuing needs of a dynamic community.

The challenge of living within resources and forging a sustainable future is not unique to Santa Barbara. Facing increased energy, environmental, fiscal and social costs within the next decade, many cities will be challenged by the problem of continued viability. The entire region, state, and nation, will be struggling together in the years to come to build a sustainable living environment which serves basic human needs and provides a high quality of life.

GOALS OF GENERAL PLAN AMENDMENT 1-90

Goals which were set at the beginning of this Update process were expanded and revised during Phases III and IV. Several of the goals reiterate previous consensus of the Community and have been broadened in scope to include the contemporary needs of the City. These goals form the basis for implementation of the 20-year vision for the Community.

The goals of the Update are presented in order of importance ranked by the community. This ordering is repeated in the Policy Section. It is important to recognize the relationship between the General Plan and its interrelated Elements when reviewing these goals and policies. In many instances a Policy or Implementation Strategy, though located in the Land Use Element, requires that other Elements, such as the Circulation Element, be amended in the future to include these strategies. While several of the goals resulting from this Update process relate to cooperation between the local and regional jurisdictions, they have been placed for clarity within the issue areas they address.

The following section presents the Goals and Policies, the course of action chosen to guide decision-making in pursuit of the City's long term development goals. The Implementation Strategies are the action plans to carry out the policies. While it would be desirable to implement each of the strategies immediately, it is recognized that the City has limited administrative and financial resources. The strategies most critical to the implementation of Charter Section 1508 and the major growth decisions will be accomplished first.

Live Within Resources

GOAL

1. The City shall live within its resources by balancing development with available resources and maintaining the established character of the City.

POLICY

- 1.1 A nonresidential growth cap from 1990 until 2010 of three (3) million square feet has been established. Any development carried out under the Growth Cap shall be contingent upon the availability of resources. The three (3) million square feet of nonresidential development potential shall be allocated to the following five (5) categories:

Category	Square footage
Approved Projects	900,000
Pending Projects	700,000
Vacant Property	500,000
Small Additions	600,000
Community Priorities	300,000
Minor Additions	Exempt

IMPLEMENTATION STRATEGIES

- 1.1.1 Develop an Allocation Based Zoning Ordinance to rezone the nonresidential zones to be consistent with the 20-year Growth Cap.
- 1.1.2 Develop a Floor Area Ratio (FAR) by zone/area as one of the standards implementing the three (3) million-square-foot Growth Cap.
- 1.1.3 Establish a long-term potential for buildout of vacant properties.
- 1.1.4 Rezone the transitional areas adjacent to Downtown.
- 1.1.5 Rezone the residential areas west of Downtown and the lower Westside from R-4 to R-3.
- 1.1.6 Any square footage which is not utilized in any category shall be set aside for possible use after twenty (20) years, or used during that twenty (20) year period for a project approved by the voters.
- 1.1.7 Establish a parcel-based and application-based system for monitoring and tracking the development allocation categories and recorded agreements for each parcel in the City.

- 1.1.8 Establish a process to exempt Minor Additions involving non-residential development of 1,000 square feet or less and Hotel Room for Room Replacements from the three (3) million-square-foot Growth Cap.
- 1.1.9 The goals, policies and implementation procedures in the General Plan shall be reviewed in 1995 and in 2005, directed towards an update in twenty (20) years.

POLICY

- 1.2 Allocations for small additions to existing businesses shall be established, based upon the availability of resources, of 30,000 square feet annually for the twenty (20) year General Plan horizon.

IMPLEMENTATION STRATEGY

- 1.2.1 The Interim General Plan Ordinance shall be amended to establish an allocation process for Small Addition square footage which shall be adopted as part of the long-term implementation of the General Plan.

POLICY

- 1.3 Any new or pending non-residential project may be constructed only if it will not cause a significant and unmitigated adverse impact on any of the following:
 - The City's water resources.
 - Traffic within the City.
 - The supply of affordable housing in the City and South Coast area.

A finding shall be made that resources will be available and traffic improvements will be in place at the time the project is ready for occupancy.

IMPLEMENTATION STRATEGIES

- 1.3.1 Design a Project Evaluation System (PES) for all future development opportunities relating to water resources, traffic capacity and affordable housing.
- 1.3.2 Design a system for expediting the processing of Minor and Small Additions with appropriate levels of review and findings of approval for these types of projects.
- 1.3.3 Adopt ordinance amendments which include findings of approval for all nonresidential development projects as described in Policy 1.3.

Services and Facilities

GOAL

2. Provide adequate public services and facilities to all the residents of the community.

POLICY

- 2.1 The City shall pursue a variety of financing sources for capital improvements and services.

IMPLEMENTATION STRATEGIES

- 2.1.1 Pursue the possibility of voter approval of tax overrides to the Proposition 4 spending limit, if necessary given the status of the City's reserves and spending limits.
- 2.1.2 Investigate increasing fees to pay the cost of providing services to the Community.
- 2.1.3 Pursue voter approval of general obligation bonds for major capital improvements.

