



TO: Mayor and Councilmembers
FROM: Michelle Greene, City Manager
CONTACT: Anne Wells, Advance Planning Manager
SUBJECT: New Zoning Ordinance Project Update and Adoption Process

RECOMMENDATION:

Receive an update on the New Zoning Ordinance Project and the proposed adoption process and provide direction to staff.

BACKGROUND:

The City's first General Plan/Coastal Land Use Plan (General Plan) was adopted on October 2, 2006, and became effective on November 1, 2006. The General Plan governs land use and physical development within the City and establishes policy direction for the City's growth. The General Plan includes land use, open space, conservation, safety, visual and historic resources, transportation, public facilities, noise, and housing elements, all of which have implications for land use planning and zoning. Most pointedly, the Land Use Element establishes a set of land use designations and describes the intended land uses and development intensities for each designation. The General Plan also offers specific development standards, such as lot coverage, structure height, and residential density, for certain land use designations.

The Zoning Ordinance and the Zoning Map (collectively referred to as the Zoning Ordinance) are the key implementing documents of the General Plan, and under California law, they must be consistent with the General Plan. Goleta's current Zoning Ordinance was inherited from Santa Barbara County upon incorporation. As such, the current Zoning Ordinance does not reflect zoning and planning practices that are appropriate for Goleta as this document was intended for countywide land uses. Because the current Zoning Ordinance predates the adoption of the City's General Plan, it is not effective in implementing the land use and design goals in the General Plan.

On January 15, 2013, City Council authorized staff to embark on an effort to prepare new zoning regulations and a zoning map (referred to as the New Zoning Ordinance Project) that will be consistent with the General Plan. Specific goals identified for the project included creating regulations that are clear and easy to use, easy to understand, legally adequate, and that provide objective standards and criteria for use in the

development review and permitting process, all of which will result in high quality development. On September 3, 2013, the City Council authorized staff to execute a contract for zoning consulting services from Dyett & Bhatia. As a result of the project manager switching firms from Dyett & Bhatia to RRM Design Group (RRM), services are currently provided by RRM.

Staff and the consultant kicked off the project in September 2013 starting with the preparation of background studies, including a technical review of current zoning regulations, summary of issues to be addressed in the new Zoning Ordinance, and the preparation of an annotated outline for the new document. One important task during this phase was to review the General Plan to identify policies that could be easily implemented with standards, criteria, and review procedures in the New Zoning Ordinance. Staff and the consultant also conducted interviews with members of the public to identify key zoning issues.

In 2014, staff and the consultant then proceeded with the preparation of zoning modules reflecting “first cut” draft regulations, building on the annotated outline. Meetings to review modules with City staff, the Planning Commission, and stakeholders were hosted by Planning and Environmental Review Department staff and the consultant to solicit feedback.

Based on input received during the module review process, a Public Review Draft New Zoning Ordinance was released on November 19, 2015. Starting in January 2016, a new round of public outreach was conducted to receive input on the Public Review Draft New Zoning Ordinance. Over the course of eight public meetings, the Planning Commission completed a page turn and provided line by line comments on the Public Review Draft New Zoning Ordinance. In addition, the Design Review Board provided feedback at five public meetings regarding the design aspects of the Public Review Draft New Zoning Ordinance. The City Council Ordinance Standing Committee received updates and provided guidance regarding the zoning process at two meetings. The City also hosted three Open House zoning sessions to further inform the public and answer questions. Throughout this process, the public offered oral and written input at meetings, open houses, and workshops.

As required under the California Environmental Quality Act, staff and the consultant began environmental review of the New Zoning Ordinance. Tiering off prior environmental review done on the City's General Plan, the environmental review focused on the impacts associated with the New Zoning Ordinance. The City released a Notice of Preparation of a Supplemental Environmental Impact Report (EIR) to the General Plan Final EIR for the New Zoning Ordinance Project on February 26, 2014 followed by an environmental scoping meeting on March 20, 2014. The Draft Supplemental EIR was released on February 11, 2016, and was followed by an environmental hearing on February 11, 2016.

To date, the City has received a total of 212 comment letters regarding the New Zoning Ordinance Project, not including comments on the Supplemental EIR. A total of 43 public meetings, 16 stakeholder meetings, and two full days of interviews with members of the public have been conducted. In addition, the City provided Spanish language

translation service for public outreach materials and at public workshops/open houses. Refer to Attachment 1 for a schedule of public outreach meetings to date.

