

Isla Vista Master Plan

August 2007



Sponsored by: Santa Barbara County, the University of California at Santa Barbara and the Isla Vista Recreation and Park District

Chapter 1: Introduction

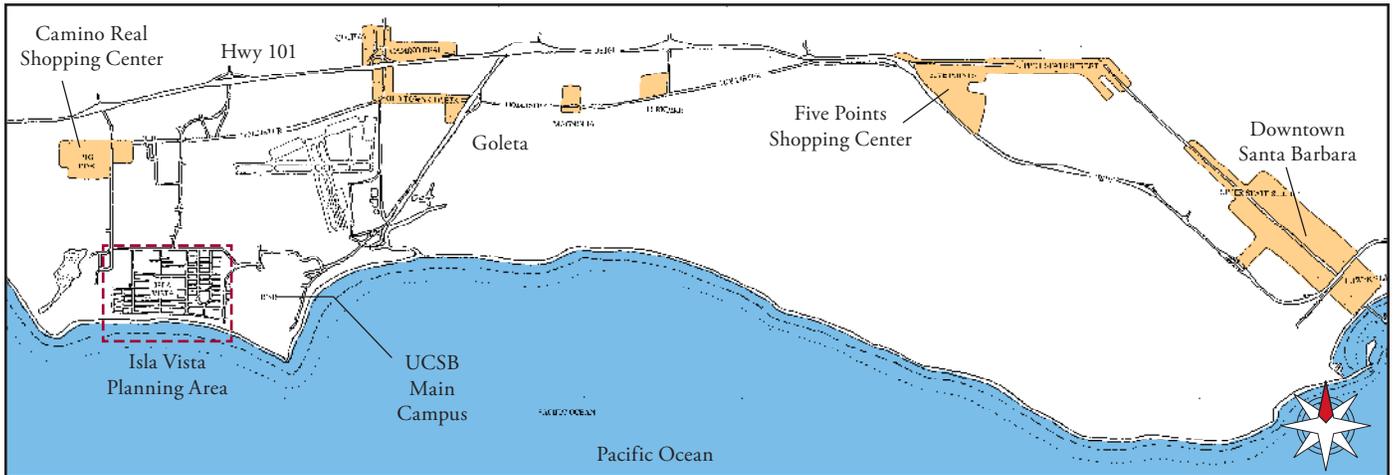
Overview: Isla Vista Master Plan

For the last 35 years, the public planning process in Isla Vista has been active. Numerous issues have been identified during successive planning efforts including limited parking, overcrowding, substandard housing, and deteriorating infrastructure. The problems in Isla Vista have persisted for years, and past attempts to solve them have resulted in relatively little permanent change.

The framework for this Master Plan is based on the existing land use patterns of Isla Vista. The Plan makes strategic adjustments to the way the community is designed and operated, so that it will better suit the needs and aspirations of its residents.

This chapter presents an overview of the existing land use patterns within the context of the community's goals for change and the guiding principles for the Plan.

Local Setting



Isla Vista is an unincorporated community located 9 miles west of the City of Santa Barbara on the South Coast of Santa Barbara County, California. Surrounded on three sides by the University of California, Santa Barbara (UCSB), Isla Vista is located on a coastal bluff overlooking the Pacific Ocean.

Isla Vista is located adjacent to UCSB, near the Santa Barbara Airport, a short distance from Goleta, and about 9 miles from Santa Barbara.

The current population of Isla Vista is approximately 20,000; some 13,000 of whom are students. Isla Vista is known primarily for its role in providing housing for students from UCSB as well as Santa Barbara City College. However, the community is also home to approximately 7,000 non-student residents. Isla Vista is $\frac{1}{2}$ square mile or 320 acres. The streets form a rectilinear grid with the exception of Embarcadero Del Norte and Embarcadero Del Mar that create a loop defining Anisq'Oyo' Park and the downtown. A typical block pattern exists in the northeast and southwest corners, but the blocks become quite large and irregular in the center.

More than 200,000 people live on the South Coast of Santa Barbara County. The region's economy is largely driven by education, tourism, and service sectors, though technology and agriculture also play a significant role.

More than 80,000 people live in the Goleta Valley. Traditionally an agricultural community, the University of California at Santa Barbara is now the region's largest employer. Enrollment at the University is currently capped at 20,000 students. U.S. Highway 101 divides the Goleta Valley and is the principal route connecting the Valley to other communities. Los Carneros Road connects Isla Vista to U.S. Highway 101 and a number of major employers. The Goleta Valley is also host to the Santa Barbara Municipal Airport (SBMA), which is located in close proximity to Isla Vista and UCSB.

The Goleta Community Plan has guided land development patterns in the area since its adoption in 1993. The City of Goleta recently adopted a General Plan in 2006. This General Plan regulates land use within the new city. Decisions made by the new city will influence the quantity, timing, and quality of growth in areas neighboring Isla Vista.

