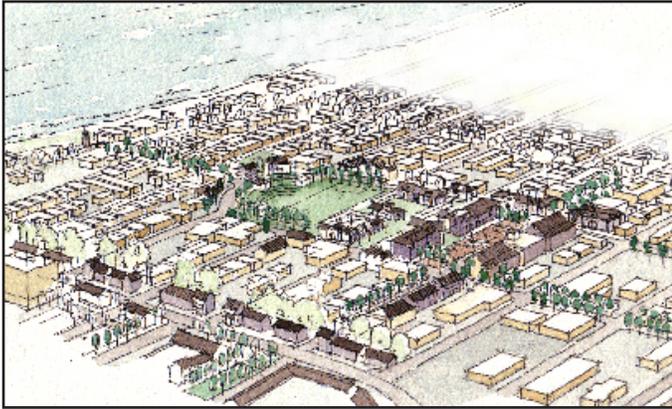


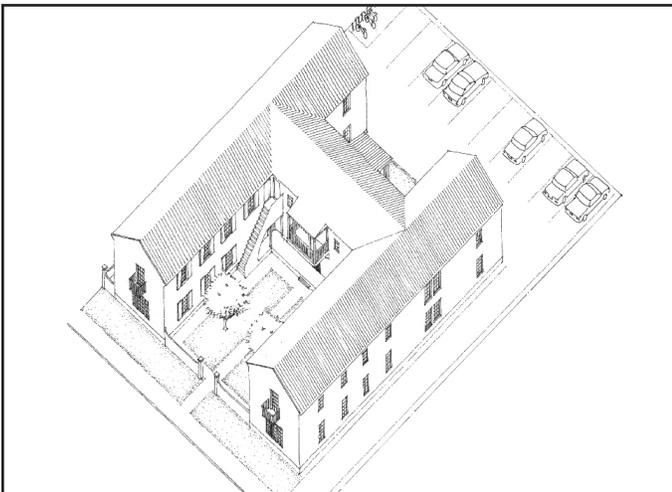
## Chapter 4: Focus Areas



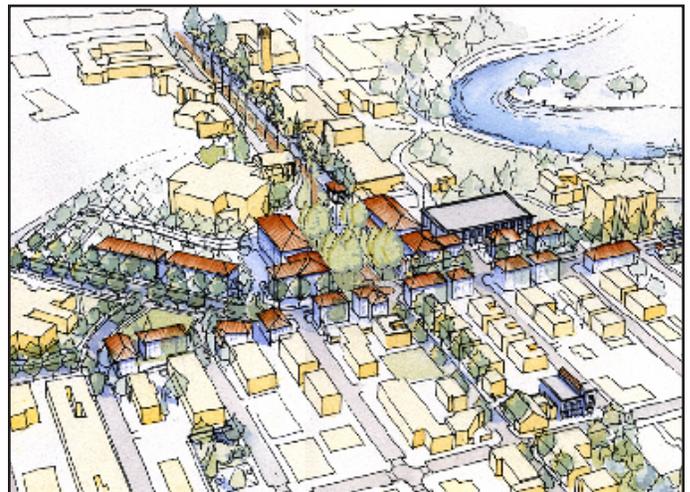
*Downtown Isla Vista*



*Estero Neighborhood*



*Housing*



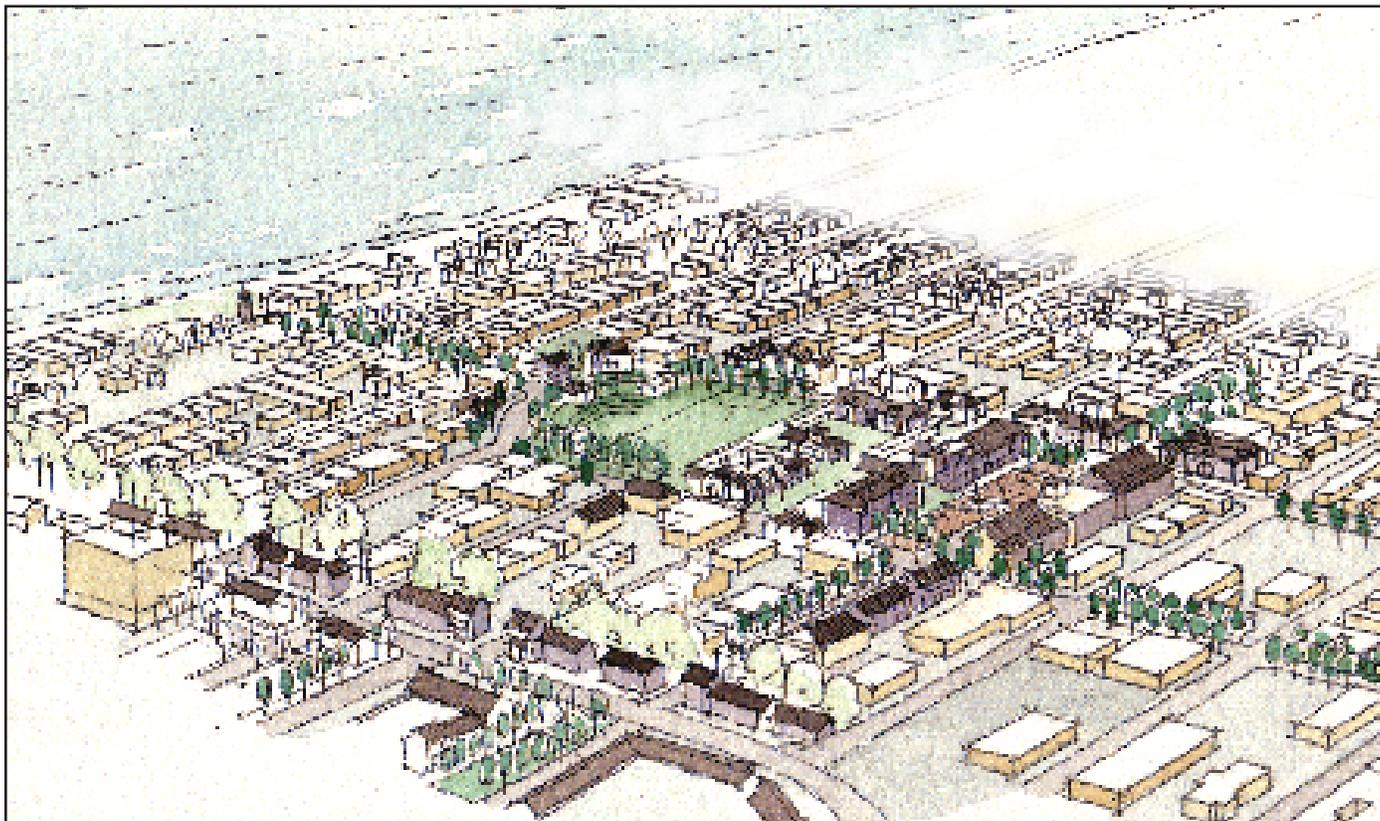
*Isla Vista / UCSB Interface*

### Overview

The Focus Plans represent specific designs for four different areas within Isla Vista. Each of these Focus Plans outline necessary steps to revitalize Isla Vista into a vibrant community. The four Focus Plans include:

- 1. Downtown Isla Vista**
- 2. Estero Neighborhood**
- 3. Housing**
- 4. IV/UCSB Interface**

# Downtown Isla Vista



*Aerial view of proposed Downtown Isla Vista*

## **Vision Statement**

A downtown is a community’s heart, its social center, the place people buy their goods and services, and an economic engine that provides jobs and opportunities. While Isla Vista’s downtown does some of these things, the downtown can be improved to serve more of the community. In many ways, downtown Isla Vista provides the greatest opportunity for positive change in the community.

The Master Plan identifies a series of changes to inject new life into the downtown. The changes will provide the opportunity for existing and new businesses to grow and prosper, making the district more economically sustainable.

Changes to the downtown will come in stages. First, parking issues will be addressed by implementing a parking management system. Second, mixed-use infill projects and redevelopment will be encouraged through partnerships to provide additional housing and commercial space. At the same time, streetscape and park improvements will be completed in order to provide well-designed public spaces for Isla Vista residents to recreate and socialize. Third, in addition to these physical improvements, programs will be created to help existing businesses grow and prosper, and will encourage new businesses that provide day to day amenities for Isla Vista residents. The combination of these components will create a vibrant urban core, distinct to Isla Vista, serving as the social center of the community.

## Goals & Policies

**Downtown Goal: Create a vibrant mixed-use downtown to serve as the center of the community, comprised of complementary local businesses that meet the basic commercial needs of Isla Vista and provide high-quality housing.**

**Downtown Policy 1:** Improve amenities and services for residents while providing the opportunity for local businesses to prosper. Existing local businesses shall be supported as revitalization occurs. Downtown revitalization efforts should focus primarily on improving the retail and commercial services environment and encouraging Isla Vista residents to shop in the community.

**Downtown Action 1.1:** The RDA shall explore options to encourage downtown property owners and businesses to implement aesthetic upgrades to their facilities through programs such as a façade improvement program, code assistance and enforcement, and low-interest loan programs.

**Downtown Action 1.2:** Following adoption of the plan, the RDA shall strive to prioritize public private partnerships to provide temporary commercial lease space for relocation of businesses and lessees during downtown revitalization and shall coordinate development and relocation activities.

**Downtown Action 1.3:** The RDA shall facilitate mixed-use projects in the downtown through formation of public private partnerships, acquisitions, and owner participation agreements.

**Downtown Action 1.4:** The RDA shall work with UCSB and law enforcement to explore options and, if applicable, provide a long-term location in downtown for the Isla Vista Foot Patrol station or sub-station.

**Downtown Policy 2:** Public spaces (e.g. plazas, squares, patios, and parks) within the downtown shall be designed to strengthen the identity of the downtown as the primary center of the community for gathering and social activities.

**Downtown Action 2.1:** The RDA shall work with IVRPD to improve Anisq'Oyo', Acorn, and Perfect Parks' relationship to the downtown and incorporate an appropriate level of programmable recreational space.

**Downtown DevStd 2.2:** Planning and Development shall update the downtown zone district to encourage construction of at-grade patios on new mixed-use buildings in the downtown on the north side of Pardall Road.

**Downtown DevStd 2.3:** Planning and Development shall research and, if feasible, implement programs that create incentives for new downtown development and rehabilitation projects using sustainable construction techniques and native plants from the Master Plan Plant List, grey water recycling and energy efficient design.

**Downtown Action 2.4:** Strongly request and recommend the governing agencies approve the increased use of native plants, aeration, improved water quality in the Anisq'Oyo' Park wetland, possible realignment and enhanced stormwater treatment in the man-made ESH to facilitate future enhancement of our community.

## Goals & Policies

**Downtown Policy 3:** Isla Vista's proximity to the Pacific Ocean as a unique quality of the Isla Vista commercial district shall be emphasized by strengthening physical and visual connections.

Downtown DevStd 3.1: Development and landscaping on the southern portion of the Embarcadero Loop shall create a street edge that frames Anisq'Oyo', Perfect and People's Park, while leading pedestrians to El Embarcadero Road and views of the ocean.

Downtown DevStd 3.2: In cooperation with affected property owners and IVRPD, the RDA shall assist in the creation of a paseo linking Anisq'Oyo' Park and Pardall Road to frame visual and pedestrian access to the ocean.

**Downtown Policy 4:** Incentives and programs shall be developed to trigger private-sector reinvestment in the downtown, enhance the overall character, and provide additional commercial space and housing.

Downtown Action 4.1: The RDA shall encourage the creation of a business association, marketing cooperative, or other organization to actively contribute to the formation of a marketing strategy for the downtown and implement that strategy over time.

Downtown Action 4.2: The RDA shall encourage a variety of new retail businesses that meet the needs of the community. Priority businesses should include those that provide goods and services for Isla Vista residents and those that attract new patrons to the area. Night-time attractions for families and UCSB students should be encouraged as a means of expanding commercial activity and creating safer, night-time entertainment alternatives. The RDA shall investigate incentives that could be offered to maintain and attract such businesses to Isla Vista.

Downtown Action 4.3: The RDA shall work with the University to encourage more synergy and less competition between the University and downtown commercial activity.

Downtown Action 4.4: The RDA should coordinate with Public Works to implement a program of downtown infrastructure public improvements including street landscaping, public plazas, additional bicycle parking, new sidewalks and sidewalk amenities as depicted on page 4 -14.

Downtown DevStd 4.5: Planting of new street trees shall be encouraged to create an attractive, visually unified, and comfortable environment. The use of shade trees and colorful plantings is encouraged while respecting the need for business visibility and south facing outdoor eating spaces.

Downtown Action 4.6: The Regulating Plan for the new downtown zone district shall emphasize mixed-use development, housing, flexible buildings, and parking requirements. The Regulating Plan shall encourage the redevelopment of downtown properties to multi-story buildings.

---

## Goals & Policies

Downtown Action 4.7: Planning and Development shall develop architectural guidelines that build upon the unique character of Isla Vista and are consistent with the best local building traditions.

Downtown Action 4.8: The form based zoning code shall encourage three story development on the south side of Pardall Road that minimizes shadows on north side of Pardall Road.

**Downtown Policy 5:** Improvements to downtown transportation, parking, and public transit infrastructure shall increase customer access to businesses.

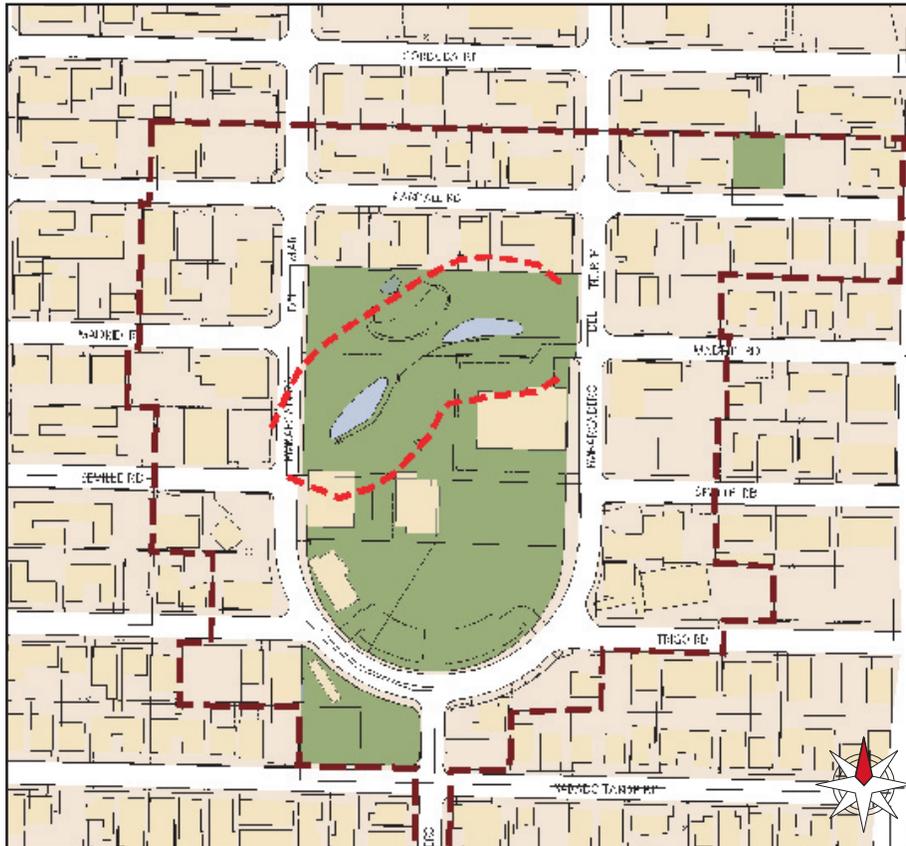
Downtown Action 5.1: The RDA shall encourage formation of an entity to administer parking in Isla Vista.

Downtown Action 5.2: The RDA shall examine the feasibility of establishing and enforcing metered parking in downtown Isla Vista.

Downtown Action 5.3: Subsequent to downtown parking meters installation, the RDA shall work with the parking entity to research the necessity of constructing a nearby parking garage. The garage design should be wrapped with other uses to minimize the visual impact of the garage infrastructure.

Downtown Action 5.4: The RDA shall assist in the renovation of Pardall Road, Embarcadero Del Mar, and Embarcadero Del Norte to improve safety, enhance north-south automobile access, and improve infrastructure aesthetics as depicted on pages 4 -14 - 4 -15 ensuring that if roundabouts are used at Pardall and Embarcadero Del Mar/Del Norte intersections the roundabouts will accommodate large delivery trucks, vehicles, and bicycle traffic.

## Existing Physical Setting



Downtown Isla Vista is located on the eastern edge of Isla Vista adjacent to the UCSB Main Campus. The existing commercial district runs east to west along Pardall Road, and north to south along Embarcadero Del Mar and Embarcadero Del Norte. Pardall Road serves as the main street for the community as well as the primary gateway to UCSB for pedestrians and bicyclists from Isla Vista. Embarcadero Del Mar and Embarcadero Del Norte, or “The Loop”, functions as the primary circulation route through downtown. There is 134,000 square feet of commercial space along these streets that includes eating establishments, bicycle shops, bookstores, copy shops, and other student oriented commercial uses. The buildings within the commercial area are primarily one-story and generally consist of non-descript architecture. Parking for these uses is typically provided in small and medium size lots behind the buildings with driveway access.

There are several parks located within the downtown area. Anisq’Oyo’, People’s Park, and Perfect Parks are located within The Loop and together function as the largest developed park space within Isla Vista. Little Acorn Park resides at the southwestern corner of The Loop and Pardall Gardens is located on the northeastern end of Pardall Road.

## Existing Physical Setting



*Outdoor seating along Pardall*



*Retail establishments along Pardall*



*View along Pardall looking toward UCSB*



*View along Embarcadero Del Mar*

### Issues

Issues identified by the public, design consultants, and County staff through the Design Workshop, PAC/GPAC meetings, and research include the following.

1. Existing on-site parking requirements make redevelopment of small properties nearly impossible
2. Lack of parking for shoppers due to all-day on-street parking by UCSB commuters and due to limited parking enforcement.
3. Decline in retail business during three-month UCSB summer break
4. Leakage of retail sales to other regional shopping areas
5. Limited marketing for local businesses
6. Negative image of Isla Vista deters shoppers
7. Streets and public spaces are undefined due to typical one-story buildings
8. Lack of day-to-day amenities for residents within the downtown
9. Poor relationship between retail and Anisq'Oyo' Park
10. Poor usability/function of Anisq'Oyo' Park and Perfect Park

# Retail and Commercial Setting

## Regional Context

Isla Vista is located in an economically dynamic county and is surrounded by areas that have experienced significant commercial growth in recent years. As in the rest of California and most of the country, the late 1990s saw significant economic expansion, leading to low real estate vacancy rates and spurring the construction of additional office, research and development, and industrial properties. Although the current economic downturn has affected this area, its future still looks promising. The UCSB Economic Forecast Project predicts in its Economic Outlook 2001 that Santa Barbara County's economy will continue to grow at a strong rate, and faster than California as a whole in the next few years.

Santa Barbara County enjoys two major employers that are not greatly affected by a general economic downturn: Vandenberg Air Force Base and the University of California at Santa Barbara. The South County economy is quite diverse, with tourism, business services, agriculture, education, and technology-related activities all playing significant roles. The South County region, and Goleta in particular, has established a reputation for providing an alternative to Silicon Valley or the Los Angeles area for certain high-tech firms. The City of Santa Barbara has significantly higher per-capita sales than the County as a whole, indicating that it is the retail center of the region, attracting shoppers from around the county.

## Local Context

The State Board of Equalization's data on Isla Vista indicates 94 establishments, 35 of which are eating and drinking places. These eating and drinking establishments currently occupy approximately 100,000 square feet, or roughly 75 percent of Isla Vista's total supply of commercial real estate. Most other categories contain no more than three or four establishments. With its high population density and location adjacent to UCSB, Isla Vista potentially has a large market

**Table 7: Retail Establishments in Isla Vista, 2000**

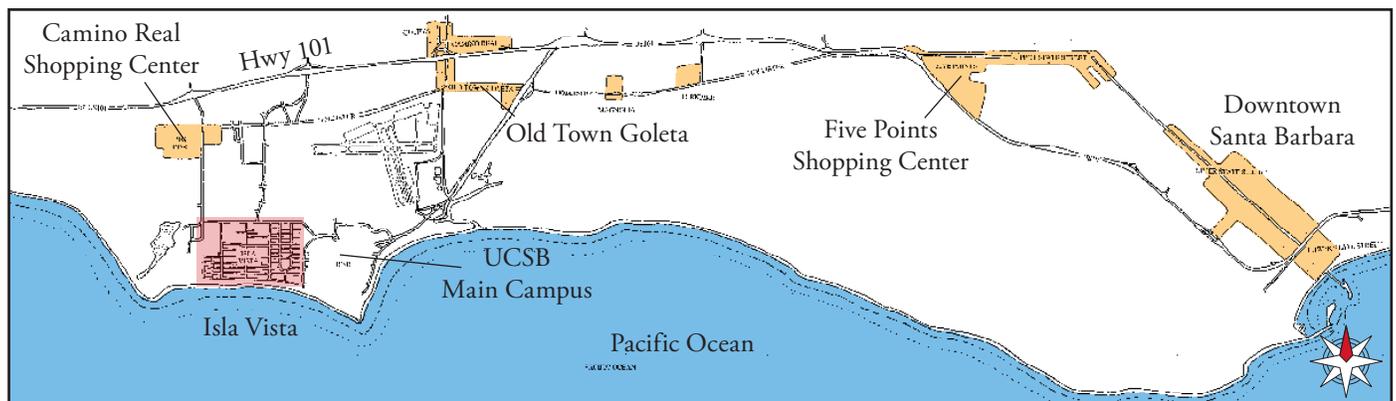
Retail Category	# of Establishments
Eating and Drinking Places	35
Auto Related	7
Specialty Stores	7
Personal Services	4
Business Services	4
Food Stores	3
Apparel	3
Shoemery and Book Stores	3
Liquor Stores	2
Music Stores	2
Sporting Goods and Bicycle Stores	2
Textile Products With Household Goods	2
Repair and Hand-Trade Shops	2
Construction Contractors, Bldg. Material Wholesalers	2
Drug Stores	1
Other	15
<b>TOTAL</b>	<b>94</b>

Source: State Board of Equalization, Strategic Economics.  
Note: The "other" category is large mainly because of the inclusion of tax "part-time permittees." These are seasonal businesses, businesses with gross receipts of less than \$30,000 annually, vendors' or social clubs, and other establishments that are not part of the main retail base.

**Table 8: Per-Capita Retail Sales, Year 2000**

Retail Category	Santa Barbara County	Santa Barbara City	Isla Vista
Apparel	\$287.55	\$807.06	Conf.*
General Merchandise	\$1,549.54	\$2,113.24	\$0.00
Food (Groceries)	\$566.96	\$907.25	Conf.
Eating and Drinking	\$1,198.98	\$2,293.62	\$604.88
Home furnishings and appliances	\$425.76	\$835.47	\$0.00
Building Materials	\$983.90	\$925.01	Conf.
Auto Dealers and auto supplies	\$1,385.55	\$2,020.72	Conf.
Service Stations	\$621.08	\$740.78	Conf.
Other Retail Stores	\$1,454.14	\$2,604.86	\$188.56
Retail Stores Total	\$8,483.46	\$13,248.00	\$859.36
All Other Outlets (Non-Retail)	\$2,830.52	\$3,681.02	\$45.86
<b>Total</b>	<b>\$11,313.98</b>	<b>\$16,929.01</b>	<b>\$905.22</b>

Source: California Board of Equalization, Santa Barbara County Office of the Auditor-Controller, California Department of Finance, Strategic Economics.  
\* Conf.=data suppressed due to confidentiality restrictions. In all cases the figure is low or insignificant compared to the level in the county or the City of Santa Barbara.  
Note: Liquor stores are classified as "Other Retail Stores."



