Reflections on Goleta’s Progress

BY DAN SINGER, CITY MANAGER

I have had the good fortune to serve the Good Land as City Manager for eight years now. Goleta is still an incredibly young city but our accomplishments in such a short period of time are truly remarkable. Our progress in enhancing our community’s quality of life is worth some added attention.

Public Safety

Goleta is well-served through our contract with the Santa Barbara County Sheriff’s Office and by Santa Barbara County Fire. Despite challenging economic times, our City Council has placed a high emphasis on meeting the changing needs of our community. Since incorporation, a Community Resource Deputy has been added and a School Resource Deputy and active Traffic Safety Unit have all been sustained. It should have been no surprise when, this past year, Goleta appeared in the Top 100 Safest Cities in the United States for communities with a population above 20,000.

Infrastructure

Large capital improvement projects take years to engineer and develop and millions of dollars to achieve. Goleta currently has more than 28 projects in the planning or construction stage at a cost of some $113 million. Yet only a fraction of those funds have come from local tax dollars as Goleta has successfully competed for grants and lobbied for state and federal assistance.

A Dam Good Time Was Had By All

Join us on August 23, 2014 for another Dam Dinner!

Over 200 people gathered at the end of August for Goleta’s First Dam Dinner. This special dinner at the Lake Los Carneros dam was a time for the community to gather and enjoy a meal together. The Henderson Brothers provided musical entertainment. Attendees were encouraged to bring a dessert to share and could bring their dinner or purchase dinner from one of two food trucks.

The idea came from the Love of Goleta event held last March. After the initial inspiration, a committee of people who love Goleta gathered to plan this free event at the dam. Within three days of promoting it on Facebook, posting it on Nextdoor and emailing attendees from the Love of Goleta events, 180 people had responded that they would attend!

The committee included Dacia Harwood (Goleta Valley Historical Society), Valerie Kushnerov (City of Goleta), Rob Locke (Goleta Valley Community Center), Amy Mallet (Goleta Valley Senior Center), Kristen Miller (Goleta Valley Chamber of Commerce) and Paula Perotte (Goleta City Council).

SPONSORS INCLUDED MARBORG, GEORGIA’S SMOKEHOUSE BBQ, CHEF KAMAL’S, HASKELL’S DESIGNS AND JAY FARBMAN PHOTOGRAPHY.
City to Update Zoning Code

The Planning and Environmental Review department’s Advance Planning division recently began the process of updating the City of Goleta’s Zoning Code. Through this extensive process, the City aims to create a zoning code that is clear, easy to understand and reflects the goals and character of our town.

The City of Goleta inherited its current zoning code from Santa Barbara County. Written more than 30 years ago, this code is no longer a good match for our city and does not reflect the goals and character put forth in our General Plan.

How do I become involved in the process?

Over the next two years, our citizens will have many opportunities to express their opinions during this collaborative process. These will include educational workshops, community meetings and public hearings.

Stay tuned for more information concerning Zoning Code workshop dates and locations.

Why is the Zoning Code important?

A zoning code is a collection of ordinances that guides city planning and development. Its purpose includes defining zoning districts, setting building standards and developing efficient permitting procedures.

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Stay Tuned: Old Town Improvements Ahead

A number of initiatives and projects with an Old Town focus are in the works. Have you noticed?

Over the summer, the City’s contractor, Granite Construction, repaved Hollister Avenue between Fairview and Kinman Avenues. The City has heard many comments of appreciation for this much-needed upgrade.

OWNERSHIP OF THE GVCC
The City took over ownership of the Goleta Valley Community Center (GVCC) earlier this year and performed a comprehensive seismic and ADA study of the property. A feasibility study has also been initiated for the GVCC and will occur over the next several months. The study will include: review of existing facilities; sizing of a suitable City Hall building on the existing site; an analysis of reuse opportunities; identification of site constraints; cost estimates for building construction and public improvements; and a conceptual design for a future City Hall and/or other civic and recreational uses. In addition, the study will also evaluate the acquisition of the adjacent maintenance and bus yard owned by the Goleta School District.

