

# HERITAGE RIDGE

WHERE  
THE GOLETA  
COMMUNITY  
LIVES  
WORKS  
AND  
PLAYS

 The Towbes Group



# HERITAGE RIDGE

is a proposed community with an existing water allocation for new apartment homes to be built and managed by The Towbes Group for Goleta's seniors, families, and workforce.

The community of homes, open space, parkland, and bike and walking trails will be located in Goleta, south of the 101 freeway between Los Carneros and Camino Vista. Construction is scheduled to begin in early 2018 with homes available for leasing in 2019.

**3** RD & FINAL PHASE OF WILLOW SPRINGS COMMUNITY

**132** SENIOR APARTMENTS

**228** WORKFORCE APARTMENTS

**40%** OPEN SPACE

Heritage Ridge will be a two- and three-story building design resulting in less than 23 percent of the site dedicated to buildings and more than 40 percent of the community landscaped with native lush and low-water consuming plants and trees.





# SENIOR HOUSING

NO BUY-IN

LOW-MAINTENANCE

SENIOR-SPECIFIC AMENITIES

# 40%

Nearly 40 percent of the Goleta population will be over 55 by 2022.

Heritage Ridge provides the only non-institutional rental community in Goleta designated for residents 55+ designed to support our seniors with a comfortable and safe place to call home as they age.

Providing senior-specific housing to the growing, aging population in Goleta allows seniors to downsize to a low-maintenance and smaller rental home instead of remaining in a larger home that does not match their functional needs. This opportunity also frees up the existing impacted home-sale market for the community.





# GOLETA WORKFORCE

MAJOR EMPLOYERS IN THE GOLETA VALLEY:

appfolio

Cottage Health

DECKERS BRANDS

UCSB

YARDI

2900<sup>+</sup>  
JOBS  
WITHIN  
1 MILE

REDUCE COMMUTE & TRAFFIC

IMPROVE HEALTH & AIR QUALITY

ECONOMIC SUSTAINABILITY

More than 2,900 jobs are within one mile of Heritage Ridge offering employees the opportunity to live within walking or biking distance to work and offering employers local housing options for employees.

Heritage Ridge redresses the region's challenging jobs/housing imbalance (1.9 jobs/1 home) on the South Coast which has caused over 20,000 commuter auto trips per day into the Goleta Valley.







# RESPONSIBLE SUSTAINABLE LAND USE

- 1997** Land acquired and the Willow Springs Community envisioned
  
- 2003** Phase I: Willow Springs Apartment Homes completed in addition to a 2.37 acre Neighborhood Park and a 7.48 acre wetlands and wildlife preserve
  
- 2006** North Willow Springs / Heritage Ridge identified in the Central Hollister Housing Opportunity Sites within the City's General Plan
  
- 2014** Phase II: Willow Springs Apartment homes completed  
  
 Phase III: Heritage Ridge application deemed complete by the City of Goleta
  
- 2018** Phase III: Heritage Ridge will complete the Willow Springs Community providing housing and promoting pedestrian/bike/transit connectivity in central Goleta



- Phase I** **COMPLETED** Willow Springs I Apartment Community (2003)
- Phase II** **COMPLETED** Willow Springs II Apartment Community (2014)
- Phase III** **FUTURE** North Willow Springs / Heritage Ridge Senior & Workforce Apartment Communities (est. 2018)

# WE SUPPORT THE COMMUNITY



The Towbes Group is a Certified Green Business. In 2010, The Towbes Group earned the Green Business certification for their corporate headquarters by working with the County of Santa Barbara to plan and implement changes to reduce environmental impacts while conserving money and natural resources. The Towbes Group is committed to certifying their entire portfolio, including all new properties.



## Give Where You Live

\$31,000 donated to local charities

Grant Committee:

- o 35 Central Coast charities positively impacted with volunteers and funds
- o \$56,787 raised and donated to local charities chosen by employees



## Habitat for Humanity

A first of its kind volunteer day uniting all three Habitat for Humanity programs on the Central Coast. The Towbes Group will provide their entire work force for one day to help those in need of better living conditions on the Central Coast alongside government agencies from Ventura to Santa Maria.