A zoning-specific website has been maintained throughout this effort at www.goletazoning.com. In March 2014, the City mailed a notice advertising the availability of the project website and requesting public input. The purpose of the website was and continues to be a public outreach tool. The status of the project, all meeting materials, the Draft Zoning Ordinance, and zoning frequently asked questions (FAQs) are included on the website. The website allows for New Zoning Ordinance project email notification signup. The site also includes a public comment online submittal form as another tool community input.

After a nearly three-year public outreach effort and a thorough review of the Public Review Draft Zoning Ordinance by the Planning Commission, staff has assessed the input and is working to revise the document accordingly. The outcome of this effort will result in the release of the Public Hearing Draft Zoning Ordinance. The purpose of this staff report is to present an approach to and schedule for the release of a Public Hearing Draft and ultimate adoption of the New Zoning Ordinance.

DISCUSSION:

Staff would like the Council’s feedback on the following process and schedule. It was designed to provide for additional public outreach and input opportunities balanced with the Council’s desire to adopt a new Zoning Ordinance by the end of the calendar year. Staff will use the range of public outreach tools to insure the public is made aware of the opportunities for feedback.

Steps in the Process	Timeline
Finalize and release the “Public Hearing Draft New Zoning Ordinance”	July 2017
Release an “Underline-Strikethrough Public Hearing Draft Zoning Ordinance” reflecting changes to the Public Review Draft made during public review process	July 2017
Finalize and release a “Summary of Changes from Public Review Draft to Public Hearing Draft Zoning Ordinance”	July 2017
Prepare and release a “Key Issues Guide” which highlights proposed changes from the existing zoning to proposed zoning	July 2017
Finalize and release, a “Notice of Availability of the Public Hearing Draft Zoning Ordinance and the Schedule for Public Review and Adoption Process”	July 2017
Host four open houses with a focus on the “Key Issues Guide”	August 2017
Hold two City Council Ordinance Standing Committee Meetings	August 2017
Hold one meeting with each member of the City Council along with their appointed Planning Commission member to review the “Key Issues Guide” and “Public Hearing Draft Zoning Ordinance” (a total of five meetings)	August 2017
Make necessary changes to the Public Hearing Draft and release a Proposed Final New Zoning Ordinance and Final Supplemental EIR	September 2017

Conduct a Planning Commission Hearing for the Final Supplemental EIR Certification and New Zoning Ordinance Adoption Recommendation	October 2017
Conduct City Council Hearings for the Final Supplemental EIR Certification and New Zoning Ordinance Adoption	November 2017

The process outlined above would allow for the adoption of the City's first Zoning Ordinance by the end of the 2017 calendar year. Following adoption, staff and consultant would proceed with the construction of an interactive, searchable webpage integrating the zoning text and map. This web-based Zoning Ordinance tool is a funded work program under the existing contract with the City's consultant, RRM.

A new zoning ordinance will enable City staff, decision makers, and the public to more efficiently and more accurately implement the General Plan. A new zoning ordinance will allow staff to move forward with the installation of an online permit tracking system, completely modernizing our application and permit processing procedures. This project represents a critical step for the advancement of the City's planning process. The Council's input on the zoning ordinance adoption process and schedule will provide critical guidance necessary for a successful outcome.

ALTERNATIVES:


The City Council may elect to provide feedback and changes to the proposed schedule and adoption process, or may elect to accept the schedule and adoption process as proposed.

FISCAL IMPACTS:

The two-year FY 2015-16 and FY 2016-17 Budget includes \$300,469 of General Fund monies in the Advance Planning Professional Services Fund 101-5-4300-500 for the preparation of New Zoning Ordinance. The funds are encumbered via an agreement with RRM, the City's zoning consultant, and are adequate to support the public outreach process presented in this staff report, therefore, no additional appropriation is needed.