TRAFFIC INTERSECTION NEWS
The Council met in August to learn about possible redesigns for Hollister Avenue between Kellogg and Fairview Avenues. Several alternatives were presented:

- Two-lane option with bike paths (thus removing two lanes of vehicle traffic)
- Four-lane option with reduced parking on the south side
- Four-lane option with a reduced center lane
- No change

Many people attended the meeting and voiced support and opposition to various elements of these plans. The Council asked staff to return with more information about the timelines and cost of the alternatives. Look for this item in the coming months to be on the City Council agenda.

SAN JOSE CREEK PROJECT
The City’s contractor is hoping to have the San Jose Creek Project completed by the end of the year as work inside the creek will have to wrap up in October per environmental regulations. The completion of this project is expected to take over 200 parcels out of the flood plain (pending FEMA’s approval after phase two is completed). Additional work outside of the creek will include sidewalk improvements and landscaping. (Visit www.SanJoseCreekProject.com for more information.)

SAFETY AT CROSSWALKS
Public Works is in the process of designing an improvement to the crosswalk near the Wendy’s restaurant. This technology, called the HAWK system, is similar to a pedestrian activated signal but may be more appropriate for mid-block situations like this one. Design work is currently being completed with the goal of installing it by the end of the year.

MOVING FORWARD AFTER RDA
Finally, construction drawings are in-progress for the Old Town Park. The City continues to work to clarify some ownership issues that have resulted from the loss of the redevelopment agency (RDA). Over $930,000 in grant money has been received for the project and the City hopes to break ground in 2014.

GET UPDATES!
The City has established an Old Town Update email list and encourages you to sign up. This is part of our goal to better educate and inform the public. To sign up, email pio@cityofgoleta.org and put OLD TOWN in the subject line.


Call City of Goleta at 961-7500 or visit our website at www.CityofGoleta.org.
… a number of active projects within the City of Goleta. Here’s a short update on some of them (as of early September):

**San Jose Creek Project**
The work within the creek should be completed by the end of October, while some of the improvements outside the creek are slated to be completed by the end of the year. Work outside of the creek includes roadway improvements on South Kellogg Avenue and landscaping in the project area.

**Hollister Avenue Bridge Replacement**
This project is phase 2 of the San Jose Creek Project and will replace the bridge over the creek on Hollister Avenue. This is in the preliminary engineering and environmental review phase and will likely begin in late 2014 or early 2015.

**Ekwill Fowler Roads Extensions Project**
This project to improve traffic circulation in Old Town is in final design, and the City is working with external agencies on permitting. The anticipated start date is late 2014 or early 2015.

**Los Carneros Overhead Bridge Replacement Project**
This project will replace the Los Carneros overhead bridge. The construction contract will likely be awarded this fall, and the project will begin soon thereafter.

**Methacrylate Deck Sealing Project**
The City will be sealing seven bridges to prevent further water damage. Completion will take place over several weeks during the fall.

**Las Vegas/San Pedro Culvert Project**
This Caltrans project will replace the culvert under Calle Real and Highway 101 near Fairview Avenue. While the project is underway, the Fairview northbound on-ramp is expected to be closed for 12-18 months, and the Fairview southbound on-ramp is expected to be closed for six months. Caltrans put the project out for bid in September and work is expected to begin this fall. The City will be working closely with Caltrans to distribute information about the project.

A number of other projects are in the works, including:
- A flashing beacon on Cathedral Oaks at Santa Marguerita
- A HAWK signal on Hollister Avenue near Wendy’s
- Bike lanes
- Sidewalk improvements and more

Project descriptions and information can be found at [www.ProjectGoleta.com](http://www.ProjectGoleta.com).

**Some of the private projects within the City include:**

**Westar**
This mixed-use project on Hollister Avenue across from Camino Real Marketplace will be named Hollister Village. It will include 266 apartments and a retail center. Grading should be underway shortly. Offsite traffic improvements include numerous roadway improvements to Hollister Avenue, Storke Road, the Hollister Avenue/Storke Road intersection, a bus turnout just west of the Camino Real Marketplace/Hollister Avenue intersection and a new traffic signal at the Glen Annie Road/Hollister Avenue intersection. The project is expected to be completed in 2015. For more information, visit [www.HollisterVillage.com](http://www.HollisterVillage.com).

**Cabrillo Business Park**
The public roadway improvements and landscaping on Hollister Avenue and Los Carneros Road have been completed. The first four buildings of the business park will be ready by early 2014 for the new world headquarters of Deckers Outdoor Corporation. The new traffic signals at Coromar Drive and Discovery Drive should be activated later this fall.