Regional shopping areas are illustrated in the contextual map above. The UCen on the campus of UCSB provides small-scale commercial services. Camino Real Marketplace includes large "big-box" retail establishments and restaurants. Fairview Shopping Center and Calle Real Shopping Center, both in Goleta, provide a wide range of basic retail options. Significant revitalization in Old Town Goleta is under way. Downtown Santa Barbara provides high-end retail as well as bars and restaurants.

## Retail and Commercial Setting

for retail services.

Isla Vista's commercial core has an enormous asset: a very large potential customer base. Roughly 37,000 people either live in Isla Vista, live nearby, or work or study at the UCSB campus, thousands more live or work in the Goleta Valley, and the University receives at least 100,000 visitors a year. The current lack of economic viability in Isla Vista is not a lack of customers; it is the lack of a retail environment to attract them to Isla Vista.

Given this potential customer base, and the limited possibilities for other types of commercial development, revitalization efforts should focus primarily on improving the retail environment. A strong retail base will both support the other goals of the Master Plan, such as creating a more livable community in Isla Vista and reducing automobile dependency, and also increase the amount, quality, and stability of employment.

Retail performance can improve if retail development is approached as part of a larger strategy for revitalizing the downtown. Efforts to strengthen the retail base should create a healthier environment for existing businesses, especially basic services such as grocery stores, and attempt to increase the total retail square footage and the diversity of retail offerings. This requires the creation of a retail environment to attract investment and shoppers that currently choose to spend their money elsewhere.

**Downtown Goal: Create a vibrant mixed-use downtown to serve as the center of the community, comprised of complementary local businesses that meet the basic commercial needs of Isla Vista and provide high-quality housing.**

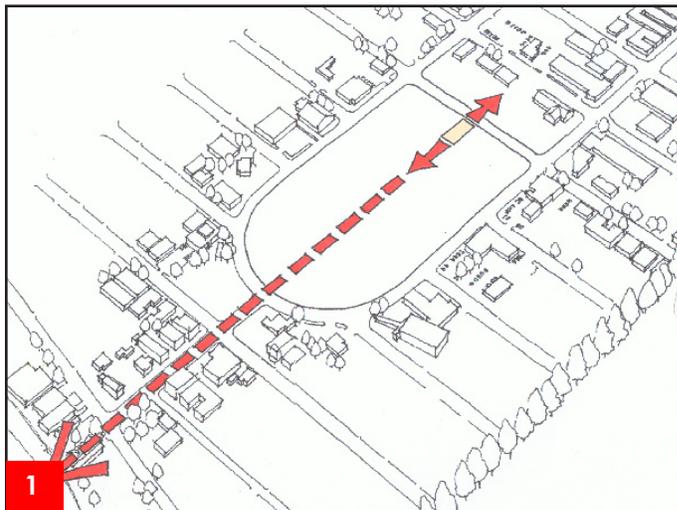
**Downtown Policy 1:** Improve amenities and services for residents while providing the opportunity for local businesses to prosper. Existing local businesses shall be supported as revitalization occurs. Downtown revitalization efforts should focus primarily on improving the retail and commercial services environment and encouraging Isla Vista residents to shop in the community.

**Action Downtown 4.2:** The RDA shall encourage a variety of new retail businesses that meet the needs of the community. Priority businesses should include those that provide goods and services for Isla Vista residents and those that attract new patrons to the area. Night-time attractions for families and UCSB students should be encouraged as a means of expanding commercial activity and creating safer, night-time entertainment alternatives. The RDA shall investigate incentives that could be offered to maintain and attract such businesses to Isla Vista.

# Five Guiding Principles for Downtown Planning



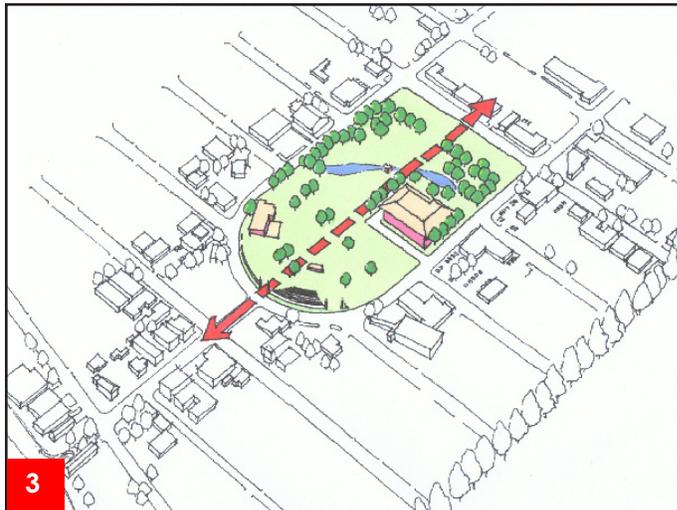
Existing Conditions



Connect Downtown to Anisq'Oyo' Park and the Pacific Ocean



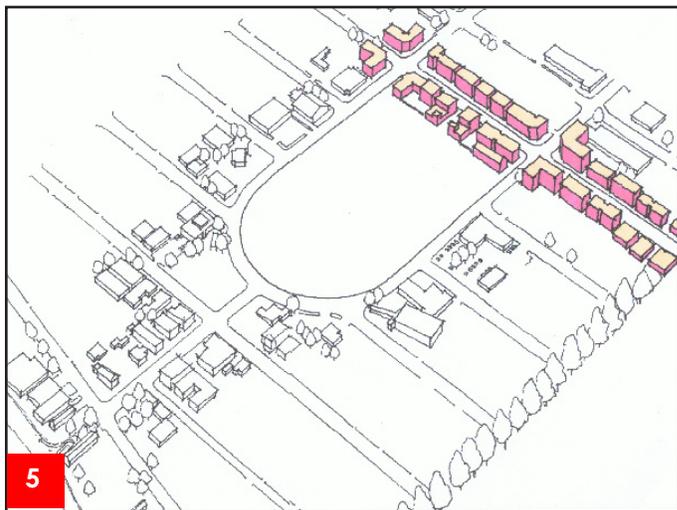
Line Anisq'Oyo' Park with Mixed-Use Buildings



Enhance Anisq'Oyo' Park

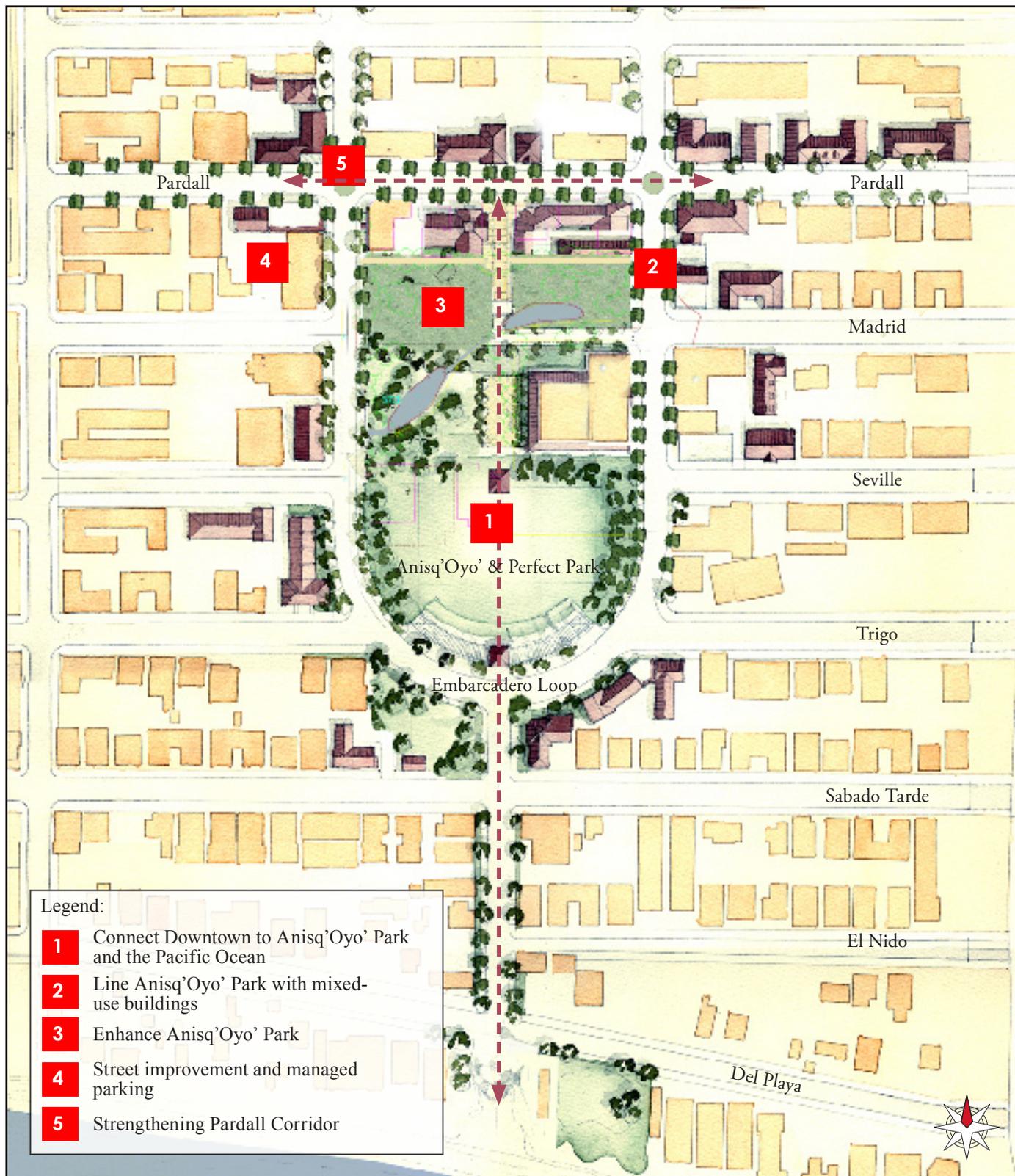


Improve Streets and Manage Parking in Downtown Area



Define Pardall as a Primary Commercial Area

# Guiding Principles Combined



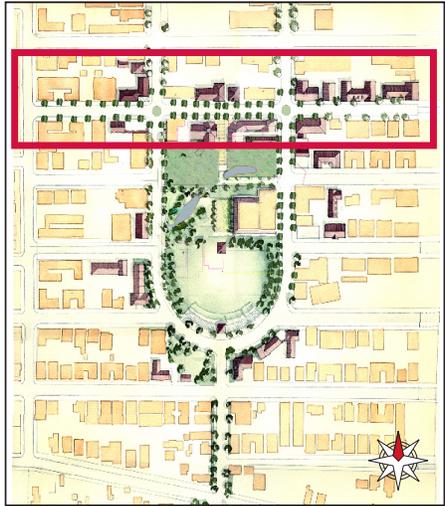
# Components of the Downtown Plan

## Pardall Corridor

One of the first steps in the evolution of the downtown area should be the strengthening of the Pardall Road corridor as the focal point of the community. This can be achieved by building new buildings to define the public spaces and streets, implementing a new streetscape to enhance the public realm, and integrating a paseo that will create a connection between Anisq'Oyo' Park and Pardall Road.

### Mixed-Use

The Plan creates incentives to encourage the redevelopment and infill of lots along Pardall Road with two- to three-story mixed-use buildings with retail on the first floors and housing above. These mixed-use buildings will define appropriate proportions for the street and public spaces, help to create an active and interesting sidewalk edge, and provide additional commercial space and residential units for the downtown. The buildings along the southern edge of Pardall Road should be designed with two fronts. The first front facing Pardall Road, and the second front facing the Anisq'Oyo' Park edge.



*(Above) Key Plan (Below) Perspective of the Pardall Road paseo at dusk looking west into Anisq'Oyo' Park.*

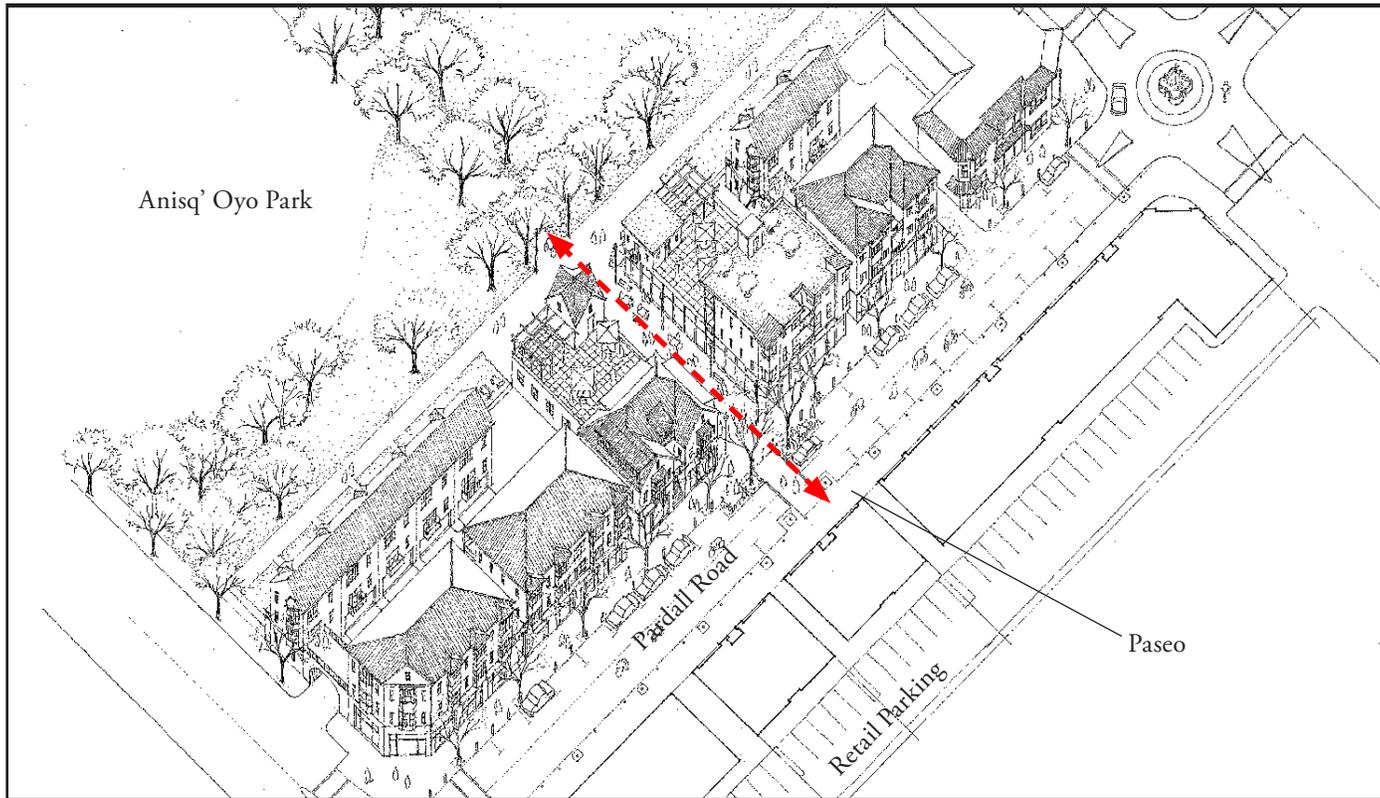
**Downtown Action 1.3:** The RDA shall facilitate mixed-use projects in the downtown through formation of public private partnerships, acquisitions, and owner participation agreements.

**Downtown DevStd 2.2:** Planning and Development shall update the downtown zone district to encourage construction of at-grade patios on new mixed-use buildings in the downtown on the north side of Pardall Road.



# Components of the Downtown Plan

## Pardall Corridor



*(Above) Axonometric view of Pardall Road with new mixed-use buildings, streetscape, and paseo implemented. The buildings on the southern edge of Pardall Road have two fronts. One faces Pardall, while the second faces the Park.*

*(Below) Photos of La Arcada paseo in Santa Barbara. An important design feature is the manner in which the paseo is detailed by windows, doorways, and uses that are oriented toward the paseo.*

**Downtown Action 2.1:** The RDA shall work with IVRPD to improve Anisq'Oyo', Acorn, and Perfect Parks' relationship to the downtown and incorporate an appropriate level of programmable recreational space.



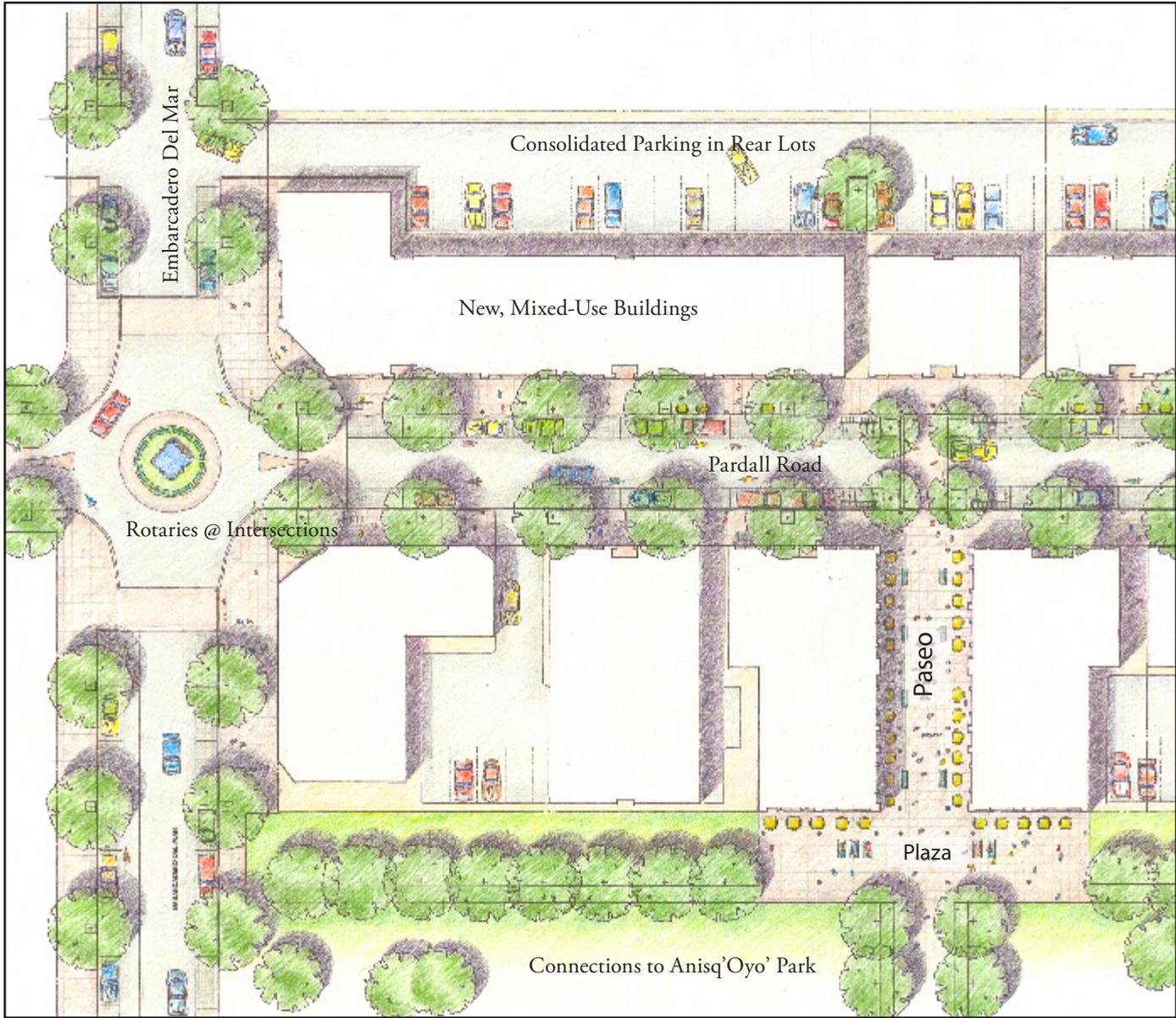
# Components of the Downtown Plan

## Streetscape Improvements and the Paseo

Streetscape improvements along Pardall Road will visually establish this corridor as the community’s activity center, providing a comfortable place for residents to recreate and socialize. A paseo should provide an additional active public space, create connections to Anisq’Oyo’ Park from Pardall Road, and draw pedestrian activity from Pardall Road into the park.

Pardall Road streetscape improvements should enhance pedestrian conditions in the downtown. During special events, mechanisms will be available to close the road to establish a pedestrian-only plaza. The Pardall Road intersection with The Loop will be elevated several inches and designed with stone pavers or similar materials. Similar pavers will also be used on the sidewalks and the curb

*Plan of the proposed streetscape for Pardall Road. The street could be used as a plaza for special events by placing temporary bollards at intersections to prevent automobile access. Note the paseo connecting Pardall Road to Anisq’Oyo’ Park. Also note the interconnected parking behind the buildings on the north side of Pardall Road, a long-term objective. The intersections at both Embarcadero Del Norte and Del Mar should incorporate traffic circles.*



# Components of the Downtown Plan

## Pardall Corridor

height should be minimized in order to allow the area to function as one large space. Small street trees should be selected to enhance visual quality and bring natural systems into the downtown. Trees, however, should be carefully chosen and placed as to not screen the sun along the southern shop fronts. Large palm trees should be integrated at the ends of the block as well as at the mid-block to provide a visual highlight. Traffic circles should be integrated at the Embarcadero intersections with public art, architectural features, or landscaping placed in the centers. The on-street parking areas should be convertible into usable areas for adjacent retail uses as necessary. The street should be designed so that automobile traffic can be closed off completely for special events, transforming the street into a plaza.

**Downtown Action 4.4:** The RDA should coordinate work with Public Works to implement a program of downtown infrastructure public improvements including street landscaping, public plazas, additional bicycle parking, and sidewalk amenities as depicted on page 4-13.

**Downtown Action 5.4:** The RDA should assist in the renovation of Pardall Road, Embarcadero Del Mar, and Embarcadero Del Norte to improve safety, enhance north-south automobile access and improve infrastructure aesthetics as depicted on pages 4-14-4-15.



# Components of the Downtown Plan

## Anisq'Oyo' Park/Perfect Park

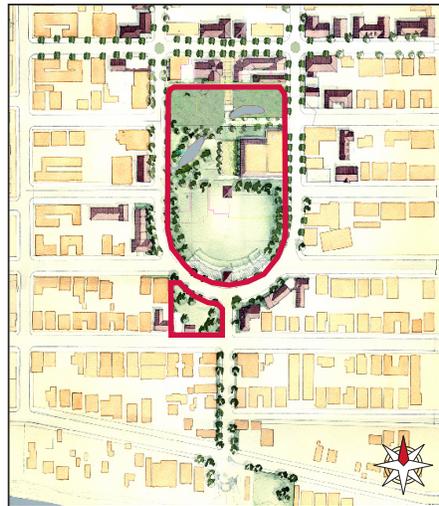
### Anisq'Oyo' Park, People's Park and Perfect Park

Three downtown parks, Anisq'Oyo', People's, and Perfect, should together become a center for social activity and events, and another focal point for Isla Vista. Currently an amphitheater, children's playground, and a variety of small passive spaces are located in the parks. The character, function, and usability of these parks should be enhanced.

To read more about the proposal for these parks please see Chapter 3, p. 3-7 through 3-11.

*(Right) Key Plan illustrating the importance of the downtown parks as the focal point of the community.*

*(Below) Historic photo of Anisq'Oyo' Park during an outdoor social event. A goal of the downtown is to provide this type of flexibility of use and ability to serve large groups of people for various activities.*



**Downtown Policy 2:** Public spaces (e.g. plazas, squares, patios, and parks) within the downtown shall be designed to strengthen the identity of the downtown as the primary center of the community for gathering and social activities.