POLICY

- 2.2 The City's capital improvement planning shall be tied to the rate and amount of future growth.

IMPLEMENTATION STRATEGIES

- 2.2.1 Individual projects shall be evaluated for their impacts on the City's ability to provide adequate services and facilities.
- 2.2.2 Services and facilities shall be available for developments prior to approving projects.

POLICY

- 2.3 The City recognizes that a need for child care facilities and programs exists and may intensify with additional development. The City shall encourage development which provides for child care facilities and programs.

IMPLEMENTATION STRATEGIES

- 2.3.1 Develop a Child Care Element of the General Plan.
- 2.3.2 Include in Transportation Demand Management planning the provision of on-site child care as a means of reducing traffic.
- 2.3.3 Include child care as one of the criteria for project evaluation of proposed development projects.

- 2.3.4 Include child care as an issue in the discussion of job/housing balance as it relates to increases in the number of workers per household.
- 2.3.5 Consider including the demand for child care within the context of the development review of a project.

Ensure a Strong Economy

GOAL

- 3. Ensure a strong economy that provides the revenue base necessary for essential services and community enhancements and provides diverse job opportunities.

POLICY

- 3.1 Provide funding opportunities for growth and rehabilitation in the Downtown and Waterfront areas of the City in order to maintain, protect and enhance the City's important retail and visitor-serving uses.

IMPLEMENTATION STRATEGIES

- 3.1.1 Support Downtown property owners and merchants in increasing the supply of public parking above Carrillo Street.
- 3.1.2 Complete and implement the Harbor Master Plan.
- 3.1.3 Expand the existing or create a new Redevelopment Area.
- 3.1.4 Expand upon the current Downtown and Old Town Retail Revitalization efforts through redevelopment and major street improvements to the Waterfront Area.
- 3.1.5 Encourage and assist property owners to complete the redevelopment of waterfront properties consistent with the visitor serving goals and capital projects needs of Local Coastal Plans (i.e., Park Plaza Specific Plan, Cabrillo Plaza Specific Plan, and the Lower State Street/Waterfront Design Task Force). Provide Redevelopment Agency support to priority projects within the area.

POLICY

- 3.2 The City recognizes the economic importance of small business in the community and shall promote programs to encourage their continued economic vitality and flexibility in future expansion.

IMPLEMENTATION STRATEGIES

- 3.2.1 Prepare administrative procedures such as project streamlining for the expedient processing of development applications for vacant properties, small additions and minor additions.
- 3.2.2 Prepare special area studies and new zoning policies for a Small Business/Incubator Business/Enterprise Zone.

- 3.2.3 Consider a Haley/Milpas retail/commercial service area.
- 3.2.4 Explore ways for technical assistance to be provided to locally-owned small businesses.
- 3.2.5 Explore a legally binding Transfer of Development Rights (TDR) system.

POLICY

- 3.3 Encourage and promote economic development of minority businesses in the community to assist in preserving cultural diversity.

IMPLEMENTATION STRATEGIES

- 3.3.1 Facilitate the organization of a minority business investment corporation.
- 3.2.2 Consider affirmative action in City purchasing policies.
- 3.3.3 Encourage the expansion of job-training programs sponsored by local educational institutions and public and private sector employers.

POLICY

- 3.4 Recognize the City of Santa Barbara as part of a regional economic base within the South Coast.

IMPLEMENTATION STRATEGY

- 3.4.1 Study the feasibility of an economic model with the County of Santa Barbara and UCSB.

Ensure Affordable Housing

GOAL

- 4. Ensure affordable housing opportunities for all economic levels of the community.

POLICY

- 4.1 Residential development shall be considered the highest priority of development in the future.

IMPLEMENTATION STRATEGIES

- 4.1.1 Incorporate new and reiterated strategies that were conclusions of the update process in 1990 into the Housing Element of the General Plan, including the following:

- Existing residential zones shall be allowed to build out as permitted under the current zoning.
- Consider ways to make illegal units conform to the City's standard requirements.
- Study the concept of an affordable housing overlay zone.
- Study the potential for possible residential reuse of existing nonresidential uses.
- Establish programs within both the public and private sector to assist income ranges above moderate income, 10 to 150 percent of median income, in purchasing housing in addition to existing lower income rental and purchase programs.
- Explore the possibility of the Redevelopment Agency increasing the percent of tax increment which is directed to affordable housing.
- Explore the possibility of establishing a program of TDRs within the residential zones for use by problematic properties.
- Future residential development shall be assessed for the adequacy of existing neighborhood recreation facilities and the need to develop additional park and recreational opportunities.
- Future residential development shall be coordinated with public transportation facilities and routes to ensure that adequate service is provided to high density residential areas.
- The City shall work with the school districts to inform them of future potential population shifts based on the location of higher density residential development.

POLICY

- 4.2 Options for providing additional housing opportunities shall be explored where appropriate in nonresidential zones.