Local Setting

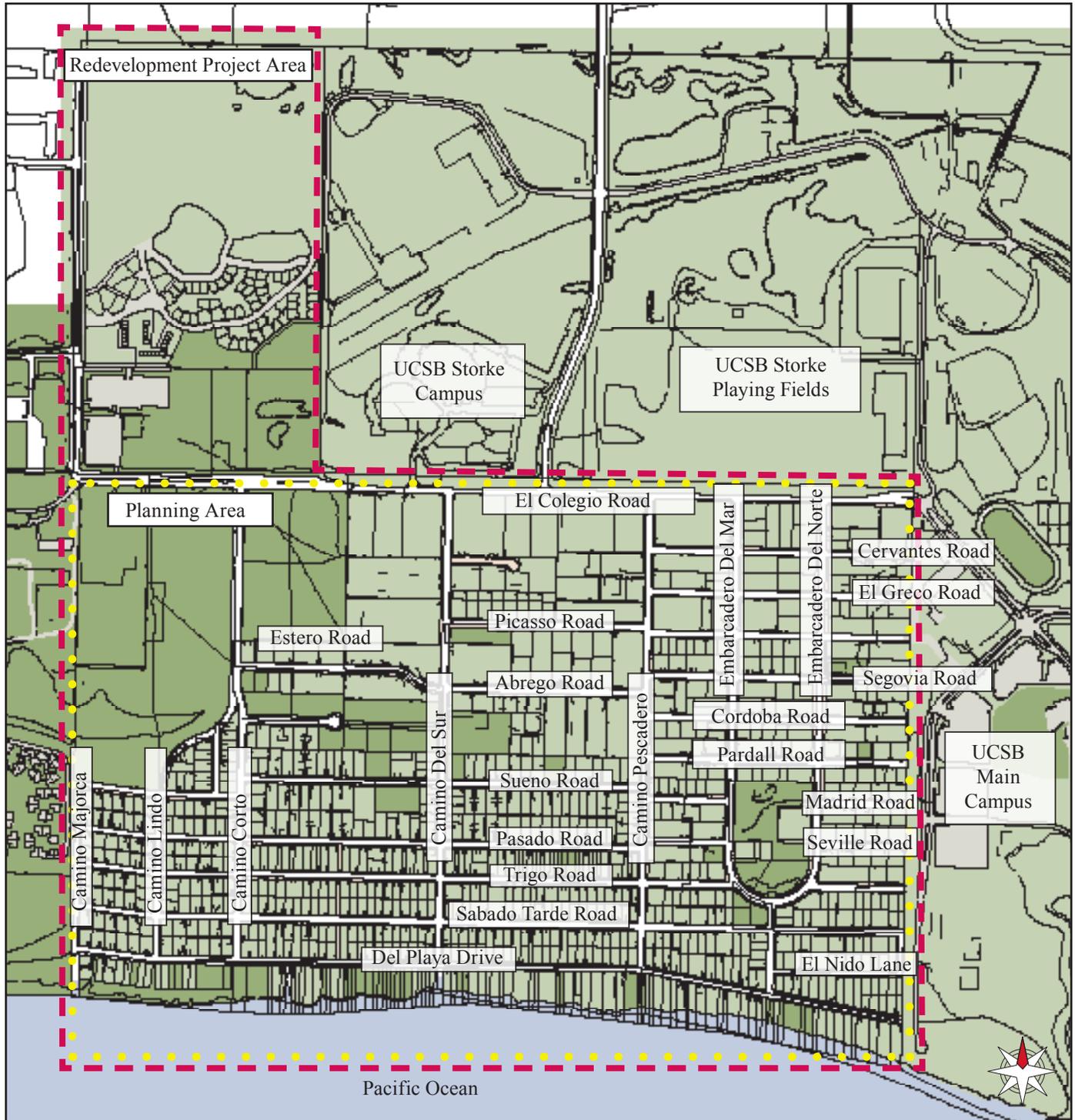


Due to its location adjacent to UCSB, Isla Vista will remain a student-oriented community. There are many examples of densely populated student-oriented communities across the United States that are vibrant and attractive places for students and non-students to live that could serve as a model for Isla Vista. The primary difference between these communities and Isla Vista is many of these places were built around or integrated with urban communities. As a result, necessary services are located within or very near these communities. However, Isla Vista is a compact community that currently does not provide all the services a typical urban area would offer. At the same time, Isla Vista supports higher densities than typical suburban development. This planning effort addresses the question: How can Isla Vista better serve the people who live in the community?

This aerial photograph illustrates Isla Vista's magnificent setting. The community is framed by the Pacific Ocean to the south and the Santa Ynez Mountains to the north. The urban area is directly bordered by the University of California at Santa Barbara to the west, north and east.