**Downtown Action 2.1:** The RDA shall work with IVRPD to improve Anisq'Oyo', Acorn, Perfect, and Peoples' Parks' relationship to the downtown and incorporate an appropriate level of programmable recreational space.

**Downtown Policy 3:** Isla Vista's proximity to the Pacific Ocean as a unique quality of the Isla Vista commercial district shall be emphasized by strengthening physical and visual connections.

**Downtown DevStd 3.1:** Development and landscaping on the southern portion of the Embarcadero Loop shall create a street edge that frames Anisq'Oyo', Perfect and People's Park, while leading pedestrians to El Embarcadero Road and views of the Pacific Ocean.

**Downtown DevStd 3.2:** In cooperation with affected property owners and IVRPD, the RDA shall assist in the creation of a paseo linking Anisq'Oyo' Park and Pardall Road to frame visual and pedestrian access to the Pacific Ocean.

## Components of the Downtown Plan

### Anisq'Oyo' Park/Perfect Park

#### Park Design Constraints

As described in Chapter 3, a man-made pond is located in Anisq'Oyo' Park. The pond, which constitutes a wetland environmentally sensitive habitat is protected by the California Coastal Commission and county policies. Enhancement options for the pond in Anisq'Oyo' Park will both shape the Pardall Road corridor's relationship to the park and present a unique character for the park/downtown interface.

The Local Coastal Plan protects areas within 100' of environmentally sensitive habitat from development. A small portion of three properties on the south side of Pardall Road are within the current 100' setback. Enhancement of the wetland may result in a different setback configuration. Potential pond enhancement components could improve Anisq'Oyo' Park's relationship with the downtown, for example:

- Increased public wildlife viewing opportunities through trails and outdoor patio seating.
- Well-designed wetland landscape plantings could create a pleasing natural aesthetic.

Two restoration options integrate the three principle plan components - an improved Pardall Road with new, mixed-use buildings, a paseo or plaza, and enhanced environmentally sensitive habitat. It is important to recognize that either option can result in a successfully revitalized downtown Isla Vista.

#### Option I - Preferred

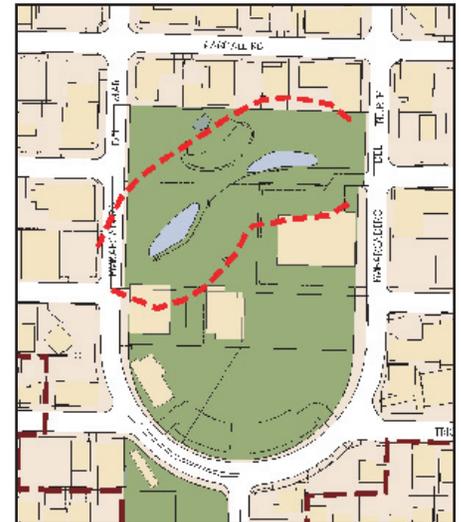
- Wetland is enhanced and reconfigured to improve wetland function and increase public access and passive recreation options.
- Streetscape improvements along Pardall Road and paseo connection to Anisq'Oyo' Park.
- Property along Pardall Road is redeveloped.

#### Option II

- Wetland is improved but not relocated. Public access and observation of the habitat remains limited.
- "Plaza" consists of streetscape improvements along Pardall Road with a limited paseo connection to Anisq'Oyo' Park, opening up visibility of the wetland resource.
- Property along Pardall Road is redeveloped outside the existing 100' environmentally sensitive habitat buffer.

**Downtown Action 2.4:** Strongly request and recommend the governing agencies approve the increased use of native plants, aeration, improved water quality in the pond, and possible realignment and enhanced stormwater treatment in the man-made ESH to facilitate future enhancement of our community.

*Plan illustrating the required 100' buffer (dashed line) around environmentally sensitive habitat..*



# Components of the Downtown Plan

## The Embarcadero Loop

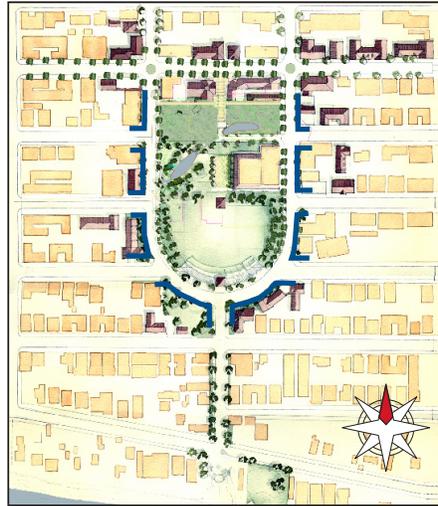
### The Embarcadero Loop

The Embarcadero Loop is located within the heart of the commercial district. The Loop is the only set of streets within Isla Vista that is not on a rectilinear grid. The Master Plan will enhance the unique character of this area by integrating mixed-use buildings that define the edges of these streets by improving the streetscape and providing landmarks at the southern terminus of Embarcadero Del Mar and Embarcadero Del Norte.

### Mixed-Use

Two- to three-story mixed-use buildings are encouraged around the Embarcadero Loop to facilitate the development of these new buildings.

The Downtown Zone Form-Based Regulating Code’s new system allows on-site parking on a more flexible basis, and may include options for in-lieu parking fees, shared parking, and community parking lots.



*(Above) Key Plan  
(Below) View down Embarcadero Del Norte looking south. This illustration demonstrates how new buildings should terminate vistas down Embarcadero Del Mar and Del Norte.*

See **Downtown DevStd 3.1**

**Downtown Action 4.6:** The Form-Based Regulating Code for the new downtown zone district shall emphasize mixed-use development, new housing, flexible buildings, and parking requirements. The Form-Based Regulating Code shall encourage redevelopment of downtown properties to multi-story buildings over time.



---

## Components of the Downtown Plan

### The Embarcadero Loop

#### Streetscape

The Embarcadero Loop right of way should increase bicycle safety and awareness, enhance the character of the area, and provide additional on-street parking for downtown merchants.

#### Termination of Visual Corridors

The Form-Based Regulating Code calls for the view corridors down both Embarcadero Del Mar and Del Norte to be terminated by special elements incorporated into the design of new buildings. The lots that provide this termination would offer prominent locations for public uses such as the Foot Patrol.

## Downtown Build-Out

## Parking Strategies

There are few vacant lots in downtown Isla Vista. However, there is a significant opportunity to redevelop existing, 1-story commercial properties with mixed-use buildings that combine residential and retail uses.

The physical capacity of downtown Isla Vista is largely determined by the availability of parking. Currently, parking is severely limited due to a lack of enforcement of existing posted parking time-limits and a significant number of UCSB commuters who park in downtown Isla Vista. The redevelopment of downtown properties is partially impeded by existing on-site zoning parking requirements.

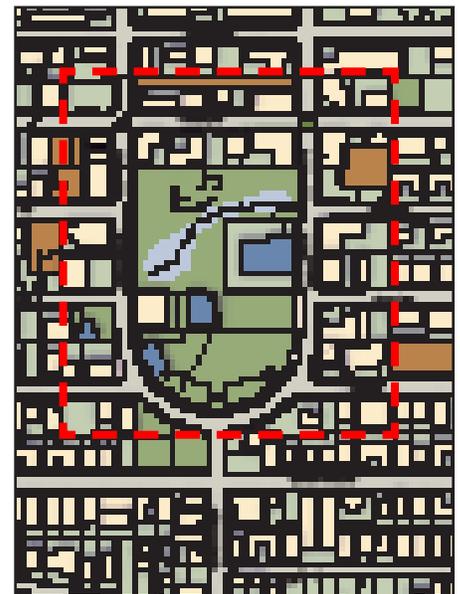
Despite the parking problems that exist today, analysis of the physical form of downtown Isla Vista demonstrates that ample parking exists to support a vibrant, mixed-use neighborhood, as long as several different components of a parking management program are implemented. There are several different possible strategies that could become parts of a parking management system for the downtown. These programs are discussed in Chapter 3: Transportation, and mentioned briefly as follows:

1. On-street and surface parking: reconfigure existing private lots and make public.
2. Parking structures with liner buildings.
3. Shared parking structure with UCSB.
4. Satellite surface parking lot.

**Downtown Action 5.1:** The RDA shall encourage formation of an entity to administer parking in Isla Vista.

**Downtown Action 5.2:** The RDA shall work with the parking entity to establish and enforce metered parking in downtown Isla Vista.

**Downtown Action 5.3:** Subsequent to downtown parking meters installation, the RDA shall work with the parking entity to research constructing a nearby, sensitively-designed parking garage. The garage design should be "wrapped" with other uses to minimize the visual impact of the garage infrastructure.



*Parking Strategy: On-street metered parking and consolidated surface lots behind buildings.*

# Downtown Build-Out

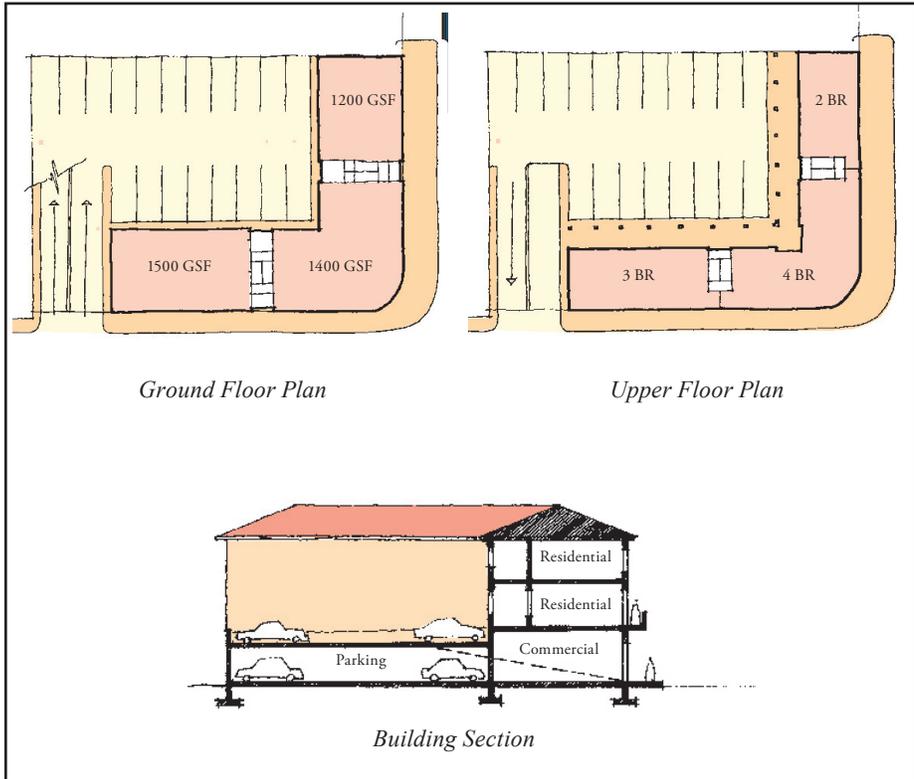
## Building Type Strategies

### Building Types

To determine the physical capacity of the downtown, a series of building prototypes are proposed that accommodate relatively narrow building footprints with parking areas set to the rear of lots. These building types can accommodate at-grade parking spaces or different types of parking garages, should the market allow for structured parking.

Using this basic building type, lots in downtown Isla Vista can support three-story buildings that integrate two stories of housing over a ground-floor commercial space.

A study of the vacant parcels on the northwest corner of Pardall Road and Embarcadero Del Mar site demonstrated that the site could accommodate 4,600 gross square feet of retail space, approximately 16 bedrooms of housing above, and 19 parking spaces - sufficient to fulfill proposed parking requirements. The parking lot is a two-story parking garage with connected by ramps. First-floor garage spaces could contribute to a district-wide parking management program, benefitting downtown businesses. Second-story spaces would typically be for on-site residences.



Example Mixed-Use Prototype on Downtown Corner Lot

**Downtown Action 1.3:** The RDA shall facilitate mixed-use projects in the downtown through formation of public private partnerships, acquisitions, and owner participation agreements.

**Downtown Policy 4:** Incentives and programs shall be developed to trigger private-sector reinvestment in the downtown, enhance the overall character, and provide additional commercial space and housing.

**Downtown Action 4.6:** The Form-Based Regulating Code for the new downtown zone district shall emphasize mixed-use development, new housing, flexible buildings, and parking requirements. The Form-Based Regulating Code shall encourage redevelopment of downtown properties to multi-story buildings over time.

**Downtown Action 4.8:** The Form-Based zoning code shall encourage three story development on the south side of Pardall Road that minimizes shadows on north side of Pardall Road.

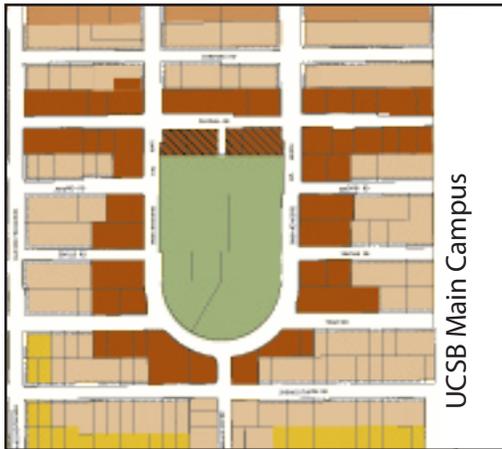
**Downtown Policy 5:** Improvements to downtown transportation, parking, and public transit infrastructure shall increase customer access to businesses.

## Downtown Build-Out

## Building Type Strategies

The Form-Based Regulating Code allows for two stories of residential use to be built over ground floor commercial space and it creates new parking ratios for retail and residential uses. In addition, projects could choose to provide parking on-site for residential or retail uses or instead pay into a district-wide parking program.

This system is described in Chapter 6: The Isla Vista Form-Based Regulating Code.



*This excerpt from the Isla Vista Form-Based Regulating Code illustrates the location of the allowed downtown area building type in dark brown. The front yard setback for this area is 0'. See page 6-5 for more information regarding adjacent areas and allowed building types.*

**Downtown Action 4.6:** The Form-Based Regulating Code for the new downtown zone district shall emphasize mixed-use development, new housing, flexible buildings, and parking requirements. The Form-Based Regulating Code shall encourage redevelopment of downtown properties to multi-story buildings over time.

**Downtown Action 4.7:** Planning and Development shall develop architectural guidelines as a component of a Form-Based zoning code that build upon the unique character of Isla Vista and at the same time consistent with the best local building traditions.

**Downtown Action 4.8:** The Form-Based zoning code shall encourage three story development on the south side of Pardall Road that minimizes shadows on north side of Pardall Road.

**Downtown Policy 6:** Staff shall develop new zoning regulations for the downtown that require a conditional use permit for businesses that require an off-site alcohol license and businesses that function as "bars."

# Downtown Build-Out

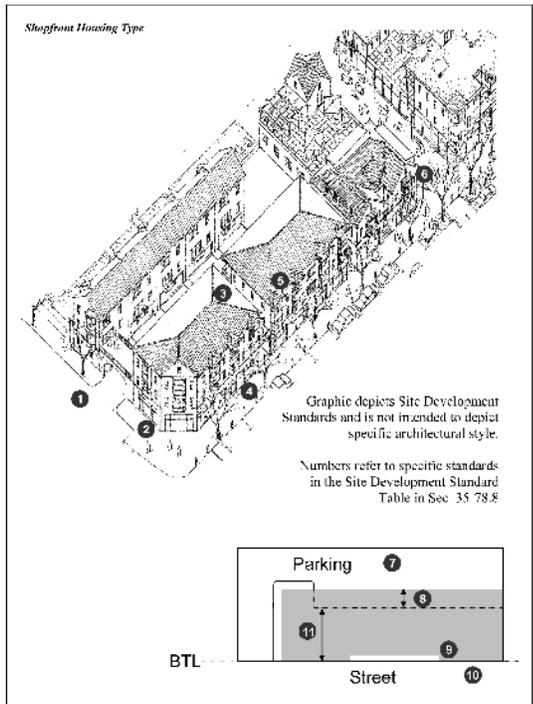
# Building Type Strategies



(Above) Illustration of Pardall Road with new mixed-use buildings.

Developer Standard that is not met, and shall recommend approval or denial of the project to the final decision maker.

Figure 35-78-1: Shopfront Housing Type



(Left) Excerpt from the Form-Based Regulating Code illustrating regulations for mixed-use buildings in the Downtown area.

# Downtown Build-Out

# Development Potential

After considering three options for downtown development, one, two and three story buildouts, a three story buildout was chosen. The three-story alternative was chosen because revitalization of the downtown area is central to Isla Vista’s general revitalization. A financial cost and benefit analysis suggested that only a three-story option would give property owners enough incentive to redevelop. Individual property owners can seek to redevelop their own underutilized properties with mixed-use buildings once the Regulating Code is adopted.

Rebuilding to three stories, downtown Isla Vista would see approximately 377 units of housing and a total buildout of approximately 168,000 square feet of retail space. This scenario would be served by approximately 595 surface parking spaces (685 would be required under the new standards). Thus, 90 parking spaces would have to be provided, either in a downtown parking structure, or at an off-site location.

The three-story build-out alternative would offer an incentive for property owners to redevelop their properties. This in turn would provide additional housing to help alleviate the issues of overcrowding in the community while establishing a vibrancy essential to the economic improvement of the downtown retail establishments.

Analysis of the significant potential customer base and its associated spending suggests there is support for the addition of new square footage and employment in certain key retail niches, namely restaurants (especially one or more moderately-priced full-service restaurants), clothing, and some miscellaneous retail, such as gifts/souvenirs, housewares, etc.



*Existing Conditions*



*Proposed Building Framework*

# Downtown Build-Out

# Retail Development Potential

This section presents two scenarios: a low capture rate scenario in which Isla Vista retail captures a small amount of additional spending from its potential customer bases, and a more optimistic high capture rate scenario.

## Low Capture Rate

Isla Vista businesses would capture approximately 5 percent more of the total spending by the customer bases to support approximately 14,000 square feet of additional retail space (a 15 percent increase from the existing 100,000 square feet). This scenario could result in up to 30 full-time equivalent new jobs, which would likely mean significantly more part-time positions. Table 9 shows the breakdown of total new square footage among the various retail categories.

## High Capture Rate

Isla Vista would gain roughly 30,000 additional square feet of retail space (a 30 percent increase). This scenario could result in up to nearly 70 full-time equivalent new jobs. As in the case of the low capture rate scenario, this would translate into significantly more part-time positions. Table 9 shows the breakdown of total new square footage among the various retail categories.

The main conclusion drawn from these scenarios is that given the significant spending power in and near Isla Vista, downtown retail need only capture a small incremental increase of the existing market (5 or 10 percent) to support significant new square footage in certain niches. In addition to any new square footage, it is likely that an improved retail environment would lead to stronger performance of existing businesses.

**Downtown Action 4.2:** The RDA shall encourage new retail businesses of a variety of sizes and types that meet the needs of the community. Priority businesses should include those that provide goods and services for Isla Vista residents and those that would attract new patrons to the area. Night-time attractions for families and UCSB students should be encouraged as a means of expanding commercial activity and creating safer, night-time entertainment alternatives. The RDA shall investigate incentives that could be offered to maintain and attract such businesses to Isla Vista.

**Table 9: Additional Retail Supported Under Low & High Capture Rate Scenarios**

Retail Category	Additional Square Footage	Approximate Number of Businesses
<b>Restaurants</b>		
Low Capture	4,900	One or two full-service restaurants and an additional one to three lower-priced establishments similar to existing ones.
High Capture	12,300	Three full-service restaurants and several lower-priced establishments.
<b>Apparel</b>		
Low Capture	6,100	Four to six small shops.
High Capture	12,300	Up to 12 small shops, or a combination of larger and smaller shops.
<b>Miscellaneous Retail</b>		
Low Capture	2,600	Three to five small shops.
High Capture	5,300	Up to about eight small shops, or a combination of larger and smaller shops.
<b>Total</b>		
Low Capture	13,600	See above.
High Capture	29,800	See above.

Source: Strategic Economics. See appendix for more on methodology.

## Summary

Existing	130,000 sf commercial
Low Capture Rate	Additional 14,000 sf
High Capture Rate	Additional 30,000 sf

# Downtown Build-Out

# Total Development Potential

## Development Options

	Units*	Bedrooms*	Beds*	Required Parking Spaces
Existing	-	-	-	334
Two Story Building	198	245	392	517
Three Story Building	377	465	748	685

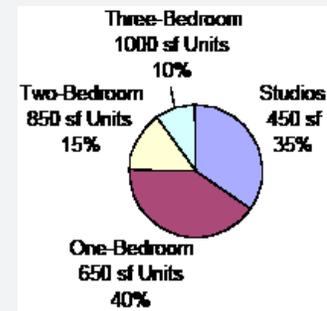
In the two-story building scenario, if all buildings were built with one floor of residential above one floor of commercial, all parking could be accommodated on-site. In the three-story building scenario, some parking would need to be accommodated off-site. Approximately 595 spaces can be accommodated on-site in the downtown area, and approximately 90 spaces would need to be provided in an offsite location such as a garage or public surface lot.

## Downtown On-Site Parking Requirement

	Commercial	Studio	One Bedroom	Two Bedroom	Three Bedroom
Existing	2/1,000 sf	1.2 per unit (1 covered + 1 visitor space per 5 units)			
*Proposed	2/1,000 sf	0.6	1.0	1.5	2.0

\* Note: In 2001, there were up to an additional 14 on-site parking spaces in use that may not be legal due to zoning setback requirements.

## Assumed Unit Type Mix



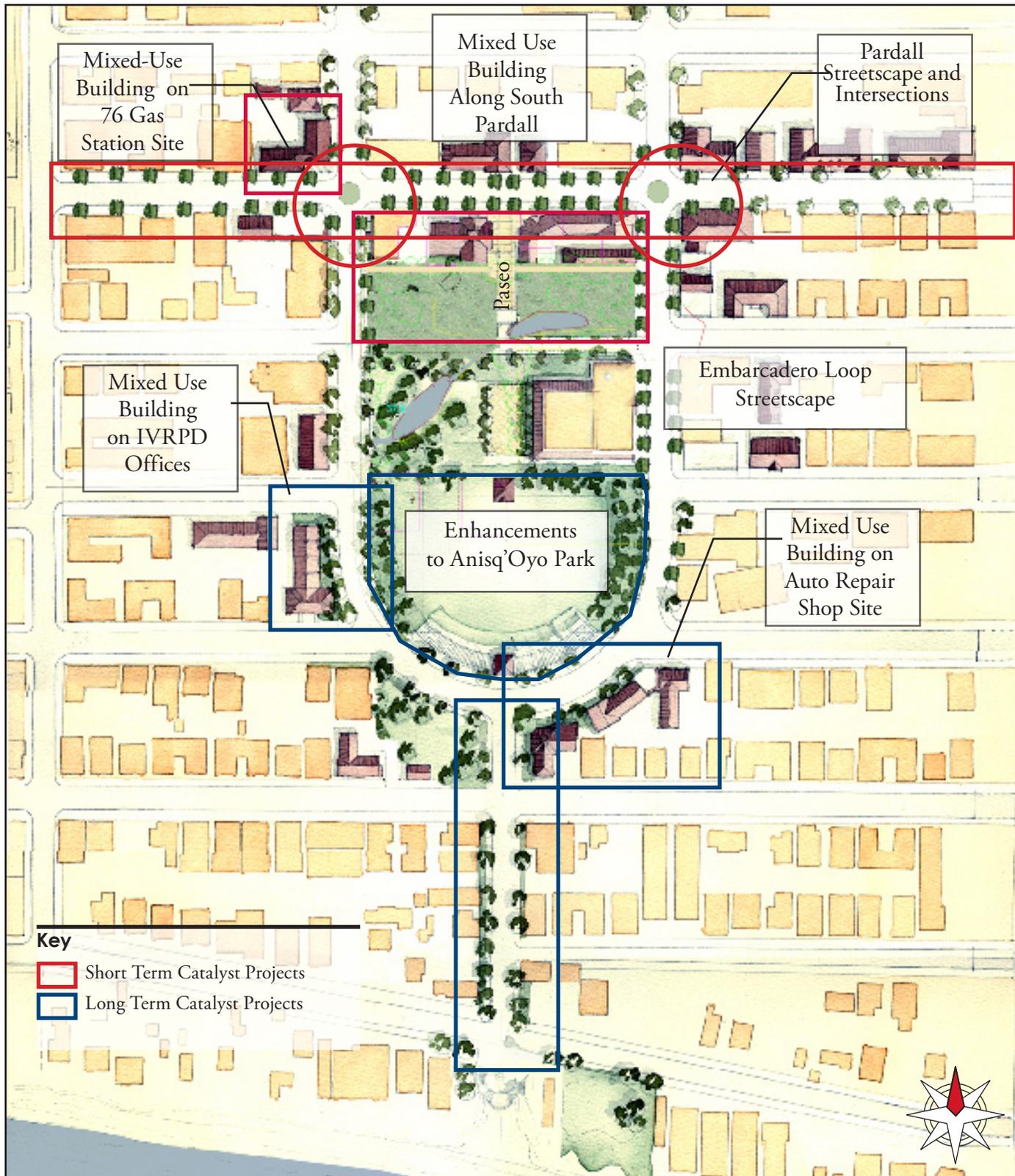
The proposed form-based zoning strategy is designed to regulate building form. As a result, determining buildout requires assumptions regarding the mix of units that are incorporated into new development. The assumptions in the graphic above were used to determine initial buildout number. Refined buildout numbers can be seen the in 7/22/03 Staff Report.