IMPLEMENTATION STRATEGIES

- 4.2.1 Create a Mixed-Use Zoning package.
- 4.2.2 Study the feasibility of a new, high-density residential zone in the Downtown.
- 4.2.3 Consider allowing residential uses in the M-1 zone and in other non-residential zones where residential uses are currently not permitted.
- 4.2.4 Establish criteria and standards for Artists' Live-work Space.

POLICY

- 4.3 Joint housing development opportunities shall be explored with the County of Santa Barbara and the City of Carpinteria.

Maintain Unique Desirability

GOAL

5. Maintain the unique desirability of Santa Barbara as a place to live, work and visit.

POLICY

- 5.1 Special area studies shall be conducted to identify zoning provisions and design standards to encourage appropriate development.

IMPLEMENTATION STRATEGIES

- 5.1.1 Complete focused studies to identify zoning provisions and design standards to meet the unique needs and specific goals of the following areas:

- Haley/Milpas
 - Mercado/Placitas Study
 - Neighborhood Retail Study
 - Service Commercial Study
 - Office Restriction Study
 - Mixed Use in Commercial/Manufacturing Zone Study
-
- Industrial Area
 - Office Restriction Study
 - Heavy Industrial Restriction Study
 - Appropriateness of Residential Uses Study
-
- Waterfront
 - State to Garden Streets Specific Plan
 - Harbor Master Plan
 - West/East Beach Residential Neighborhood Study
-
- Downtown
 - Chapala Corridor Service Commercial Study
 - State Street Retail Zone Study
 - Cultural Arts District Study
-
- Airport
 - Master Plan
 - Specific Plan
-
- Other
 - Vacant Lands Inventory
 - Neighborhood Shopping Center Study (Mesa, Coast Village Road, San Andres/Micheltorena)

Provide Safe and Convenient Transportation

GOAL

6. Provide safe and convenient transportation through improved traffic and circulation and increased parking.

POLICY

- 6.1 The Circulation Element shall be amended to be consistent with the growth limit and new zoning concept.

IMPLEMENTATION STRATEGIES

- 6.1.1 Update the Circulation Element with the following strategies which were highlighted during the 1990 General Plan Update Process:
 - Explore mandatory application of Transportation Demand Management to existing, as well as proposed, developments.
 - Explore possible revisions to the City's existing parking requirements and policies to assess the need for more spaces in some instances, or reduce the parking as a deterrent to driving.
 - Establish a regional commuter shuttle system.
 - Study the possibility of creating a High Occupancy Vehicle (HOV) lane on the freeway.
 - Create a system for package delivery from retail stores to encourage the use of public transportation.
 - Create a system for easy access rental car facilities to reduce the need for owning automobiles.
 - Consider expansion of the free shuttle system.
 - Consider a General Plan Amendment after a comprehensive study of local streets that may be appropriate for scenic highway designations.

POLICY

- 6.2 Existing planned capital improvements shall be completed, including the Downtown Area Streets Program and Outer State Street Area I and II Improvements. Potential additional capital improvements shall be identified within the Circulation Element Update.

IMPLEMENTATION STRATEGIES

- 6.2.1 Analyze the possibility of additional one-way couplets and peripheral commuter parking lots; analyze expansion of the Residential Permit Parking Program.

- 6.2.2 Explore other sources of funding to help pay for the solutions to the City's traffic problems.
- 6.2.3 Explore options for providing an additional freeway overpass to facilitate the movement of east-west traffic.
- 6.2.4 Improve the City's bicycle lane system.
- 6.2.5 Prepare a detailed traffic analysis of the Haley/Milpas and Industrial Area.

POLICY

- 6.3 Regional coordination shall be established to explore ways to accommodate additional traffic on the freeway and explore other methods of improving traffic flow.

IMPLEMENTATION STRATEGIES

- 6.3.1 Meet with Cal Trans, the Santa Barbara County Association of Governments, Santa Barbara County, and other local jurisdictions to discuss alternative methods of improving regional transportation systems and traffic flow on the Freeway such as HOV lanes, light rail, increased bus service and synchronized signals at Cal Trans intersections.

Regional Shopping Centers

La Cumbre Plaza shopping center, in operation since 1967 and located on a 38-acre site bounded by State Street, La Cumbre Road, and U.S. Highway 101, comprises two major department stores, a pedestrian mall bounded by smaller stores, and parking for 2,000 cars.

The Central Business District formerly served as the primary retail area for the county region. Recent economic studies indicate this function is now shared with La Cumbre Plaza. Retail sales in shoppers' goods for La Cumbre Plaza are almost equal in volume to the Central Business District; sales volumes for the CBD also show a decline since the opening of La Cumbre Plaza.

Community Shopping Centers

The Central Business District, which serves the South Coast as a Regional Shopping Center, handles the more durable and less frequently purchased goods such as clothing, furniture, books and the like. In contrast, the Community Shopping Center serves a major section of the City as a retail outlet for the more frequently purchased items such as groceries, children's clothing, drugs, sundries, notions, etc. There is, of course, a considerable degree of overlap between the items which might be purchased in the Central Business District and those which would be appropriate to a Community Shopping Center.



