

## PLAN SANTA BARBARA GENERAL PLAN UPDATE GOALS

### LAND USE GOALS

- **Resource Allocation:** Achieve a balance in the amount, location and type of growth within the context of available resources including water, energy, food, housing, and transportation.
- **Character:** Maintain the small town character of Santa Barbara as a unique and desirable place to live, work, and visit.
- **Design:** Protect and enhance the community's character with appropriately sized and scaled buildings, a walkable town, useable and well-located open space, and abundant, sustainable landscaping.
- **Neighborhoods:** Maintain and enhance neighborhoods with community centers where requested, and improved connectivity to daily necessities, including limited commercial activity, transit, and open spaces while protecting the established character of the neighborhood.
- **Public Health:** Improve public health through community design and location of resources by promoting physical activity, access to affordable healthy foods and improved air quality.
- **Mobility:** Apply land use planning tools and strategies that support the city's mobility goals.
- **Regional Approach:** Support the establishment of the best possible government, jurisdictions, and intergovernmental working relationships for the South Coast area, from Gaviota to the City of Ventura.

### HOUSING GOALS

- **Housing Opportunities:** Ensure a full range of housing opportunities for all persons regardless of race, religion, sex, age, marital status, sexual orientation, ancestry, national origin, color or economic status, with special emphasis on providing housing opportunities for low income, moderate, middle income and special needs households.
- **New Housing Development:** Encourage the production of new housing opportunities which are sustainable, and increase equity by providing a sufficiently wide range in type and affordability to meet the needs of all economic and social groups, with special emphasis on housing that meets the needs of extremely low, very low, low, moderate, middle income and special needs households.

- ***Conservation and Improvement of Existing Housing:*** Conserve the existing housing stock and improve its condition while minimizing displacement; maintaining housing affordability; and preventing future blight or deterioration.
- ***Regional Cooperation and Jobs/Housing Balance:*** Coordinate City efforts with those of surrounding communities towards balancing jobs and housing in the regional housing market.
- ***Public Education:*** Expand public education regarding affordable housing to increase awareness of the housing needs of very low, low, moderate and middle income and special needs households and to inform the public about existing affordable housing opportunities, available resources and programs.

### **OPEN SPACE, PARKS AND RECREATION GOAL<sup>1</sup>**

- ***Open Space Opportunities.*** Protect and enhance the city’s livability, accessibility and character, and the community’s health, through the generous provision of a variety of accessible public open space opportunities.

### **ECONOMY AND FISCAL HEALTH GOALS:**

- ***Strong, Diverse Economy.*** Ensure a strong economy with a diversity of business sizes and types that provide a stable long-term revenue base necessary to support essential services and community enhancements, as well as diverse job opportunities.
- ***Local Opportunities.*** Enhance educational opportunities for local residents to meet local employment needs.
- ***Green Businesses.*** Encourage more “green” businesses.
- ***Tourism.*** Continue to support tourism and related support services for visitors to Santa Barbara.
- ***Interconnected Regional Economy.*** Recognize that commerce is intertwined with transportation, natural resources and housing, and together are key elements of a healthy economy that is regional in scope.
- ***Minimize Impacts and Costs.*** Internalize impacts to the environment of new development and redevelopment, and avoid costs to the community.

### **HISTORIC RESOURCE GOALS**

- ***Protect and Enhance Historical and Cultural Resources.*** Protect and enhance the community’s historic and cultural structures and sites, through the

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<sup>1</sup> Existing goals within Elements not being updated during this phase of the General Plan Update would remain.

protection, preservation, and enhancement of historic and archeological resources; appropriately scaled, designed and sited adjoining development; well-located open space; and landscaping.

- ***Increase Awareness and Appreciation.*** Increase public awareness and appreciation of Santa Barbara's prehistory and history, and historic, archeological and paleontological sites.

## ENVIRONMENTAL RESOURCES GOALS

- ***Sustainable Resource Use.*** Protect and use natural resources wisely to sustain their quantity and quality, minimize hazards to people and property, and meet present and future service, health and environmental needs.
- ***Reduce Greenhouse Gases.*** Reduce where practicable greenhouse gas emissions contributions to climate change, and to air pollution and related health risks.
- ***Reduce Fossil Fuel Use.*** Reduce fossil fuel use through increased efficiency and conservation, and by developing renewable energy sources.
- ***Climate Change Adaptation.*** If applicable, incorporate adaptation to climate change in proposals for new development, redevelopment and public infrastructure.

## CIRCULATION GOALS

- ***Integrated Multi-Modal Transportation System.*** Create a more integrated multi-modal transportation system to connect people, places, goods, and services by providing a choice of transportation modes and decreasing vehicle traffic congestion.
- ***Street Network.*** Provide a comprehensive street network that safely serves all transportation modes.

## PUBLIC SERVICES AND SAFETY GOALS

- ***Present and Future Service Needs.*** Ensure that public infrastructure and services are planned, sited, upgraded and maintained to meet present and future service needs efficiently, economically and in a manner consistent with a sustainable community and climate change.
- ***Safety and Preparedness.*** Emphasize safety and emergency preparedness as an integral part of land use planning.