## Existing Downtown Parking Spaces

Parking data were gathered during Fall 2001. During that survey, staff collected land use data throughout Isla Vista including estimated number of on- and off-site parking spaces.

Covered	14
Uncovered	435
Shared	103
Total On-Site*	552
Street	Approx. 130
Total Downtown	Approx. 682

# Catalyst Projects



# Catalyst Projects

## Catalyst Projects

Downtown Isla Vista provides many opportunities for catalyst projects over the next 20-30 years. In addition to publicly funded catalyst projects, there are opportunities for public-private partnerships and privately funded projects from incentives provided by the Santa Barbara County Redevelopment Agency.

Catalyst projects should be highly visible and stimulate further development. First priority projects include a mixed-use building at the northwest corner of Pardall Road and Embarcadero Del Mar, a traffic rotary, and streetscape improvements along one block of Pardall Road between the Embarcaderos. The installation of parking meters in the downtown is a very high priority adoption. The implementation of these projects would have a large influence on the perceived character of the area, would begin to encourage re-investment in other properties, and would set the standard for other projects to follow.

### Public Catalyst Projects

1. The Pardall Road streetscape improvements
2. Rotaries at the Embarcadero Loop/Pardall Road Intersection
3. Mixed-use building(s)
4. Embarcadero Loop streetscape improvements
5. Facade improvement programs
6. Parking as needed: Program implementation, surface lot management, structures, etc.

### Potential Public-Private Partnership Catalyst Projects

1. Enhancements to Anisq'Oyo' Park, Perfect Park, and People's Park
2. Mixed-Use Buildings (as noted preceding page)

### Private Projects

Although few vacant lots exist in the downtown area, there are several underutilized lots that could become successful catalyst projects. During the charrette, several property owners came forward expressing interest in redeveloping their property once a proper regulating mechanism was set in place. The County RDA should ensure that an ongoing dialogue with downtown Isla Vista business owners is sustained.

**Downtown Action 1.1:** The RDA shall explore options to encourage downtown property owners and businesses to implement aesthetic upgrades to their facilities through programs such as a façade improvement program, code assistance and enforcement, and low-interest loan programs.

**Downtown Action 1.2:** Following adoption of the plan the RDA shall strive to prioritize public private partnerships to provide temporary commercial lease space for relocation of businesses and lessees during downtown revitalization and shall coordinate development and relocation activities.

**Downtown Policy 4:** Incentives and programs shall be developed to trigger private-sector reinvestment in the downtown, enhance the overall character, and provide additional commercial space and housing.

**Downtown Action 4.1:** The RDA shall encourage the creation of a business association or marketing cooperative or other organization to actively contribute to the formation of a marketing strategy for the downtown and implement that strategy over time.

**Downtown Action 4.3:** The RDA shall work with the University to encourage more synergy and less competition, between the University and downtown commercial activity.

# Estero Neighborhood



## Vision Statement

Great communities often have more than one focal point. While a downtown may be a city’s heart, each community needs a civic center. That center can be a park, a commercial node, or a home for neighborhood services. In general, community focal points are best suited to serve an area within easy walking distance.

Estero Park currently serves as the location for many neighborhood services. New projects and policies described in this chapter will reinforce Estero Park as a neighborhood center to ensure that the residents of Isla Vista’s western neighborhoods can continue to benefit from a variety of services within short walking distance of their homes. This chapter includes information on the building program for the Estero Park area.

## Goals & Policies

**Estero Neighborhood Goal: Create a focal point for western Isla Vista that includes a community center, affordable housing, and active recreational opportunities.**

**Estero Neighborhood Policy 1:** Estero Park shall be expanded and redesigned to provide functional open space and a community focal point.

**Estero Neighborhood Action 1.1:** The RDA, IVRPD, and UCSB shall assist in the construction of a community center that serves as a community focal point and provides a range of daycare, teen activities, sports facilities, and multi-use rooms, for Isla Vista residents.

**Estero Neighborhood Action 1.2 :** The RDA shall seek to establish partnerships to provide affordable housing and public active recreational play-fields near the community center site.

**Estero Neighborhood DevStd 1.3:** The Isla Vista Community Center should incorporate bicycle, pedestrian, and bus transit thereby limiting the need for a large dedicated parking lot. However, consideration should be given to making adequate on- or off-site parking available for major events.

**Estero Neighborhood DevStd 1.4:** IVRPD shall improve the basketball courts, frisbee golf course, children's play equipment, picnic and BBQ facilities and study the feasibility of an on-site skate park at Estero Park.

See Open Space and Parks Action 1.1

**Estero Neighborhood Action 1.5:** IVRPD should continue to provide community gardens in the Estero neighborhood area.

**Estero Neighborhood DevStd 1.6:** The Isla Vista Community Center should incorporate cost-effective sustainable design options to enhance the building's energy and water-use efficiency and to reduce the environmental impacts of construction, these sustainable design options may be visible from public viewing areas.

**Estero Neighborhood Action 1.7:** The Community Center may accommodate limited commercial amenities (e.g., snack bar) that are ancillary to and support activities that occur at the Community Center as a public service facility.

**Estero Neighborhood DevStd 1.8:** The RDA and Public Works shall provide pavement, landscape enhancements, and appropriate crosswalks to strengthen the connection between the proposed Community Center and both Sueno Orchard and potential development east of Camino del Sur.

# Existing Physical Setting



*Recreation Amenities in Estero Park*



*Isla Vista Teen Center in Estero Park*



*View of Isla Vista Youth Projects*



*Estero Park Community Gardens*

Estero Park is located in western Isla Vista and bordered by Camino Del Sur to the east, Sueno Road to the south, and Abrego Road to the north. Estero Road dead-ends at the park’s western boundary.

The well-used park is currently the site of the Isla Vista Teen Center, the historic Red Barn, the largest and oldest grove of oak trees in Isla Vista, basketball courts, recreational playfields, community gardens, and a playground. It is immediately adjacent to the community’s frisbee-golf course, the Sueno Orchards, and IVRPD’s Tipi Village. The Isla Vista Youth Projects campus is located across Camino Del Sur to the east.

# Existing Physical Setting



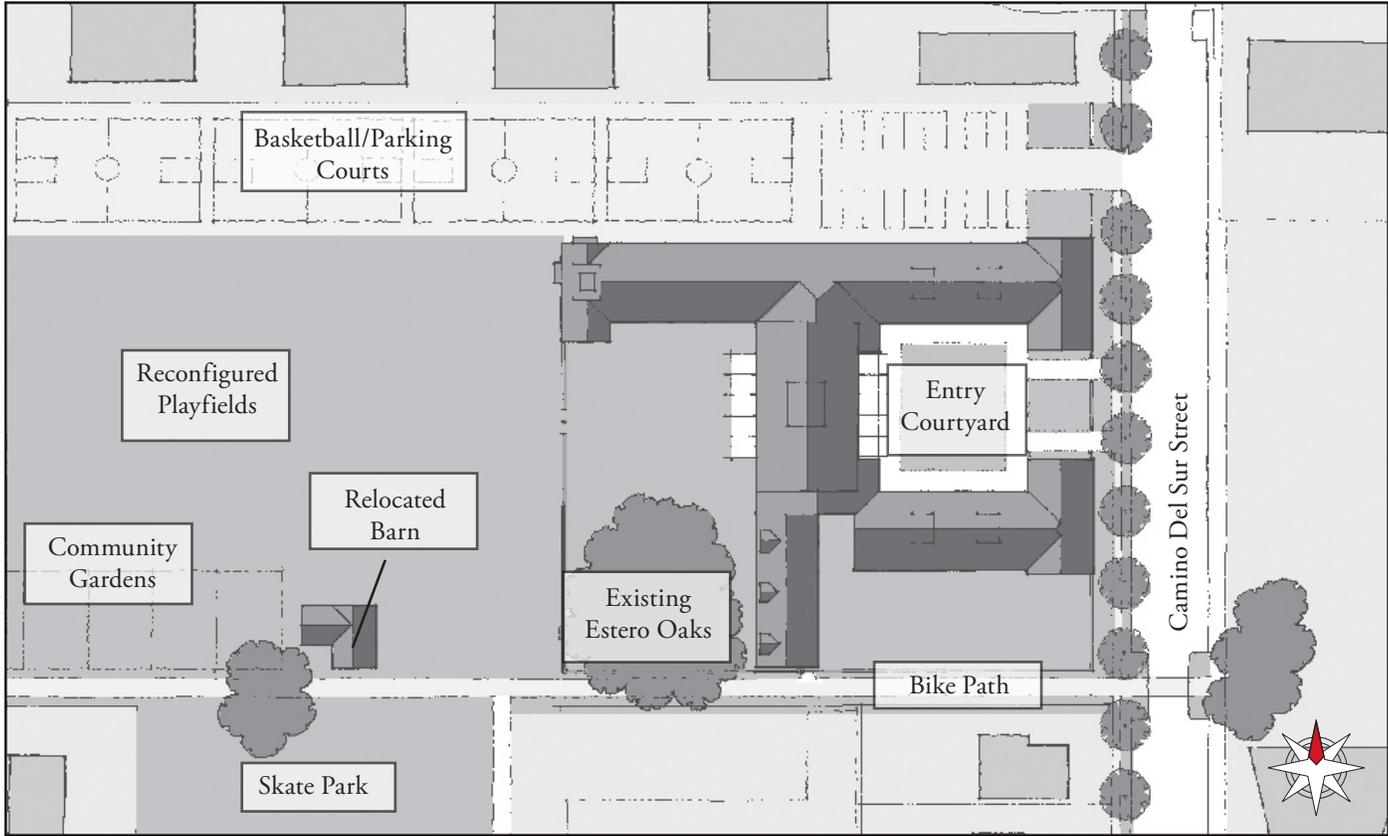
*This air photo illustrates the existing amenities in and around Estero Park.*

The proposed Community Center located along Camino Del Sur will provide the neighborhood with a centralized location for Isla Vista Youth Projects and the Isla Vista Teen Center. The facility will also offer a home for inter-generational daycare services, neighborhood-scale commercial amenities, and multi-use rooms available for a variety of community events.

**Estero Neighborhood Action 1.1:** The RDA, IVRPD, and UCSB shall assist in the construction of a community center that serves as a community focal point and provides a range of daycare, teen activities, sports facilities, and multi-use rooms, for Isla Vista residents.

**Estero Neighborhood Action 1.2:** The RDA shall seek to establish partnerships to provide affordable housing and public active recreational play-fields near the community center site.

# Long-Term Illustrative Plan



*This graphic illustrates the Community Center as proposed in the Concept Plan. The building will be oriented along Camino Del Sur to maximize pedestrian access through an entry courtyard. The existing basketball courts along the old Estero Road right-of-way will be shifted northward. These courts can be used as “spill-over” parking during large Community Center events.*

As part of the Concept Plan for public space improvements a new east-west bikeway will run along the southern portion of the site, potentially providing a connection to the Sueno Bike Boulevard. See Chapter 2.1 Streets.

The historic Red Barn may be moved westward and used as a gardening and storage facility for the Community Gardens. The Estero Oaks should be preserved if feasible.

More information about the design of the Community Center may be found in the Community Center Feasibility Study, prepared for the Isla Vista Community Center Task Force.

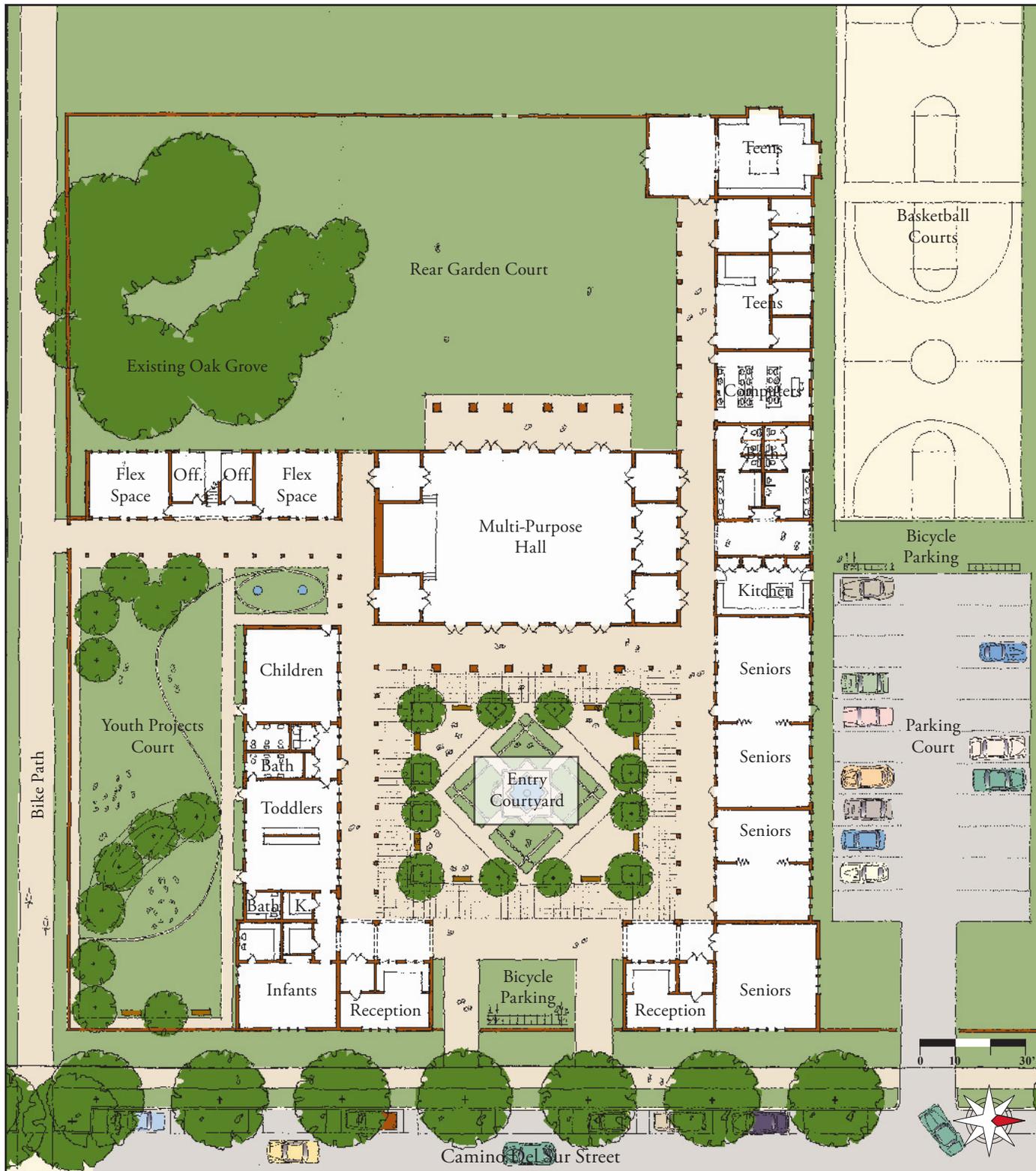
**Estero Neighborhood DevStd 1.3:**  
The Isla Vista Community Center should incorporate bicycle, pedestrian, and bus transit thereby limiting the need for a large dedicated parking lot. However, consideration should be given to making adequate on- or off-site parking available for major events.

**Estero Neighborhood DevStd 1.4:**  
IVRPD shall improve the basketball courts, frisbee golf course, children's play equipment, picnic and BBQ facilities and study the feasibility of an on-site skate park at Estero Park.

**Estero Neighborhood Action 1.5:**  
IVRPD should continue to provide community gardens in the Estero neighborhood area.

# Components of the Neighborhood Plan

# Community Center



Plan illustrating possible layout of Community Center, organized in a series of wings that frame courtyards and garden spaces.



*View of Community Center along Camino Del Sur*

The building should provide views into the entry courtyard from Camino Del Sur. This rendering illustrates a small refreshment stand that could be located in one of the street-side pavilions, or elsewhere within the Community Center.

**Estero Neighborhood DevStd 1.6:** The Isla Vista Community Center should incorporate cost-effective sustainable design options to enhance the building's energy and water-use efficiency and to reduce the environmental impacts of construction, these sustainable design options may be visible from public viewing areas.

**Estero Neighborhood Action 1.7:** The Community Center may accommodate limited commercial amenities (e.g. snack bar) that are ancillary to and support activities that occur at the Community Center as a public service facility.

**Estero Neighborhood DevStd 1.8:** The RDA and Public Works shall provide pavement, landscape enhancements, and appropriate crosswalks to strengthen the connection between the proposed Community Center and both Sueno Orchard and potential development east of Camino del Sur.

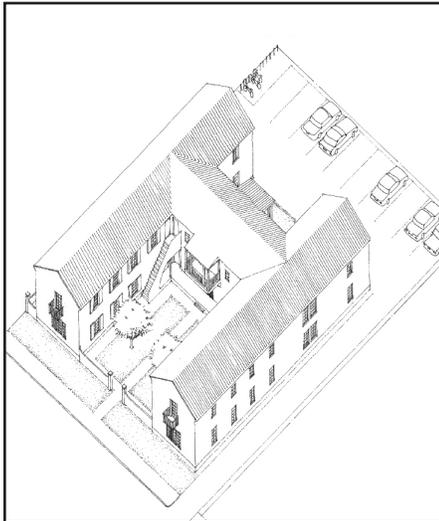
---

## Catalyst Projects

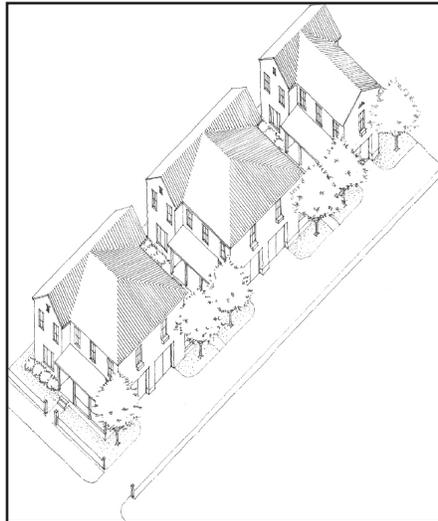
- Isla Vista Community Center
- Housing and play fields on Isla Vista Youth Projects former site
- Isla Vista Skate Park
- Community gardens expansion
- Recreational amenities expansion
- Sueno Orchard connection & improvements

# Housing

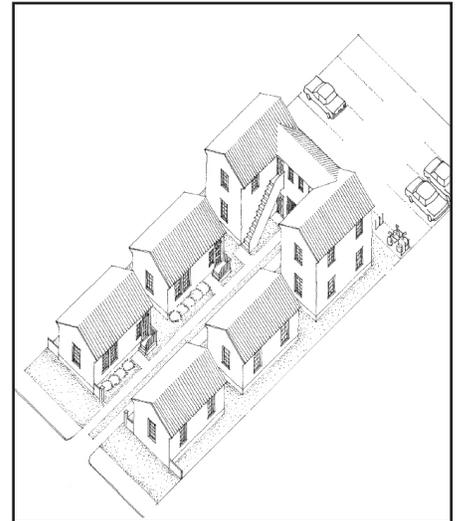
## *Proposed Isla Vista Housing Types*



*Courtyard*



*Large Home*



*Linear Courtyard*

## **Vision Statement**

The quantity, quality, affordability, and location of housing is a significant issue throughout Santa Barbara County. In Isla Vista, those issues as well as concerns regarding overcrowding and in some cases, poor design, present challenges to the community.

Isla Vista has the opportunity to become a more sustainable community by appropriately providing much needed housing for families, students, area workers, and UCSB faculty and staff. By accommodating a diverse mix of additional residents, in coordination with other planning efforts, Isla Vista will be taking a step toward reducing automobile dependency, improving transit alternatives and ridership, increasing pedestrian and bicycle usage, and supporting local businesses. The ultimate goal in providing new high quality housing and programs to improve the quality of existing development is to create a community that is valued, respected, and nurtured by its residents.

## Goals & Policies

**Housing Goal: Produce new housing that is well-designed and affordable to all sectors of the Isla Vista community, including families, students, area workers and UCSB faculty and staff, and improve existing housing stock through creative public private partnerships.**

**Housing Policy 1:** The RDA shall coordinate with property owners, local businesses, and County agencies to provide opportunities and incentives to encourage rehabilitation of existing structures as well as construction of new housing units and residential housing cooperatives within Isla Vista acknowledging resource, parking, and infrastructure constraints.

**Housing Action 1.1:** A new Isla Vista Form-Based Regulating Code that regulates architectural style, building layout, and parking shall be adopted for Isla Vista that enhances the character of Isla Vista by identifying building types and providing incentives and entitlements for owners to invest or reinvest in their properties.

**Housing Action 1.2:** Parking requirements within the Form-Based Regulating Code will be evaluated based on reviews of the Parking Permit Program by Planning and Development, the RDA Project Area Committee, and applicable citizen parking advisory groups and may be relaxed, removed, or increased based on Parking Permit Program success.

**Housing Action 1.3:** The RDA shall research incentives to encourage property owners to assemble lots to develop dense residential projects with site design that maintains open space.

**Housing Action 1.4:** The RDA and Planning and Development shall provide incentives, such as reduced or eliminated permitting fees or fast-track permitting, to new development and reconstruction projects that utilize sustainable construction and building techniques and energy efficient design.

**Housing Policy 2:** Affordable housing opportunities shall be expanded in Isla Vista. The County should develop programs with an overall goal that 50% of the total new residential development in Isla Vista is priced in the affordable range per the County's Housing Element and by State law.

**Housing Action 2.1:** The RDA shall prioritize the expenditure of Redevelopment housing set-aside funds as financially feasible to: 1) to improve very low, low, and moderate income housing supply through provision of assistance to rehabilitate the existing housing stock, 2) to facilitate implementation of a mixed use program that includes low, very-low, and moderate-income affordable housing, and 3) assist in the development of new very low, low, and moderate income affordable for-sale housing projects.

