

**SECTION 4.9
LAND USE AND PLANNING**

4.9 LAND USE AND PLANNING

4.9.1 Existing Conditions

The General Plan/Coastal Land Use Plan (GP/CLUP) Land Use Element land use designation for the site is Industrial, Business Park (I-BP) with Hotel Overlay. The objective of Land Use Element (LU) Policy LU 4, which addresses office and industrial uses, is “*to provide lands in areas suitable for businesses that create diverse types of employment opportunities and related economic activities where impacts of these uses on the surrounding residential neighborhoods can be minimized and where traffic impacts can be adequately managed.*”

The industrial land use designations, including I-BP, are intended to provide appropriate locations for a range of employment-creating economic activities, from those based on advanced technology to storage and warehousing, while seeking to minimize traffic congestion, visual impacts, and other impacts on the surrounding residential areas. The intent of the Industrial Business Park category is further described in Land Use Policy 4.2:

This use designation is intended to identify lands for attractive, well-designed business parks that provide employment opportunities to the community and surrounding area. The intensity, design, and landscaping of development should be consistent with the character of existing development currently located in these areas. Uses in the Business Park designation may include a wide variety of research and development, light industrial, and office uses, as well as small-scale commercial uses that serve the needs of business park employees. In addition, lands designated with a Hotel Overlay may include transient lodging that emphasizes extended stays, as set forth in LU 1.12. Activities in Business Park areas shall be conducted primarily indoors, and outdoor storage, processing, manufacturing, and vehicle repair are prohibited.

Land Use Policy LU 4.2 also identifies specific criteria and standards applicable to lands within this jurisdiction, including guidance regarding compatibility with the surrounding area, lighting, circulation, signage, and landscaping.

The project site lies within the Inland Area of the City and is subject to the City’s Inland Zoning Ordinance. The site is zoned Industrial Research Park (M-RP), with a Hotel Overlay that matches the Hotel Overlay designation in the General Plan.

Inland Zoning Ordinance, Section 35.233.1 identifies the purpose and intent of the M-RP zone district as follows:

The purpose of this district is to provide areas exclusively for light industry, technical research, and business headquarters office uses in well-designed buildings and attractively landscaped areas. The intent is to establish development standards and landscaping requirements to ensure a park-like environment for the uses permitted and compatibility with adjoining non-industrial areas.

Section 35-250F.1. (Purpose and Intent of the Hotel Overlay District) specifies that the Hotel Overlay District is only applicable to property having a land use designation of either Business Park (I-BP) or Office and Institutional (I-OI) with a Hotel Overlay. The purpose of the Hotel Overlay District is to facilitate the co-location of commerce and hospitality services. By creating diverse and complementary employment opportunities and related economic activities, the

intent is to minimize impacts to surrounding neighborhoods, manage traffic patterns, and centralize services.

4.9.2 Project Impacts and Mitigation

4.9.2.1 Thresholds of Significance

Based on both the City's Initial Study Checklist (CEQA Appendix G; Environmental Checklist Form) and the City's *Environmental Thresholds and Guidelines Manual* (Thresholds Manual), a significant impact on land use and planning could occur, if the project would:

- a. Physically divide an established community.
- b. Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for purpose of avoiding or mitigating an environmental effect.
- c. Conflict with any applicable habitat conservation plan or natural community conservation plan.

Items a–c are from the Initial Study Checklist.

4.9.2.2 Project Impacts

Impact LUP-1. Physically Divide a Community¹

The project would not result in the physical division of any established community or neighborhood. The hotel development and continuation of uses at the existing building on site represent an infill project within a developed area of the City. A mix of industrial, research and development, and airport uses currently surround the site. In the context of the broader neighborhood, the GP/CLUP includes a Hotel Overlay on this particular property. In addition, the project does not involve modifications to the existing circulation network within the community. Therefore, there would be no impact related to dividing an established community.

Impact LUP-2. Conflict with Habitat Conservation Plan or Natural Community Conservation Plan²

Per the GP/CLUP Conservation Element Figure 4-1, no Environmentally Sensitive Habitat Areas (ESHAs) or special status species occur on the project site. There are no habitat or natural community conservation plans that apply to the proposed project site. Therefore, the project would not result in impacts to conservation plans on the project site. For discussion of potential impacts to the Goleta Slough Ecosystem Management Plan, please refer to the discussion of Conservation Element policies in the policy consistency discussion below.

Impact LUP-3. Conflict with Applicable Plans, Policies, Regulations³

A discussion of the project's consistency with applicable plans, policies, and regulations is included below. The project has the potential to conflict with a variety of plan/policy/regulation

¹ See Section 4.9.3.1, Threshold a.

² See Section 4.9.3.1, Threshold c.

³ See Section 4.9.3.1, Threshold b.

requirements, which would result in potentially significant environmental effects if identified mitigation measures are not incorporated.

Inland Zoning Ordinance Preliminary Consistency Analysis

§35-233.1/35-250F.1 - M-RP/Hotel Overlay Purpose and Intent (See Existing Setting)

The purpose and intent of the M-RP and Hotel Overlay zone districts are identified under the existing setting above.

However, the purpose and intent of the M-RP district is to provide "...for light industry, technical research and business headquarters office uses... [and] ...to ensure a park-like environment for the uses permitted..."

The Hotel Overlay specifies that the overlay is "...only applicable to property having a land use designation of either Business Park (I-BP) or Office and Institutional (I-OI) [with] a Hotel Overlay... The purpose of [Hotel Overlay] district is to facilitate the co-location of commerce and hospitality services. By creating diverse and complementary employment opportunities and related economic activities, the intent is to minimize impacts to surrounding neighborhoods, manage traffic patterns and centralize services."

The continuation of research and development/office uses at the existing Hollister Center building as well as the new hotel use are consistent with the purpose and intent of the site's zoning, which specifically allows for light industry, research, office, and hotel uses on the project site.

§35-250F.3 (Hotel Overlay Setbacks, Height Limits, and Other District Restrictions)

With the exception of the recommended floor area ratio (FAR) and specific allowance for conjunctive use parking (below), development on properties with a Hotel Overlay is subject to the requirements of the base zone district, in this instance, the M-RP zone district.

...all new structures and development as well as alterations to existing structures shall comply with the requirements of the General Plan and base zone district, subject to any modifications that may be granted pursuant to the General Plan and/or Development Plan approval.

The Hotel Overlay includes a recommended FAR for hotel uses of 0.50.

The hotel project FAR is 0.49 and is therefore consistent with the Hotel Overlay recommended FAR. The M-RP zone district does not include a recommended FAR.

The Hotel Overlay includes allowance for conjunctive use of parking spaces between two different land uses. However, in this instance conjunctive uses of parking spaces between the Hollister Center and hotel uses is no longer proposed. Each use (hotel and Hollister Center) would provide the ordinance-required parking spaces within the development boundaries of identified Parcel 1 (for Hollister Center) and Parcel 2 (for Marriott Residence Inn).

§35-233.8 (M-RP Minimum Lot Size)

Each lot shall have a minimum net lot area of one acre.

The parcels resulting from tentative parcel map (09-075-TPM) are consistent with this standard as both parcels are over 1 acre in size (Parcel 1 - 6.90 acres, Parcel 2 - 3.81 acres).

§35-233.9 (M-RP Setbacks for Buildings and Structures)

1. Front

- a. Eighty (80) feet from the centerline and fifty (50) feet from the right-of-way line of any street.*
- b. From secondary interior streets of an industrial research park, twenty (20) feet from the right-of-way line of the street.*

2/3. Side/Rear

- a. Ten (10) feet.*
- b. On corner lots, the side yard along the street shall conform to the front setback of this district.*

The Development Plan for the Marriott Residence Inn includes a request to modify ordinance standards to allow parking within the front and side/rear setbacks. Further details and consistency analysis are provided in the discussion of §35-317.8.1 (Conditions, Restrictions, Modifications) below.

§35-262.2.a (Parking Location)

Offstreet parking spaces shall not be located in the required front or side yard setback area unless specifically permitted in the applicable zone district regulations.

The Development Plan includes a request to modify ordinance standards to allow parking within the front and side/rear setbacks. Further details and consistency analysis are provided in the discussion of §35-317.8.1 (Conditions, Restrictions, Modifications) below.

§35-233.13 (Landscaping)

Not less than thirty (30) percent of the net area of the property shall be landscaped.

The Development Plan provides 57,000 square feet of landscaping, or 34.3% of the net area of the property in landscaping, consistent with ordinance requirements. Further details and consistency analysis are provided in the discussion of §35-317.8.1 (Conditions, Restrictions, Modifications) below.

§35-317.8.1 (Conditions, Restrictions, Modifications)

At the time the Preliminary or Final Development Plan is approved.....Planning Commission...may modify the building height limit, distance between buildings, setback, yard, parking, building coverage, landscaping, or screening requirements specified in the applicable zone district when ... such modifications are justified.

The Development Plan for the Marriott Residence Inn includes a request to modify ordinance standards to allow parking spaces within the 50-foot front yard setback from the right-of-way of Hollister Avenue and to allow parking spaces and a trash enclosure within the 50-foot front yard setback from the Robin Hill Road right-of-way as follows:

1. Along Hollister Avenue, seven parking spaces are identified 44 feet, 5 inches from the road right-of-way.
2. Along Robin Hill Road, 19 parking spaces are identified 13 feet, 10 inches from the road right-of-way and 10 parking spaces and a loading space are to be located 18 feet, 4 inches from the road right-of-way.
3. Along Robin Hill Road, the trash enclosure is identified 18 feet, 4 inches from the road right-of-way.

The Development Plan for Marriott Residence Inn provides 57,000 square feet of landscaping, or 34.3% of the net area of the property in landscaping, consistent with ordinance requirements.

The Development Plan Amendment for the existing Hollister Center development would retain the existing structure and, with minor modifications, the parking area surrounding the building. Therefore, the Development Plan Amendment includes a request to re-approve the existing modifications to the zoning ordinance (previously granted with the existing entitlements covered by the existing Development Plan for Hollister Center, 79-DP-22). These modifications include encroachments for existing parking spaces into the 50-foot front yard setback from the Hollister Avenue and La Patera Lane rights-of-way and modification to the 30% landscaping requirement, as landscaping for the Hollister Center development continues to be less than 30% of the net area of the property. Although the Development Plan Amendment includes some supplemental landscaping for Parcel 1, landscaping for the Hollister Center parcel would be just over 10% of the net area of the property.

Public Works and the Fire Department have reviewed the parking lot layout and determined that the design is consistent with standards for adequate access for passenger and emergency vehicles. The Design Review Board (DRB) has also reviewed the parking lot layout, including landscaping within and along the perimeters of the parking areas. The project site has three "front yards" under the zoning ordinance: the property lines facing Hollister Avenue, Robin Hill Road, and La Patera Lane. The proposed modifications to the front yard setbacks along these roadways for parking spaces and trash enclosures are justified because: 1) there are similar setbacks for parking on other properties along the north side of Hollister Avenue and for some neighboring developments on Robin Hill Road and La Patera Lane; 2) the proposed addition of new landscaping along the project perimeter would provide separation from the sidewalk by partially screening parking areas from the street/sidewalk, and 3) the Design Review Board concurred that the parking lot design was acceptable with incorporation of project landscaping. Further, these modifications would not result in significant aesthetic impacts nor would the modifications result in a change to the visual character of the surrounding neighborhood.

Subject to approval of the requested modifications to allow parking (Parcel 1 and Parcel 2) and the trash enclosure (Parcel 2) in the front yard setbacks as well as approval of the requested modification to minimum landscape requirements (Parcel 1), the project can be found consistent with the above Zoning Ordinance development standards.

§35-233.10 (M-RP Coverage)

Not more than thirty-five percent (35%) of the net area of the property shall be covered by buildings or structures.

On Parcel 1, which totals 300,564 square feet, structural development (Hollister Center building) would cover of 106,500 square feet, or 35%, of the net area of the property. On Parcel 2, which totals 166,109 square feet, structural development would cover 32,368 square feet, or less than 20%, of the net area of the property. Therefore, the project would be consistent with the zoning ordinance building coverage requirements.

§35-233.11 (M-RP Height Limit)

No buildings or structures shall exceed a height of thirty-five (35) feet.

Although there is one small roof component, near the project entrance, which exceeds 35 feet in height, the project is consistent with the height limit for the M-RP zone district based on the City's methodology for measuring building height, including using the mean height of peaked roofs. Planning staff and the DRB have confirmed that both the existing structure and the new hotel building would comply with the M-RP height limit.

§35-258. (Parking Regulations Required Number of Spaces: Commercial)

Hotels: One space per guest room and one space per five employees.

The hotel project would include 118 guest rooms and approximately 20 employees, resulting in 122 ordinance required parking spaces. The hotel project provides 122 parking spaces for the hotel site. Therefore, the number of parking spaces for the hotel site is consistent with ordinance requirements.

§35-259. (Parking Regulations Required Number of Spaces: Industrial)

Research and development, manufacturing, and processing: One space per 1 ½ employees, but in no case less than one space per 500 square feet of gross floor area.

The number of employees within the existing building has varied due to tenant departures/changes and the presence of three different tenants within the building. However, 353 parking spaces are located on Parcel 1 of the tentative parcel map to address parking demand for the existing 106,500 square foot Hollister Center (or one space per 302 square feet of building area). This easily exceeds the minimum requirement of 213 parking spaces that would be required based on one space per 500 square feet. Therefore, the number of parking spaces for the Hollister Center site is consistent with ordinance requirements.