The goal of planning for the future of Isla Vista is not to change the function of the community, but rather to adjust the form of the community to improve residents' quality of life and create a vibrant and attractive place for students and non-students to live.

Local Setting



This map illustrates the 1/2 square mile area of Isla Vista and its immediate context. Redevelopment Project Area boundary shown by dashed line; Isla Vista Planning Area shown by dotted line.

Local Context

Pedestrian and Bicycle Orientation



High population density, younger median age, and proximity to the UCSB campus all contribute to high level of pedestrian and bicycle traffic in Isla Vista.

Housing



Housing in Isla Vista consists mostly of medium and high-density housing types, aside from the 8 blocks of single family residences in the southwest corner. Most of the original housing stock dates from the 1960s and 1970s and is often either poorly designed, poorly maintained, or both. Some of the more recent construction and renovations have begun to incorporate courtyard housing types and housing design that result in a higher quality street environment.

Local Context

Natural Setting & Parks and Open Space



The natural setting of Isla Vista is one of the area’s most significant attributes, with the Pacific Ocean and Channel Islands to the south and the Santa Ynez Mountains to the north. The open space within Isla Vista reinforces its natural context and provides opportunities for relaxation and recreation for residents.

Downtown



Downtown Isla Vista consists of mainly one-story structures. The Pardall Road corridor is the focus of most commercial activity.

Streets



Isla Vista is composed primarily of a rectilinear street grid. This pattern supports pedestrian and bicycle traffic. Several streets are wider than may be necessary, resulting in high-speed traffic and most streets are undefined by the buildings.

Local Context

A Strategy for Beneficial Change

A community is a man-made environment built for the purpose of housing the social and economic activities of its residents. The existing physical environment in Isla Vista, in many significant respects, does not “fit” the way its inhabitants want to live. Many of Isla Vista’s streets and other public spaces could be redesigned and managed to better serve area residents and visitors. Many of its buildings could be designed to better fit the needs of their users - residents, businesses, and institutions. There are important social activities that lack suitable places to occur, and public institutions that lack adequate facilities to serve the community. The quality of the building stock, the current transportation system, and parking management efforts do not optimally support the residential or commercial uses that are the core of the Isla Vista economy. Accordingly, the Master Plan is structured to repair and correct many of the issues that have been identified by the community.

From an urban and community design perspective, Isla Vista represents a tremendous opportunity. Isla Vista has one of the highest concentrations of people (62.5 people per acre) in California, heavy pedestrian and bicycle traffic, and a wonderful geographic location adjacent to a prominent university. In addition, most characteristics inherent to good neighborhood and town planning are already in place here in rough form. Isla Vista has an integrated network of streets, well defined edges, an obvious center, a walkable size, a diverse mix of uses and building types, and the community was developed in a pattern that could support a transit system. As a result of these characteristics, there is a real potential for change in Isla Vista.

Document Format

Columns

The two-column format of this document is intended to provide information to the reader on two parallel, but distinct tracks.

The left column contains the main narrative of the Isla Vista Master Plan. Goals and policies for Isla Vista will be located in the main column. The right column provides the opportunity to state related information, including:

- Isla Vista Master Plan actions, programs and/or development standards related to the main text and diagrams.
- Existing County General Plan goals, policies and programs that are relevant and applicable to Isla Vista. For example, references to the Goleta Valley Community Plan (GV) and Coastal Land Use Plan (CLUP) are included. Please note that for GV references, it is important to refer to the January 2000 addenda and errata, containing the most current policies.
- Existing State law and planning background information.
- Cross-references to other sections of the Isla Vista Master Plan.

Planning History

Early reports that outline Isla Vista problems and potential solutions include The Report of the Commission of Isla Vista (“The Trow Report”) 1970, Recommendations for Isla Vista Planning, 1973, and the Isla Vista Enhancement Report, 1996.

In 1990, the Santa Barbara County Board of Supervisors, in an effort to begin addressing issues identified in past reports and then-up-to-date studies, adopted the Redevelopment Plan for the Isla Vista Redevelopment Project (Redevelopment Plan). The objectives of that plan were to acquire environmentally sensitive property, increase public open space, develop public infrastructure improvements, construct a community center, and encourage housing rehabilitation. Only some of these objectives were achieved by early redevelopment efforts; the recession in the early 1990s slowed development and many of the projects expected to generate substantial revenue for the agency were delayed.

In 1999, a working group composed of UCSB, Isla Vista Recreation and Park District (IVRPD), and Santa Barbara County Planning and Development (P&D) began meeting to discuss the status of Isla Vista and how to address community issues. In 2000, Santa Barbara County, UCSB, and IVRPD signed a memorandum of understanding (MOU) to establish a strategy to jointly fund and develop a Master Plan for Isla Vista. The multi-agency planning team held an international design competition in 2000, selecting Opticos Design to assist in the development of the Master Plan.