**Housing Action 2.2:** The opportunity for building housing affordable to very low and low income households shall be considered for the following sites in Isla Vista: (1) El Colegio & Embarcadero del Mar, (2) El Colegio & Camino Pescadero (potential public parking also), (3) Camino Pescadero & Cervantes, (4) El Colegio Road & Stadium Road (potential public parking), (5) Inner-block lot at Picasso & Camino Pescadero (potential public parking), (6) Camino del Sur and Sueno Road (partnership to create affordable housing project and playfields), (7) Pardall Gardens - Mixed use, affordable housing, (8) Cervantes & Embarcadero del Norte, (9) Segovia & Embarcadero del Mar. Redevelopment Agency set aside funds shall be contributed towards development of one or more of these sites for affordable housing.

## Goals & Policies

**Housing Action 2.3:** Persons displaced by the Agency shall be given the right of first refusal to relocate in the Project Area and shall have the right of first refusal to relocate into the reconstructed unit to the maximum extent feasible.

**Housing Policy 3:** The Isla Vista Form-Based Regulating Code will include a variable density component to create a development incentive for smaller units more affordable by design due to their reduced per unit land construction cost. The Isla Vista Formed Based Regulating Code will apply the following density equivalents:

Unit Size	Density Equivalent
Studio	0.50
One bedroom	0.66
Two bedroom	1.0
Three bedroom	1.5
Four bedroom	2.0
Five or more bedrooms	2.5

Example: 1.0 Acre Site - A developer could build	
a) 30 studios, or	(30 x 0.5 = 15)
b) 10 3-bedroom units	(10 x 1.5 = 15)

<b>10</b> 3-bdrm units	= 15 density units/acre =	<b>30</b> studios
------------------------------	---------------------------	----------------------

**Housing Policy 4:** As more than 90% of the units in Isla Vista are renter occupied, the County shall facilitate production of for-sale housing to bring more long-term residents to the community.

**Housing Policy 5:** Improve the quality and character of existing residential buildings in Isla Vista.

**Housing Action 5.1:** The current character of the single-family R-1 neighborhood in the western part of the Plan Area should be preserved. New units should generally not contain more bedrooms than is typical of the neighborhood. The number of bedrooms can be increased, if necessary, to accommodate persons with disabilities, to comply with state or federal law, to avoid conflicts with the zoning code, or to avoid discriminating against families with children.

**Housing Action 5.2:** The zoning ordinance shall be updated to include the form-based regulating code.

**Housing Action 5.3:** The RDA shall research the feasibility of implementing a low interest loan or grant program that offers property owners assistance with façade, structural, aesthetic, and landscaping improvements.

**Housing Action 5.4:** The RDA shall coordinate with other County departments to establish new and continue the existing “affordable housing loan program” that promotes the rehabilitation of existing housing stock of all levels of affordability, where appropriate.

### **Housing Policy 6: Isla Vista Built-Right Housing Incentive Program**

The Isla Vista Built-Right Housing Incentive Program is intended to encourage developers to:

- Assemble sites; and
- Utilize green building techniques; and
- Build public infrastructure.

## Goals & Policies

### Eligibility and Processing

- Projects must be in the Isla Vista Incentive Area (See “Zoning Map with Incentive Area” on page 4-41); and
- Obtain a Development Agreement, and
- Except for obtaining additional density based on the lot consolidation criteria, all of the other density incentives require satisfaction of State Density Bonus Program (Gov. Code 65915); and
- In no case can participation in the Incentive Program cause a project’s density to exceed the density allowed in the Coastal Land Use Plan.

### Program Criteria

Isla Vista Built-Right Housing Incentive Program (Incentives are additive with State Density Bonus Program Incentives)		
Community Goal	Criteria	Bonus Unit Incentive
<b>Lot Consolidation</b> Goal: Encourage separate adjacent parcels to be combined for purposes of development and encourage redevelopment of larger lots in the community.	<b>Multi Residential Zones</b>	
	Projects sites > 0.75 – 1.0 ac	Up to 10%
	Projects sites > 1.01 ac	Up to 20%
	<b>Mixed Use Zones</b>	
	Projects sites > 0.5 – 0.75 ac	Up to 10%
<b>Green Building</b> Goal: Encourage the use of energy efficient and green building practices. (i.e. Solar energy, low VOC interior finishes, water conservation, etc.)	<b>Participation in the County’s free Innovative Building Review Program (IBRP)</b>	
	IBRP Target 1 plus Construction Waste Management Plan	Up to 5%
	IBRP Target 2	Up to 10%
	IBRP Target 3	Up to 15%
<b>Community Infrastructure</b> Goal: Encourage construction of needed community infrastructure in the Isla Vista Planning Area. Infrastructure projects can include, but are not limited to: sidewalks, street trees, transit improvements, etc.	Projects leading to the development and improvement of community infrastructure.	Up to 10 additional units may be awarded to a project that provides additional benefits to the community through community infrastructure improvements.

All projects in Isla Vista are allowed to participate in the State’s Affordable Housing Bonus Density Program, provided such projects meet eligibility requirements. However, only projects within the Isla Vista Incentive Area, which meet the Incentive Program criteria, are eligible to receive additional bonus units beyond those allowed by the State Density Bonus program. A zoning map with the Incentive Area outlined is displayed on the following page (Zoning Map with Incentive Area; page 4-41).

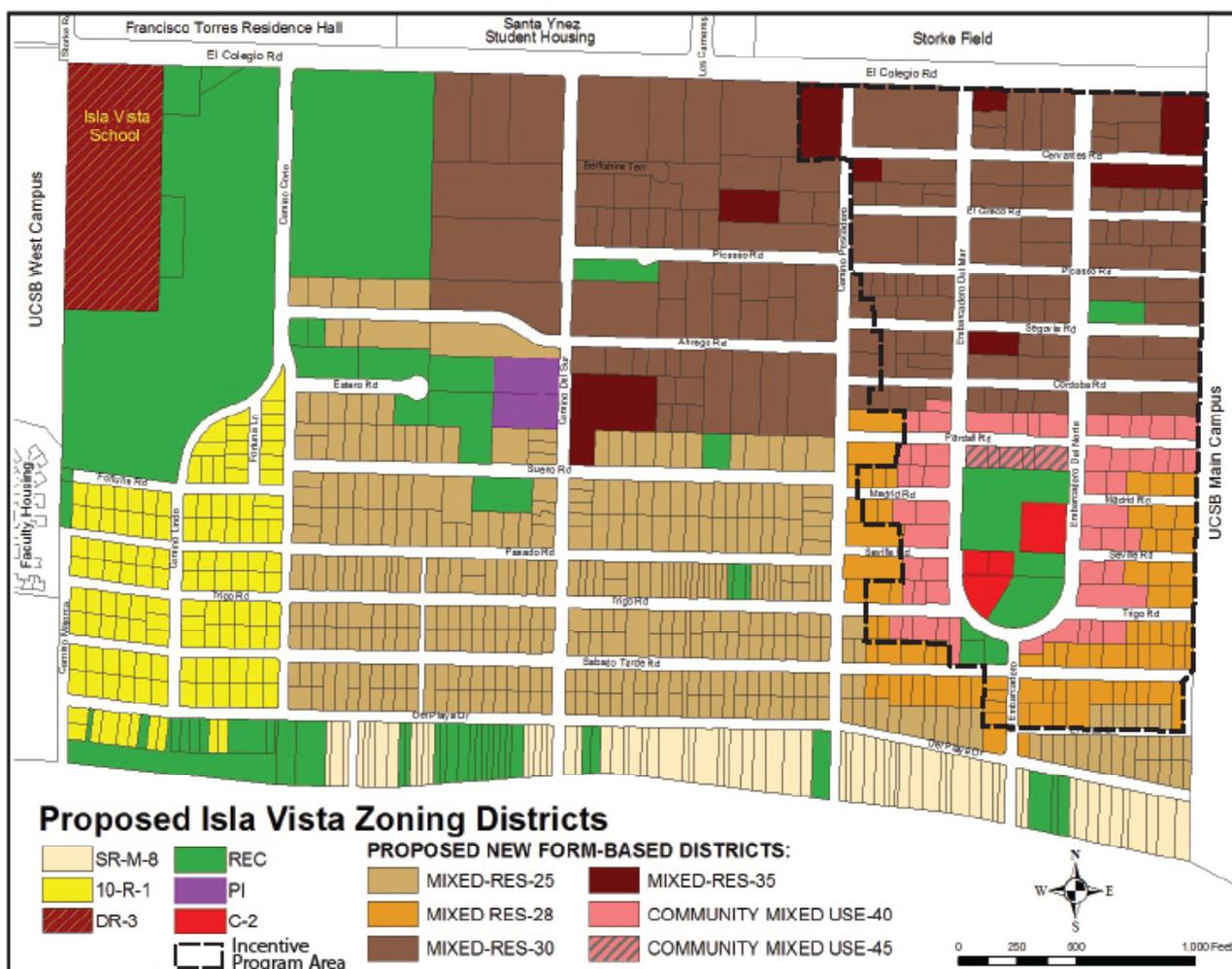
# Goals & Policies

The incentives identified in this policy are in addition to those under the State Density Bonus program. The incentives identified in this policy can be additive, provided the total amount of the incentive does not result in a land use density higher than specified in the Coastal Land Use Plan. Each incentive is calculated from a project’s base density, not the density after the application of State Density Bonus. This policy serves as a guideline. The Board of Supervisors retains all authority to grant, deny, or modify the terms of any development agreement.

The following types of projects may be funded in order to meet the Community Infrastructure criteria, at the discretion of the Board of Supervisors:

- Public catalyst project identified in this Plan; and
- Infrastructure projects identified in the “Phasing of High Priority Projects” table in Chapter 5, page 5-7 of this Plan; and
- Any project identified in an adopted Capital Improvement Program for a local public entity, provided the project is located within the Isla Vista Planning Area, or that the project provides a direct benefit to the Planning Area.

## Zoning Map with Incentive Area



## Existing Physical Setting

Housing is one of the most significant issues facing the Isla Vista community. Isla Vista has one of the highest concentrations of people (62.5 people per acre) in California. The community includes a total number of 4,908 units and 7,732 bedrooms, and approximately 20,000 people. Isla Vista, primarily comprised of multi-family housing, also contains an area of single family homes in the western part of Isla Vista.

Despite Isla Vista's large proportion of multi-family housing, the community continues to suffer from high housing costs and a seemingly insatiable demand for new housing. In addition, much of the current housing in Isla Vista is incompatible with the needs of its residents. Many areas suffer from overcrowding and dilapidated conditions, and illegal units continue to appear as current zoning is no longer able to accommodate demand. New housing in Isla Vista can improve general housing conditions within the community as well as provide new opportunities for existing residents.

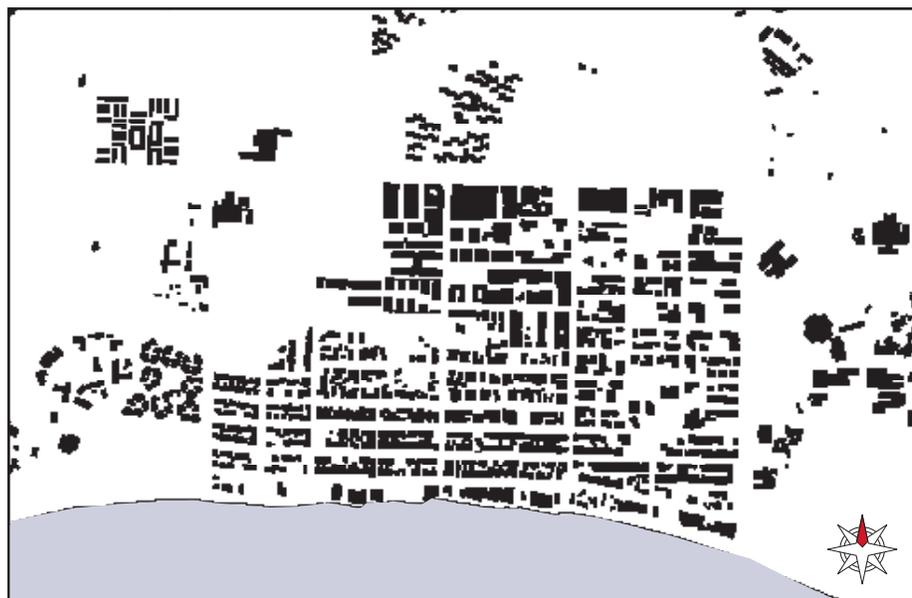
There is a strong community desire to protect Isla Vista's unique character. This Plan proposes to incrementally add housing units in the most under utilized areas and to provide incentives for property owners in order to improve existing properties. Overall, the Master Plan provides incentives for property owners to make recommended changes to their properties that will ultimately benefit the community.

Currently, there are few opportunities to easily increase the number of housing units in Isla Vista. Few vacant lots exist, and redevelopment of under utilized properties is hindered by the constraints of current zoning. The physical analysis on the following pages illustrates some housing related issues.

**Housing Goal: Produce new housing that is well-designed and affordable to all sectors of the Isla Vista community, including families, students, area workers, and UCSB faculty and staff, and improve existing housing stock through creative public private partnerships.**

**Housing Action 1.4:** The RDA and Planning and Development shall provide incentives, such as reduced or eliminated permitting fees or fast-track permitting, to new development and reconstruction projects that utilize sustainable construction and building techniques and energy efficient design.

# Analysis

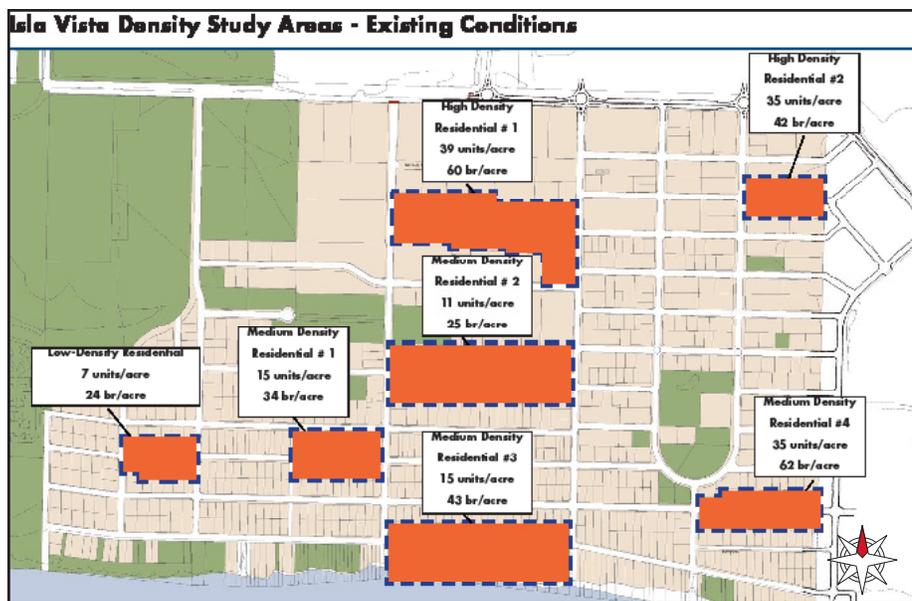


This drawing illustrates only building footprints within Isla Vista and the surrounding area. The contrasting scale and “grain” of the existing development is clear: the fine grain of properties closer to the ocean is contrasted by the large, institutionally scaled apartment buildings in northern Isla Vista and the academic buildings of the University.

This drawing also illustrates the relative isolation of Isla Vista in relation to adjacent development, as well as a clear lack of integration between UCSB and Isla Vista.

Although Anisq’Oyo’ Park is a large, centrally located open space surrounded by buildings, it remains largely undefined in the Building Footprint drawing.

Building Footprints



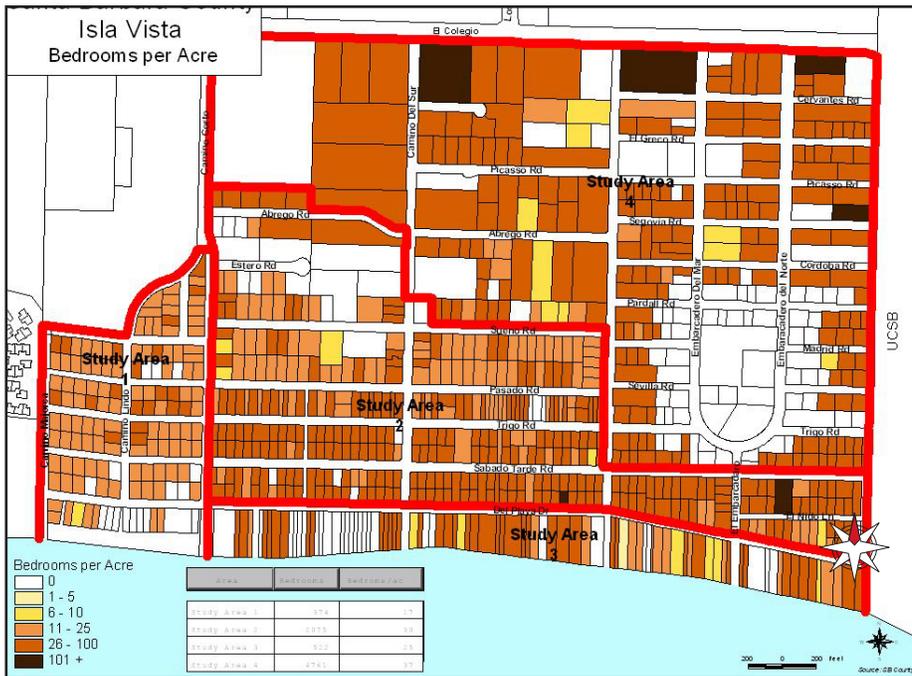
The distribution of people and housing within Isla Vista is not uniform. Recognizing this, data from seven separate study areas was analyzed to understand density within the community. These areas are indicated in the adjacent diagram. Net densities in the study areas range from 39 units per acre along Picasso Road between Camino Del Sur and Camino Pescadero to 7 units per acre along Trigo Road in Isla Vista’s west-end.

Density Study Areas

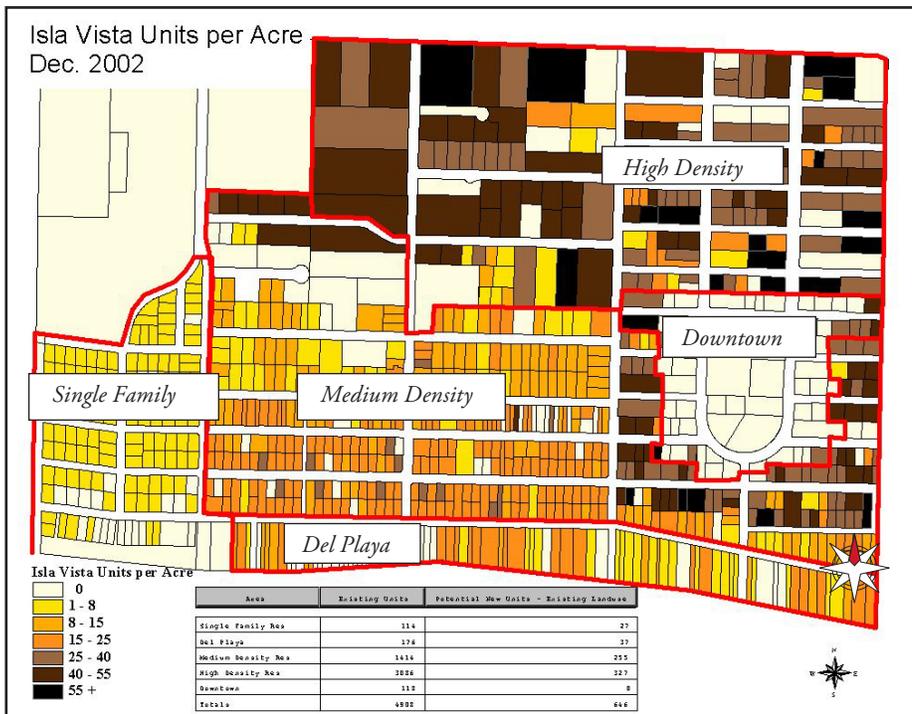
# Analysis

Density of an area is typically calculated in units per acre. In Isla Vista, however, the value of property is closely tied to the number of bedrooms. In fact, taxes are levied by the Isla Vista Recreation and Park District by bedroom.

This map illustrates Isla Vista densities in terms of bedrooms. It gives a clear representation of the areas within the community that suffer from the highest bedroom densities as well as those that provide the greatest economic opportunity for change.



This map illustrates density in Isla Vista by the typical density measure: dwelling units per acre. Existing densities within the community are often much higher than current zoning allows.



---

## Analysis

### Existing densities exceed zoning limits

Isla Vista is currently divided into four zoning areas with density limits set in the late 1980's. Most of Isla Vista was built in the 1960's and 70's and a large majority of the existing buildings are built at higher densities than current zoning regulations allow. In addition, current zoning bedroom restrictions further limit parcel development to amounts lower than the nominal densities.

For example, the SR-H-20, or Student Residential High Density district, designates a maximum density of 20 units per acre. The district limits bedroom density to approximately 36 bedrooms per acre, or only 18 two-bedroom units. However, currently typical densities in the district are as high as 39 units per acre and 60 bedrooms per acre.

Similar situations are found in the SR-M-18, Student Residential Medium Density district. Based on current zoning, there are few properties considered "underdeveloped." Here, current zoning restrictions on bedroom construction, as well as the parking requirement of two parking spaces per bedroom, limit opportunities to build more than one three-bedroom unit per lot.

Unlike the SR-M and SR-H districts, the R-1 and R-2 districts do not have strict parking requirements or bedroom restrictions. As a result, these districts may be susceptible to the development of "boarding house" style, multi-bedroom rental properties with a nominal parking requirement. With a strong community desire to maintain the R-1 district and to increase the number of permanent residents in Isla Vista, this should be addressed.

# Housing Types Strategy

## Housing Types: Characteristics of Good Design

The Master Plan approach to implementing and regulating appropriate housing within Isla Vista is not typical for a land use plan. Most planning processes begin with densities, floor area ratio, and other statistical discussions. For this plan, the approach was to first ask Isla Vista residents what they wanted their community to look like. Good housing examples from the region - both historic and recently built - were found, documented and adapted into potential community applications. The local examples selected demonstrate that well-designed medium and high-density housing would be an asset to Isla Vista.

- **Street frontage:** Frontage along the street edge should feel comfortable to pedestrians. Porches, frequently spaced front yard and doorway entrances, and building articulation are important.
- **Shared common spaces:** Comfortable spaces should be provided for residents to socialize and congregate. Parking areas should be properly landscaped, integrating permeable surfaces flexible enough to be used as commons spaces when cars are not present.
- **Placement:** Buildings should have a good relationship to streets, adjacent buildings, and the rear of lots.
- **Proportions and character:** Spaces should be defined and feel comfortable and welcoming.
- **Parking at rear:** Parking should be tucked in the back of lots and screened from views.
- **Sustainable landscaping:** Landscaping should be drought-tolerant and low-maintenance.
- **Flexibility:** Building footprints should be flexible to accommodate a wide variety of unit types and sizes as the market demands.