Goleta General Plan/Coastal Land Use Plan Consistency Analysis

The GP/CLUP is designed and intended to ensure land use compatibility, establish and maintain the desired character for a given area, provide uniform codes to govern similar land uses and ensure safety, and to protect environmental resources. Land use planning policies applicable to the project are set forth in the General Plan. A description of each of the applicable GP/CLUP policies as well as an assessment of the project's consistency with each is provided below.

Land Use Element

LU 1.1: Land Use Plan Map: The Land Use Plan map establishes the future distribution, extent, and geographic locations of the various land uses within Goleta. The standards applicable to each of the various use categories and sites are set forth in Policies LU 2 through LU 9.

Consistent. The hotel use and continuation of existing research and development and office uses at the Hollister Center building are consistent with the land use classification and Land Use Plan map (Table 2-2 and Figure 2-1 of the Land Use Element of the GP/CLUP), which identify the project site as Business Park with a Hotel Overlay. The recommended FAR for projects subject to the Hotel Overlay is 0.50. The project's FAR is 0.49, consistent with recommended maximum 0.50 FAR applicable to the Hotel Overlay.

LU 1.4 Employment Centers: Existing developed office and industrial areas shall be preserved and protected to continue their role of providing employment opportunities for the community. A mix of industries and economic activities is encouraged in order to provide a wide range of employment opportunities and wage levels and to avoid over reliance on any one economic sector.

Consistent. The project would maintain the existing research and development and office uses on site and would provide an additional differentiated land use compatible with, complementary to, and supportive of the Hollister Avenue corridor businesses. The addition of a Marriott Residence Inn to the central portion of the City of Goleta would expand the local options available for extended stays for travelers, particularly business travelers associated with local businesses and nearby UCSB. The hotel would also provide a range of economic activity to the City. Therefore, the project is considered consistent with this policy.

TABLE 2-3. ALLOWABLE USES AND STANDARDS FOR OFFICE AND INDUSTRIAL USE CATEGORIES

Allowed Uses and Standards	Office and Industrial Use Categories			
	I-BP	I-OI	I-S	I-G
Industrial (Manufacturing)				
General Manufacturing – No Noxious Impacts	X	-	X	X
General Manufacturing – Potential Noxious Impacts	-	-	-	X
Research and Development	X	X	-	X
Scientific and Similar Instruments	X	X	-	X
Bio-Medical Technology	X	X	-	X
Other Advanced Technology	X	X	-	X
Transportation and Utilities				
Transportation (other than right-of-way)	-	-	X	X
Wireless Communications/Telecommunications	X	X	X	X
Utilities	X	X	-	-
Retail Trade				
Building/Landscape Materials and Equipment	-	X	-	X
Eating and Drinking Establishments	X	X	-	-
Other Retail Trade Establishments	X	X	-	-

Allowed Uses and Standards	Office and Industrial Use Categories			
	I-BP	I-OI	I-S	I-G
Service (Including Offices)				
Finance, Insurance, and Real Estate	X	X	-	-
Personal Services	X	X	-	-
Business Services	X	X	-	-
Information Technology Services	X	X	-	-
Professional Services	-	X	-	-
Medical and Health-Related Services	-	X	-	-
Educational Services	-	X	-	-
Entertainment and Recreation Services	-	X	-	-
Building and Construction Services	-	-	X	X
Other Services	-	-	X	X
Auto-Related Uses				
Automotive Sales and Rentals	-	-	X	X
Auto Repair and Painting	-	-	X	X
Auto Wrecking Yard/Junk Yard	-	-	X	X
Auto Service (Gas) Station	-	-	-	X
Wholesale Trade and Storage				
General Wholesale Trade	-	-	X	X
Warehousing – General	X*	-	X	X
Warehousing – Self-Storage	-	-	X	X
Outdoor Storage	-	-	X	X
Residential Uses				
Residential Units	-	X	-	-
One Caretaker Unit Per Parcel	X	X	X	X
Assisted-Living Residential Units	-	X	-	-
Other Uses				
Public and Quasi-public Uses	X	X	X	X
Religious Institutions	-	X	-	-
Standards for Density and Building Intensity				
Recommended Standards for Density				
Maximum Residential Density	N/A	20 units/acre	N/A	N/A
Recommended Standards for Building Intensity				
Structure Heights	35 feet	35 feet	35 feet	35 feet
Maximum Lot Coverage Ratio	0.35	0.40	N/A	N/A
Notes:				
1. Use Categories: I-BP – Business Park; I-OI – Office and Institutional; I-S – Service Industrial; I-G – General Industrial.				
2. X indicates use is allowed in the use category; - indicates use not allowed.				
3. General Note: Some uses requiring approval of a conditional use permit are set forth in text policies, and others are specified in the zoning code.				
4. The standards for building intensity recommended by this General Plan pursuant to Government Code Section 65302(a) may be revised by a Resolution of the decision-making body of the City for specific projects based upon a finding of good cause.				
5. N/A = Not applicable.				
* Warehousing is allowed on parcels designated Business Park (I-BP) if it is in association with a permitted use. (Amended by Reso. 08-30, 6/17/08 and Reso. 09-32, 5/19/09)				

LU 1.8: New Development and Neighborhood Compatibility: Approvals of all new development shall require compatibility with the character of existing development in the immediate area, including size, bulk, scale, and height. New development shall not substantially impair or block

important viewsheds and scenic vistas, as set forth in the Visual and Historical Resources Element.

Consistent. This policy is intended to ensure that new development is compatible with the surrounding neighborhood and that it would not substantially impact important views. The project would be visible from Hollister Avenue, Robin Hill Road, and La Patera Lane. The project roofline would also be visible in the distance from higher elevations to the north, including the southbound lanes of the Los Carneros Road overpass.

The building would alter existing views of the Santa Ynez Mountains as viewed from Hollister Avenue, particularly for eastbound travelers. However, the project would maintain views of the upper portions of these mountains across approximately two-thirds of the designated hotel parcel (Parcel 2). Therefore, the project would not substantially impair or block views of the Santa Ynez Mountains.

Surrounding development is not comprised of a consistent architectural style. Further, although many of the buildings fronting Hollister Avenue appear as one-story, with regard to size, bulk and scale, the Hollister corridor between Los Carneros Road and Fairview Avenue includes a wide variety of structural development. The size, bulk, and scale of the project would be compatible with the surrounding business park and office developments along Hollister Avenue, as opined by the DRB following their March 2010 review of new visual simulations, including a drive-by video. Revisions to the project since the time of the March 2010 DRB review have been extremely minor in nature with regard to the exterior appearance of the project including the building, landscaping, and hardscape areas. The project changes since preparation of the visual simulations have been focused on changes to grading methods, utility installations and the building foundation (e.g., use of geotextile fabric instead of over-excavation of soil in sensitive areas). These revisions have not resulted in modifications to the building heights from existing grades or to the exterior appearance of the overall project. The building would include three-story elements fronting on Hollister Avenue, but would include an extensive front-yard setback and numerous trees in the landscape plan to break up the massing of the building. While some of the existing mountain views from Hollister Avenue would be blocked by the building, considerable views of the mountains would remain. These factors, in addition to implementation of mitigation identified in Section 4.1, "Aesthetics," of this EIR, including further DRB review and approval of final architectural and landscape details, would ensure the project's consistency with this policy.

LU 1.9: Quality Design in the Built Environment. The City shall encourage quality site, architectural, and landscape design in all new development proposals. Development proposals on sites larger than 5 acres shall be subject to requirements of a "planned development" to achieve the advantages of coordinated site planning, circulation, and design. Public open spaces with quality visual environments shall be included to create attractive community gathering areas with a sense of place and scale.

Consistent. Visual simulations were prepared and presented to the DRB to reflect the current project design, which the DRB supported. The setback from Hollister Avenue retains mountain views. The meandering sidewalk with landscaping along Hollister Avenue provides a pedestrian friendly and aesthetically pleasing Hollister frontage for the public traversing the property's frontage. The project allows access for both parcels between La Patera Lane and Robin Hill Road, including a common access driveway on Hollister Avenue along the common property line. Each parcel's parking demand can be accommodated within each parcel's parking lots. Although the eastern two-thirds of site is already developed, supplemental landscaping is

planned for this portion of the site. In addition, frontage improvements, which would tie the site together from La Patera Lane to Robin Hill Road, include a meandering sidewalk, landscaping, lighting, and landscaped center medians with in Hollister Avenue in front of the site. The project is consistent with LU 1.9.

LU 1.12: General. *The following general policies shall apply throughout the City:*

- a. *It shall be a permitted use for any hotel subject to the City's Transient Occupancy Tax to operate as a hotel, condominiums, time-shares, or under a fractional ownership model. Such hotels shall be regulated through measures including but not limited to owner-occupancy limitations, to ensure that these accommodations are available to the general public and to protect the City's transient occupancy tax base.*
- b. *Streets and other uses customarily found in public rights-of-way are permitted in each land use designation subject to appropriate review and mitigation of the potential environmental impacts of such facilities.*
- c. *Events or uses that tend toward privatization of public lands and rights-of-way are discouraged.*

Consistent. The project can be found consistent with these policies:

- a. The project is a permitted use that is subject to the City's Transient Occupancy Tax. In addition, mitigation is identified in Section 4.11, "Public Services," to generally limit guest stays to a maximum of 30 consecutive days, consistent with Policy LU 1.12.a.
- b. The project includes the development of an internal circulation system and frontage improvements along Hollister Avenue and Robin Hill Road that have been reviewed and approved by the City's Public Works Department and the Santa Barbara County Fire Department as being adequate for both internal circulation and emergency access.
- c. The project would not involve use of public lands or rights-of-way for private uses or events.

LU 1.13: Adequate Infrastructure and Services: *For health, safety, and general welfare reasons, approvals of new development shall be subject to a requirement that adequate infrastructure will be available, including the following:*

- a. *Project-specific and cumulative traffic volumes shall not cause the level of service standards established in Transportation Element Policy TE 4 to be exceeded.*
- b. *Any transportation improvements needed to maintain the level of service standard have been programmed and funding has been committed consistent with Transportation Element Subpolicies TE 13.3 and TE 13.4.*
- c. *Environmental review of needed circulation improvement projects has been completed.*
- d. *Sewer, water, and other infrastructure capacities are sufficient to serve the new development or will be available by the time the development is constructed.*

Consistent. The project includes the development of all necessary infrastructure to serve the project. Payment of required traffic mitigation fees would ensure the project contributes its fair share to area roadway improvements, identified as necessary in the Goleta Transportation Improvement Program to accommodate cumulative traffic. Pending issuance of Can and Will Serve letters from the Goleta Water District and the Goleta Sanitary District, adequate water and sewer services are available to serve the project. All utility service providers have provided letters indicating that services are available to serve the project.

The project would include installation of three center medians in Hollister Avenue, a new driveway on Hollister Avenue, and a relocated driveway on Robin Hill Road. Transportation improvements/mitigation, required to address project impacts, would include lane restriping on Robin Hill Road at the Hollister Avenue intersection and installation of a new bus pocket on Hollister Avenue. These improvements are analyzed in this EIR and would be funded by the project applicant. Area-wide traffic improvements are addressed in the Goleta Traffic Improvement Program. Cumulative traffic impacts, including roadway improvements, have also been addressed in the City of Goleta General Plan EIR.

LU 4.2 Business Park I-BP: This use designation is intended to identify lands for attractive, well-designed business parks that provide employment opportunities to the community and surrounding area. The intensity, design, and landscaping of development should be consistent with the character of existing development currently located in these areas. Uses in the Business Park designation may include a wide variety of research and development, light industrial, and office uses, as well as small-scale commercial uses that serve the needs of business park employees. In addition, lands designated with a Hotel Overlay may include transient lodging that emphasizes extended stays, as set forth in LU 1.12. The maximum recommended FAR set forth in Table 2-3 is increased from 0.4 to 0.5 for hotel uses. Activities in Business Park areas shall be conducted primarily indoors, and outdoor storage, processing, manufacturing, and vehicle repair are prohibited.

Performance standards for Business Park uses shall ensure that:

- a. The scale and design of these uses are compatible with each other and with the existing character of the park and surrounding neighborhoods.*
- b. Lighting from these uses will not interfere or conflict with adjacent nonindustrial properties.*
- c. Signage will be controlled.*
- d. Curb cuts will be minimized and sharing of access encouraged.*
- e. Adequate and safe motorized and nonmotorized access to the site is provided, and transportation and circulation impacts, especially on residential areas, will be mitigated.*
- f. Quality landscaping, including outdoor seating areas, will be provided to enhance the visual appeal of the area.*

Consistent. The project would be consistent with the intent and purpose of the I-BP land use designation and Hotel Overlay and would otherwise be consistent with this policy as follows:

- a. The project scale and design are compatible with the adjacent office/research/development buildings as well as with development in the surrounding area as further described in policy consistency discussion for Policies LU 1.8 and LU 1.9.
- b. Site lighting, as conditioned, would not interfere with adjacent nonindustrial uses.
- c. Signs that would be included as part of this project would be required to comply with the City's sign regulations (Goleta Municipal Code Article 1, Chapter 35) and would be subject to approval by the Design Review Board.
- d. Two new curb cuts are proposed: one is a relocation of existing driveway on Robin Hill Road and the second is a new common access driveway along the new property line between Parcels 1 and 2. The addition of frontage landscaping and a meandering sidewalk on Hollister Avenue and Robin Hill Road and three new landscaped medians in Hollister

Avenue would improve the appearance and functionality of the existing and new driveway curb cuts.