COALITION FOR COMMUNITY WELLNESS

September 7, 2007

As leaders in the local healthcare community, we endorse the following vision, goal, and objectives for *Plan Santa Barbara* developed by the Coalition for Community Wellness and feel that it is imperative that these elements be included in the General Plan.

Vision: *Plan Santa Barbara* will create a community that supports health.

Goal: The City of Santa Barbara's General Plan will include design elements leading to lower rates of injury, obesity, and chronic diseases such as cardiovascular disease, diabetes and asthma.

Objectives:

- Create neighborhoods that are safe for walking and biking by people of all ages
- Create neighborhoods that promote physical activity
- Ensure convenient access to affordable and healthful food
- Reduce air pollution
- Provide a wide variety of housing options for people of all income levels to help address the need of the local healthcare workforce

MEMBERS

Jayne Brechwald, M.P.H.
American Lung Association

Philip Delio, M.D.
Physician in Private Practice

Dana Goba
Cottage Health System

Sondra Jacoby
SB County Medical Society

Anne Patterson, R.D., M.P.H.
SB County Public Health Department

Kathleen Rodriguez, M.P.H.
Sansum Diabetes Research Institute
Medical Group Pathology Laboratory

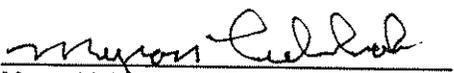
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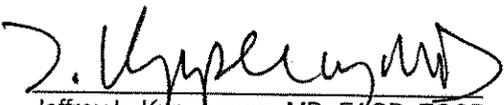
Alison Okada Wollitzer, Ph.D.
Sansum Diabetes Research Institute

PRIMARY CONTACT

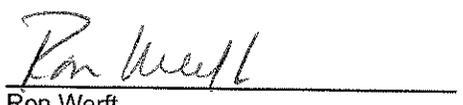
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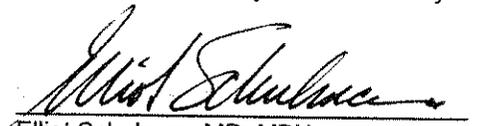

Myron Liebhaber, MD
Leadership Council Member
American Lung Association

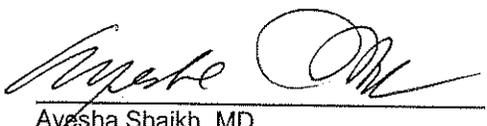

Lois Jovanovič, MD, FACE
CEO & Chief Scientific Officer
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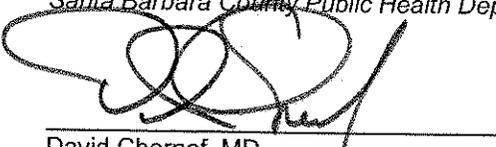

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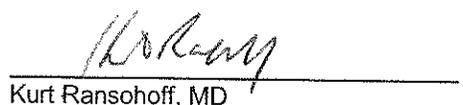

Lawrence Harter, MD
President
Santa Barbara County Medical Society


Ron Werft
President & CEO
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Elliot Schulman, MD, MPH
Director/Health Officer
Santa Barbara County Public Health Dept


Ayesha Shaikh, MD
Chief of Staff
Santa Barbara Cottage Hospital


David Chernof, MD
Board President
Santa Barbara Neighborhood Clinics


Kurt Ransohoff, MD
CEO, President, Medical Director
Sansum Clinic

RECEIVED

SEP 11 2007

CITY OF SANTA BARBARA
PLANNING DIVISION



COALITION FOR COMMUNITY WELLNESS

September 7, 2007

John Ledbetter
Principal Planner
Community Development Department
City of Santa Barbara
PO Box 1990
Santa Barbara, CA 93102-1990

Dear Mr. Ledbetter:

The Coalition for Community Wellness was convened to mobilize input from the health care community for the City of Santa Barbara's General Plan update process, *Plan Santa Barbara*. The Coalition's first action was to coordinate a community health and urban planning forum to educate healthcare professionals. The forum was held on May 14, 2007 at Santa Barbara Cottage Hospital with presentations by Judy Corbett, Executive Director of the Local Government Commission, and Alex Kelter, Retired Chief of the Epidemiology and Prevention for Injury Control Branch of the California Department of Health Services. Nearly 40 healthcare professionals attended this insightful discussion to learn more about how healthcare input is needed for a city's General Plan.

After the forum, many agencies who attended contacted the Coalition to learn more and ask how they could provide input for *Plan Santa Barbara*. The Coalition encouraged organizations to attend community workshops and enter their suggestions at www.YouPlanSB.org. Along with representatives from other healthcare organizations, Coalition members were present at each of the City's community workshops to promote the importance of addressing health issues as aspects of the General Plan.