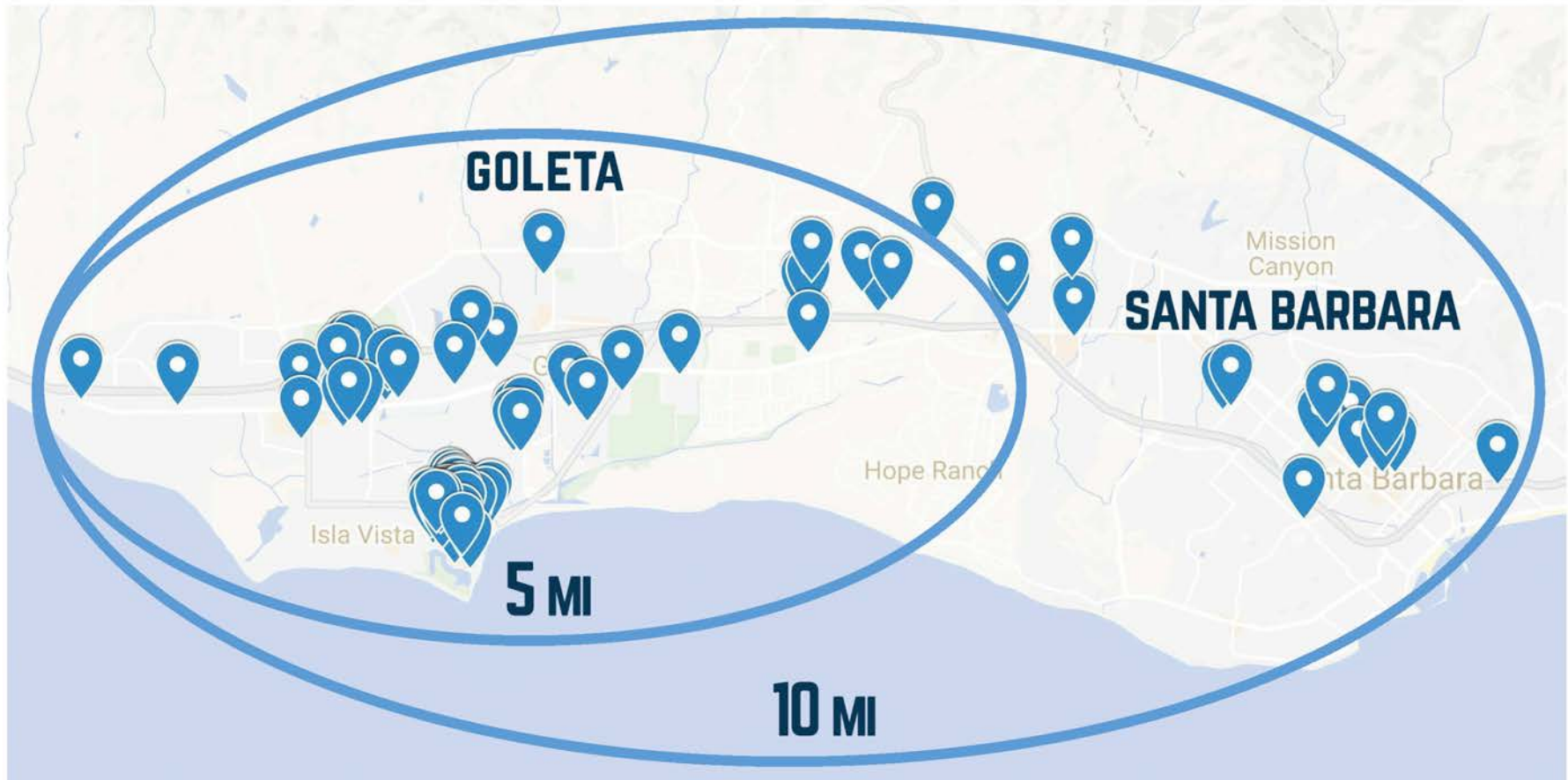
## Give-A-Palooza

\$75,000 raised to benefit Special Olympics of Southern California together with Deckers Brands, Montecito Bank & Trust, Curvature, Bacara Resort, Santa Barbara Zoo, Sansum Clinic, and Cox Communications. A friendly afternoon building corporate teamwork and giving back to our community.





# CREATING VALUABLE HOUSING FOR THE WORKFORCE



Heritage Ridge is the 3rd and final phase of the Willow Springs Community which continues to provide homes for Goleta's workforce and contributes to their quality of life by alleviating commute times, transportation costs, traffic congestion, and environmental impacts, while allowing for more community engagement.

**64% RESIDENTS  
LIVE WITHIN 5 MILES OF WORK**  
**90% OR 303 RESIDENTS  
LIVE <10 MILES FROM WORK\***

\*Heritage Ridge is the 3rd and final phase of the Willow Springs development. Figures based on total reported working residents at Willow Springs Apartment Homes as of 2.20.2017.