- e. Safe access is provided via the new sidewalks on Hollister Avenue and Robin Hill Road, the upgraded bus stop/pull out on Hollister Avenue, and the five driveways (two on La Patera, one relocated driveway on Robin Hill Road, one existing driveway on Hollister Avenue and one new driveway on Hollister Avenue). Fire Department and Public Works have reviewed the site access design and interior circulation and identified required changes as necessary to be included on plans prior to construction and implemented prior to final sign-off of improvements. There are no residential streets near the project site.
- f. The DRB has reviewed and commented on the site landscape plan, including provision of screening vegetation between the public streets and the hotel structure and regarding landscaping in the interior courtyard area, which provides outdoor seating areas. The DRB's comments are supportive of the current project design and the final plans are subject to final DRB review and approval to ensure consistency with the DRB's previous direction.

Open Space Element – Cultural Resources

OS 8.3 Preservation: The City shall protect and preserve cultural resources from destruction. The preferred method for preserving a recorded archeological site shall be by preservation in place to maintain the relationship between the artifacts and the archaeological context. Preservation in place may be accomplished by deed restriction as a permanent conservation easement, avoidance through site planning and design, or incorporation of sites into other open spaces to prevent any future development or use that might otherwise adversely impact these resources.

OS 8.4 Evaluation of Significance: For any development proposal identified as being located in an area of archaeological sensitivity, a Phase I cultural resources inventory shall be conducted by a professional archaeologist or other qualified expert. All sites determined through a Phase 1 investigation to potentially include cultural resources must undergo subsurface investigation to determine the extent, integrity, and significance of the site. Where Native American artifacts have been found or where oral traditions indicate the site was used by Native Americans in the past, research shall be conducted to determine the extent of the archaeological significance of the site.

OS 8.5 Mitigation: If research and surface reconnaissance shows that the project area contains a resource of cultural significance that would be adversely impacted by proposed development and avoidance is infeasible, mitigation measures sensitive to the cultural beliefs of the affected population shall be required. Reasonable efforts to leave these resources in an undisturbed state through capping or covering resources with a soil layer prior to development shall be required. If data recovery through excavation is the only feasible mitigation, the City shall confer with the affected Native American nation or most-likely descendants, as well as agencies charged with the responsibility of preserving these resources and organizations having a professional or cultural interest, prior to the removal and disposition of any artifacts.

OS 8.6 Monitoring and Discovery: On-site monitoring by a qualified archaeologist and appropriate Native American observer shall be required for all grading, excavation, and site preparation that involves earth moving operations on sites identified as archaeologically sensitive. If cultural resources of potential importance are uncovered during construction, the following shall occur:

- a. *The grading or excavation shall cease and the City shall be notified.*

- b. A qualified archeologist shall prepare a report assessing the significance of the find and provide recommendations regarding appropriate disposition.*
- c. Disposition will be determined by the City in conjunction with the affected Native American nation.*

Consistent. Project impacts on Cultural Resources are discussed in Section 4.4, “Cultural Resources,” of this EIR. The subject property is located within an area of prehistoric and historic occupation. It includes 10.71 acres situated north of Hollister Avenue and is bounded by La Patera Lane on the east and Robin Hill Road on the west. The property is part of an archaeological site identified as CA-SBA-58, which is only a small remnant of its original size. Approximately 17% of the original archaeological site remains, and the project site overlaps with a portion of this remainder. A summary of the numerous prior archaeological investigations performed within the larger CA-SBA-58 village site is also provided in Section 4.4.

The Chumash Native American community considers CA-SBA-58 to be a prehistoric site significant to their heritage and is concerned for sites and places that provide or may provide ties to the lifeways of the ancestral Chumash and their predecessors.

During processing of the original Marriott Residence Inn and Hollister Center Project in 2007 – 2008, a “meet and confer” process was conducted between staff, the applicant, and interested members of the Chumash Native American community. Four meet and confer discussions were held (May 5, 2008; May 19, 2008; June 18, 2008; and August 6, 2008).

As part of processing of the current project, a noticed consultation with interested members of the Chumash Native American community was held on August 12, 2010. Cultural Resources Management Services archaeologists presented their draft report, followed by comment and discussion by all participants. Continued opportunities for participation by interested members of the Native American community would occur through completion of the environmental process and decision maker hearings.

The construction method proposed for the project includes placing geogrid fabric and fill over the site prior to construction of the hotel, essentially preserving the resource in place. From the perspective of the site becoming potentially inaccessible to future archaeological research, the Phase 3 Mitigation Program is designed to evaluate a reasonable and representative sample of the site’s potential resources in the event that the building is not removed in the future and the site remains inaccessible. Curated materials from the Phase 3 investigation would also be available for future research.

The project includes grading, trenching, installation of associated infrastructure, and construction of the hotel building. This has the potential to significantly impact, directly and indirectly, the largest known remaining extent of intact midden soil from CA-SBA-58. Efforts to reduce impacts, including but not limited to, minimizing grading, installation of a foundation supported by pilings, and use of geotextile fabric in sensitive resource areas are also described in Section 4.4, “Cultural Resources.” Mitigation includes a Phase 3 archaeological data recovery program as well as monitoring of earth disturbing activities by an archaeological and Chumash Native American observer. Therefore, the project is considered consistent with the above policies.

Conservation Element

CE 10.1: New Development and Water Quality: *New development shall not result in the degradation of the water quality of groundwater basins or surface waters; surface waters include the ocean, lagoons, creeks, ponds, and wetlands. Urban runoff pollutants shall not be discharged or deposited such that they adversely affect these resources.*

Consistent. Consistent with this policy and to avoid degradation of surface waters, including the Goleta Slough, the project includes bioswales, a planted detention basin, catch basin filter inserts, and required implementation of other construction period and long-term operational best management practices (BMPs) for the project. Section 4.3, "Biological Resources," and Section 4.8, "Hydrology and Water Quality," discuss project components and required mitigation measures in greater detail, which serve to improve water quality. With implementation of mitigation, the project would be consistent with CE 10.1.

CE 10.2: Siting and Design of New Development: *New development shall be sited and designed to protect water quality and minimize impacts to coastal waters by incorporating measures designed to ensure the following:*

- a. *Protection of areas that provide important water quality benefits, areas necessary to maintain riparian and aquatic biota, and areas susceptible to erosion and sediment loss.*
- b. *Limiting increases in areas covered by impervious surfaces.*
- c. *Limiting the area where land disturbances occur, such as clearing of vegetation, cut-and-fill, and grading, to reduce erosion and sediment loss.*
- d. *Limiting disturbance of natural drainage features and vegetation.*

Consistent. See discussion of CE 10.1 above.

CE 10.3: Incorporation of Best Management Practices for Stormwater Management: *New development shall be designed to minimize impacts to water quality from increased runoff volumes and discharges of pollutants from nonpoint sources to the maximum extent feasible, consistent with the City's Storm Water Management Plan or a subsequent Storm Water Management Plan approved by the City and the Central Coast Regional Water Quality Control Board. Post construction structural BMPs shall be designed to treat, infiltrate, or filter stormwater runoff in accordance with applicable standards as required by law. Examples of BMPs include, but are not limited to, the following:*

- a. *Retention and detention basins.*
- b. *Vegetated swales.*
- c. *Infiltration galleries or injection wells.*
- d. *Use of permeable paving materials.*
- e. *Mechanical devices such as oil-water separators and filters.*
- f. *Revegetation of graded or disturbed areas.*
- g. *Other measures as identified in the City's adopted Storm Water Management Plan and other City-approved regulations.*

Consistent. The project would be consistent with these policies as follows:

BMPs have been incorporated into the project design to minimize runoff volumes and the quality of such runoff. These include, but are not limited to, routing of runoff from impervious surfaces to landscaped bioswales, the planted detention basin, and through mechanical filters in drainage features before discharge off site. Outdoor trash storage would also be covered. Mitigation in Section 4.8, "Hydrology and Water Quality," of this EIR also requires the applicant to prepare a final drainage/stormwater control plan that is consistent with the requirements of the City's adopted Stormwater Management Program for implementation prior to occupancy clearance. Furthermore, the applicant would be required to prepare and implement a Stormwater Pollution Prevention Plan to prevent construction-related contaminated stormwater runoff from being discharged off site as well as requirements for construction related BMP implementation during project construction. The final details of the plan require City review and approval prior to initiation of grading and construction activities. Also see discussion of CE 10.1 above. With implementation of mitigation, the project would be consistent with Policy CE 10.3.

CE 10.8: Maintenance of Stormwater Management Facilities: New development shall be required to provide ongoing maintenance of BMP measures where maintenance is necessary for their effective operation. The permittee and/or owner, including successors in interest, shall be responsible for all structural treatment controls and devices as follows:

- a. All structural BMPs shall be inspected, cleaned, and repaired when necessary prior to September 30th of each year.*
- b. Additional inspections, repairs, and maintenance should be performed after storms as needed throughout the rainy season, with any major repairs completed prior to the beginning of the next rainy season.*
- c. Public streets and parking lots shall be swept as needed and financially feasible to remove debris and contaminated residue.*
- d. The homeowners association, or other private owner, shall be responsible for sweeping of private streets and parking lots.*

Consistent. As discussed in Section 4.3, "Biological Resources," and 4.8, "Hydrology and Water Quality," of this EIR, mitigation for water quality and hydrology impacts resulting from project implementation includes requirements that the applicant implement and enter into an agreement for long term maintenance of all BMPs. With implementation of this mitigation, the project would be consistent with Policy CE 10.8.

CE 12: PROTECTION OF AIR QUALITY

CE 12.1: Land Use Compatibility: The designation of land uses on the Land Use Plan Map and the review of new development shall ensure that siting of any new sensitive receptors provides for adequate buffers from existing sources of emissions of air pollutants or odors. Sensitive receptors are a facility or land use that includes members of the population sensitive to the effects of air pollutants. Sensitive receptors may include children, the elderly, and people with illnesses. If a development that is a sensitive receptor is proposed within 500 feet of U.S. Highway 101 an analysis of mobile source emissions and associated health risks shall be required. Such developments shall be required to provide an adequate setback from the highway and, if necessary, identify design mitigation measures to reduce health risks to acceptable levels.

Consistent. Guests of the proposed hotel would be considered sensitive receptors with regard to this policy. However, the property is located more than 500 feet from Highway 101 and there are

no other known air pollutant emissions or odors in proximity to the project site. Therefore, no additional setbacks from Highway 101 or implementation of other measures are necessary to ensure consistency with this policy.

CE 12.2: Control of Air Emissions from New Development: *The following shall apply to reduction of air emissions from new development:*

- a. Any development proposal that has the potential to increase emissions of air pollutants shall be referred to the Santa Barbara County Air Pollution Control District for comments and recommended conditions prior to final action by the City.*
- b. All new commercial and industrial sources shall be required to use the best-available air pollution control technology. Emissions control equipment shall be properly maintained to ensure efficient and effective operation.*
- c. Wood-burning fireplace installations in new residential development shall be limited to low-emitting state- and U.S. Environmental Protection Agency (EPA)-certified fireplace inserts and woodstoves, pellet stoves, or natural gas fireplaces. In locations near monarch butterfly ESHAs, fireplaces shall be limited to natural gas.*
- d. Adequate buffers between new sources and sensitive receptors shall be required.*
- e. Any permit required by the Santa Barbara County Air Pollution Control District shall be obtained prior to issuance of final development clearance by the City.*

Consistent. The project is consistent with these policies for the following reasons:

Project conditions of approval will require use of best available air pollution control technology and maintenance of emission control equipment. Gas barbeques would be included in the courtyard area around the pool, but no wood-burning fireplaces or outdoor fire pits are included in the project's design. The Santa Barbara County Air Pollution Control District (APCD) has reviewed the project and determined that with implementation of standard dust control measures and restrictions on diesel equipment operations during construction activities, project air quality impacts would be less than significant and implementation of these measures would ensure consistency with this policy.

CE 12.3: Control of Emissions during Grading and Construction: *Construction site emissions shall be controlled by using the following measures:*

- a. Watering active construction areas to reduce windborne emissions.*
- b. Covering trucks hauling soil, sand, and other loose materials.*
- c. Paving or applying nontoxic solid stabilizers on unpaved access roads and temporary parking areas.*
- d. Hydroseeding inactive construction areas.*
- e. Enclosing or covering open material stockpiles.*
- f. Revegetating graded areas immediately upon completion of work.*

Consistent. Standard City and APCD dust and diesel emission control measures covering each of the items listed in this policy are identified in Section 4.2, "Air Quality," of this EIR and will be imposed as conditions of approval for any future project approval, ensuring consistency with this policy.

CE 13: ENERGY CONSERVATION

CE 13.2: Energy Efficiency in Existing and New Commercial and Industrial Development: *The following measures shall be employed to reduce energy consumption in existing and new commercial and industrial buildings:*

- a. *Reduction of energy consumption in existing buildings through improved design and management of heating, ventilation, air conditioning systems, and lighting is encouraged. Master metering is discouraged, and conversions to metering for individual tenant spaces shall be promoted where feasible.*
- b. *The City shall enforce the state's residential energy conservation building standards set forth in Title 24 through its plan check and building permit issuance processes.*
- c. *The City shall encourage nonresidential buildings to be designed in a manner that is appropriate for local climate conditions, taking into account natural light and ventilation, placement of landscaping, and use of integrated energy systems. This encompasses concepts such as cogeneration, waste heat systems, and other similar technologies.*

Consistent. The project would be subject to the Green Building Reach Code and Energy Efficiency Standards of the City that are implemented as part of the plan check and building permit processes. Also, on October 2, 2012, the City Council adopted the Green Building Program that addresses new buildings and additions with a voluntary incentive program to encourage applicants to exceed the Reach Code and CalGreen requirements. Given these requirements and incentives, the project is therefore considered consistent with this policy.