Following the first round of community workshops in early July, the Coalition created a statement outlining our vision, goals, and objectives. The statement, endorsed by senior officials of our respective organizations, is enclosed.

The Coalition for Community Wellness looks forward to working with you through the update process to ensure that health care issues are addressed in the General Plan. If you have any questions or would like to speak with the Coalition, please feel free to contact me at either 805-879-8992 or dgoba@sbch.org.

Sincerely,

Dana Goba
Community Health Coordinator, Cottage Health System
Representing the Coalition for Community Wellness

MEMBERS

Jayne Brechwald, M.P.H.
American Lung Association

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SEP 11 2007

CITY OF SANTA BARBARA
PLANNING DIVISION

A group drawn from environmental and social justice organizations and the development community has held a series of meetings and has agreed that Housing, Open space and Transportation (HOT) issues are intimately related and require planning, program development and implementation to account for that linkage holistically.

Common Ground

A statement of shared principles on housing,
open space, and transportation

September 2007

We believe...

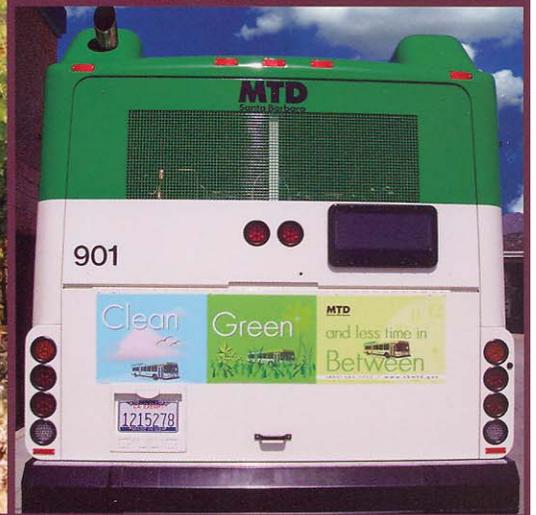
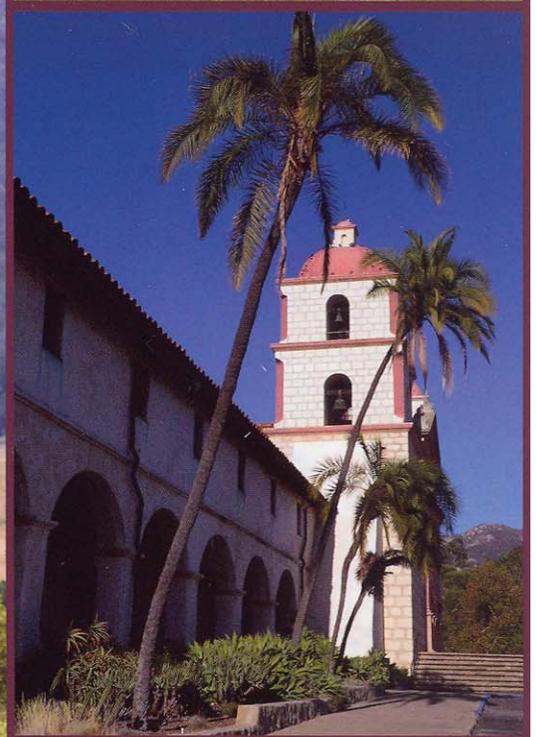
Housing – its creation and its lack– is both an environmental and social issue. Residential development inside urban areas, within urban limit lines, reduces development pressure on agricultural land and environmentally sensitive habitats;

Open space availability is affected by land use decisions made in relation to planning for housing and transportation; and

Transportation planning must be done in relation to where people live and work. Creating workforce housing near or within job centers reduces congestion along existing traffic corridors and helps protect the environment.

We believe housing, open space and transportation are basic necessities in a healthy community. To achieve them, we support the following set of principles, policies, and legislation drawn primarily from the Ahwanee, Home Builders Association, SB CAN, and South Coast Livable Communities principles.





In developing these principles, our ability to reach consensus was enhanced by the participation of the following individuals: Ada Babine, Vera Benson, Jeff Bermant, Jerry Bunin, Jackie Campbell, Tom Coalson, Dave Davis, Dick Flacks, Mickey Flacks, Connie Hannah, Chris Henson, Jay Higgins, Linda Krop, David Landecker, Jon Martin, Mary O’Gorman, Pat Saley, Naomi Schwartz, Courtney Seeples, Scott Smith, Jeremy Tittle, Michael Towbes, Brian Trautwein and Craig Zimmerman