Legal Review By:

Approved By:


Michael Jenkins
Interim City Attorney


Michelle Greene
City Manager

ATTACHMENT:

1. Public Outreach Schedule (Meetings to Date)

Attachment 1

Public Outreach Schedule
(Meetings to Date)

New Zoning Ordinance Project Public Outreach Schedule (Through April 6, 2017)

Date	Event Type	Zoning Subject
1/15/2013	CC	ZO Process Discussion/Action
5/7/2013	CC	ZO Process Update Discussion/Action
6/18/2013	CC	Contract Authorization for ZO Services
10/21/2013	Interviews	Zoning Content Discussion
10/21/2013	PC	ZO Status Report Presentation
10/22/2013	Interviews	Zoning Content Discussion
11/6/2013	Meeting	Chamber Roundtable
1/13/2014	PC	ZO Update Presentation
1/27/2014	PC	ZO Outline Report
3/10/2014	PC Study Session	ZO Module 1 Base and Overlay Districts
3/10/2014	Open House	ZO Module 1
3/20/2014	Public Mtg	NOP and Scoping Meeting
4/7/2014	PC Study Session	Module 1 Administration and Permits
4/7/2014	Open House	Module 1
4/28/2014	PC Study Session	Module 2 Base and Overlay Zoning Districts
4/28/2014	Open House	Module 2
5/12/2014	PC Study Session	Module 2
5/12/2014	Open House	Module 2
6/2/2014	PC Study Session	Housing Element Regs
6/2/2014	Public Workshop	Housing Element Regs
6/9/2014	Open House	Module 3 Part 1 Regs Applying to Multiple Districts
6/9/2014	PC Study Session	Module 3 Part 1
6/30/2014	Open House	Module 3 Part 2 Regs Applying to Multiple Districts
6/30/2014	PC Study Session	Module 3 Part 2
7/28/2014	PC Public Workshop	Housing Element Regs
8/11/2014	PC Study Session	Module 3 Part 3 Regs Applying to Multiple Districts
8/11/2014	Open House	Module 3 Part 3
10/27/2014	PC	Policy and Regulatory Programs Update
1/26/2015	PC Hearing	Housing Element Regs - Adoption
2/17/2015	CC Hearing	Housing Element Regs - Adoption (2nd Reading on 3/3/15)
11/19/2015	<i>Release of Draft Zoning Ordinance, User Guide, Standards Comparison Table</i>	
1/11/2016	PC Workshop	ZO Overview and Part 1 General Provisions
1/25/2016	PC Workshop	Part II Base Zone Districts and Part III Overlay Districts
1/26/2016	DRB	Landscaping and Lighting
1/27/2016	Open House	Draft Zoning Ordinance
2/8/2016	PC Workshop	Part IV Regs Applying to Multiple Districts
2/9/2016	DRB	Districts and Signs
2/22/2016	PC Workshop	Part IV Regs Applying to Multiple Districts
2/23/2016	DRB	Non-Residential Zoning Districts
2/27/2016	Open House	Draft Zoning Ordinance
3/8/2016	DRB	Signs and Parking and Loading
3/14/2016	PC Workshop	Part IV Regs Applying to Multiple Districts
3/21/2016	PC Workshop	Part IV Regs Applying to Multiple Districts
4/7/2016	Open House	Draft Zoning Ordinance
4/11/2016	PC Workshop	Part V Admin and Permits and Part VI General Terms
4/12/2016	DRB	Part V Admin and Permits (Design Review)
4/25/2016	PC Workshop	Outstanding Items
5/18/2016	CC Ord Standing Comm	ZO Status Report
7/11/2016	Public Meeting	CEQA Environmental Hearing

Key to Acronym:

CC	City Council
PC	Planning Commission
DRB	Design Review Board

**New Zoning Ordinance Project Interested Parties Interview Schedule
(Through April 6, 2017)**

<u>Date</u>	<u>Name of Individual or Group</u>
1/4/2016	Santa Barbara Association of Realtors
1/20/2016	Goodland Coalition
1/25/2016	Goleta Valley Chamber of Commerce
2/3/2016	League of Women Voters
2/10/2016	Ben Werner
2/22/2016	Vulcan Materials Company
2/23/2016	Santa Barbara County Association of Governments
3/2/2016	Reverend Miller and Company
3/16/2016	Goleta Valley Chamber of Commerce
3/23/2016	First 5: Eileen Monahan
3/23/2016	Wynmark Company: Kim Schizas
4/6/2016	Goleta Valley Chamber of Commerce
4/14/2016	Goodland Coalition
4/25/2016	Beekeepers Guild of Santa Barbara
4/27/2016	Goleta Valley Chamber of Commerce
2/28/2017	First 5: Eileen Monahan