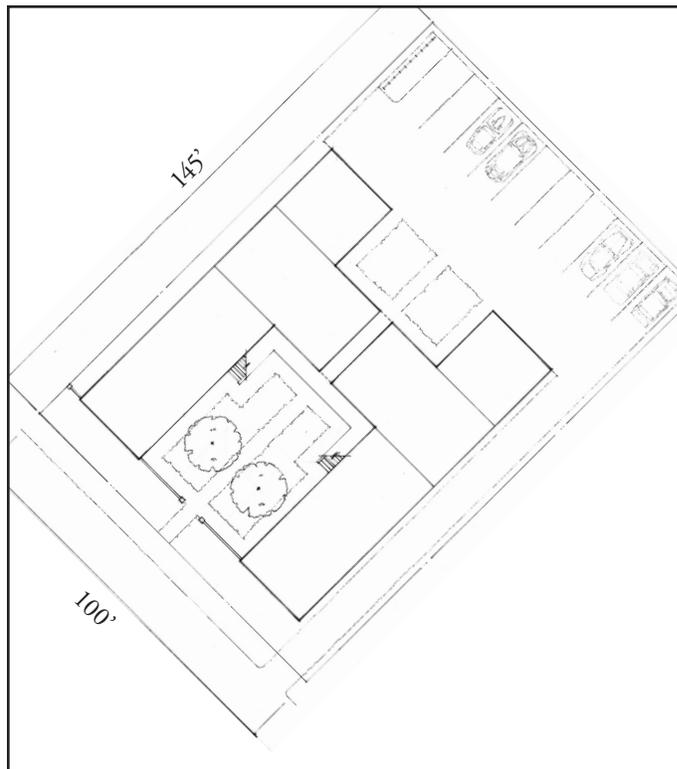
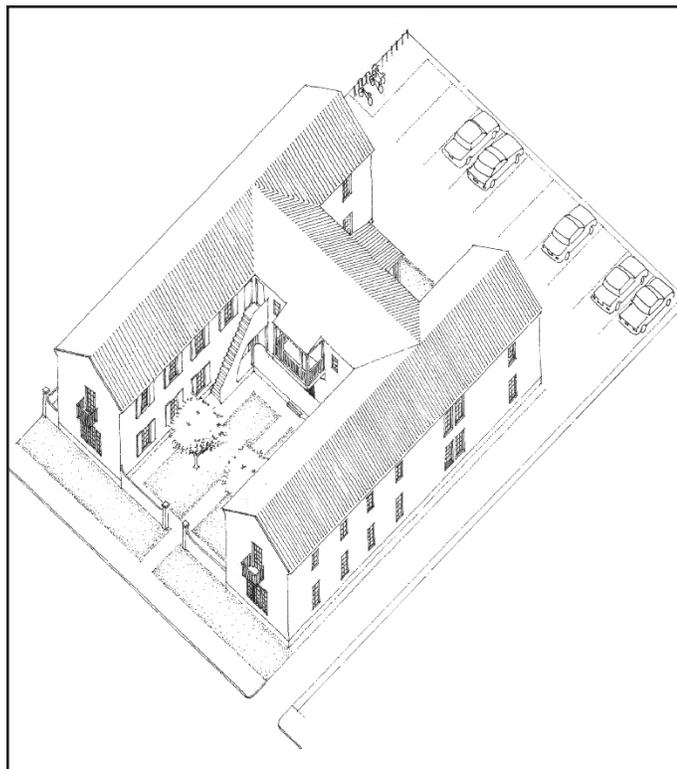
The housing types selected fit into three categories:

1. Courtyard Housing
2. Linear Courtyard Housing
3. Large Home types

**Housing Action 1.4:** The RDA and Planning and Development shall provide incentives, such as reduced or eliminated permitting fees or fast-track permitting, to new development and reconstruction projects that utilize sustainable construction and building techniques and energy efficient design.

# Housing Types Strategy

## Courtyard Type



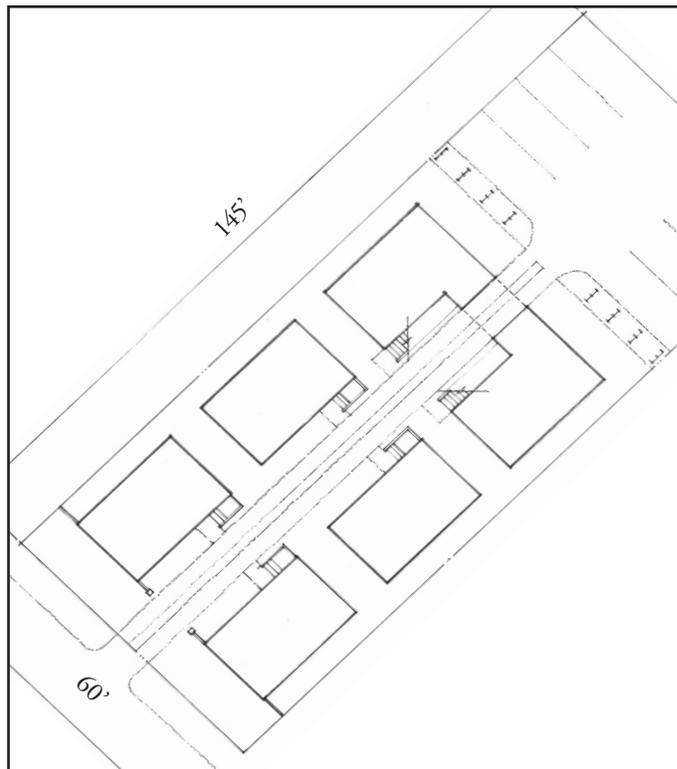
Courtyard housing types are housing units arranged around a semi-private courtyard. At two stories this type can typically yield up to 40 units to the net acre, but this number can differ drastically depending on the mix of units.

In the above diagram, 12 residential units are organized around a courtyard on a 100'x145' lot. The design accommodates 4 two-bedroom units, 4 one-bedroom units, and 4 studios, along with 10 off-street parking spaces, for a net density of 33 units per acre and 48 bedrooms per acre.



## Housing Types Strategy

## Linear Courtyard



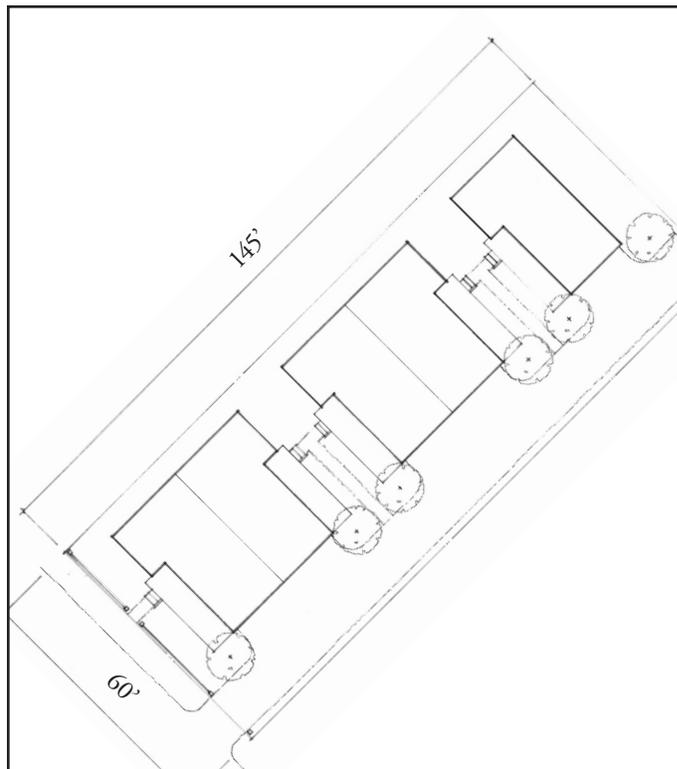
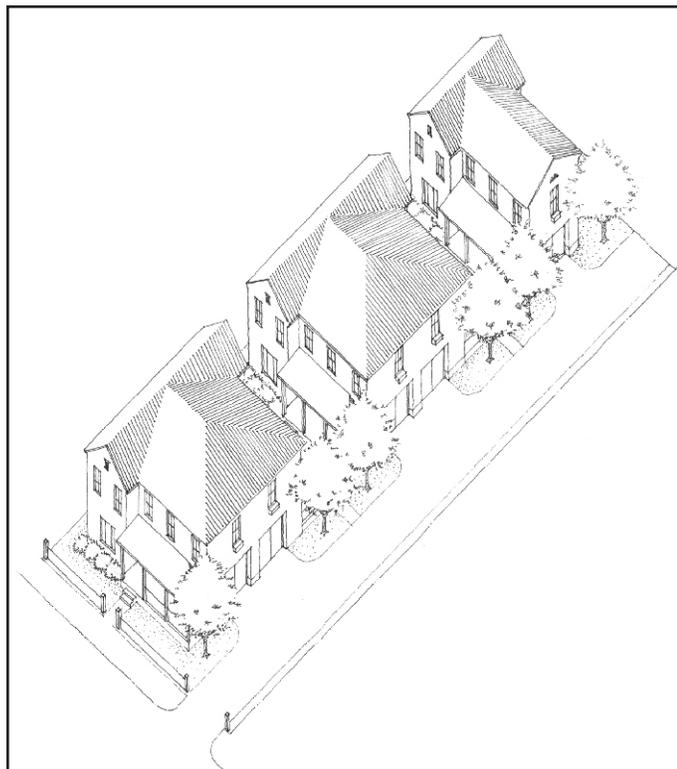
Linear Courtyard types are similar to the courtyard type, but have several unique characteristics. The units typically have a central access drive that connects to a parking area in the rear. Linear Courtyards are often composed of several small buildings that can accommodate a more private, independent lifestyle.

In the above design, 8 residential units are organized around a linear courtyard on a 60'x145' lot. The Linear Courtyard type could accommodate 4 Studio units, and 4 one-bedroom units, with 8 off-street parking spaces. This design would result in a net density of approximately 32 units per acre and 40 bedrooms per acre.



# Housing Types Strategy

## Large Home Type



Large Home types look similar to single-family houses, but can accommodate apartments, single-family homes, and condominiums.

In this example, 5 two-bedroom townhouses were accommodated on a 70'x145' lot, each with a one-car garage. This results in a net density of approximately 29 units per acre, and 40 bedrooms per acre.



# Housing Types Strategy

## Housing Matrix

A housing matrix was created in order to see how different house types could be configured on typical Isla Vista lots. The matrix can be used as a tool to understand the potential number of new units and bedrooms for proposed housing types. Illustrations of two of these studies for individual lots are on the following page. The housing unit yields for each housing type are controlled both by setbacks proposed in the Isla Vista Form-Based Regulating Code, as well as by parking and open space requirements.

Using the proposed housing types, the Form-Based Regulating Code (see Chapter 6), and the housing matrix, likely development totals and build-out numbers were computed using the following assumptions (see page 4-57):

- Assumption 1: Building types developed with mostly studios, one-bedroom, and two-bedroom apartments.
- Assumption 2: Only parcels that could add a significant number of new units would redevelop during the next 20-30 years.

New residential parking requirements are consistent with transportation and circulation goals to reduce automobile dependency in Isla Vista. Parking standards will work together with a new parking permit system to reduce overall automobile dependency. Intermediate parking standards for residential areas in Isla Vista outside the downtown area in the Form-Based Regulating Code are as follows:

Unit Type	Spaces Per Unit*
Studio	1.0
One bedroom	1.5
Two bedroom	2.5
Three bedroom	4

*See p. 4-55 for proposed downtown parking standards that could be used in residential areas pending successful implementation of the parking permit program.*

Although these parking standards represent a significant reduction in off-street parking, the standards continue to control the amount of housing that might be built.

### Example: Courtyard Type

On a small Isla Vista lot measuring 50' x 95', a courtyard building could accommodate 2 one-bedroom units and 2 studio apartments. Three parking spaces would be required, which could be located in the lot's rear yard. On a much larger lot, such as the 100' x 145' lot previously illustrated, twelve units can be accommodated, requiring 10 parking spaces. Any increase in units would require additional parking spaces, no additional spaces would fit on the lot. Unless off-site parking is allowed, or parking regulations are reduced, 12 units is the maximum allowed in a Courtyard Type design on a 100' x 145' site.

**Housing Policy 1:** The RDA shall coordinate with property owners, local businesses and County agencies to provide opportunities and incentives to encourage rehabilitation of existing structures as well as construction of new housing units and residential housing cooperatives within Isla Vista acknowledging resource, parking and infrastructure constraints.

**Housing Action 1.1:** A new Isla Vista Form-Based Regulating Code that regulates architectural style, building layout, and parking shall be adopted for Isla Vista that enhances the character of Isla Vista by identifying building types and providing incentives and entitlements for owners to invest or reinvest in their properties.

**Housing Action 1.2:** Parking requirements within the Form-Based Regulating Code will be evaluated based on reviews of the Parking Permit Program by Planning and Development, the RDA Project Area Committee, and applicable citizen parking advisory groups and may be relaxed, removed or increased based on Parking Permit Program success.

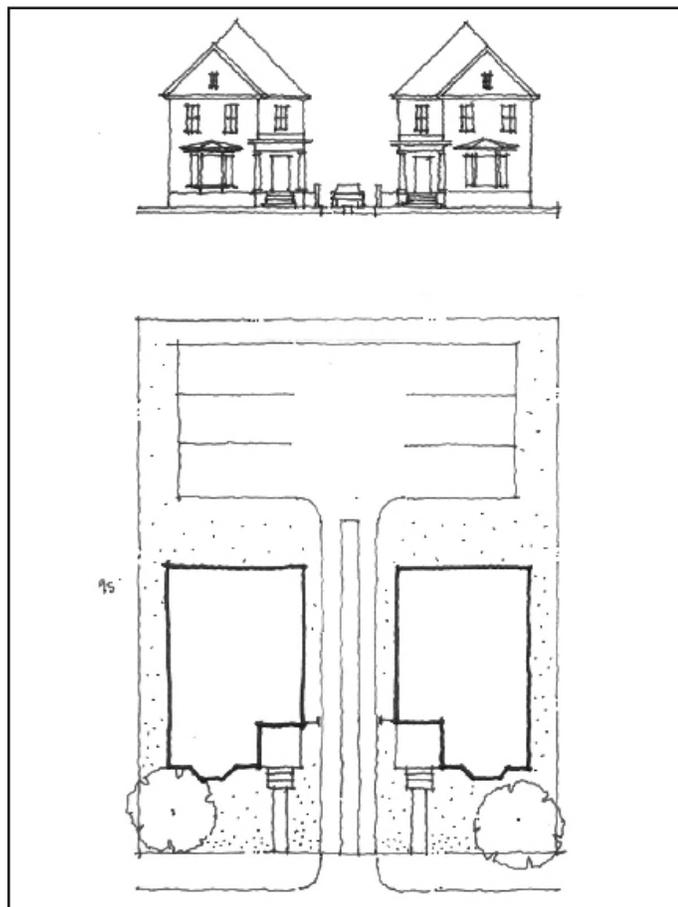
**Housing Action 1.3:** The RDA shall research incentives to encourage property owners to assemble lots to develop dense residential projects with site design that maintains open space.

# Housing Types Strategy

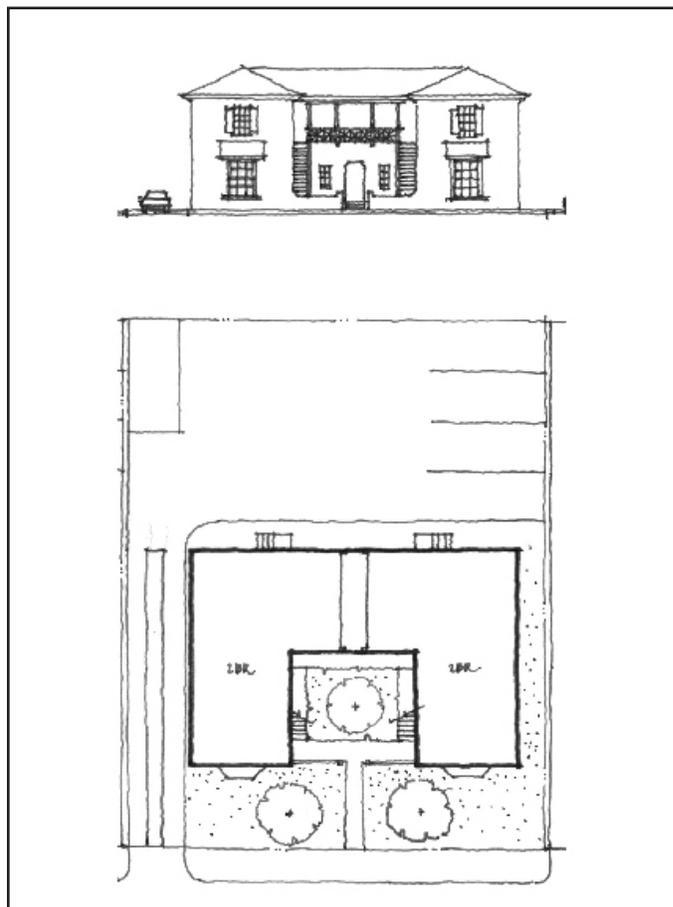
Example

Area	Building Type	55'x75'	55'x125'	44'x125'	122'x125'	55'x25'	44'x25'	72'x25'	100'x25'	122'x25'	55'x145'	66'x145'	79'x145'	108'x145'
VI	Large Home		6u/8br	8u/14br										
V	Large Home					4u/4br	3u/5br	4u/6br	4u/6br	8u/8br	3u/6br	4u/10br	8u/8br	10u/18br
	Linear Courtyard					4u/4br	8u/5br	5u/5br	6u/6br	8u/8br		8u/8br	9u/10br	10u/18br
	Courtyard					4u/4br	4u/6br	4u/6br	10u/10br	12u/12br		8u/8br	9u/12br	12u/12br
II, III	Large Home					4u/4br	3u/5br	4u/6br	4u/2br	8u/8br				
	Linear Courtyard					4u/4br	8u/5br	5u/5br	6u/6br	8u/8br				
	Courtyard					4u/4br	4u/6br	4u/6br	10u/10br	12u/12br				
I	Downtown Mixed-Use					4u/6br	4u/8br	4u/10br	6u/14br	10u/18br				
	South Parcel						8u/11br		10u/20br	13u/24br				

The housing matrix illustrates potential yields produced by the three building types on typical Isla Vista lots.



A sample housing design using the Large Home building type on a 75' x 95' lot. This particular type yields 4 units, for a total of 8 bedrooms on this lot.



A sample housing design using the Courtyard building type on a 75' x 95' lot. This type also yields 4 units, for a total of 8 bedrooms.

# Housing Types Strategy



**Housing Policy 5:** Improve the quality and character of existing residential buildings in Isla Vista.

**Housing Action 5.3:** The RDA shall research the feasibility of implementing a low interest loan or grant program that offers property owners assistance with façade, structural, aesthetic, and landscaping improvements.



*These two illustrations demonstrate the potential change that might occur if a property owner chose to redevelop and build a Large Home-type structure.*

**Build-Out with Existing Zoning**

Long range plans consider the state of the community 15 to 20 years after plan adoption. Infrastructure, available resources and constraints are estimated and analyzed. For any planning area, “build-out,” or the maximum theoretical amount of units allowed by regulation, can be calculated.

Potential additional units allowed under the zoning ordinance can be calculated by subtracting the number of existing units in a community from the number of units at build-out. Isla Vista currently has the capacity for:  $5,554 - 4,908 = 646$  potential additional units.

However, build-out does not take into account site specific constraints such as parcel shape, easements, parking and open space requirements, set backs, etc. The entire amount of allowed units is rarely built. Rather, build-out provides a theoretical maximum number of units for planning purposes.

Buildout is defined as maximum theoretical amount of units allowed by regulation.

**Isla Vista's current build-out is 5,554 units.**

**Calculating Build-Out**

<p><b>Step 1</b> <b>Parcel</b> <b>Build-out:</b></p>	<p>The number of units allowed to be built according to a land use designation <math>\times</math> Parcel size in acres</p> <p><u>Example:</u> 0.5 acre parcel, zoned "Student High Residential" - 20 units/acre 20 units/acre <math>\times</math> 0.5 acres = 10 units allowed - (parcel build-out)</p>
<p><b>Step 2</b> <b>Existing Non-Conforming</b> <b>Parcels:</b></p>	<p>Some parcels were built to higher densities than current zoning allows.</p> <p>Those increased densities must be considered in build-out calculations. For parcels with higher densities than current land use allows, their current density is their "parcel build-out"</p>
<p><b>Step 3</b> <b>Area Build-out:</b></p>	<p>Total all of the individual parcel build-outs in the community.</p> <p>For Isla Vista, maximum potential build-out under the current land use plan is <u>5,554 units</u></p>

## Build-Out Strategy

The project area contains a range of residential neighborhoods, recreational areas, and a small commercial core. Within the project area are an estimated 4,800- 4,900 existing housing units, nearly all of which are located on residentially designated land. The majority of the housing units in Isla Vista are located in medium and high-density housing developments, except for eight blocks of single family housing in the project area's southwest corner.

Existing densities in the project area range from over 39 units per acre in the northern portion of Isla Vista, to 6.2 units per acre in the single family home neighborhood. The table below depicts the existing densities and proposed land use regulations for the project area.

Proposed Zoning	Proposed Units / Acre	Existing On-the-Ground Units / Acre
IR-30	30	39.4
IR-25	25	15.7
IR-28	28	37.2
MU-40	40	5.4
MU-45	45	0.0
DR-35	35	5.1
SR-8	8	10.9
10-R1	6.1	6.2

The County Comprehensive Plan (General Plan), along with the accompanying County Coastal Zoning Ordinance (Article II) regulates development and land uses in the project area. A primary goal of the IVMP is to designate land uses that ultimately contribute to the long term revitalization of the project area and improve residents' quality of life. As part of that redevelopment effort, the County is proposing to change land use designations in most of the community.

### Downtown

Commercial uses in Isla Vista are concentrated toward the eastern edge of Isla Vista in a 24.3 acre downtown area, which includes 5.0 acres in public parks, 13.4 acres in private ownership and 5.9 acres of public right of way. Currently there is an estimated 186,000 square feet of commercial and institutional<sup>1</sup> floor space in downtown Isla Vista. Build-out of the IVMP would result in an additional 382 housing units in the downtown and an additional 51,485 square feet of commercial development.

The IVMP identifies 11.4 acres for inclusion in the Mixed Use (MU) zoning district while 2 acres remain in the C-2 zoning district. Two parcels, and a portion of another, are proposed to be added to the commercial land use area, while one parcel is proposed to be removed from that area. Land use changes proposed in the plan will result in a net 0.7 acre reduction in the land area designated for commercial land uses.

<sup>1</sup> Institutional land uses include UCSB owned property and churches.

# Build-Out Strategy

## Residential

There are currently an estimated 4,792 existing housing units in Isla Vista. These are primarily multi-residential housing, with the exception of a neighborhood of single family homes on the western edge of Isla Vista. Build-out of the IVMP would result in an additional 1,063 housing units in the residential portion of Isla Vista and 1,447 housing units community-wide. This build-out number will address a lack of available housing in Isla Vista and will fulfill part of the new housing allocation assigned to South Coast Housing Market Area (HMA) as designated in the 2004 County Housing Element update.

## Recreation/Open Space

Throughout the project area there are 56.87 acres of property that is publicly-owned open space. Of that total, 51 acres is currently designated as Recreation/Open Space (REC/OS) in the existing County Land Use Element. Uses in the existing open space include active and passive recreation facilities as well as unimproved natural areas. The proposed project includes redesignating most of the existing publicly owned open space to 'Recreation/Open Space' land use designations.