Policies & Planning

- a. **A top priority** - South Coast governments should make the creation of economically viable and environmentally respectful affordable and workforce housing a top priority.
- b. **Regional cooperation** - South Coast governments, including special districts, should cooperate on a regional basis to meet community housing, open space and transportation needs and seek to coordinate housing development, economic development, open space preservation, transit planning and siting of community facilities near transit routes, jobs and schools.
- c. **Transfer development rights** - The region's governments should develop programs that transfer development from rural lands and significant urban open spaces – across community borders, if need be – to urban infill sites in order to provide housing in appropriate locations, reduce commutes and preserve open space.
- d. **Local jobs-housing balance** - Each geographic region of the county should strive to create and maintain a jobs-housing balance to minimize traffic congestion, reduce the need for long-distance commuting, avoid sprawl and preserve open space.
- e. **Approval of housing projects** - To move toward a jobs-housing balance, South Coast governments should approve projects that propose meaningful amounts of new affordable and workforce housing, provided that they comply with environmental and community standards. We cannot build our way out of a high-cost housing market, but we can improve the availability of housing that is affordable and near jobs and commercial centers.
- f. **Long-term affordability** - Price restrictions on affordable housing should be maintained to the legal maximum. Governments should provide sufficient resources to manage, monitor, and enforce such housing agreements.
- g. **General and Community Plans** - Local governments should designate and zone adequate land to meet a community's or region's housing, open space and transportation needs and incorporate them into their General and Community Plans at least every 10 years so the public, home builders and government know where new growth, infill and redevelopment will occur. Under State law, Housing Elements must be updated every five years to assure that proper planning is utilized to meet regional housing needs.
- h. **Community input** - Community input into the General and Community Plan process should be maximized.
- i. **Adequate infrastructure** - Infrastructure and development are linked. New housing should become a basis for neighborhood and community improvement. It must include adequate infrastructure – police, fire, water, sewer and schools -- and be part of a comprehensive approach to community development.
- j. **Transportation** - Recognizing that some commuting will likely always be with us, we support the development of energy-efficient methods of mass transportation, like commuter buses, trains, ferries, etc. The existing MTD system should be developed and expanded to provide the service that will reduce private automobile use on the South Coast.
- k. **Process efficiency** - While not impairing the public's right to participate in that process, the development review process should be made more efficient and less time consuming, particularly for infill, affordable and workforce housing, public transit and open space projects that meet General Plan and Community Plan goals.
- l. **Community benefit** - The production of affordable and workforce housing is a community benefit, eligible for inclusion in statements of over-riding considerations when certifying environmental impact reports and approving projects.

- m. **Neighborhood compatibility** - Compact, well-designed, higher density developments encourage more moderately priced housing by producing smaller units, while preserving green space and respecting the integrity of existing neighborhoods. Neighborhood compatibility does not mean neighborhood uniformity. Opposition to higher density should not be the sole basis for rejecting developments.
- n. **Green building design** - We support the use of green building design principles and techniques, such as maximum energy efficiency, use of recycled materials, and solar energy. Green building can be combined with good architectural design and should be incorporated into new construction when economically feasible. The encouragement of green building techniques should continue and it is the responsibility of government and the private sector to educate the community to the environmental and economic benefits of green building.



Laws & Zoning Changes

1. **Rezoning** – Commercial and industrial land should be rezoned and redeveloped to provide for the production of a range of affordable housing, open space and transit projects. In certain cases, selected and appropriate urban agricultural sites may be used for affordable and workforce housing in order to discourage urban sprawl and protect other areas suited for parks, agriculture or open space.
2. **Coastal Zone designation** – We recognize the special qualities and needs of the lands within the Coastal Zone and urge maximum cooperation among the region's governments and the Coastal Commission and its staff to explore how the HOT Principles comport with Coastal Act policies.
3. **Land use priorities** – Priority should be given to changing land use regulations in order to support mixed use, redevelopment, residential development of commercially zoned land, second units, rental units, and other alternative concepts of housing development. Land use and development decisions should balance and integrate housing production, the preservation of open space and transportation access.
4. **Redevelopment** – Sites currently developed with non-residential uses should be considered for conversion to residential development or mixed use. Redevelopment should result in no net loss of very low, low or moderate income housing.
5. **Moderate and workforce housing** – Governments should consider using inclusionary housing programs with bonus density and other incentives to provide moderate income and workforce housing.

-continued on back

Laws & Zoning Changes

6. **Housing for low- and very-low income households** - Housing production for low- and very-low income households requires subsidization. The subsidy should come from broadly-based community funding mechanisms, such as in-lieu fees, private and government contributions to housing trust funds, general revenue bonds, redevelopment income, a profit-based property transfer fee and other alternatives.
7. **Employer housing responsibilities** - The region's employers should play a significant role in meeting the housing needs of their workforce. Public-private partnerships should be encouraged and new forms of home ownership and development economics should be explored. Employee housing should be built on or near the job site where feasible, and employers should be involved in transportation options where housing is more distant, including coordinating with train, bus, marine or other mass transit methods.
8. **Efficient land use** - To promote efficient and predictable land use, projects should be encouraged to build at General Plan densities while addressing environmental impacts. The practice of approving and building at lower densities results in larger, more expensive housing.
9. **Well-designed, high-density rental projects** - Local governments should encourage the production of well-designed high-density rental projects by providing incentives such as preferential processing, fee waivers or deferrals, and adoption of land use and housing policies which support such development. For example, up-zoning selected sites to create multi-family rental housing units conserves land, reduces infrastructure costs, encourages the use of public transportation and helps provide real housing solutions for our community.