# RESPONSIBLE SUSTAINABLE LAND USE

EXISTING WATER ALLOCATION

GENERAL PLAN & ZONING CONSISTENCY \* RESIDENTIAL MULTI-FAMILY

NO ANNEXATION OR CONVERSION FROM AGRICULTURAL USE



- Deed restriction provides seniors housing in perpetuity
- Electric Vehicle Charging Stations
- Promotes Transit-Oriented Development:  
Improves & encourages pedestrian/bike/transit connectivity
- Infill location that reduces urban sprawl
- Solar-ready roofs
- Senior Housing - First and only age-qualified apartment homes  
(non-institutional)



# GREEN BUILDING STANDARDS



The Towbes Group is a certified Santa Barbara County Green Business and will design and construct Heritage Ridge to maximize natural resource efficiencies and environmental benefits.



New apartments will be individually sub-metered for water—a standard practice for all new Towbes Group developments—allowing residents to manage their water use and conservation. A study funded by the U.S. Environmental Protection Agency in 2004 found that sub-metering cut water usage by 15%.



Water efficient landscaping includes native, low-water consuming plants and minimal turf.



Design and construction of buildings will be oriented for maximum passive heating and shade cooling.

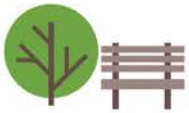


# COMFORTABLE AND FUNCTIONAL LIVING

## ATTRACTIVE AMENITIES

1

Tot Lot



Bocce/Lawn Bowling Courts

Active Play Turf Area

Central Courtyards and Gardens

Community Vegetable Garden

Rose and Herb Garden with Fountain

Elevators servicing three-story buildings

Tasteful architecture: Art Deco (Senior) & Modern (Workforce)

Bicycle Parking

Extensive Walking Paths

Direct Pedestrian Links to surrounding neighborhoods



2

2 Clubhouses totaling 6,200+ SF

2 Pools with expansive Pool Decks

2 Gyms with Multi-Purpose Spaces

2 Outdoor Fire Pits/Fireplaces

2 Community Rooms for social activities & gatherings



3

3 Picnic Areas w/ Barbeques & Tables/Card & Chess Tables

3 Spas

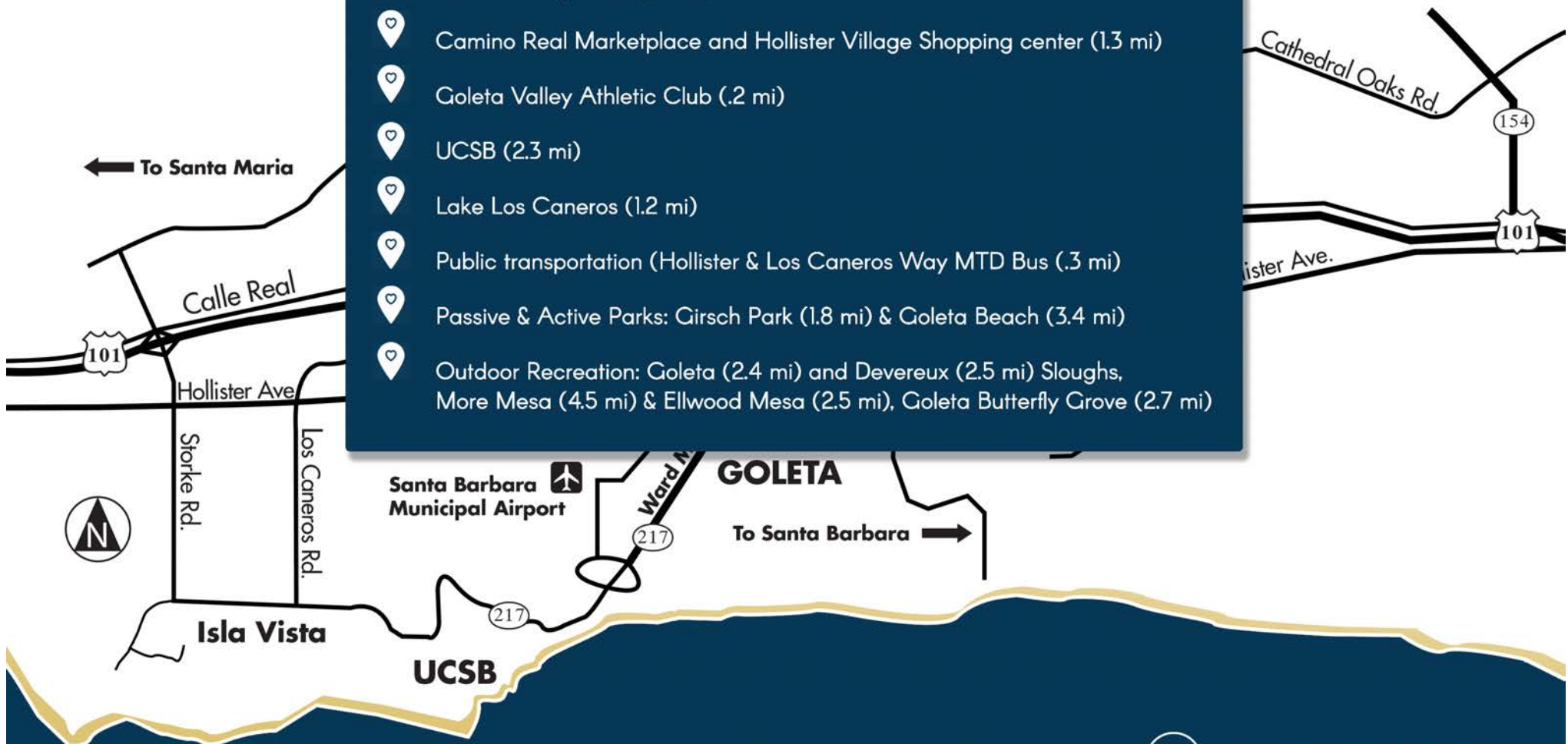
Heritage Ridge provides valuable **inter-generational engagement** that does not exist currently on the South Coast. Our communities are designed and managed to serve residents with a **simplified, engaged** and **active lifestyle**.