CE 15: WATER CONSERVATION AND MATERIALS RECYCLING

CE 15.3: Water Conservation for New Development: *In order to minimize water use, all new development shall use low water use plumbing fixtures, water-conserving landscaping, low flow irrigation, and reclaimed water for exterior landscaping, where appropriate.*

Consistent. As described in Section 4.13, "Utilities and Service Systems," of this EIR, mitigation for project water demand includes the use of low-flow and water-conserving indoor fixtures as well as requirements for drought tolerant, low water demand landscaping to be incorporated into the project's final design consistent with this policy.

CE 15.4: Waste Reduction and Recycling: *The City shall promote waste reduction and recycling programs for residences and businesses, encourage commercial composting and education programs, recycle public green waste materials for mulch and compost, reuse removed trees for lumber when possible, and implement waste and recycling standards for all new developments and remodels.*

Consistent. As described in Section 4.13, "Utilities and Service Systems," of this EIR, mitigation to reduce the project's solid waste generation would be incorporated into the project's design and implemented for the life of the project consistent with this policy.

Safety Element

SE 1: SAFETY IN GENERAL

SE 1.3: Site-Specific Hazards Studies: *Applications for new development shall consider exposure of the new development to coastal and other hazards. Where appropriate, an*

application for new development shall include a geologic/soils/geotechnical study and any other studies that identify geologic hazards affecting the proposed project site and any necessary mitigation measures. The study report shall contain a statement certifying that the project site is suitable for the proposed development and that the development will be safe from geologic hazards. The report shall be prepared and signed by a licensed certified engineering geologist or geotechnical engineer and shall be subject to review and acceptance by the City.

SE 4.11 Geotechnical Report Required: *The City shall require geotechnical and/or geologic reports as part of the application for construction of habitable structures and essential services buildings (as defined by the building code) sited in areas having a medium-to-high potential for liquefaction and seismic settlement. The geotechnical study shall evaluate the potential for liquefaction and/or seismic-related settlement to impact the development, and identify appropriate structural-design parameters to mitigate potential hazards.*

SE 5.2 Evaluation of Soil-Related Hazards: *The City shall require structural evaluation reports with appropriate mitigation measures to be provided for all new subdivisions, and for discretionary projects proposing new nonresidential buildings or substantial additions. Depending on the conclusions of the structural evaluation report, soil and geological reports may also be required. Such studies shall evaluate the potential for soil expansion, compression, and collapse to impact the development; they shall also identify mitigation to reduce these potential impacts, if needed.*

Consistent. A number of geotechnical and soils reports have been prepared for the project, including Geotechnical Investigation for the Residence Inn by Marriott, Goleta, Santa Barbara County, California, (Appendix F); Addendum I – Geotechnical Investigation for the Residence Inn by Marriott, Goleta, Santa Barbara County, California, (Appendix E); the Preliminary Foundation Investigation for the Proposed Residence Inn by Marriott, 6300 Hollister, City of Goleta, California, (Appendix G), the Archaeological Resource Impacts, Hollister Avenue Improvements Memo (Appendix D), and the Revised Soils Geomorphology for Supplemental Extended Phase 1 Geoprobe Excavations at CA-SBA-58 (Dudek, June 7, 2010, Mitch Bornyas, Project Geomorphologist). The project site is also listed on the Central Coast Regional Water Quality Control Board (CCRWQCB) Geotracker system and the property owner submits regular monitoring reports to the CCRWQCB with regard to historic soil contamination and ongoing groundwater contamination. The site is associated with high groundwater and compressible soils and the potential for liquefaction and surficial settlement, which can result in damage to structural development and hardscape areas. Given high groundwater on site, dewatering may be necessary during site preparation activities. Because the site is associated with groundwater contamination, this may result in the need to appropriately dispose of contaminated groundwater generated by the dewatering. Contaminated soils are no longer known to exist on site, but the Fire Department letter dated December 14, 2010, acknowledges the possibility that such soils could be encountered during site grading activities. The site's association with cultural resources and contaminated groundwater constrain and complicate the manner and methods used to accomplish site grading and construction. Mitigation is identified in the cultural resources, geology, and hazards sections of this EIR to address impacts associated with geologic and soils hazards. Implementation of mitigation identified in Sections 4.4, 4.5, and 4.7 of the EIR would ensure consistency with the above policies.

SE 10: HAZARDOUS MATERIALS AND FACILITIES

SE 10.6 Responsibility for Cleanup by Responsible Party: *No new development or substantial redevelopment shall be permitted on land determined to contain actionable contamination until*

the party responsible for such contamination has been identified and has accepted financial responsibility for any required remediation. The posting of a bond or other appropriate surety in an amount and form acceptable to the City shall be required as a condition of development approval. In appropriate circumstances, the City may assist in attempting to obtain outside grants or other resources to address contamination issues and help fund remediation.

Consistent. County Fire Protection Services requirements for the project address actions to implement in the event that contaminated soils are encountered during site preparation/grading activities as well as required actions if dewatering involving onsite contaminated groundwater is implemented during site preparation/grading activities. Project conditions of approval will require posting of a surety acceptable to the City of Goleta prior to initiation of construction consistent with this policy.

SE 10.7 Identification, Transport, and Disposition of Potentially Contaminated Soil: *The City shall require a Soil Management Plan and a project-specific Health Plan and Safety Plan for all new development and redevelopment within areas containing potentially contaminated soil. The Soil Management Plan and Health and Safety Plan should establish standards and guidelines for the following:*

- *Identification of contaminated soil.*
- *Identification of appropriate personal protective equipment to minimize potential worker exposure to contaminated soil.*
- *Characterization of contaminated soil.*
- *Soil excavation.*
- *Interim and final soil storage.*
- *Verification sampling.*
- *Soil transportation and disposal.*

The Soil Management Plan and Health and Safety Plan should also address naturally occurring hazardous materials that may be present in the soil, such as methane and Radon-222, and include contingencies (e.g., characterization, management, and disposal) if they are present.

Consistent. At this time, there is no known soil contamination on site. However, the Fire Department is requiring preparation of a soils management plan in the event that contamination is encountered during construction as well as a dewatering plan if any groundwater is removed during construction, including required permits to discharge into the City's sewer or storm drain system. Implementation of these Fire Department requirements identified in Section 4.7, "Hazards," of this EIR would ensure consistency with Policy SE 10.7.

SE 9.7 Real Estate Disclosure: *Any new residential development proposed in the Santa Barbara Municipal Airport's AIA, which is shown on ALUC maps and generally depicted in Figure 5-3, shall be subject to a condition of approval requiring recordation of a notice informing potential residents (whether the owner, lessee, or renter) that the subject property is within the AIA and is subject to noise and other potential hazards from low-altitude aircraft overflights.*

Consistent. This requirement would be included as a standard condition for the project given the Hollister Center's location within the clear zone and the Marriott Residence Inn's location adjacent to the clear zone for the Santa Barbara Municipal Airport north/south runway.

Visual and Historic Resources Element

VH 1.4: Protection of Mountain and Foothill Views: *Views of mountains and foothills from public areas shall be protected. View protection associated with development that may affect views of mountains or foothills should be accomplished first through site selection and then by use of design alternatives that enhance, rather than obstruct or degrade, such views. To minimize structural intrusion into the skyline, the following development practices shall be used where appropriate:*

- a. Limitations on the height and size of structures.*
- b. Limitations on the height of exterior walls (including retaining walls) and fences.*
- c. Stepping of buildings so that the heights of building elements are lower near the street and increase with distance from the public viewing area. Increased setbacks along major roadways to preserve views and create an attractive visual corridor.*
- d. Downcast, fully shielded, full cut off lighting of the minimum intensity needed for the purpose.*
- e. Limitations on removal of native vegetation.*
- f. Use of landscaping for screening purposes and/or minimizing view blockage as applicable.*
- g. Revegetation of disturbed areas.*
- h. Limitations on the use of reflective materials and colors for roofs, walls (including retaining walls), and fences.*
- i. Selection of colors and materials that harmonize with the surrounding landscape.*
- j. Clustering of building sites and structures.*

Consistent. As discussed in Section 4.1, “Aesthetics and Visual Resources,” of this EIR, the project can be deemed consistent with these policies for the following reasons:

- a-c. Views of the Santa Ynez Mountains are currently available across the site from Hollister Avenue, particularly to eastbound travelers. Views of the mountains for westbound travelers are less prominent due to existing structures and vegetation as well as the distance of the mountains that are visible within this viewshed. Therefore, the focus of the analysis of scenic views is from eastbound Hollister Avenue. Development of the Marriott Residence Inn would result in some loss of mountain views as discussed extensively during the DRB’s review of the project (DRB meeting minutes are included in Appendix A of this EIR). The current project design reflects DRB-recommended revisions to the structure, in part to reduce the loss of scenic views of the mountains as viewed from Hollister Avenue. Both the height and the location of a building on the project site impact the degree to which background views of the mountains would be obstructed. While the height of the front of the structure includes three-story components, the building is set back over 150 feet from Hollister Avenue, which reduces the structure’s intrusion into the skyline as viewed from Hollister Avenue. With the exception of one vantage point, the upper portions of the mountains would remain visible across the entire site when viewed from eastbound Hollister Avenue. The one exception is the view from the south side of the Hollister Avenue near the Robin Hill Road intersection. From this “worst case” vantage point, there would be a loss of mountain views from the central portion (approximately one-third) of the hotel property, but views of the upper portions of the mountains would otherwise be maintained, even from this worst case vantage point. As evidenced in the visual simulations for the project, views of the upper portions of the mountains are fully retained if the vantage point is moved only slight to the

west (west of the Robin Hill Road intersection). The 151-foot structural setback combined with enhanced frontage and parking lot landscaping and implementation of mitigation identified in Section 4.1, "Aesthetics and Visual Resources," of the EIR would ensure that views of the project site from Hollister Avenue maintain considerable scenic mountain views and an attractive visual corridor.

- d. As identified in Section 4.1, "Aesthetics and Visual Resources," of this EIR, exterior lighting mitigation that would be imposed as a project condition of approval would limit the exposure of neighboring development and the surrounding area from project-generated lighting and glare to less-than-significant levels.
- e-f. The hotel site is currently undeveloped with vegetation limited to weedy, nonnative, low-growing species, as well as isolated bottle brush trees along Robin Hill Road and in the northwest corner of the property. The landscape plan includes the addition of numerous trees and shrubs, as well as groundcovers, to soften the mass and bulk of the proposed structure and to screen and soften views of the parking lot from Hollister Avenue and Robin Hill Road.
- h-j. The project's architecture, nonreflective materials, landscaping, and earthtone colors are compatible and would harmonize with the surrounding area, although it is acknowledged that the surrounding area is not characterized by a consistent architectural style building size. The proposed structure would include a central courtyard opening toward Robin Hill Road and the project's substantial structural setback from Hollister Avenue places structural development toward the center of the Parcel 2. The project layout and inclusion of landscaping on both sides of the meandering sidewalk along Hollister Avenue as well as throughout the parking lot also serve to blend the site development into the surrounding natural and built environment and to reduce impacts to scenic views consistent with this policy.

VH 2: LOCAL SCENIC CORRIDORS

VH 2.3: Development Projects Along Scenic Corridors: Development adjacent to scenic corridors should not degrade or obstruct views of scenic areas. To ensure visual compatibility with the scenic qualities, the following practices shall be used, where appropriate:

- a. *Incorporate natural features in design.*
- b. *Use landscaping for screening purposes and/or for minimizing view blockage as applicable.*
- c. *Minimize vegetation removal.*
- d. *Limit the height and size of structures.*
- e. *Cluster building sites and structures.*
- f. *Limit grading for development including structures, access roads, and driveways. Minimize the length of access roads and driveways and follow the natural contour of the land.*
- g. *Preserve historical structures or sites.*
- h. *Plant and preserve trees.*
- i. *Minimize use of signage.*
- j. *Provide site-specific visual assessments, including use of story poles.*
- k. *Provide a similar level of architectural detail on all elevations visible from scenic corridors.*
- l. *Place existing overhead utilities and all new utilities underground.*

- m. Establish setbacks along major roadways to help protect views and create an attractive scenic corridor. On flat sites, step the heights of buildings so that the height of building elements is lower close to the street and increases with distance from the street.*

Consistent. The project site is generally level and vegetation is limited to nonnative, low-growing plant species, with the exception of isolated bottle brush trees along Robin Hill Road and in the northwest corner of the property (proposed for retention). As discussed in Section 4.1, "Aesthetics and Visual Resources," of this EIR, visual simulations of the project (still photos and video) were prepared and presented at the DRB's initial review of 09-075-DP in December 2009. The project was revised to the current design in March 2010 in response to DRB comments regarding obstruction of mountain views, size/massing, the need for greater architectural detail on the sides of the building not facing Hollister Avenue, and use of materials appropriate to the Goleta area. Section 4.1 of the EIR identifies impacts on scenic views from the Hollister Corridor, particularly for eastbound travelers, as adverse but less than significant. Impacts on the scenic views of the Santa Ynez Mountains from the Hollister Scenic Corridor are considered less than significant due to a combination of the project's 150-foot plus setback from Hollister Avenue; stepped building heights, with the lower porte cochere roofline closest to the street and the higher roofline set back further; use of building materials and colors that help to blend the project into the surrounding natural and built environment; inclusion of a meandering sidewalk as well as incorporation of landscaping within the three new medians in Hollister Avenue; and landscaping with varying heights (trees, shrubs, groundcovers) along the project frontages, adjacent to the building and throughout the parking lot, which serves to soften the massing of the building when viewed from the Hollister Avenue and Robin Hill Road. With incorporation of mitigation identified in Section 4.1, "Aesthetics and Visual Resources," of this EIR, the project would be consistent with this policy. (Also refer to discussion of VH 1.4, LU 1.8, and LU 1.9).