**The Hideaway/Haskell’s Landing**
On the western end of the City, 101 units will be built near the Winchester Canyon exit off Highway 101. These will include single family, duplex and triplex units. Five model units are under construction and will be ready by the end of this year. The remaining units for sale will be built out over the next year or two in response to sales demand.

**Target**
The Target Corporation completed their application requirements with the City in August. The next step is the completion of an environmental review document (EIR). This process takes approximately a year.

**Willow Springs II**
Construction is underway on the Willow Springs II project. This 100-unit housing project has one, two, and three bedroom apartments spread over almost five acres. It will be connected to the existing apartments with an open space.

For more information on City projects, visit [www.ProjectGoleta.com](http://www.ProjectGoleta.com).
Traffic Corner: Drive Safely in School Zones

BY SGT. KEVIN HUDDLE

The Safer School Zone Act, also known as Assembly Bill 321 (Nava), is the California state law that allows cities to adopt an ordinance to reduce the school zone speed limits to 15 MPH for the first 500 feet and extend the 25 MPH zone to 1,000 feet from the school in each direction (in applicable school zones). The school zone speed limits are enforced when school is in session and children are present traveling to and from school. This legislation was spearheaded by Goleta’s Code Enforcement Officer, Greg Nordyke, and Councilmember Paula Perotte.

Ellwood School is still a 25 MPH school zone because Hollister Avenue’s regular speed limit of 45 MPH was too high to meet the specific requirements of the 15 MPH law.

With school back in session, the Goleta Traffic Unit, school resource officers and regular patrol deputies are out monitoring the schools zones and enforcing any speed violations within the designated school zones.

**GOLETA SCHOOLS WITH 15 MPH SCHOOL ZONES:**
- Brandon School
- Dos Pueblos High School
- Goleta Valley Junior High
- Kellogg School
- La Patera School

REFLECTIONS ON GOLETA’S PROGRESS CONT. FROM FRONT COVER

Roadway interchanges like the new Highway 101 overpass at Cathedral Oaks and Hollister or the new roundabout on Los Carneros and Calle Real are a few examples of the progress Goleta has made. These projects address better, more efficient circulation and safety for our motorists, bicyclists and pedestrians. Enhanced crosswalks, new floodway improvements and street extensions are a few of the projects currently underway. Keeping our roads in top shape is one of the Council’s highest priorities as was demonstrated during our budget process when the Council added millions of dollars to our road maintenance budget.

**Preservation and Open Space**
As a coastal community, Goleta is blessed with natural resources and scenic beauty. Preserving our environment has been a core theme of our adopted General Plan and sets the stage for thoughtful and careful changes to our built environment. Not only did the City lead the way in acquiring over 140 acres of open space along our coastline, but we played a leading role in requiring UCSB to preserve 90 acres of coastal preserve.

**Development**
Goleta still has pockets of land that have been earmarked in our General Plan for future development. And growth always carries with it an element of controversy and concern, but the General Plan calls for urban infill projects—not suburban sprawl. Therefore, our City Council stood firmly against projects like the Bishop Ranch proposal and the conversion of Glen Annie Golf Course to housing. We also negotiated a beneficial agreement with the University to guarantee that they pay for public improvements as they grow.

Finally, the Council has also invested in economic development tools and in staff to help support our existing corporate business base to keep good paying jobs here in the area. We now have a partnership with the University and the Chamber to encourage entrepreneurship and local start-up companies to help them stay and grow in Goleta.

**Public Outreach**
As the City has grown up, the Council has emphasized the importance of keeping our community informed by hiring a dedicated Public Information Officer and incorporating numerous tools designed to educate and inform. Nextdoor, Facebook, Twitter, Pinterest, YouTube, ProjectGoleta.com, and GoletaButterflyGrove.com are a few of the ways the City communicates.

When you consider that we have just come out of a deep recession, it is important to step back and view the City’s achievements. Our elected officials have brought vision and leadership to our young, healthy and safe community. I, for one, am proud to be a part of that success.
Good Stewardship in Action

The City of Goleta was once again honored for doing more with less with our Nextdoor.com program. 3CMA, the nationwide City-County Communications & Marketing Association presented the Silver Circle award to the City in the category of “Most Creative Activity with Least Dollars Spent”. This highly competitive process saw over 500 entries for 30 awards.