Organizational endorsement of this document indicates a joining of consensus around this statement.

We welcome this community effort. While the groups signed below support the fundamental principles, goals and most of the strategies outlined in this document, we also reserve the right to pursue policies and actions that reflect our organization's agenda. The signers are:

American Planning Association,
Central Coast Chapter

Coastal Housing Coalition

Community Environmental Council

Economic Community Project

Dick and Mickey Flacks

Home Builders' Association

Jon Martin

Housing Authority of the City of SB

Housing Authority of the County of SB

Santa Barbara County Action Network

Sierra Club, *Los Padres Chapter*

Naomi Schwartz



CITIZENS PLANNING ASSOCIATION OF SANTA BARBARA COUNTY, INC.
916 Anacapa Street, Santa Barbara, CA 93101
phone (805) 966-3979 • toll free (877) 966-3979 • fax (805) 966-3970
www.citizensplanning.org • info@citizensplanning.org

TO: Mayor Blum & City Councilmembers
Chair Jacobs & Planning Commissioners

FROM: Citizens Planning Association (CPA)

DATE: 30 November 2007

**RE: PROPOSED NEW HOUSING POLICIES
FOR THE CITY OF SANTA BARBARA**

BACKGROUND:

In late 2006, the Citizens Planning Association (CPA) Board formed a Housing Policy Task Force to formulate CPA's position on housing issues with particular focus on the City of Santa Barbara's current General Plan Update process ("Plan Santa Barbara").

The committee worked with its mission statement in mind: "To reconcile the community's need for diverse housing opportunities with other values advocated by Citizens Planning Association." Its efforts were guided by two core values: (1) living within our resources including land, water, air quality, transportation, waste treatment, and visual resources, and (2) promoting a diverse community. In the summer of 2007, CPA's SB General Plan Update Committee reviewed the policies drafted by the Task Force, the feedback received through comments on the draft, and the results of the recent CPA membership survey about housing issues. Based on that review, the committee formulated a set of housing policies and implementation strategies intended to become CPA's recommendations to the City of Santa Barbara. The proposed policies and implementation strategies were adopted by the CPA Board of Directors in September 2007 with the understanding that some modifications will be appropriate and necessary as the underlying principles are applied to other areas of Santa Barbara County.

CPA's three policy recommendations and related implementation strategies follow. In conjunction, they aim to reconcile our community's need for diverse housing opportunities with its long-standing commitment to preserve the established character of the city and to live within our limited resources.

We hope to elicit responses to info@citizensplanning.org from all who wish to engage in dialogue about the city's future.

PREAMBLE:

CPA urges the City of Santa Barbara to adopt the following policies and implementation strategies, designed to reconcile [1] the community's need for diverse housing opportunities with

its long-standing commitment [2a] to preserve the established character of the city and [2b] to live within our resources (including land, water, air quality, transportation, waste management, and visual resources).

POLICY 1: CREATE EFFECTIVE INCENTIVES FOR NEW HOUSING DEVELOPMENT THAT FAVOR WELL-DESIGNED PROJECTS DIRECTED TO THE NEEDS OF THE WORKFORCE AND THEIR FAMILIES, SO AS TO REDUCE THE CURRENT JOBS/HOUSING IMBALANCE.

- Implementation Strategy 1.1: Preserve aging rental units through aggressive acquisition and rehabilitation or through low-interest loans to present owners for needed repairs.
- Implementation Strategy 1.2: Permit condo conversions and new residential developments only to benefit, by resale restrictions and rent controls, very-low, low, moderate, and middle-income members of the workforce or the needy and the disabled.
- Implementation Strategy 1.3: Strengthen the existing restrictions on commercial development and require projects to include employee housing.
- Implementation Strategy 1.4: Support employer-subsidized programs for both resale-restricted and rent-controlled housing affordable to members of the middle-income workforce.
- Implementation Strategy 1.5: Where site-specific circumstances permit, offer extraordinary bonus density to projects consisting entirely of a mix of resale-restricted or rent-controlled units affordable to very low, low, moderate, and middle income workforce.
- Implementation Strategy 1.6: Provide ample landscaped setbacks and areas of protected open space to minimize air pollution's impact, documented in recent research, on children and other sensitive receptors who reside near freeways and traffic corridors.
- Implementation Strategy 1.7: Persuade SBCC and other schools to limit out-of-town enrollment and to build dormitories in order to reduce competition for reasonable rentals between students and low-paid workers.
- Implementation Strategy 1.8: Consider overlay zones to implement Policy #1

POLICY 2a: PRESERVE SANTA BARBARA'S HISTORICALLY ESTABLISHED CHARACTER AS A RELATIVELY SMALL, EMINENTLY LIVABLE, AND WIDELY ADMIRERD CITY.