## Summary of Existing Land Uses and Build-out by Proposed Zoning Designation

Area	Acres	Existing Units	IVMP Units Per Acre	Additional Units at Build-out	Total Units at Build-out	Existing Commercial and Institutional (sf)	Additional Commercial and Institutional at Build-out (sf)	Commercial at Build-out (sf)
IV Res-30	74.3	2,926	30	282	3,208			
IV Res -25	59.6	938	25	466	1,404			
IV Res -27	14.6	540	28	56	596			
MU-40	10.5	56	40	343	399	119,954	24,578	144,532
MU-45	0.9	0	45	39	39	23,939	12,488	36,427
C-2	2.0	0				31,847	2,962	34,809
Affordable House Sites	7.8	40	35	229	269			
S Side Del Playa	16.1	176	8	17	193			
10-R1	18.8	116	4.6/3.4	13	129			
REC	56.9							
<b>Totals</b>	<b>259.5</b>	<b>4,792</b>		<b>1,445</b>	<b>6,237</b>	<b>175,740</b>	<b>40,029</b>	<b>215,769</b>

## Renovation of Existing Structures

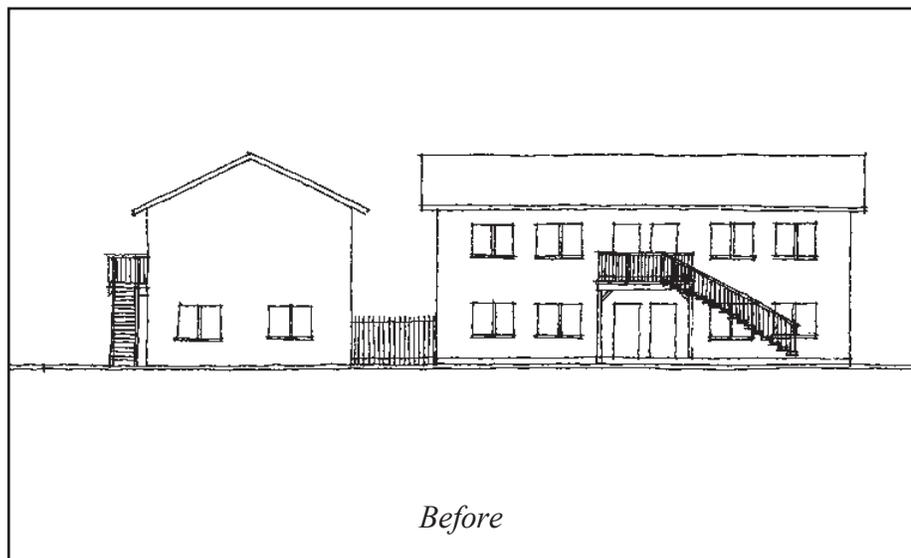
The community has identified improvements to existing structures as a high priority. However, there is limited economic incentive for some property owners to redevelop. An important component of the Master Plan creates incentives for property owners to improve the quality and character of existing development. Incentives can include low-interest loans and, potentially, facade improvements.

These improvements would include remodeling existing buildings to be consistent with architectural standards established by the Form-Based Regulating Code guidelines, screening parking lots with hedges or short walls, reducing driveway curb cuts, and improving landscaping.

**Housing Action 5.3:** The RDA shall research the feasibility of implementing a low interest loan or grant program that offers property owners assistance with façade, structural, aesthetic, and landscaping improvements.

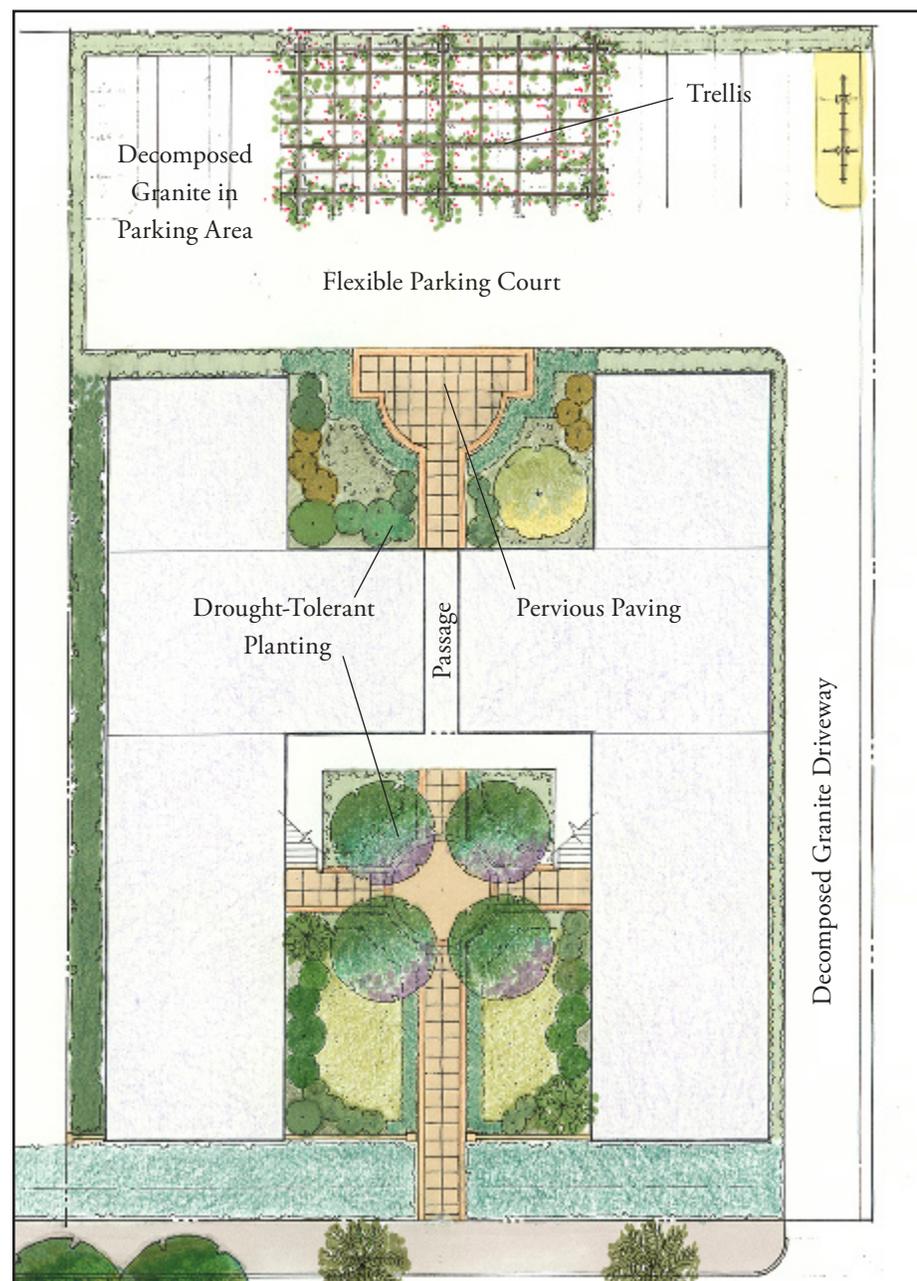
**Housing Action 5.4:** The RDA shall coordinate with other County departments to establish new and continue the existing "affordable housing loan program" that promotes the rehabilitation of existing housing stock of all levels of affordability, where appropriate.

### Facade Improvements, Example



# Sustainable Landscaping

Sustainable landscaping practices will be applied with the Form-Based Regulating Code. Most residential and commercial development applications would include landscape plans. The integration of drought-tolerant and low-maintenance landscaping (see landscape design standards in the appendix) and the incorporation of pervious surfaces to reduce run off is encouraged, except for Del Playa. In addition, parking areas should be designed as “parking courts.” These courts are flexibly designed to serve as either common spaces or play areas when cars are not present. The Regulating Code would also require the spaces to be comfortable through features such as trellises over parking areas and finishing the court surfaces with decomposed granite or other pervious materials.



**Open Space and Parks Policy 3:**

Sustainable landscaping shall be applied and native plant use supported on properties designated as open space and encouraged on other public land and private property in the interest of promoting natural resources. When selecting trees and plants consider climate, proposed land use and site-specific geography.

**Open Space and Parks DevStd 3.4:**

Development is encouraged to use native plants and non-invasive plants reflecting the diversity of plants that are able to thrive in this climate.

**Streets Policy 4:**

Impervious surface paving should be reduced to allow increased water infiltration.

**Streets Action 4.1:**

The RDA, working with County agencies shall study the feasibility of implementing porous material paving requirements for public and private development, except for development on Del Playa Drive.

**Streets Action 4.2:**

The RDA, working with County agencies should create porous design guidelines based on soil characteristics as applicable to require porous paving material, grasscrete or other material as deemed appropriate by County Departments for residential driveways, public right-of-ways, low-circulation parking lots or other feasible elements of site development.

## Affordable Housing Need

High housing prices along the Santa Barbara County South Coast create a large demand for affordable housing. The Master Plan strategy is to incorporate an appropriate amount of affordable housing within the community. Housing opportunities would be provided for families, students, University faculty and staff, and area workers within Isla Vista.

Affordable housing can be finely integrated into a community, and should be held to the same high standards as market-rate housing. Affordable housing provides opportunities for people and families of many economic backgrounds.



*Large home-style affordable housing project*



*Courtyard-style affordable housing project*

**Housing Policy 2:** Affordable housing opportunities shall be expanded in Isla Vista. The County should develop programs so that 50% of the total new residential development in Isla Vista is priced in the affordable range per the County's Housing Element and by State law.

**Housing Action 2.1:** The RDA shall prioritize the expenditure of Redevelopment housing set-aside funds as financially feasible to: 1) to improve very low, low, and moderate income housing supply through provision of assistance to rehabilitate the existing housing stock, 2) to facilitate implementation of a mixed use program that includes low, very-low, and moderate-income affordable housing, and 3) assist in the development of new very low, low, and moderate income affordable for-sale housing projects.

**Housing Action 2.2:** The opportunity for building housing affordable to very low and low income households shall be considered for the following sites in Isla Vista: (1) El Colegio & Embarcadero del Mar, (2) El Colegio & Camino Pescadero (potential public parking also), (3) Camino Pescadero & Cervantes, (4) El Colegio Road & Stadium Road (potential public parking), (5) Inner-block lot at Picasso & Camino Pescadero (potential public parking), (6) Camino del Sur and Sueno Road (partnership to create affordable housing project and playfields), (7) Pardall Gardens - Mixed use, affordable housing, (8) Cervantes & Embarcadero del Norte, (9) Segovia & Embarcadero del Mar. Redevelopment agency set aside funds shall be contributed towards development of one or more of these sites for affordable housing.

# Affordable Housing Strategies

## Existing County Policy

### Inclusionary Program

The County’s Inclusionary Housing Program requires developers of specified types of discretionary residential projects to subsidize the development of affordable housing by either including them in the project, paying in-lieu fees, or donating land. Currently, in Isla Vista, the County’s adopted Inclusionary Program is described by Coastal Land Use Plan Policy 5-10. For projects with 5-or more units, 25% of the total units in the project must be affordable to persons of low or moderate income, depending on the size of the unit:

Size of Unit	Max Affordable Sales Price / Rent
Studio	Low
One bedroom	Low
Two bedroom	Moderate
Three bedroom	Moderate

Units must be provided on-site and maintained as affordable for twenty-five years. This program is unique to Isla Vista and differs from the County wide Inclusionary Program.

### Variable Density Program

Under existing zoning regulations, density is calculated in dwelling units per gross acre, regardless of the size or character of the dwelling unit. In other words, 20 one-bedroom units is equivalent to 20 three-bedroom units. However, the Isla Vista Formed Based Regulating Code will apply the following density equivalents:

Unit Size	Density Equivalent
Studio	0.50
One bedroom	0.66
Two bedroom	1.0
Three bedroom	1.5
Four bedroom	2.0
Five or more bedrooms	2.5

The intent of the program is to encourage the construction of greater numbers of studios, and one- and two-bedroom units by counting such smaller units as less than one full unit when applying the maximum density limits and development fees. Such smaller units would be more affordable by design than larger units. This program is consistent with the intent of current update to the County-wide Housing Element.

### County Bonus Density Program

Consistent with State requirements, the County has adopted a bonus density program. The program allows a density bonus for any residential development project of 5 or more units where:

- 1) 20% tot units in development for low income households with rents targeted to 60% area median income (AMI), or
- 2) 10% tot units in development for very-low income households with rents targeted to 50% AMI, or
- 3) 50% tot units for senior citizens without regard to affordability

Recent changes in state law now provide a density bonus of at least 10% to condominium projects that provide at least:

- 4) 20% tot units affordable to mod. income households w/ sales prices targeted to 120% AMI.

Qualifying projects are eligible for a 25% bonus in market rate density allowed on-site as well as other incentives including: fast-track permit processing, modifications to development standards and financial subsidies. Very low and low income units developed under the Density Bonus program must remain affordable for a minimum of 30 yrs. The 30-yr. period restarts with each re-sale of an affordable unit for a maximum period of 60 yrs. Moderate-income units must remain affordable for at least 10 yrs. Projects that provide price restricted affordable units under the Density Bonus Program are exempt from the County’s Inclusionary Housing Program.

## Affordable Housing Strategies

### Affordable Housing Overlay and Affordable Housing Sites Host Program

The County's Affordable Housing Overlay (AHO) program provides significant density bonuses and other incentives for development of affordable housing projects on certain designated sites throughout the County, overlaid with the AHO zoning designation. The County conducts environmental review on each of the AHO sites thereby reducing permitting costs and permit processing time for developers of the parcels. It should be noted that no AHO sites in Isla Vista have been identified.

This Plan proposes to classify properties shown on page 4-60 as affordable housing "host" sites with potential to become catalyst projects. Sites were selected based on absence of significant biological and physical constraints and the nearby presence of community services such as public transportation, schools, and commercial amenities. Consistent with the County-wide program, host sites are proposed to be rezoned with a revised affordable housing overlay that allows a higher density per acre for affordable projects. For Isla Vista, the community has chosen to apply the County-wide bonus density program to these sites to allow 50 - 60 units per acre for qualifying affordable housing host site projects. See side-bar for more information regarding the County-wide Bonus Density Program.

#### Low / Moderate Income Housing Fund

State law requires that all redevelopment agencies allocate 20% of their total tax increment to a special fund call the Low and Moderate Income Housing Fund. Monies in this fund may only be used to rehabilitate and produce affordable housing.

#### Affordable Housing Requirement

Since 1976, redevelopment agencies have been required to assure that at least 30% of all new or substantially rehabilitated units developed by an agency are available at affordable prices to households of very low, low, or moderate income. Of this 30%, not less than 50% are required to be available to very-low income households.

**Host** is known as the "Housing Opportunity Site" program that the County's Housing Element Update staff is using to identify affordable housing projects County-wide.

# The Form-Based Regulating Code

The Isla Vista Form-Based Regulating Code will ensure that changes within Isla Vista throughout the life of this Plan adhere to the overall vision and the standards created during the public process. The Isla Vista Form-Based Regulating Code consists of the Housing Type Code, the Architectural Guidelines, and the Landscape Guidelines.

## The Housing Type Code

The Housing Type code provides rules and regulations for the Courtyard, Linear Courtyard, Large Home, and Downtown Mixed-Use housing type. The Code also contains performance standards for new projects that do not fit the new Form-Based Regulating Code. The Housing Type code establishes five areas in Isla Vista. The Form-Based Regulating Code determines which housing types are allowed in each area. Use, building placement, height, parking location, and other items are regulated by the Code.

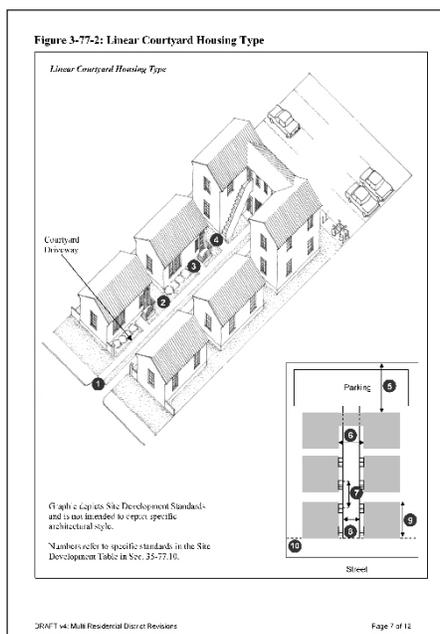
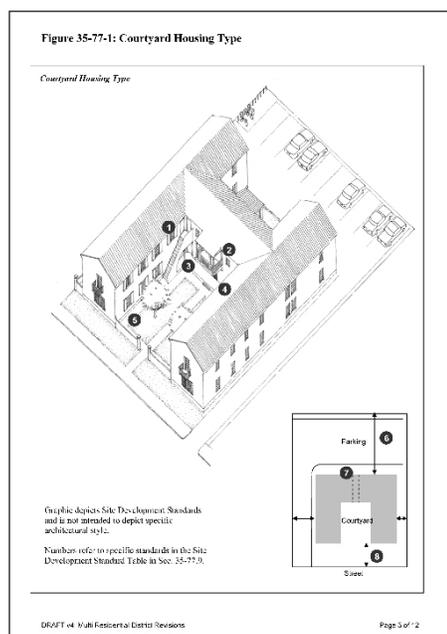
## Design Guidelines

Design Guidelines recommend building materials, massing, door and window sizes and proportions, and general character. The three housing styles specified for Isla Vista in the Code are: Spanish Revival, Italianate, and Victorian. Residential areas will likely have a mix of each architectural style on each block.

## The Landscape Guidelines

Landscape Guidelines include general recommendations for landscaping, plant lists, and maintenance standards.

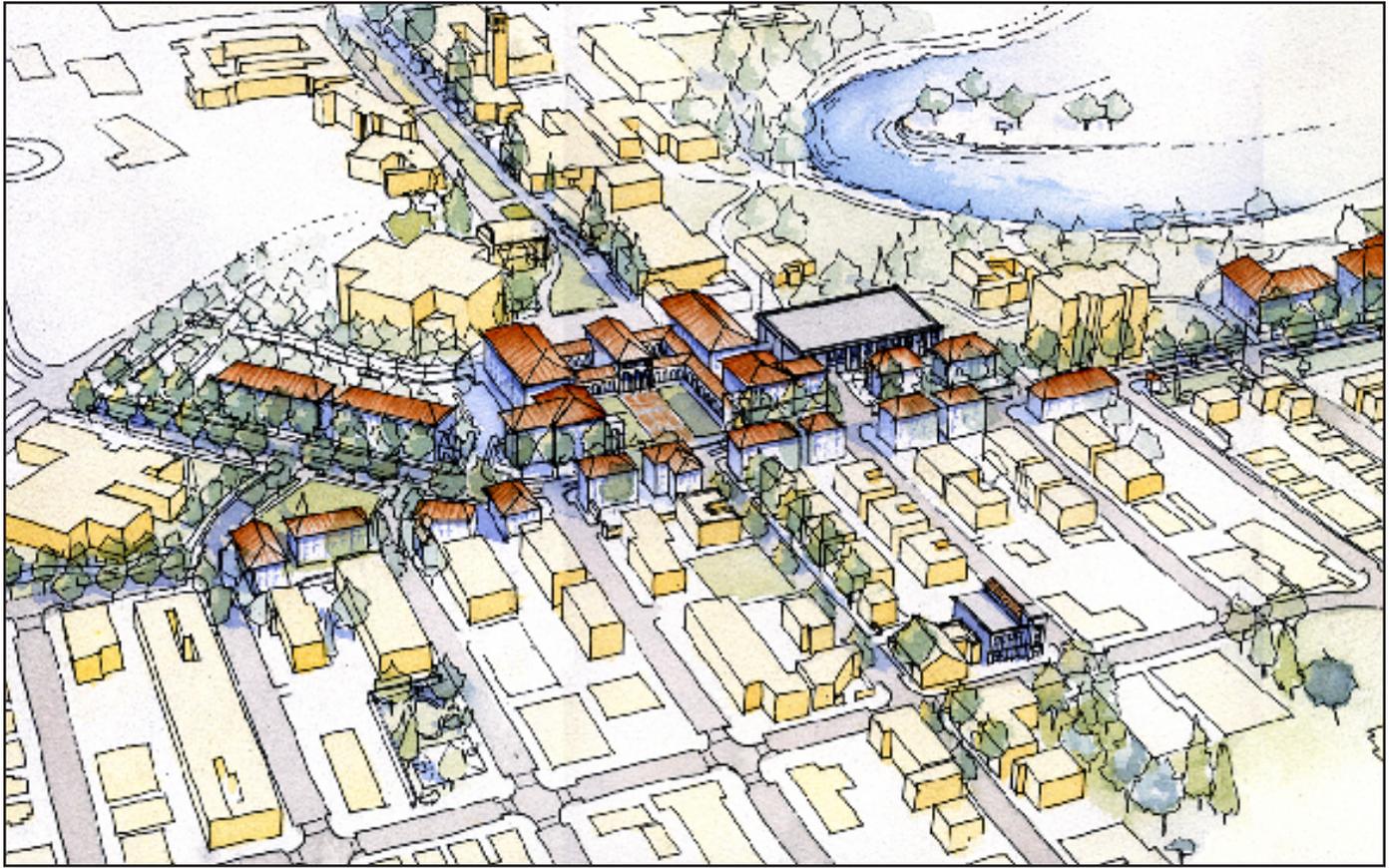
**Housing Action 1.1:** A new Isla Vista Form-Based Regulating Code that regulates architectural style, building layout, and parking shall be adopted for Isla Vista that enhances the character of Isla Vista by identifying building types and providing incentives and entitlements for owners to invest or reinvest in their properties.



Two sample pages from the Regulating Code for the Courtyard Housing Type.



## Isla Vista/UCSB Interface



### Vision Statement

The interface between Isla Vista and UCSB plays a role in defining the relationship between them. Thousands of students and community members pass through the interface from one jurisdiction to another on a daily basis. For the most part, the physical border between Isla Vista's neighborhoods and the University is undefined and provides few connections. The road network in Isla Vista ends abruptly, either connecting to an on-campus bike path, or terminating in an eucalyptus grove, fringing the backside of a University parking lot.

## Goals & Policies

**Isla Vista/UCSB Interface Goal:** Create a physically and visually connected interface between Isla Vista and UCSB that includes enhanced alternative transportation access, efficient land use, and buildings oriented to both the Isla Vista and UCSB communities. Land uses on either side of the interface should enhance each other.

**Interface Policy 1:** A stronger visual and physical connection between Isla Vista and UCSB should be established along the Pardall Road corridor. The RDA shall encourage and coordinate with UCSB to locate public art that celebrates the relationship and connection between UCSB and Isla Vista.

**Interface Action 1.1:** The RDA shall encourage first floor, street-front commercial development along the north and south side of the easternmost portion of Pardall Road to better connect downtown Isla Vista with the UCSB campus.

**Interface Policy 2:** The Isla Vista bicycle, pedestrian and public transit network, and building pattern should be extended into the UCSB Main Campus at its western edge to create a more gradual interface transition. See **Chapter 2.1: Streets**.

**Interface Action 2.1:** The RDA shall coordinate with UCSB to implement similar landscaping and street furniture on either side of the interface to tie the two communities together as feasible, particularly on Ocean Road, and consider placing a plaque depicting the history of the Isla Vista/University community. The landscaping should be gradually implemented as existing eucalyptus trees along the interface age and may require removal for safety purposes and consideration should be given to native plant species.

**Interface Action 2.2:** The RDA shall encourage UCSB to modify the bike and pedestrian tunnel on Pardall Road to reduce concrete massing, shorten travel time in the tunnel, reduce the slope of the tunnel floor, and create a more attractive design.

**Interface Action 2.3:** The RDA shall encourage UCSB to develop buildings on Ocean Road that face Ocean Road and include pedestrian entrances oriented toward Isla Vista. The RDA shall encourage the retention of pedestrian and bike through-fares at the terminus of IV streets.

**Interface Action 2.4:** The RDA shall encourage UCSB to locate staff/faculty housing on Ocean Road consistent with the intent and nature of diagram on p. 4-74. The RDA shall encourage the inclusion of daycare facilities for children of faculty and staff, as appropriate. The RDA shall discourage student housing and any commercial development within these structures.