With nearly 20% of the City’s households participating in the program, Goleta sees it as a great tool for its residents. The program was implemented for just $320 plus staff time. This equates to less than a penny per resident and a nickel per household.

If you’re not familiar with Nextdoor or haven’t yet signed up, you can check it out online at www.Nextdoor.com or contact Valerie Kushnerov, Public Information Officer, at 961-7507 or vkushnerov@cityofgoleta.org.

SmartRiding: Carpooling on the Go

Many people would have to possess super human powers to carpool due to their on-the-go lifestyle, but with a new smart phone application called Carma you can form a carpool in real time when you want to, where you want to, and earn money while doing it. Now that is Smart! In October, SBCAG Traffic Solutions, the Countywide rideshare organization, is launching a new program called SmartRide, giving South coast commuters access to a new smart phone app called Carma, designed to match carpoolers in real time. SmartRiding is when you carpool with different people on a trip by trip basis rather than being locked into a single daily carpool schedule.

For more information about SmartRide call Traffic Solutions at 805-963-SAVE or visit www.SmartRide.org.

Free Home Energy Efficiency BBQ and Workshop in Goleta

Enjoy a BBQ with your neighbors while learning how you can be more comfortable in your home, make it more efficient AND save money on home energy improvements.

Tuesday, October 15, 2013
5:30 – 7:00 pm
Goleta Valley Community Center
5679 Hollister Avenue, Goleta, CA 93117

Don’t miss this opportunity to learn how to upgrade the comfort and energy efficiency of your home with high-dollar utility rebates and low interest financing. You will also get the chance to meet with qualified contractors and emPower’s Energy Coach to get free energy advice.

Please RSVP at: http://goleta.eventbrite.com
Call (805) 568-3514 or e-mail awatkins@co.santa-barbara.ca.us for information.

The City’s Green Building offers a 50% rebate of the Land Use Permit fixed fees for projects that complete the emPowerSBC and Energy Upgrade CA programs. Contact Sustainability Coordinator, Cindy Moore, at 951-7547 for more information or questions.
Iniciativas y Proyectos en el Centro Antiguo (“Old Town”)

 varias iniciativas y proyectos con enfoque en el Centro Antiguo (“Old Town”) se están contemplando y queríamos ofrecerle una visión general de lo que está sucediendo.

Durante el verano, el contratista de la Ciudad repavimentó Hollister Avenue entre Fairview Avenue y Kinman Avenue y la Ciudad ha escuchado muchos comentarios de agradecimiento por esta mejora muy necesaria.

El Concejo Municipal se reunió en Agosto para aprender acerca de los posibles rediseños de Hollister Avenue entre las avenidas Kellogg y Fairview. Se presentaron varias alternativas.

• Opción de dos carriles con carriles bici (así eliminando dos carriles de circulación de vehículos)
• Opción de cuatro carriles con una reducción de estacionamiento en el lado sur
• Opción de cuatro carriles con un carril central reducido
• Ningún cambio

Muchas personas asistieron a la reunión para compartir sus opiniones acerca de estas opciones y expresó su apoyo y oposición a varios elementos de estos planes. El Concejo Municipal pidió al personal a volver con más información sobre los plazos y los costos de las alternativas. Busque en los meses próximos este tema en la agenda del Concejo Municipal.

El Departamento de Obras Públicas está en el proceso de diseño de una mejora en el paso de peatones cerca del restaurante Wendy’s. Esta tecnología, llamada el sistema HAWK, es similar a una señal de activado peatonal, pero puede ser más adecuado para situaciones de medianos de bloque como este. El trabajo de diseño se completa actualmente con el objetivo de instalar antes de fin de año.

Por último, los planes de construcción están en proceso para el Parque del Centro Antiguo y la Ciudad continúa trabajando para solucionar algunos problemas de propiedad que han resultado de la pérdida de la Agencia de Redesarrollo (RDA). Más de $950,000 dólares en dinero de subvención se ha concedido para el proyecto y la Ciudad espera comenzar las obras en 2014.


La Ciudad Actualiza El Código de Zonificación

La División de Planificación Avanzada del Departamento de Planificación y Revisión Ambiental recientemente comenzó el proceso de actualización del Código de Zonificación de la Ciudad de Goleta. A través de este largo proceso, la Ciudad tiene la intención de crear un código de zonificación que es clara, fácil de entender y refleje los objetivos y el carácter de nuestra ciudad.