VH 3: COMMUNITY CHARACTER

VH 3.1: Community Design Character: *The visual character of Goleta is derived from the natural landscape and the built environment. The city's agricultural heritage, open spaces, views of natural features, established low-density residential neighborhoods, and small-scale development with few visually prominent buildings contribute to this character. Residential, commercial, and industrial development should acknowledge and respect the desired aspects of Goleta's visual character and make a positive contribution to the City through exemplary design.*

Consistent. Existing views of the project site are of an updated 106,500 square foot research and development/office building with sub-optimal landscaping around the building, the parking lot, and the building's Hollister Avenue frontage. The western third of the site is primarily unmaintained pavement and low-growing weeds that has no substantial visual interest. The property is highly visible from Hollister Avenue, but the site itself is not considered visually significant. Views across the site from Hollister Avenue do include scenic views of the Santa Ynez Mountains, particularly when travelling eastbound on Hollister Avenue. On the eastern portion of the site, some supplemental landscaping would be installed (some has already been installed pursuant to a separate permit) within the parking lot. Frontage improvements would be installed along the entire Hollister Avenue frontage between La Patera Lane and Robin Hill Road, including a meandering sidewalk, landscaping including trees, and lighting. Three landscaped medians would also be installed within Hollister Avenue. The western vacant portion of the property would be converted to an extended stay hotel with a large setback from Hollister Avenue. Extensive landscaping is included throughout the hotel parking lot, adjacent to the hotel structure and adjacent to the road rights-of-way for Robin Hill Road and Hollister Avenue.

While development of even a one-story structure on the project site would result in loss of some existing views of the Santa Ynez Mountains as viewed from Hollister Avenue, the current project design, including the extensive setback from Hollister Avenue, maintains approximately two-thirds of the existing views across the site of the upper portion of the mountains (based on the visual simulations prepared for the project, Interacta, March 2010). This loss of mountain views would occur from the “worst case” vantage point of the south side of Hollister Avenue, opposite the Robin Hill Road intersection, facing eastbound. If viewed from just slightly west of the Robin Hill Road intersection, views of all of the upper portions of the mountains would be retained. (See Visual Simulations, Appendix B).

The current project reflects applicant incorporated revisions to the project layout, landscaping, and size and design of the hotel structure in response to recommendations by the DRB. Upon review of the incorporated revisions to the project design, the DRB expressed support for the current project design. With implementation of mitigation identified in Section 4.1, “Aesthetics and Visual Resources,” the project would be consistent with Goleta’s visual character and Policy VH 3.1. (Also refer to discussion of VH 1.4, VH 2.3, LU 1.8, and LU 1.9).

VH 3.2: Neighborhood Identity: The unique qualities and character of each neighborhood shall be preserved and strengthened. Neighborhood context and scale shall be maintained. New development shall be compatible with existing architectural styles of adjacent development, except where poor quality design exists.

VH 3.4: Building Design: The City’s visual character shall be enhanced through development of structures that are appropriate in scale and orientation and that use high quality, durable materials. Structures shall incorporate architectural styles, landscaping, and amenities that are compatible with and complement surrounding development.

Consistent. Development in the surrounding neighborhood includes a variety of architectural styles, building sizes, and landscaping. Therefore, project compatibility with the existing neighborhood character becomes more an issue of good project design rather than consistency with a particular neighborhood quality or character. While the style of existing development in the surrounding area and along the Hollister corridor varies, the majority of existing structures fronting Hollister Avenue are smaller in size and height than the Marriott Residence Inn building. However, a number of features of the project design serve to soften the size of the building and to strengthen the quality of the built environment in the surrounding neighborhood. These features include: the substantial (151-foot) setback from Hollister Avenue, stepping back the highest point of the roofline from Hollister Avenue, inclusion of frontage improvements that enhance immediate views of the site from Hollister Avenue and Robin Hill Road, and the addition of extensive landscaping on both sides of the new meandering sidewalk, throughout the parking lot and near the building. Three landscaped medians would also be installed within Hollister Avenue. The DRB and public comments during the DRB meetings considered the project architecture, colors, and materials. The current project design incorporates comments received at these meetings with regard to compatibility, specifically comments addressing architectural features, colors, and materials. The current project design along with implementation of mitigation identified in Section 4.1, “Aesthetics and Visual Resources,” of this EIR would ensure consistency with these policies.

VH 3.3: Site Design: The City’s visual character shall be enhanced through appropriate site design. Site plans shall provide for buildings, structures, and uses that are subordinate to the natural topography, existing vegetation, and drainage courses; adequate landscaping; adequate

vehicular circulation and parking; adequate pedestrian circulation; and provision and/or maintenance of solar access.

Consistent. The project site is nearly level. There are no natural drainage courses on the property, and neither the shallow graded channel nor the rest of the site contain native plants/habitat. Onsite vegetation is limited to nonnative, low-growing weedy species with the exception of isolated bottle brush trees along the property perimeter including along Robin Hill Road and in the northwest corner of the site. The Hollister Center includes ornamental landscaping primarily along the property's perimeters. The new hotel structure includes a substantial setback from Hollister Avenue to reduce loss of views of the Santa Ynez Mountains from Hollister Avenue. Frontage improvements are identified for the entire Hollister Avenue frontage between La Patera Lane and Robin Hill Road and along the Robin Hill Road frontage. These improvements include a meandering sidewalk, lighting, landscaping, and improvements to the existing bus stop near La Patera Lane. Three new landscaped medians are identified within Hollister Avenue to improve vehicular safety and access. Extensive landscaping is also included throughout the parking lot, around the building, and within the courtyard. Public Works and Fire Department staff have reviewed the existing and new access driveways for both Parcel 1 and Parcel 2 and the internal circulation and pedestrian access. With minor changes to the parking lot layout (e.g., disbursement of compact spaces, as identified in Section 4.12, "Transportation and Traffic"), and subject to review and approval of the final plan details, adequate vehicular and pedestrian circulation and parking would be provided. The project layout provides for solar access for both interior and exterior areas of the hotel. The above project components along with implementation of mitigation identified in Section 4.1, "Aesthetics and Visual Resources," and 4.12, "Transportation and Traffic," would ensure the project would contribute positively to the City's visual character through good site design.

VH 4: DESIGN REVIEW

VH 4.9: Landscape Design: *Landscaping shall be considered and designed as an integral part of development, not relegated to remaining portions of a site following placement of buildings, parking, or vehicular access. Landscaping shall conform to the following standards:*

- a. Landscaping that conforms to the natural topography and protects existing specimen trees is encouraged.*
- b. Any specimen trees removed shall be replaced with a similar size tree or with a tree deemed appropriate by the City.*
- c. Landscaping shall emphasize the use of native and drought-tolerant vegetation and should include a range and density of plantings including trees, shrubs, groundcover, and vines of various heights and species.*
- d. The use of invasive plants shall be prohibited.*
- e. Landscaping shall be incorporated into the design to soften building masses, reinforce pedestrian scale, and provide screening along public streets and off-street parking areas.*

Consistent. The hotel site is nearly level, and existing trees are limited to nonnative bottle brush trees along Robin Hill Road. The landscape plan does not include invasive species and does include a wide variety of native and drought tolerant tree, shrub, and groundcover species. The landscape plan includes extensive tree plantings throughout the site, including along Hollister Avenue, within the parking lot areas, and around the new hotel building. Three new landscaped traffic medians are located in front of the project site on within Hollister Avenue to ensure safe and effective access. The project landscaping would soften the mass of the two and three story

hotel and the existing Hollister Center building. The project frontage improvements and overall landscaping would reinforce pedestrian scale and provide screening along Hollister Avenue and Robin Hill Road for both the structural development and paved parking areas. These project features along with implementation of mitigation identified in Section 4.1, "Aesthetics and Visual Resources," will ensure consistency with this policy.

VH 4.10: Streetscape and Frontage Design: A unified streetscape shall be created to improve the interface between pedestrians and vehicles. The following design elements shall be incorporated where feasible:

- a. Abundant street trees and landscaped medians.*
- b. Landscaping that buffers pedestrians and bicyclists from traffic without creating site distance conflicts.*
- c. Coordination of landscaping within the public right-of-way and adjacent development to provide an integrated street frontage.*
- d. Provision of street furniture including benches, planter seating, trash containers, and pedestrian scale light fixtures.*
- e. Use of pavement treatments and decorative tree wells.*
- f. Accent planting, textured paving, and specimen trees used to establish identities at building entries.*
- g. Traffic control and utility hardware such as backflow devices, traffic control cabinets, cable television boxes, and air vacuum and release enclosures shall be screened from view and colored to blend in with the surroundings. Such hardware should be placed outside sidewalks and away from intersections to the extent feasible.*

Consistent. Frontage improvements along Hollister Avenue and Robin Hill Road are consistent with elements for a unified streetscape identified in Policy VH 4.10. Along Hollister Avenue, the project includes installation of three landscaped center medians within Hollister Avenue, installation of a meandering sidewalk between the very short existing section at La Patera Lane across to Robin Hill Road, and also along the Robin Hill Road frontage. The landscape plan includes plantings of varying heights throughout the site, including near the building, throughout the parking area, and on both sides of the new sidewalk. New trees are also included throughout the site, including street trees along Hollister Avenue. Landscaping on both sides of the sidewalk is designed to provide a pleasant pedestrian experience, to provide separation from vehicle traffic on Hollister Avenue, and to partially screen the parking lot areas and structures as well as to break up the mass of the new hotel building. The existing bus stop would be upgraded, including bus pull out area. Utility hardware along the project perimeter would also be screened with landscaping. Distinguishable walkways from the sidewalk to the hotel entrance are identified on the project plans. As identified on the project landscape plan, the frontage improvements would be consistent with Policy VH 4.10.

VH 4.11: Parking Lots: Parking lots shall be adequately designed and landscaped. The following standards shall apply (see related Policy TE 9):

- a. Adequate parking requirements shall be established for all zone districts and conditionally permitted uses.*
- b. Adequate parking space dimensions and aisle widths shall be established.*

- c. *Angled parking spaces are encouraged in order to maximize visibility for drivers and pedestrians. Retail parking lot design that includes 90-degree parking spaces is discouraged.*
- d. *Pedestrian circulation shall be adequate, clearly delineated, and integrated with internal vehicle circulation to allow for safe and convenient pedestrian links from parking areas to building entrances. Planting strips should be used between traffic zones and sidewalks wherever possible.*
- e. *Retail parking lots shall provide for adequate shopping cart storage that is adequately screened.*
- f. *Parking lot landscaping shall provide for adequate visual relief, screening, and shade. Adequate tree density shall be established and shall include approximately one tree for every four parking spaces. Deciduous trees in parking lots are discouraged due to the visual effects of loss of canopy.*
- g. *Parking lot lighting shall be considered relative to the selection and location of parking lot trees and their height at maturity.*
- h. *Shared parking arrangements are encouraged where neighboring uses have different peak use periods.*
- i. *Permeable parking surfaces and grass-incorporated paving systems are encouraged to reduce stormwater runoff. Water quality protection measures such as storm drain filters should be used to minimize pollutants that would result in impacts to downstream water bodies or habitat.*

Consistent. The project is consistent with these policies due to the following:

- a-c. Adequate parking is being provided for each parcel's associated parking demand based on an analysis of parking demand included in the project traffic study prepared by Jim Biega, traffic engineer consultant for Public Works (Appendix P). Angled parking stalls are currently provided and will be maintained for the existing Hollister Center. Given greater constraints for space, the ordinance required number of parking spaces could not be accommodated on Parcel 2 for the new hotel with angled parking spaces. The traffic report included recommendations for other minor revisions to parking lot layout to ensure optimum operation of the parking lot for hotel guests including redistributing compact spaces better throughout the site. With incorporation of the minor parking lot modifications, the amount and design of the parking areas would be consistent with this policy.
- d. Pedestrian crossings and sidewalks around and through the parking area in the front of the facility would ensure that pedestrian circulation is both safe and user friendly for guests and employees.
- f. The landscape plan provides for substantial landscaping along both the perimeter of the parking lot as well as within the parking lot, providing visual relief and shading between parking spaces.
- g. As discussed in Section 4.1, "Aesthetics and Visual Resources," of this EIR, all exterior lighting would be required to be fully shielded in a manner that prevents lighting of the night sky and exposure of adjacent properties to excessive light and glare. Required future DRB review of the project would include more specific review of the final lighting plan in conjunction with the final landscape plan's tree placement and sizes to ensure consistency.
- h. As discussed in Section 4.12, "Transportation and Traffic," of this EIR, adequate parking is provided for each parcel to accommodate their individual parking demand. Therefore,

reciprocal parking agreement is not required, although the City is supportive of a reciprocal parking arrangement between Parcels 1 and 2 to provide the greatest flexibility in meeting the projects' future parking demands.