# HERITAGE RIDGE

## IN THE HEART OF THE COMMUNITY

- Goleta Valley Cottage Hospital (3.1 mi)
- Camino Real Marketplace and Hollister Village Shopping center (1.3 mi)
- Goleta Valley Athletic Club (.2 mi)
- UCSB (2.3 mi)
- Lake Los Caneros (1.2 mi)
- Public transportation (Hollister & Los Caneros Way MTD Bus (.3 mi)
- Passive & Active Parks: Girsch Park (1.8 mi) & Goleta Beach (3.4 mi)
- Outdoor Recreation: Goleta (2.4 mi) and Devereux (2.5 mi) Sloughs, More Mesa (4.5 mi) & Ellwood Mesa (2.5 mi), Goleta Butterfly Grove (2.7 mi)





# WE BUILD COMMUNITY

The Towbes Group, headquartered in Santa Barbara, is a real estate investment, development and property management company with more than 60 years of experience in the Tri-County area. The Towbes Group has developed more than 6,000 residential units and 1.8 million square feet of commercial properties, primarily in Santa Barbara, Ventura and San Luis Obispo counties. The company currently manages more than 1.8 million square feet of commercial office, industrial and retail space, and approximately 2,500 residential units, including Sumida Gardens, Pacific Oaks, and Willow Springs in Goleta.

The Towbes Group sees above average lease-up rates throughout Goleta, demonstrating the demand for apartment homes.

## GOLETA PROPERTIES:



# WE BUILD COMMUNITY

“ The location and the quality of the office space has been a perfect fit for us. We have been in great hands with The Towbes Group. The flexible floor plan available made a big difference for us and our fitness center is going to certainly keep our employees happy and healthy.

**BRIAN DONAHOO**  
CEO, APPFOLIO



“ The Towbes Group is a pleasure to work with. Their local expertise, construction quality, and outstanding customer service make them a terrific builder and landlord, as well as a strategic partner for Sansum.

**KURT RANSOHOFF, M.D.**  
PRESIDENT & CEO  
SANSUM CLINIC



“ My favorite part of living at a Towbes property is that everything is well-planned, efficient, safe and HAPPY!



**CAROL LEE CAHILL**  
SENIOR RESIDENT  
SANTA MARIA  
HANCOCK TERRACE &  
SIENA APARTMENTS

“ Great views and great neighborhood. Perfect for those who work in Goleta. It is within 5 minutes of driving from the main shopping areas.

The common area has great spas, and a nice pool. The on-site gym is a big plus. I highly recommend Willow Springs Apartments!

**PREEYA P.**  
WILLOW SPRINGS RESIDENT



# HERITAGE RIDGE

SENIOR HOUSING

WORKFORCE HOUSING

NEIGHBORHOOD PARK

## WE WELCOME YOUR SUPPORT



CONTACT US



[www.towbes.com](http://www.towbes.com)

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PROVIDING GOLETA WITH JOBS & HOUSING

### APARTMENT COMMUNITIES

- Sumida Gardens
- Willow Springs
- Encina Meadows
- Pacific Oaks
- Mariana Village
- Patterson Place

### COMMERCIAL PROPERTIES

- Calle Real Shopping Center
- Storke-Hollister Research Center
- Castilian Technical Center
- Santa Barbara Business Park
- 600 Pine Avenue
- Fairview Business Center
- Los Carneros Business Center
- 6900 Hollister Avenue

\*All properties listed were developed, built, and are managed and owned by The Towbes Group.