---

## Goals & Policies

**Interface Action 2.5:** Planning and Development and the RDA shall encourage UCSB to address landscaping and maintenance issues on UCSB owned property and bicycle and pedestrian pathways in Isla Vista and ensure that those properties integrate into the community.

**Interface Action 2.6:** Planning and Development and the RDA shall encourage UCSB to research the possibility of a one-way road connection (for west-bound traffic) for autos between Ocean Road and Isla Vista.

**Interface Policy 3:** Development on Storke Campus should enhance the Isla Vista community. El Colegio Road should be improved to create a cohesive visual connection between Isla Vista and the UCSB Storke Campus.

**Interface Dev Std 3.1:** El Colegio Road should be designed as an urban street, sufficiently narrow so that UCSB buildings on the north side of the street are functionally and visually part of the Isla Vista neighborhoods on the south side of the street, yet wide enough to accommodate traffic volumes and safety vehicles. El Colegio should be designed to accommodate pedestrians, bicyclists, and public transit.

**Interface Action 3.2:** Planning and Development, Public Works and UCSB shall coordinate design and construction improvements to El Colegio Road.

**Interface Action 3.3:** The County shall encourage UCSB to develop structures on the Storke Campus that are consistent with the Storke Campus Design Principles. See page 4-72.

# Existing Physical Setting

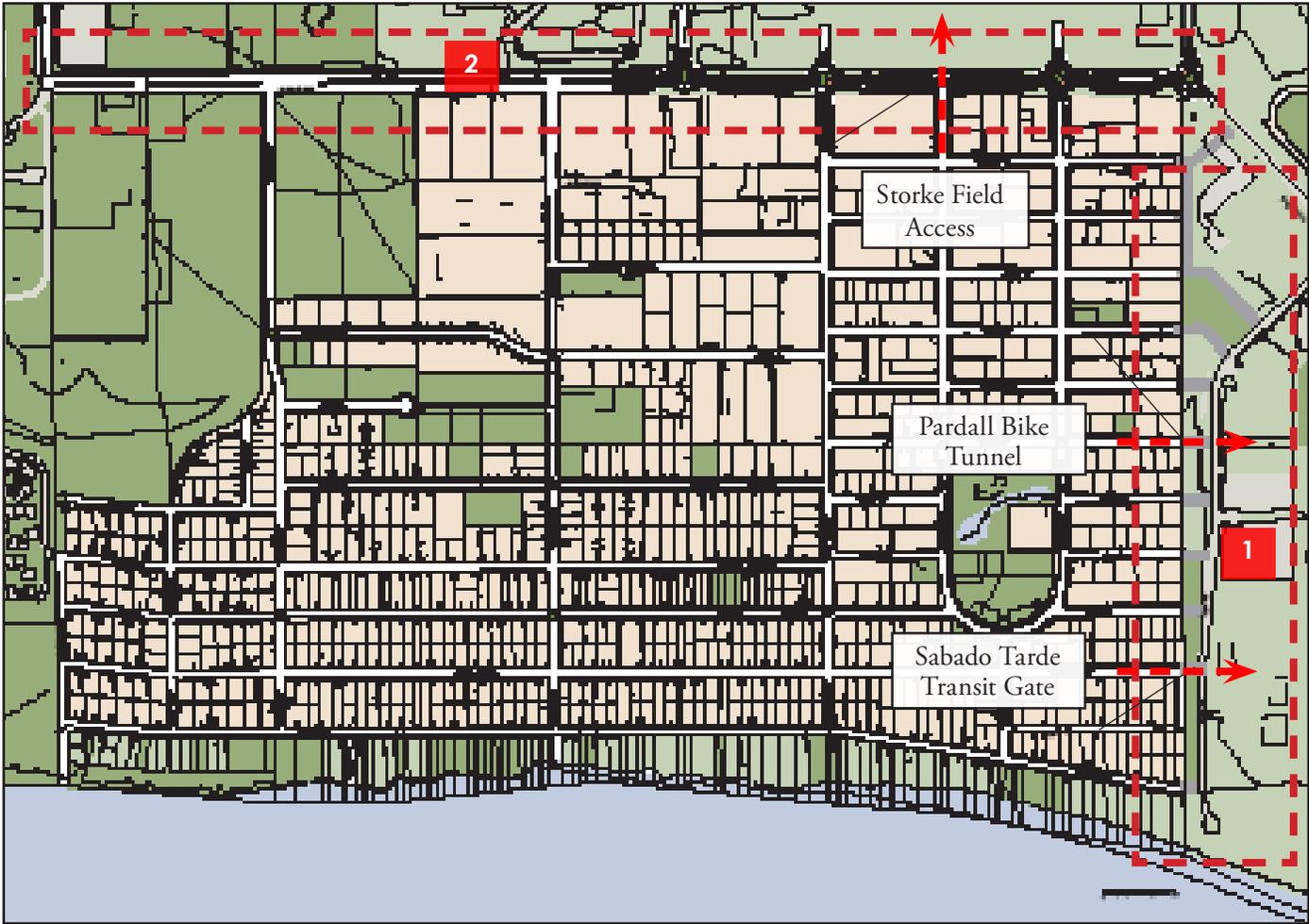


Although property owned by the University of California, Santa Barbara (UCSB) lies outside the official planning area and is not subject to the authority of Santa Barbara County, the community of Isla Vista cannot separate itself from a relationship with the University. Isla Vista serves as the home for many students, faculty, and staff who work and study at UCSB.

The Isla Vista/UCSB interface can be improved along the eastern and northern edges of Isla Vista. Along the eastern edge most east-west streets terminate in the “eucalyptus curtain,” a dense grove of eucalyptus trees along the western Main Campus border. Pedestrian and bicycle access to campus is focused though an underpass at the eastern terminus of Pardall Road, resulting in significant pedestrian and bicycle traffic though downtown as students and faculty enter and leave the University. Most buildings along Isla Vista’s eastern edge face away from UCSB.

*Clockwise from top left: Pardall Road pedestrian/bicycle underpass, typical east-west road termination at UCSB (Cervantes Road), Ocean Road along UCSB’s western edge, El Colegio Road with Storke Field site for San Clemente housing project.*

# Long-Term Illustrative Plan



Ocean Road (1) along the UCSB Main Campus western edge is extremely wide with low traffic counts. Campus parking lots east of Ocean Road contribute to an inhospitable environment for pedestrians. The Master Plan encourages UCSB to improve this interface by transforming Ocean Road into a narrower street that provides a seamless transition into Isla Vista.

*Plan illustrating interface areas with UCSB.*

Isla Vista’s northern edge is defined by El Colegio Road (2), currently a two-lane street. With the addition of the San Clemente housing project along the street’s northern edge, the character of El Colegio Road as Isla Vista’s primary public entrance will change considerably. El Colegio Road should be rebuilt in a manner that improves the interface between the community and UCSB and encourages connections between Isla Vista and the future residents of San Clemente.

## Plan Components

## Pardall/Ocean Road



The new Form-Based Regulating Code for Isla Vista encourages the continuation of mixed-use development along Pardall Road eastward to the UCSB Main Campus edge. The University has proposed a new parking garage east of the underpass with a mixed-use “liner” containing classrooms and meeting space. This new development would provide opportunity to bridge the “eucalyptus curtain” and blur the boundary between the community and the university.

As downtown Isla Vista is redeveloped, the University and community should consider options to continue the Isla Vista street pattern east to Ocean Road. These connections should be accented with the same curb and sidewalk details as the streets, but should only allow bicycles and pedestrians to pass in order to discourage residents from driving to and from campus.

The existing transit gate at Sabado Tarde and Ocean Road allows MTD buses to move directly from southern Isla Vista onto UCSB campus.

Changes to the physical framework of the eastern Isla Vista/UCSB interface will facilitate the creation of development opportunities for the University to build much-needed housing for faculty and staff.

**Interface Action 2.2:** The RDA shall encourage UCSB to modify the bike and pedestrian tunnel on Pardall Road to reduce concrete massing, shorten travel time in the tunnel, reduce the slope of the tunnel floor, and create a more attractive design.

**Interface Action 2.3:** The RDA shall encourage UCSB to develop buildings on Ocean Road that face Ocean Road and include pedestrian entrances oriented toward Isla Vista. The RDA shall encourage the retention of pedestrian and bike through-fares at the terminus of IV streets.

**Interface Action 2.4:** The RDA shall encourage UCSB to locate staff/faculty housing on Ocean Road consistent with the intent and nature of diagram on p. 4-74. The RDA shall encourage the inclusion of day-care facilities for children of faculty and staff as appropriate. The RDA shall discourage student housing and any commercial development within these structures.

**Interface Action 2.5:** Planning and Development and the RDA shall encourage UCSB to address landscaping and maintenance issues on UCSB owned property and bicycle and pedestrian pathways in Isla Vista and ensure that those properties integrate into the community.



**Pardall Underpass**

The existing pedestrian and bicycle underpass at the intersection of Pardall Road and Ocean Road should be enhanced. The underpass should be shortened and redesigned to make the tunnel passage shorter and more pleasant. The solid wall above the roadway should be replaced with a railing and the coarse concrete detailing should be removed and enhanced with a much more transparent and attractive design, allowing views into the campus from Isla Vista and vice versa. The bridge should be slightly elevated to allow Pardall Road to flow into campus almost at grade.

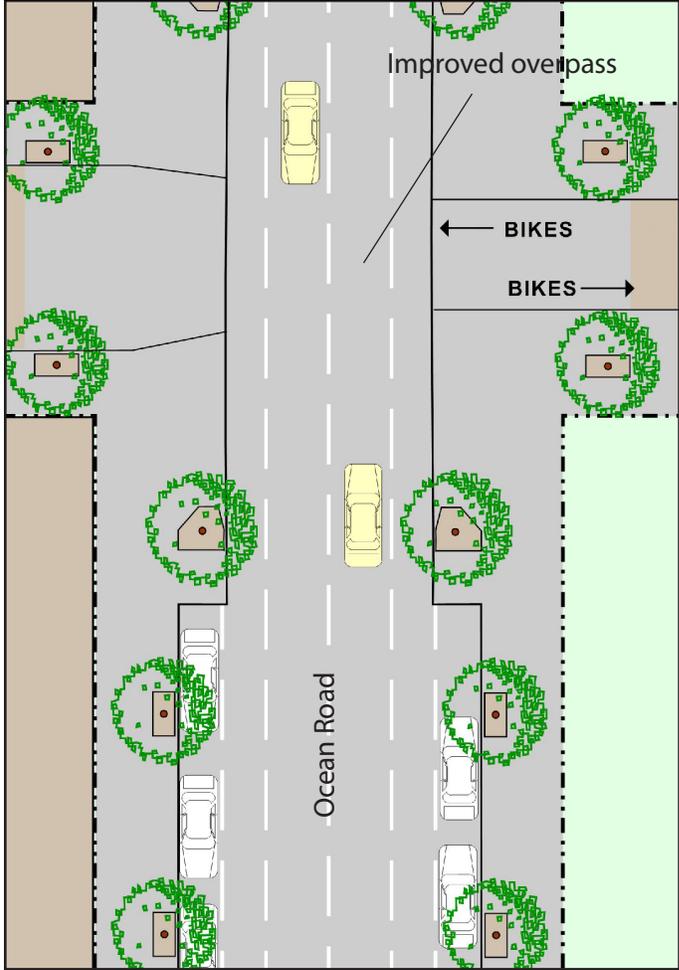
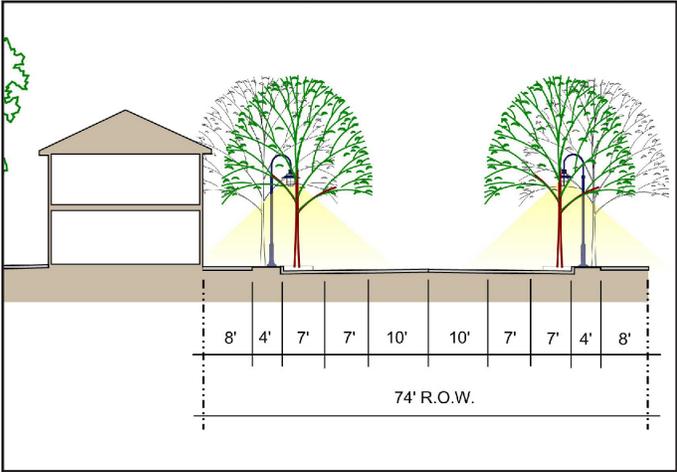
Over the long term, bicyclist and pedestrian access routes through openings along Isla Vista’s eastern edge may result in a net decrease in bicycle and pedestrian traffic along Pardall Road, lessening the importance of the Pardall underpass. If this is the case, the Pardall/Ocean Road intersection should be reconsidered in the future for design improvements that may potentially include complete removal of the underpass.

**Interface Action 1.1:** The RDA shall encourage first floor, street-front commercial development along the north and south side of the easternmost portion of Pardall Road to better connect downtown Isla Vista with the UCSB campus.

**Interface Action 2.2:** The RDA shall encourage UCSB to modify the bike and pedestrian tunnel on Pardall Road to reduce concrete massing, shorten the travel time in the tunnel, reduce the slope of the tunnel floor, and create a more attractive design.

# Plan Components

# Ocean Road



### Ocean Road

Ocean Road marks the transition between Isla Vista and the UCSB campus. The road is wide for the low amount of traffic that it carries. It should be narrowed to two 10' lanes and include bike lanes and on-street parking. The proposed redesign illustrated here would reduce the right-of-way sufficiently to allow for new housing to front onto Ocean Road, while changing its character to a more comfortable pedestrian scale.

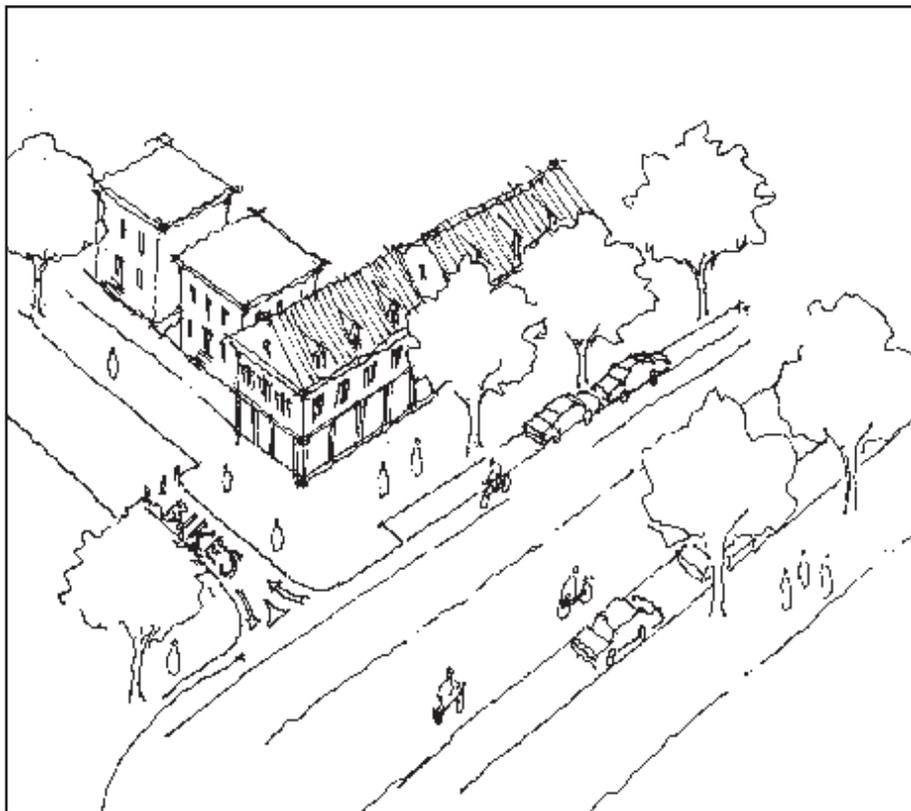
The intersection with Pardall Road as the major bike route to UCSB is particularly important. Potentially, Ocean Road could be elevated over the Pardall Road underpass to smooth the transition and improve visual access between Isla Vista and UCSB's Main Campus for bikes and pedestrians.

**Interface Action 2.1:** The RDA shall coordinate with UCSB to implement similar landscaping and street furniture on either side of the interface to tie the two communities together as feasible particularly on Ocean Road and consider placing a plaque depicting the history of the Isla Vista/University community. The landscaping should be gradually implemented as the existing eucalyptus trees along the interface age and may require removal for safety purposes and consideration should be given to native plant species.

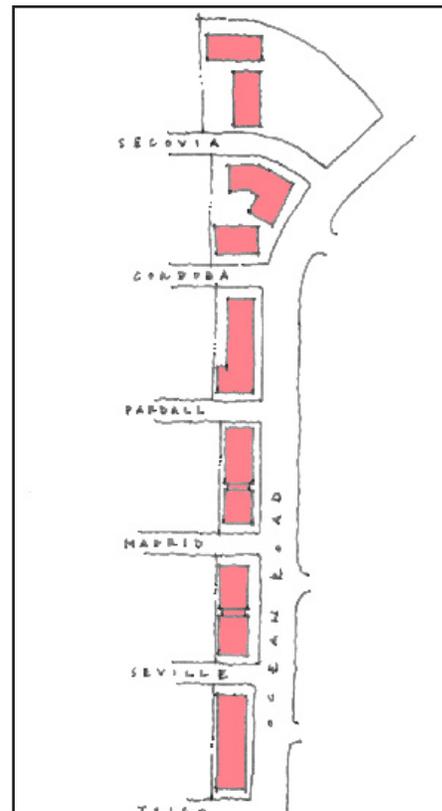
**Interface Action 2.6:** Planning and Development and the RDA shall encourage UCSB to research the possibility of a one-way road connection (for west-bound traffic) for autos between Ocean Road and Isla Vista.

## Plan Components

## Ocean Road



*Aerial perspective sketch illustrating potential new housing in Isla Vista adjacent to the west side of Ocean Road.*



*Sketch Plan illustrating new development parcels along west side of Ocean Road in Isla Vista, adjacent to UCSB.*

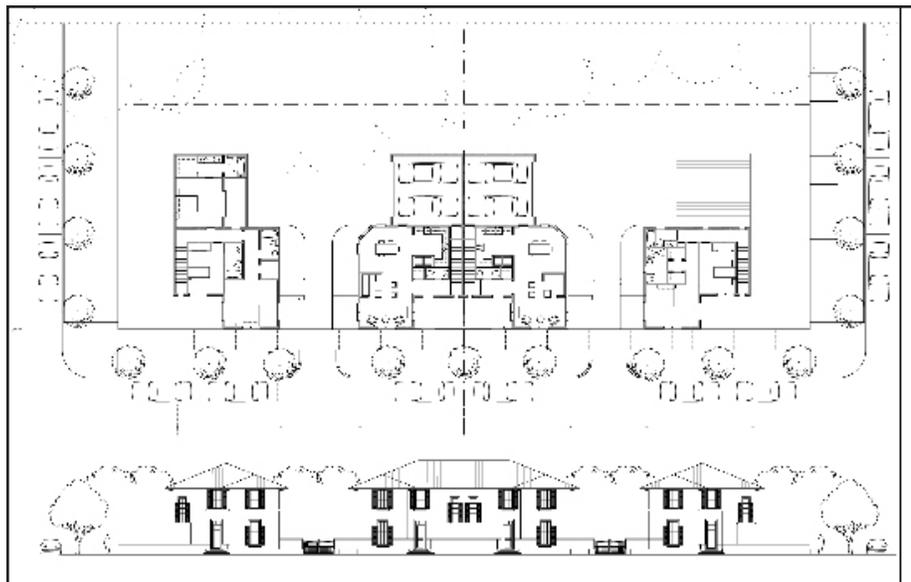
### New Housing Proposals

Schematic design proposals suggest that approximately 24 housing units for faculty and staff might be accommodated between Ocean Road and the Isla Vista border. This build-out represents a mix of 35% studios, 40% one-bedroom, 15% two-bedroom, and 10% three-bedroom units in three-story residential buildings.

**Interface Action 2.3:** The RDA shall encourage UCSB to develop buildings on Ocean Road that face Ocean Road and include pedestrian entrances oriented toward Isla Vista. The RDA shall encourage the retention of pedestrian and bike though-fares at the terminus of IV streets.

**Interface Action 2.4:** The RDA shall encourage UCSB to locate staff/faculty housing on Ocean Road consistent with the intent and nature of diagram on p. 4-74. The RDA shall encourage the inclusion of day-care facilities for children of faculty and staff, as appropriate. The RDA shall discourage student housing and any commercial development within these structures.

## Plan Components



*"Liner" townhouses on 60' deep lots*

### Building Types

One possible housing design illustrated above. This housing type is designed to function as a "liner" building. It can easily fit on shallow parcels or be used as a facade for parking structures.

## Plan Components

## Storke Field / San Clemente Housing



*Artist's rendering of proposed El Colegio redesign with a possible view of San Clemente in the background*

The San Clemente student housing project will soon be built on Storke Campus. This project will impact the community of Isla Vista because of its size and location. During the master plan process, the San Clemente design was discussed at length to address major concerns about the project's compatibility with the neighboring community. A series of recommendations has been formulated to ensure that the design will be context-sensitive.

As the "front door" for many visitors to Isla Vista, El Colegio Road improvements should ensure a comfortable and welcoming environment for pedestrians, bicyclists, and motorists.

### Easing Traffic Congestion on El Colegio Road

In order to improve the overall circulation network and reduce design issues on El Colegio Road, the County, and UCSB should jointly examine opportunities to connect a County street to Ocean Road. Factors to consider include: one-way traffic only option, impacts to existing development, and impacts to bicycle access.

**Interface Dev Std 3.1:** El Colegio Road should be designed as an urban street, sufficiently narrow so that UCSB buildings on the north side of the street are functionally and visually part of the Isla Vista neighborhoods on the south side of the street, yet wide enough to accommodate traffic volumes and safety vehicles. El Colegio should be designed as a 2-lane road with roundabouts that accommodate pedestrians, bicyclists, and public transit.

**Interface Action 3.2:** Planning and Development, Public Works and UCSB shall coordinate design and construction improvements to El Colegio Road.

**Interface Action 3.3:** The County shall encourage UCSB to develop structures on the Storke Campus that are consistent with the Storke Campus Design Principles.

## Plan Components

### Storke Fields / San Clemente Housing

#### Storke Campus Design Principles

Storke Campus currently provides open space and recreation opportunities to the community of Isla Vista. As UCSB engages in new building projects on the Storke Campus, it will be necessary to ensure that these new projects are consistent with the character and unique style of Isla Vista.

Any new projects on the Storke Campus should appear as natural extensions to the community. General recommendations include:

1. Housing projects should face the street and provide entrances at street level that activate the pedestrian edge.
2. Street extensions into housing projects should appear as extensions to the Isla Vista street grid rather than driveways.
3. Typical building footprints should be similar to typical Isla Vista buildings.
4. If the ground floor of new buildings is significantly higher than street level building entrances and stairs should be included in the design. These entrances should be spaced at frequent intervals and provide places of social interaction and activity.
5. Building facades should be well articulated.
6. A wide variety of building types should be explored in any new project in order to extend the feeling of “town” to Storke Campus.
7. New residential projects should be designed to attract a range of residents by a variety of types of units and a community atmosphere.

---

## Catalyst Projects

The following projects are proposed to improve the interface between Isla Vista and UCSB. The RDA or other County Departments will lead the development of some of these projects, while most projects will be authorized and implemented by UCSB.

- Extension of bicycle, pedestrian and public transit networks into UCSB
- Redevelopment of Pardall Road business properties into mixed-use buildings
- Modified bike and pedestrian tunnel at Pardall Road and Ocean Road intersection
- Ocean Road faculty & staff housing