- i. Given shallow perched groundwater on site, pervious surfaces are not identified for hardscape areas. However, bioswales and a retention basin are identified to partially filter and retain peak stormwater flows before their release to the Goleta Slough.

VH 4.12: Lighting: Outdoor lighting fixtures shall be designed, located, aimed downward or toward structures (if properly shielded), retrofitted if feasible, and maintained in order to prevent over-lighting, energy waste, glare, light trespass, and sky glow. The following standards shall apply:

- a. *Outdoor lighting shall be the minimum number of fixtures and intensity needed for the intended purpose. Fixtures shall be fully shielded and have full cut off lights to minimize visibility from public viewing areas and prevent light pollution into residential areas or other sensitive uses such as wildlife habitats or migration routes.*
- b. *Direct upward light emission shall be avoided to protect views of the night sky.*
- c. *Light fixtures used in new development shall be appropriate to the architectural style and scale and compatible with the surrounding area.*

Consistent. Mitigation identified in Section 4.1, "Aesthetics and Visual Resources," of this EIR would ensure that all proposed exterior lighting meets the requirements of these policies.

VH 4.14: Utilities: New development projects shall be required to place new utility lines underground. Existing overhead utility lines should be placed underground when feasible. Undergrounding of utility hardware is encouraged. Any aboveground utility hardware, such as water meters, electrical transformers, or backflow devices, shall not inhibit line of sight or encroach into public walkways and, where feasible, should be screened from public view by methods including, but not limited to, appropriate paint color, landscaping, and/or walls.

Consistent. The existing overhead utility lines along Hollister Avenue would be placed underground. All above-ground utility connections would be screened as required by mitigation identified in Section 4.1, "Aesthetics and Visual Resources," of this EIR. City review to ensure adequate screening would include DRB review and approval of the final project plans, including but not limited to the landscape plan and Hollister Avenue Improvement Plan, prior to issuance of land use permits for project development.

Transportation Element

TE 2.1: Reduction/Shifting of Peak-Hour Vehicle Trips: The City supports efforts to limit traffic congestion through reducing low-occupancy auto trips and shifting peak-hour vehicle trips to off-peak hours. Possible means for accomplishing this include the following:

- a. *Increased telecommuting.*
- b. *Establishment of flexible work schedules.*
- c. *Provision of incentives for carpooling.*
- d. *Provision of vanpools.*
- e. *Car sharing/ride sharing.*

- f. *Guaranteed ride home programs.*
- g. *Safe routes to school programs.*
- h. *Provision of pedestrian amenities.*
- i. *Provision of bicycle facilities and amenities.*
- j. *Bus pass programs for employees.*
- k. *Public information and promotion of ridesharing.*

Consistent. The project includes upgrading of the existing bus stop in front of the site and installation of a meandering sidewalk along Hollister Avenue between La Patera Lane and Robin Hill Road. Both of these improvements would facilitate nonmotor vehicle transportation options. In addition, the extended stay components of the hotel (kitchens in rooms, onsite work-out facilities, swimming pool, etc.) provide onsite amenities to guests, which can reduce the number of guest vehicle trips. These features, along with implementation of applicable alternative transportation measures identified in Section 4.6, "Greenhouse Gas Emissions," and Section 4.12, "Transportation and Traffic," of this EIR, would ensure consistency with this policy.

TE 3: STREETS AND HIGHWAY PLAN STANDARDS

TE 3.3: Major Arterials: Roads designated as major arterials are shown in Figure 7-2. The following criteria and standards shall apply to roads designated as major arterials:

- a. Definition/Function: Major arterials are continuous routes that carry through traffic between various neighborhoods and communities, frequently providing access to major traffic generators such as shopping areas, employment centers, recreational areas, higher-density residential areas, and places of assembly. Driveway access, especially for residential uses, to a major arterial is generally discouraged or kept to a minimum in order to facilitate traffic flows.
- b. Access to Abutting Properties: Although established patterns of development in Goleta have created driveways along most arterial segments, access to abutting properties shall be managed to maximize safety and functionality for through traffic, including but not limited to the following characteristics:
 - 1) Driveways shall have sufficient width to minimize conflicts between through traffic and turning movements.
 - 2) Driveways shall adhere to safe sight-distance requirements to the extent feasible.
 - 3) New development abutting major and minor arterials shall accommodate safe ingress and egress without necessitating backing movements into the arterial.
 - 4) Where feasible, sharing driveways with adjoining properties is encouraged, with provision of reciprocal access easements.
 - 5) Where street standards cannot be fully met and access from the arterial must be approved due to the absence of any other feasible and practicable alternative, development intensity may be reduced on the site to lessen or avoid potential traffic safety hazards and vehicular conflicts.
- c. Design Standards: The following standards shall apply:
 - 1) A principal or major arterial may be a divided or an undivided multi-lane road, with or without center median.
 - 2) The maximum number of through-travel lanes shall be two lanes in each direction except for street segments between US-101 and Hollister Avenue, where the maximum number of lanes shall be three lanes in each direction.

- 3) *Lane widths and intersection geometrics shall be adequate to accommodate transit vehicles and large trucks.*
- 4) *Intersections of arterials with cross-routes are provided at grade, although partial control of access may occur at some locations. Intersection controls shall give priority to traffic flow on the arterial rather than the cross-route.*
- 5) *Major arterials shall include facilities to accommodate pedestrians and bicycles.*
- 6) *At a minimum, major arterials shall include curbs, gutters, and sidewalks. Major arterials may include landscaped medians and/or landscaped strips between curb and sidewalk.*
- 7) *Parking may be provided in appropriate segments on either or both sides of the street.*

Consistent. Hollister Avenue is one of the two major east/west arterials in the City. The project includes five driveways: two existing driveways on La Patera Lane, one relocated driveway on Robin Hill Road, one existing driveway on Hollister Avenue, and one new joint access driveway on Hollister Avenue on the common property line between Parcels 1 and 2. The project also involves adding a meandering sidewalk along Hollister Avenue and Robin Hill Road and three new landscaped medians in Hollister Avenue in front of the project. The project access design has been reviewed by Public Works, and final access design details would be reviewed and approved by Public Works prior to land use permits for the project to ensure safe and effective access design for ingress, egress, and internal circulation for both motor vehicles and pedestrians. Consistency with this policy would be ensured through City review and approval of final plans to ensure consistency with existing plans and appropriate incorporation of final design details for driveways, bike lanes, sidewalk, center medians, etc.

TE 4: TARGET LEVEL OF SERVICE STANDARDS

TE 4.1: General Level of Service Standard: *A traffic LOS standard C shall apply citywide to major arterials, minor arterials, and collector roadways and signalized and unsignalized intersections, except as provided in TE 4.2. The standard shall apply to daily traffic volumes and both AM and PM peak hours for intersections, and to average daily traffic volumes (ADT) for roadway segments. Table 7-3 provides descriptions of the LOS categories.*

Consistent. As discussed in Section 4.12, "Transportation and Traffic," of this EIR, the project is expected to result in a net increase of 736 average daily trips and 65 PM peak hour trips. All area intersections would continue to operate at acceptable levels with project added traffic, and the project is considered consistent with this policy.

TE 6: STREET DESIGN AND STREETScape CHARACTER

TE 6.4: Streetscape Amenities: *Street design standards should incorporate appropriate pedestrian and neighborhood-enhancing elements in roadway design based on the density of development and the type of roadway. These elements may include wider sidewalks, separated sidewalks, planting strips, landscaped medians, benches, street trees, and pedestrian-oriented streetlights.*

Consistent. The project includes street frontage improvements along Hollister Avenue between La Patera Lane and Robin Hill Road and along the project's Robin Hill Road frontage. These include an improved bus stop/pull out on Hollister Avenue, installation of a new meandering sidewalk, landscaping, and lighting. The DRB would review and approve the final detailed plans for these improvements at a public meeting prior to issuance of land use permits for development.

TE 7: PUBLIC TRANSIT (Bus Transportation)

TE 7.12: Transit Amenities in New Development: The City shall require new or substantially renovated development to incorporate appropriate measures to facilitate transit use, such as integrating bus stop design with the design of the development. Bus turnouts, comfortable and attractive all-weather shelters, lighting, benches, secure bicycle parking, and other appropriate amenities shall be incorporated into development, when appropriate, along Hollister Avenue and along other bus routes within the city. Existing facilities that are inadequate or deteriorated shall be improved or upgraded where appropriate and feasible.

Consistent. As discussed in Section 4.12, "Transportation and Traffic," of this EIR, the City is requiring the applicant to upgrade the existing bus stop in front of Hollister Center consistent with this policy.

TE 9: PARKING

TE 9.1: Off-Street Parking: The primary source of parking supply for new development of all types of uses within the City shall be off-street parking spaces that are provided onsite within the development.

Consistent. The project is designed to accommodate anticipated parking demand (and all parking spaces required by the zoning ordinance) off street within the project site. Parking demand for the Marriott Residence Inn is identified on Parcel 2 and all parking required for Hollister Center is located on Parcel 1. With implementation of Public Works recommendations for minor modifications to parking design on site (e.g., redistribution of compact spaces), the project would be consistent with this policy.

TE 9.2: Adequacy of Parking Supply in Proposed Development: The City shall require all proposed new development and changes/intensifications in use of existing nonresidential structures to provide a sufficient number of off-street parking spaces to accommodate the parking demand generated by the proposed use(s), and to avoid spillover of parking onto neighboring properties and streets.

Consistent. Please refer to the discussion above under Policy TE 9.1.

TE 9.4: Parking within Commercial and Industrial Areas: The following standards shall apply to parking within nonresidential areas:

- a. *An adequate number and appropriate type of parking spaces shall be provided on site for new development or changes of use in commercial, business park, and other industrial areas.*
- b. *Supplemental satellite parking facilities are encouraged for large employers to prevent spillover parking into neighboring areas.*
- c. *In determining the adequacy of proposed parking for new or substantially modified development, the City may consider proximity to transit facilities and the provisions of a TMP where it is demonstrated that the plan's measures will sufficiently reduce the demand for onsite parking.*
- d. *Conditions of approval for large nonresidential projects may include a requirement to prepare a TMP that includes monitoring of parking lot utilization and measures that will be implemented if the event that the supply of onsite parking spaces is inadequate.*

- e. *Provision of large amounts of excess parking is discouraged, except that surplus landscaped areas may be identified and reserved for future expansion of parking areas if warranted by future conditions.*
- f. *Compact parking spaces and 90-degree parking stalls are discouraged in parking lots serving high-turnover uses, such as (but not limited to) retail commercial centers.*

Consistent. The parking facilities are consistent with these policies given that parking demand studies conducted for the project have determined that adequate parking has been provided for each parcel. Although not required to accommodate each of the two parcels/businesses parking demands, a reciprocal access agreement could be recorded with the project to provide the greatest flexibility.

TE 9.5: Parking Lot Design: *Design standards applicable to retail, commercial, business parks, and parking lots are set forth in the Visual and Historic Resources Element Subpolicies VH 4.5, 4.7, and 4.11. In addition, the following standards and criteria shall apply to parking lots of three or more spaces:*

- a. *Parking lot design shall provide that all individual spaces are clearly delineated and have easy ingress and egress by vehicles.*
- b. *Proposals that include compact parking spaces shall be subject to discretionary approval by the City, and the number of compact parking spaces shall not exceed 20 percent of the total; parking spaces for oversized vehicles shall be included when appropriate.*
- c. *Access driveways and aisles shall have adequate geometrics, and the layout shall be clear, functional, and well organized.*
- d. *Pedestrian walkways between the parking area and the street, main entrance, and transit stops should be protected by landscaped or other buffers to the extent feasible.*
- e. *The visual impact of large expanses of parking lots shall be reduced by appropriate response to the design standards set forth in the Visual and Historic Resources Element's Policy VH 4.*

Consistent. The proposed parking would consist of clearly marked spaces, including less than 20% (15.5%) of the spaces designed as compact spaces; the access driveways have clear sight lines into the traffic flow and adequate geometrics for functional, well organized access; pedestrian access from the parking lot and the building entrance is provided; pedestrian access along Hollister would be improved through construction of a new meandering sidewalk with landscaping on both sides and an improved bus stop pull-out; and a variety of heights of plantings are included in the landscape plan to screen and reduce the visual effect of the large parking area. Public Works has reviewed the interior circulation, new traffic medians, and site driveways to ensure safe and functional circulation, ingress, and egress. As designed, in conjunction with the new medians in Hollister Avenue, the new driveway on Hollister Avenue would be limited to right turns for egress. Subject to the mitigation identified in the Section 4.12, "Transportation and Traffic," the project would be consistent with this policy.

TE 10: PEDESTRIAN CIRCULATION

TE 10.4: Pedestrian Facilities in New Development: *Proposals for new development or substantial alterations of existing development shall be required to include pedestrian linkages and standard frontage improvements. These improvements may include construction of sidewalks and other pedestrian paths, provision of benches, public art, informational signage,*

appropriate landscaping, and lighting. In planning new subdivisions or large-scale development, pedestrian connections should be provided through subdivisions and cul-de-sacs to interconnect with adjacent areas. Dedications of public access easements shall be required where appropriate.

Consistent. Project frontage improvements include a meandering sidewalk, lighting, landscaping on both sides of the sidewalk, and pedestrian access to the hotel entry from the Hollister Avenue sidewalk consistent with this policy. Landscaping is also identified throughout the parking lot.