- Implementation Strategy 2a.1: Continue to provide homeowners, renters, commuters, and tourists ample natural and cultural opportunities to enjoy the city and its surroundings.
- Implementation Strategy 2a.2: Strengthen zoning laws and architectural design guidelines that

limit new buildings to human scale, protect significant public views, and favor pedestrian-friendly streetscapes through generous sidewalks, landscaped setbacks, and other open spaces.

- Implementation Strategy 2a.3: Find ways to decrease traffic congestion with increased support for alternative modes of transportation rather than undue limitations on commercial or residential parking.

POLICY 2b: ASSURE THAT THE CITY'S GROWTH IS CAREFULLY PLANNED AND MEANINGFULLY CONTROLLED SO THAT SANTA BARBARA REMAINS WITHIN THE BOUNDS OF ITS NATURAL AND INFRASTRUCTURAL RESOURCES.

- Implementation Strategy 2b.1: Inventory our major resources (clean air and water, infrastructure for sewage and solid waste disposal, road capacity, public ocean and mountain views, etc) and determine whether they have increased, decreased, or have remained stable since the city estimated in 1985 that its resources can sustain roughly 40,000 units of housing.
- Implementation Strategy 2b.2: Determine the number and condition of illegal and often substandard living units so that their impact on our resources, as well as on the residents' health and safety, can be realistically assessed.
- Implementation Strategy 2b.3: Forecast the traffic impact of proposed developments with the realistic baseline of actually existing traffic rather than on the theoretical basis of nationwide "average daily trips" that have little to do with site-specific circumstances.
- Implementation Strategy 2b.4: Amend the zoning ordinance to require calculating the residential density of a mixed-use project after the square footage of the proposed commercial component has been deducted from the total square footage allowable by zoning.
- Implementation Strategy 2b.5: Promote environmental sustainability through enforceable standards for green building techniques and for reasonable limits on building, unit, and room sizes in new developments.

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From: Joe Rution [mailto:joerution@cox.net]
Sent: Thursday, December 13, 2007 1:54 PM
To: Gustafson, David; Weiss, Bettie; Ledbetter, John
Cc: Horton, Roger; Blum, Marty; Falcone, Iya; Schneider, Helene; House, Grant; Williams, Das; Barnwell, Brian B.; Community Development PC Secretary; Dale Francisco
Subject: City Survey Request

REQUEST
for
CITY-SPONSORED COMMUNITY ATTITUDES & OPINIONS SURVEY

As part of the General Plan studies, Allied Neighborhood Association requests the City to undertake a professional-quality community-wide attitudes, opinions and preferences survey.

As you probably know, both Allied and Community Planning Association undertook separate but similar surveys, as part of our efforts to obtain relevant data for the Plan Update process.

Although significance should be attributed to our findings, resource limitations precluded reaching a sample that would justify authoritatively extrapolating the survey results to the entire community.

We therefore request the City to undertake an expanded survey, in a manner that would satisfy such "scientific" requirements.

The value of the data yielded by such a survey to the General Plan update decision-making process can't be understated.

The effectiveness of the new Plan will be dependent upon its ability to reflect whatever consensus exist within the community to support it. We can think of few other practical options for gauging consensus than an effective survey.

City "outreach" efforts of the type conducted to date, while they themselves have yielded impressive data, are as limited (with respect to representative quality) as our surveys. Those outreach efforts have an additional limitation with respect to their value in the decision-making process, in that they do not gauge preferences as to relative ranking of priorities and concerns, or choices between various competing alternatives. (Our surveys did attempt a number of such choices.)

In determining community sentiment so critical to an effective Plan, the alternatives to a quality survey appear quite limited. The results of the city outreach efforts and Allied /

CPA surveys – since they reflect the voices of segments of the population most actively involved in making and influencing city policy - could be accepted as *prima facie* evidence of the sentiment of the community at large. Or we could simply conjecture as to that sentiment. Either approach suggests obvious shortcomings that threaten the effectiveness of whatever ultimately comes out of the Plan update process.

We realize that development of the survey questionnaires is difficult (drafting questions so they do not suggest particular answers, exclude pertinent options, or represent choices that are based upon questionable assumptions, to name a few of the challenges). However, it is certainly within our competence. There exist a number of past related efforts that can be drawn upon, and considerable expertise exists within participating civic organizations.

While it might also be time consuming, it should still be possible to fit it into the current process. A survey's results will bear most effectively on the decisions to be made at the *end* of the planning process – which is some time away. And it would make most sense if undertaken following the phase dedicated to developing community issue-awareness and enlightenment, a phase which hasn't yet begun (survey preparation could proceed concurrently).

We will spare you a “pitch” as to why the expenditure necessary to do such a survey is likely to be among the most worthwhile (and least controversial) the city could make at this time.

Sincerely,

Allied Neighborhoods Association
J. Rution, Secretary

City of Santa Barbara
Plan Santa Barbara
Environmental Impact Report (EIR)

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