¿Por qué es importante el Código de Zonificación?

Un código de zonificación es un conjunto de ordenanzas que guía la planificación y desarrollo de la ciudad. Su objetivo incluye la definición de los distritos de zonificación, el establecimiento de normas de construcción y el desarrollo de procedimientos eficientes para obtener permisos.

La Ciudad de Goleta heredó su código de zonificación actual del Condado de Santa Bárbara. Escrito hace más de 30 años, este código ya no es una buena pareja para nuestra ciudad y no refleja los objetivos y el carácter presentados en nuestro Plan General.

¿Cómo puedo involucrarme en el proceso?

Durante los próximos dos años, los ciudadanos tendrán muchas oportunidades de expresar sus opiniones en este proceso de colaboración. Estos incluirán talleres educativos, reuniones comunitarias y audiencias públicas. Estén atentos para más información sobre las fechas y lugares de talleres para el Código de Zonificación.
Fiddlers’ Convention  
**Sunday, October 13**  
10 am - 5 pm • Rancho La Patera and Stow House  
The 42nd Annual Old Time Fiddlers’ Convention features music, food, and fun times for fiddlers of all ages. Tickets are $20 for adults, $15 for seniors and students, and free for children 17 and under.  
Visit [www.FiddlersConvention.org](http://www.FiddlersConvention.org) for the event line-up and additional details.

SB International Marathon  
**Saturday, November 9**  
7:30 am • Race starts at Dos Pueblos High School  
Participating athletes will be winding their way through Goleta again this year. Runners will make their way over Los Carneros Road, Hollister Avenue and back to Cathedral Oaks Road toward a finish in Santa Barbara. Some road closures and/or delays will be in effect between 6 and 10:30 a.m. Please exercise caution when navigating the course.  
For more information, visit [www.SBIMarathon.com](http://www.SBIMarathon.com).

Veterans’ Day Celebration  
**Monday, November 11**  
10:30 am • Goleta Valley Community Center  
This Veterans’ Day Celebration, hosted by the Goleta Valley Community Center, is followed by a free lunch.  
Don’t miss this opportunity to celebrate those who have served our country.

Goleta Tree Lighting  
**Friday, December 6**  
5:30 pm • Front Lawn of the Community Center  
You will not want to miss this event with gifts for the kids, tree and turkey giveaways and a celebration of this special season.

Candy Cane Train Offers Holiday Fun  
The 21st Annual Candy Cane Train, a year-end event at the South Coast Railroad Museum, will be held daily from Friday, Nov. 29 through Tuesday, Dec. 24 (except Dec. 2-4 and Dec. 9-11 when the museum will be closed). Hours are 1 to 4 p.m. on weekends and 2 to 4 p.m. on weekdays. Cost is $4/person (minimum height of 34”). Ticket-holders each receive a ride on the museum’s festively-decorated miniature train, a candy cane and holiday favors, plus a coupon good for a future ride on the museum train. Purchase in advance at [http://goo.gl/PghUL](http://goo.gl/PghUL).  
The South Coast Railroad Museum is located at the historic Goleta Depot, 300 North Los Carneros Road, Goleta (take Los Carneros Rd.). 
For more event information, contact the museum office at 805-964-3540.

Holiday at the Ranch  
**Saturday, December 14 and Sunday, December 15**  
11 am - 4 pm • Stow House  
Stow House will be dressed up for the Holidays! Join (the real!) Santa Claus and his “rein-goats” as we celebrate the season with good cheer and plenty of photo opportunities. Presented by Goleta Valley Historical Society, the annual open house includes tours of the beautifully decorated house, holiday hayrides, crafts and cookie baking for the kids. Suggested donation of $5 for adults and $2 for children.  

Goleta’s Finest Awards  
**Thursday, November 21**  
5:30 - 8:30 pm • Bacara Resort & Spa  
The Goleta Valley Chamber of Commerce will celebrate recognizing excellence in the Good Land at Goleta’s Finest. This 64th annual event recognizes notable businesses, volunteers and individuals whose contributions have enriched the Goleta community.  
For more information and tickets, visit [www.GoletaValley.com](http://www.GoletaValley.com).