TE 11: BIKEWAYS PLAN

TE 11.4: Facilities in New Development: *Bicycle facilities such as lockers, secure enclosed parking, and lighting shall be incorporated into the design of all new development to encourage bicycle travel and facilitate and encourage bicycle commuting. Showers and changing rooms should be incorporated into the design of all new development where feasible. Transportation improvements necessitated by new development should provide onsite connections to existing and proposed bikeways.*

Consistent: The project would provide secure bicycle parking and is considered consistent with this policy.

TE 13: MITIGATING TRAFFIC IMPACTS OF DEVELOPMENT

TE 13.1: Traffic Studies for Development Proposals: *Future development in Goleta will cause added burdens on the transportation system. Traffic analyses and reports shall be required for development proposals which the City Engineer and Planning Director determine may have effects on the local street system, including but not limited to possible degradation of service levels, potential creation of safety hazards, potential adverse effects on local neighborhood streets, or other substantial transportation concerns. When required by the City, traffic studies shall be performed by a qualified transportation engineer under a contract with the City. The costs of the traffic study, including costs of City staff time, shall be the responsibility of the project applicant.*

Consistent. The applicant has funded the preparation of a traffic study for the project (J. Biega, consultant to City of Goleta Public Works). That study evaluated the potential traffic impacts of the development on both city streets and intersections and found that no significant, adverse impacts on levels of service and/or roadway traffic volumes would occur as a result of project implementation.

TE 13.3: Maintenance of LOS Standards: *New development shall only be allowed when and where such development can be adequately (as defined by the LOS standards in Policy TE 4) served by existing and/or planned transportation facilities. Transportation facilities are considered adequate if, at the time of development:*

- a. Existing transportation facilities serving the development, including those to be constructed by the developer as part of the project, will result in meeting the adopted LOS standards set in Policy TE 4; or*
- b. A binding financial commitment and agreement is in place to complete the necessary transportation system improvements (except for the planned new grade-separated freeway*

crossings), or to implement other strategies which will mitigate the project-specific impacts to an acceptable level, within 6 or fewer years; and

- c. Any additional offsite traffic mitigation measures are incorporated into the impact fee system for addressing cumulative transportation impacts of future development.

Consistent. As discussed in Section 4.12, "Transportation and Traffic," of this EIR, traffic mitigation includes payment of traffic impact fees so that the project contributes its fair share toward area-wide traffic improvements, restriping of the Robin Hill southbound approach to Hollister Avenue to improve traffic flow onto Hollister Avenue, and modifications to the project's internal roadway circulation. With implementation of the mitigation identified in the Section 4.12, the project would be consistent with this policy.

Public Facilities Element

PF 4: WATER AND SEWER FACILITIES

PF 4.1: Water Facilities and Services: *The following criteria, standards, and procedures shall apply to water facilities and services:*

- a. *The City shall coordinate with GWD regarding new development within its boundaries to allow the GWD to continue to plan its capital improvements in an orderly manner consistent with the levels of growth allowed by the Land Use Plan.*
- b. *The City shall review and monitor GWD's existing Urban Water Management Plan, adopted in December 2005, and future updates to that plan, and shall monitor actions of GWD to meet the projected long-term water demand.*
- c. *The City shall monitor and compare the planned and potential consumption of the available and planned water capacity within the service area of the GWD. If the available and planned capacity of water supply and delivery services is not adequate to serve the planned and potential consumption, then the City shall take one or more of the following three actions in order of priority:*
 - 1) *Phase development within the city consistent with the Land Use Plan until such time that adequate resources can be identified to provide adequate supplies and improvements and urge other entities in the service areas to also reassess their plans.*
 - 2) *Reassess the City's Land Use Plan to reduce the demand for services to the degree necessary to match the supply and urge other entities in the service areas to also reassess their plans.*
 - 3) *Explore and support ways to reduce consumption in order to conserve available capacity and to reduce the volume of discharges of treated effluent in ocean waters.*
- d. *Environmental reviews of new development shall evaluate the adequacy of water supply capacity to serve cumulative demand for all existing and planned development, including during extended periods of drought.*
- e. *Water piping systems should be interconnected ("looped") wherever feasible to facilitate the reliable delivery of water to all locations within the city. The distribution system should be sized to provide minimum operating pressure of 45 pounds per square inch (psi) under normal conditions and 20 psi under emergency conditions such as fires.*
- f. *Water supply and delivery systems shall be available in time to meet the demand created by new development or shall be assured through the use of bonds or other sureties. An assured water supply and delivery system shall be identified prior to discretionary approvals of projects to the satisfaction of the City. GWD or the project applicant may provide several*

alternative methods of documentation, including an unconditional “ability to serve” letter from the district.

- g. The applicant and GWD shall demonstrate prior to issuance of final land use clearance that sufficient capacity shall be available to serve the development and all other cumulative projects within GWD’s service area. This may be evidenced by an unconditional “will serve” letter or contract for service from GWD. All required water infrastructure for a project shall either be in place at the time of approval of the land use clearance or shall be assured through the use of bonds, payment of fees, or other sureties to the City’s and GWD’s satisfaction.*
- h. Within new subdivisions, offsite and onsite water distribution systems required to serve the subdivision shall be in place and contain water at sufficient quantity and pressure prior to the issuance of any building permit. Model homes may be exempted from this policy, subject to approval by the City.*
- i. The City shall encourage and actively promote long-term water conservation through water-conserving features in new development, including low water-use plumbing fixtures and drought-tolerant landscaping. The City also encourages the reclamation of treated wastewater and development of distribution facilities for reclaimed water to serve appropriate uses and locations.*
- j. New water lines shall not be located within an Environmentally Sensitive Habitat Area (ESHA) or ESHA buffer unless there is no feasible alternative location. The City supports the decommissioning and relocation of existing facilities located within ESHA or ESHA buffers.*
- k. The City shall require new water infrastructure to be located and painted so as to not be visually obtrusive and, where feasible, to be located within roadway rights-of-way or existing utility easements.*
- l. The City shall seek to protect the quality and quantity of groundwater resources, including those that serve households and businesses that rely on private wells. The City encourages that such existing development be connected to the public water system of GWD and that the private wells be properly abandoned and closed.*
- m. All new development within the City shall be served by the public water system.*
- n. New development along corridors identified by the GWD in its Master Plan as locations of future water conveyance facilities shall provide appropriate easements as a condition of approval.*

Consistent. As discussed in Section 4.13, “Utilities and Service Systems,” of this EIR, project water demand is estimated by Goleta Water District (based on historic average hotel water use) at approximately ~~39.2~~ 15 acre feet per year (AFY), roughly equivalent to ~~3.3~~ 1% of the City’s total forecasted demand through 2030 and ~~less than 1%~~ of the Goleta Water District’s (GWD’s) total current water entitlement. This level of estimated demand would not necessitate any new entitlements, resources, or require expansion of any existing entitlements. Project conditions of approval will require GWD and City approval of the detailed water distribution system prior to initiation of construction. There are no ESHAs located on site that would be affected by installation of water lines and water conserving plumbing (as required by State law), and water conserving plants and irrigation practices would be implemented to minimize project water demand. The GWD has confirmed there are adequate supplies to serve the project, and Mitigation identified in Section 4.13 requires submittal of an unconditional Can and Will Serve letter prior to issuance of land use permits initiation of development to ensure consistency with this policy.

Additional mitigation identified in this EIR includes requirements for low-flow interior water fixtures, drought tolerant landscaping and water conserving irrigation, ~~and connection of the project site to the existing reclaimed water main that already exists in Hollister Avenue to provide long term irrigation and short term construction dust suppression.~~

PF 4.2: Sewer Facilities and Services: The following criteria, standards, and procedures shall apply to sewer facilities and services:

- a. *The City shall monitor and compare the planned and potential consumption of the available and planned sewer capacity within the service areas of these utilities. If the available and planned capacity of sewerage services is not adequate to serve the planned and potential consumption, then the City shall take one or more of the following three actions in order of priority:
 - 1) *Phase development within the City consistent with the Land Use Plan until such time that adequate resources can be identified to provide adequate supplies and improvements and urge other entities in the service areas to also reassess their plans.*
 - 2) *Reassess the City's Land Use Plan to reduce the demand for services to the degree necessary to match the supply and urge other entities in the service areas to also reassess their plans.*
 - 3) *Explore and support ways to reduce consumption in order to conserve available capacity and reduce the volume of discharges of treated effluent in ocean waters.**
- b. *The City shall encourage effective and cost-efficient organization and delivery systems for provision of wastewater collection, treatment, and disposal services within its boundaries.*
- c. *The City shall work with the GSD to ensure completion of a Capacity Management Alternatives Study to determine the scope of needed improvements for a higher level of treatment in order to improve the quality of effluent discharged by an outfall into ocean waters offshore from Goleta Beach Park. The City supports completion of this project as quickly as possible. The study should include a full evaluation of alternatives and costs. Alternatives should avoid construction of excess wastewater treatment capacity.*
- d. *The City shall encourage recycling of treated wastewater to reduce water consumption and reduce ocean discharges of treated effluent.*
- e. *Sewage collection and wastewater treatment capacity shall be available in time to meet the demand created by new development or shall be assured through the use of bonds or other sureties. The adequacy of sewerage facilities shall be identified prior to discretionary approvals of projects to the satisfaction of the City. The applicable sanitation district or project applicant may provide several alternative methods of documentation, including an unconditional "ability to serve" letter from the district.*
- f. *The applicant and the applicable sanitation district shall demonstrate prior to issuance of final land use clearance that sufficient capacity and facilities shall be available to serve the development and all other cumulative projects within the service area. This may be evidenced by an unconditional "will serve" letter or contract for service from the district. All required wastewater management infrastructure for a project shall either be in place at the time of approval of the land use clearance or shall be assured through the use of bonds, payment of fees, or other sureties to the City's and the applicable district's satisfaction.*
- g. *All necessary sewage collection facilities shall be in place at the time of approval of building permits.*

- h. New sewer lines shall not be located within ESHA or ESHA buffer unless there is no feasible alternative location. The City supports the decommissioning and relocation of existing facilities located within ESHA or ESHA buffers.*
- i. Development along corridors identified by sewer providers in their master plans as locations of future sewerage facilities shall provide appropriate easements as a condition of approval.*
- j. The City shall discourage and oppose extension of sewer service into any land area not designated for urban development, including to areas west of Goleta and the Embarcadero Community Services District.*
- k. Within the urban boundary, all new development shall be required to connect to the public sewerage system. New septic systems shall not be approved within the urban boundary unless it is demonstrated that there is no feasible alternative.*
- l. Independent community sewer systems shall not be approved or established for new development within the City.*

Consistent. The project site is located within an urban area and outside of any ESHAs or ESHA buffers. As discussed in Section 4.13, "Utilities and Service Systems," of this EIR, project generated sewer effluent is estimated at 25,000 gallons/day (gpd), which represents 1.0% of the GSD's remaining daily treatment capacity at the GSD's main treatment plant. Mitigation identified in Section 4.13 requires the applicant to obtain a Connection Permit from the GSD to formally guarantee the provision of sewer service to the project prior to issuance of any land use permit for the project.

Reclaimed water could be available to the site. However, site constraints, primarily shallow, perched groundwater and already saline slough soils, limit the ability to utilize reclaimed water for landscape irrigation purposes on site. Therefore, use of reclaimed water for landscaping on the project site is not recommended. Additionally, standard conditions for the project subdivision request would require identification of all easements required by and acceptable to service providers prior to approval of the final map.

PF 5: SCHOOL FACILITIES

PF 5.7: School Impact Fees: *Where school districts have adopted development impact fees to help finance provision of facilities, the City shall provide information regarding these impact fees to developers and builders. The City shall not issue a building permit for any development subject to such fees without documentation from the applicable district that its fees have been paid. The developer or builder shall be responsible for providing documentation to the City that school impact fees have been paid.*

Consistent. To ensure consistency with this policy, the City would verify payment of all applicable school impact fees prior to issuance of any building permit.

PF 6: UTILITIES

PF 6.2: Undergrounding of Overhead Utilities: *The City shall encourage the undergrounding of electrical power lines and other overhead utilities to the greatest extent practical, as follows:*

- b. To the extent practicable, all utilities shall be required to be placed underground in new development (see related VH 4.14).*

Consistent. Consistent with this policy, overhead utilities would be undergrounded as part of the project.

PF 3: PUBLIC SAFETY SERVICES AND FACILITIES

Policy PF 3.1 Fire Protection Standards: The Santa Barbara County Fire Department employs the following three standards with respect to provision of fire protection services:

- a. A firefighter-to-population ratio of one firefighter on duty 24 hours a day for every 2,000 in population is considered “ideal”, although a countywide ration (including rural areas) of one firefighter per 4,000 population is the absolute minimum standard. Considering the daytime population in Goleta due to employees and customers, all fire stations with Goleta fell short of this service standard as of 2005.
- b. A ratio of one engine company per 16,000 population, assuming four firefighters per station, represents the maximum population that the Santa Barbara County Fire Department has determined can be adequately served by a four-person crew. Fire Stations 11 and 12 (see Table 8-1) did not satisfy this standard as of 2005. Currently, all three fire engines that serve Goleta are staffed with only three-person crews. The National Fire Protection Association (NFPA) guidelines state that engine companies shall be staffed with a minimum of four on-duty personnel.
- c. The third fire protection standard is a 5-minute response time in urban areas. This incorporates the following NFPA response-time objectives:
 - One minute (60 seconds) for turnout time.
 - Four minutes (240 seconds) or less for the arrival of the first-arriving engine company at a fire suppression incident and/or 8 minutes (480 seconds) or less for the deployment of a full first-alarm assignment at a fire suppression incident.
 - Four minutes (240 seconds) or less for the arrival of a unit with first-responder or higher level capability at an emergency medical incident.
 - Eight minutes (480 seconds) or less for the arrival of an advanced life support unit at an emergency medical incident, where this service is provided by the Fire Department.

Policy PF 3.2 New Fire Station in Western Goleta: The Santa Barbara County Fire Department has determined that the most under-served area in Goleta is the extreme western portion near Winchester Canyon. In conjunction with the Fire Department, the City shall provide a site consisting of approximately 2 acres of land for proposed new Fire Station 10 to serve the western area of the City, as shown on the map in Figure 8-1. The Santa Barbara County Fire Department will construct Fire Station 10 as soon as funding becomes available.

PF 3.3: Impact Fees for Fire Protection Facilities/Equipment: Construction of the new Fire Station 10 shall be funded in part by revenues from an impact fee imposed on new development within the city, as well as upon development in the nearby unincorporated areas. Such fees may also be imposed for upgrades of existing fire stations and for new fire apparatus.

PF 3.4: Fire Safety in New Development: The following fire safety standards shall be met, where applicable, in new development within the city:

- a. Two routes of ingress and egress shall be required for any new development or subdivision of land requiring approval of a discretionary action. This requirement may be waived by the City when secondary access cannot be provided and maintenance of fire safety standards are ensured by other means.

- b. All private roads that provide access to structures served by the Santa Barbara County Fire Department shall be constructed at a minimum to the department's standards.
- c. All nonagricultural development in the foothills area shall include provisions for connection to the GWD or another public water purveyor.
- d. Emergency access shall be a consideration in the siting and design of all new development within the City.

PF 3.8: Impact Fee for Police Facilities: The City shall continue to require a development impact fee to provide revenue to assist with funding capital facilities for police services.

PF 9: COORDINATION OF FACILITIES WITH FUTURE DEVELOPMENT

PF 9.2 Phasing of New Development: Development shall be allowed only when and where it is demonstrated that all public facilities are adequate and only when and where such development can be adequately served by essential public services without reducing levels of service elsewhere.

PF 9.3: Responsibilities of Developers: Construction permits shall not be granted until the developer provides for the installation and/or financing of needed public facilities. If adequate facilities are currently unavailable and public funds are not committed to provide such facilities, the burden shall be on the developer to arrange appropriate financing or provide such facilities in order to develop. Developers shall provide or pay for the costs of generating technical information as to impacts the proposed development will have on public facilities and services. The City shall require new development to finance the facilities needed to support the development wherever a direct connection or nexus of benefit or impact can be demonstrated.

PF 9.6 Concurrency: The City shall develop ordinances and procedures to achieve "concurrency" for facilities essential to support development. Pursuant to those procedures, the City shall evaluate the impact of any new development on the capacity of the supporting public facilities and require, prior to final development approval, that financing be in place to correct any public facility deficiency. The evaluation of impacts shall include an analysis of the cumulative effects of other development proposals in the service area.

PF 9.7: Essential Services for New Development: Development shall be allowed only when and where all essential utility services are adequate in accord with the service standards of their providers and only when and where such development can be adequately served by essential utilities without reducing levels of service below the level of service guidelines elsewhere:

- a. Domestic water service, sanitary sewer service, stormwater management facilities, streets, fire services, schools, and parks shall be considered essential for supporting new development.
- b. A development shall not be approved if it causes the level of service of an essential utility service to decline below the standards referenced above unless improvements to mitigate the impacts are made concurrent with the development for the purposes of this policy. "Concurrent with the development" shall mean that improvements are in place at the time of the development or that a financial commitment is in place to complete the improvements.
- c. If adequate essential utility services are currently unavailable and public funds are not committed to provide such facilities, developers must provide such facilities at their own expense in order to develop.

Consistent. These policies require adequate public services for new projects at the time of development or sufficient funding for completion of any necessary new public service improvements. Services for provision of water, wastewater collection, stormwater management facilities, streets, schools, and parks are either currently available, would be provided by the project, and/or the permittee is required to provide evidence of service/facility availability from the Goleta Water District (water), Goleta Sanitary District (wastewater collection), Public Works (stormwater and roads), and Planning.

Fire protection services would be provided by the Santa Barbara County Fire Department (SBCFD). The closest station to the project site is Fire Station 14, located at 320 Los Carneros Road, approximately 2 miles (driving distance) north and west of the project site.

Station 14 has a staff of three personnel, consisting of an engine company captain, engineer, and firefighter. This station provides immediate response on incidents as determined by the type of call. Fire Station 14 currently meets the NFPA and SBCFD guidelines, as follows (City of Goleta 2006a):

1. The current ratio of firefighters to population at Fire Station 14 is 1:1,987.
2. Fire Station 14 currently serves a population of 5,960, which is below the ratio of one engine company (three-person crew) per 12,000 population by approximately 6,040 people.
3. Response time from Fire Station 14 is typically within 5 minutes.

The SBCFD has also recently implemented a dynamic deployment system for its fire engines, in addition to the traditional static deployment system from fire stations when the station's engine is in-house. Dynamic deployment allows for the dispatching of engines already on the road to emergency calls rather than dispatching by a station's "first in area," as has been the previous practice. Basically, dynamic deployment uses a Global Positioning System (GPS) to monitor the exact location of each engine in real time. Previously, when an engine was out on routine (nonemergency) activities, such as inspections or training, the engine company was considered in-service and its exact location at any given moment in time was not known to County Dispatch. However, with dynamic deployment using the County's GPS, County dispatch has real-time information on the exact location of each engine at all times and can dispatch the closest, un-engaged engine to an emergency incident, regardless of which fire station's service area the call originates from. This precludes the need for an in-service engine to have extended run times when another fire engine would be closer (Fidler; telecom of 8/16/11).

Cumulative development in the City would contribute to fire protection service deficiencies, due to an increase in emergency calls to primary and secondary responding stations citywide (City of Goleta, Cumulative Development Projects List, October 2012). In particular, the western Goleta area is the most underserved area in Goleta relative to NFPA and SBCFD service guidelines (City of Goleta 2006a). While fire protection services would still be provided Citywide, some emergency calls from the project and other cumulative development projects may experience delayed response. Depending on the volume of calls being handled by any given station, response may be within 5 minutes, may be delayed, and/or first response may come from a back-up fire station through static and/or dynamic deployment.

The deficiency in fire protection service in western Goleta would be addressed by the construction of future Fire Station 10 on property owned by the City at 7952 Hollister Avenue. Such construction is identified in the GP/CLUP (2006a). An adopted Goleta District Fee is part of a development impact fee (DIF) program applicable within the City. The purpose of the fee is to assist in financing fire protection capital facilities, such as Fire Station 10. The project would

be subject by ordinance to the payment of the Goleta District Fee (approximately \$63,460.88 for this project based on the 2010 DIF schedule).

Existing and future cumulative projects within Goleta and citywide would also be subject to payment of the DIF ordinance-required fire facility fee. The DIFs associated with cumulative projects are expected to result in necessary funding for the approximately \$5,000,000 cost of Fire Station 10. This station is expected to be completed in the 2015 timeframe, depending on rate of funding. The project's DIF payment towards this funding program fulfills its fair-share obligation.

The project is considered consistent with the above policies.

Noise Element

NE1: NOISE AND LAND USE COMPATIBILITY STANDARDS

NE 1.4: Acoustical Studies: *An acoustical study that includes field measurement of noise levels may be required for any proposed project that would: a) locate a potentially intrusive noise source near an existing sensitive receptor, or b) locate a noise-sensitive land use near an existing known or potentially intrusive noise source such as a freeway, arterial roadway, railroad, industrial facility, or airport traffic pattern. Acoustical studies should identify noise sources, magnitudes, and potential noise mitigation measures and describe existing and future noise exposure. The acoustical study shall be funded by the applicant and conducted by a qualified person or firm that is experienced in the fields of environmental noise assessment and architectural acoustics. The determination of applicability of this requirement shall be made by the Planning and Environmental Services Department by applying the standards and criteria of Table 9-2.*

Consistent. As noted above, an acoustical study of the project site and nearby vicinity, funded by the applicant, was conducted by a qualified noise consultant that included field measurements of the existing community noise equivalent level (CNEL). That study found that the existing and anticipated future CNEL in this area would not be problematic if standard noise attenuation measures per the Uniform Building Code are incorporated into the building's design.

NE 3: AIRPORT NOISE

NE 3.4: Noise Mitigation and Aviation Easements: *In compliance with state law, the City shall discourage new residential development or new sensitive uses in areas subject to high levels (65+ dB CNEL) of airport noise. The City shall require appropriate acoustic insulation measures to be components of any such development. Acoustic insulation should ensure that the interior noise level for any habitable room does not exceed 45 dB(A) CNEL. For all new development proposed in the clear and approach zones as defined in the Santa Barbara County ALUP, an aviation easement for noise and safety purposes shall be required.*

Consistent. As discussed in Section 4.9, "Noise," of this EIR and noted above, noise attenuation measures proscribed by the Uniform Building Code would ensure that interior noise levels would not exceed 45 dB(A) CNEL.

NE 6: SINGLE EVENT AND NUISANCE NOISE

NE 6.4 Restrictions on Construction Hours: The City shall require, as a condition of approval for any land use permit or other planning permit, restrictions on construction hours. Noise-generating construction activities for projects near or adjacent to residential buildings and neighborhoods or other sensitive receptors shall be limited to Monday through Friday, 8:00 a.m. to 5:00 p.m. Construction in nonresidential areas away from sensitive receivers shall be limited to Monday through Friday, 7:00 a.m. to 4:00 p.m. Construction shall generally not be allowed on weekends and state holidays. Exceptions to these restrictions may be made in extenuating circumstances (in the event of an emergency, for example) on a case by case basis at the discretion of the Director of Planning and Environmental Services. All construction sites subject to such restrictions shall post the allowed hours of operation near the entrance to the site, so that workers on site are aware of this limitation. City staff shall closely monitor compliance with restrictions on construction hours, and shall promptly investigate and respond to all noncompliance complaints.

Consistent. There are no noise sensitive uses in proximity to the project site. Therefore, construction hours are not limited for reasons associated with sensitive receptors.

NE 6.5: Other Measures to Reduce Construction Noise: The following measures shall be incorporated into grading and building plan specifications to reduce the impact of construction noise:

- a. All construction equipment shall have properly maintained sound-control devices, and no equipment shall have an unmuffled exhaust system.*
- b. Contractors shall implement appropriate additional noise mitigation measures including but not limited to changing the location of stationary construction equipment, shutting off idling equipment, and installing acoustic barriers around significant sources of stationary construction noise.*
- c. To the extent practicable, adequate buffers shall be maintained between noise-generating machinery or equipment and any sensitive receivers. The buffer should ensure that noise at the receiver site does not exceed 65 dB(A) CNEL. For equipment that produces a noise level of 95 dB(A) at 50 feet, a buffer of 1,600 feet is required for attenuation of sound levels to 65 dB(A).*

Consistent. There are no existing noise sensitive receptors in the area that would be affected by noise during the construction period. Although not considered noise sensitive receptors, workers in the surrounding buildings may be adversely affected by construction noise. Because the City's findings for approval of a Development Plan require that all adverse impacts be mitigated to the maximum extent feasible, project conditions would require project compliance with Policy NE 6.5.a and 6.5.b. Compliance with 6.5.c would not be required given the lack of sensitive receptors and the distance to adjacent buildings. With implementation of project conditions noted here, the project would be consistent with NE 6.5.

Housing Element

HE 3.2: LINKAGE OF HOUSING AND JOBS

HE 3.2: Mitigation of Employee Housing Impacts from Nonresidential Uses: Housing needs of local workers are an important factor for the City when reviewing nonresidential development proposals. The City shall require proposed new nonresidential development and proposed

expansion or intensification of existing nonresidential development to contribute to the provision of affordable employee housing. The proposed amount of floor area and type of nonresidential use shall be factors in establishing the requirement for individual projects. Alternatives to satisfy this requirement may, at the discretion of the City, include payment of “in-lieu” housing impact fees, provision of housing on-site, housing assistance as part of employee benefit packages, or other alternatives of similar value.

Consistent. Project conditions would require a project contribution toward the provision of affordable employee housing. This may include provision of housing on site within the hotel, payment of “in-lieu” housing fees, or provision of housing assistance to employees.

The proposed project has the potential to conflict with a variety of plan, policy, and regulation requirements, which would result in potentially significant environmental impacts. However, with approval of the requested modifications in the Development Plan and implementation of mitigation measures identified above, the proposed project would be consistent with all City plans, policies, and regulation requirements. Therefore, impacts would be less than significant after mitigation.

4.9.3 Cumulative Impacts

The Goleta Marriott Residence Inn project is an infill project that would not physically divide a community, so it would not contribute to a cumulative community cohesion impact. It is not located within any ESHA or within a habitat or natural community conservation plan area. Therefore, it would not contribute to a cumulative impact related to these protected land uses. Through Development Plan approval and mitigation measures the project would be consistent with all City plans, policies, and regulation requirements. Therefore, the project would not contribute to cumulative impacts related to inconsistency with plans, policies, or regulations.

4.9.4 Mitigation Measures

Mitigation measures discussed in Section 4.9.2.2, and included in other sections of this document, would also address land use impacts. No additional impacts are required.

4.9.5 Residual Impacts

Implementation of mitigation measures (as discussed in Section 4.9.2.2 and including in other sections of this document) would reduce land use and planning impacts to less than significant.