To facilitate community participation and formal review of the Master Plan and potential amendments to the Isla Vista Redevelopment Plan, a Project Area Committee/General Plan Area Committee (PAC/GPAC) was formed in October 2001. The Isla Vista PAC/GPAC is a group of residents, property owners, business owners, and representatives of community organizations from the project area.

In April 2002, the project partners held an intensive 8-day Design Workshop for community members to interact with urban planners, architects, designers, engineers, and financing experts to discuss the future of Isla Vista. The results of the Workshop were published in the Design Workshop Summary Report (DWSR).

Community Advisory Body

The Isla Vista Project Area Committee/General Plan Advisory Committee (PAC/GPAC) played a critical role in developing the Master Plan. The PAC/GPAC reviewed land use issues presented by County planning staff and provided community perspective regarding: 1) land use, 2) new development policies, 3) amendments to the zoning ordinances, 4) design standards, and 5) catalyst redevelopment projects.

Project Area Committee role in Redevelopment Plan Update

State law requires that a Project Area Committee (PAC) review certain types of amendments to the redevelopment plan. The PAC advised the County concerning policy matters that affect residents in the project area during the Master Plan process.

General Plan Advisory Committee Role in General Plan Update

The GPAC played an important role by providing community input into land use policy for this Isla Vista Comprehensive Plan update. The GPAC’s role was to assist and advise the Board, Planning Commission, and County staff in developing amendments and updates to the Comprehensive Plan. [The Master Plan updates the Comprehensive Plan in Isla Vista.]

Why a Long Range Plan?

As is the case with all communities, Isla Vista is a complex collection of physical, social, and economic systems. The physical systems are composed of natural and built environments. The built environment consists of public and private improvements, while the natural environment consists of ecosystems that function in and around the community. The social systems include neighbor to neighbor interactions, as well as a range of institutions and businesses that bring people together. The economic system includes a wide range of relationships - landlord/tenant, customer/shopkeeper, student/University, business to business, and others, both internal to Isla Vista and also serving to connect it to neighboring communities within the South Coast region.

In undertaking this planning process, the community identified physical, social, and economic systems - individually and as they interact with one another. The Master Plan specifies relationships to improve and establishes a series of policies, programs, regulations, and design guidelines that address imbalances and conflicts.

It is specifically intended that most elements of change identified in this Plan will occur in reasonably small increments, such that the community will see the effect of each change, and determine if the results are satisfactory, or the course of change needs to be adjusted. The ability to observe and steer the process of change and growth as it unfolds is essential in managing a complex urban system.

The concept of balance is key to all elements of the Plan. The over-arching mission statement of this process is:

Improve the quality of life by developing policies, programs and implementing projects to create a physically, socially, and economically viable Plan for Isla Vista.

Existing Plans for Isla Vista

The Coastal Land Use Plan (CLUP) and Goleta Valley Community Plan (GV) will continue to apply to Isla Vista after Master Plan adoption. While the Isla Vista Master Plan does not duplicate policies already in place in the CLUP or GV, the Isla Vista Master Plan must be consistent with these documents and all of the other Comprehensive Plan documents.

Coastal Land Use Plan

The Coastal Land Use Plan serves in part as the “land use element” for the coastal areas of the county. The purpose of the Coastal Land Use Plan (CLUP) is to protect coastal resources, provide greater access and recreational opportunities for the public, allow for orderly and well-planned urban development, and appropriately locate coastal-dependent and coastal-related industry.

Other Comprehensive Plan elements and community plans are applicable within the coastal zone, however, where conflicts exist, the CLUP takes precedence. The CLUP specifies that whenever multiple similar policies apply, the policies most protective of coastal resources takes precedence. For the Goleta area, the CLUP prioritizes low and moderate income housing as the highest priority use, followed by public recreation and visitor serving commercial uses.

Goleta Valley Community Plan

The 1993 Goleta Valley Community Plan is one of the community/area plans that have been adopted in Santa Barbara County. The community plans are intended to address the special concerns and needs of the community and to preserve the unique character of each community through adopted land use maps; goals, objectives, policies, and development standards. Policies and actions referenced from the Goleta Valley Community Plan are identified by “GV” for Goleta Valley.

Isla Vista Redevelopment Plan

Redevelopment law provides local government with a powerful tool to revitalize communities and eliminate blight. When a project area is established, a redevelopment plan is adopted by ordinance of the County Board of Supervisors. The plan, which must be consistent with the Comprehensive Plan and any Community or Area Plans, describes goals, purposes, and objectives to eliminate physical and economic conditions of blight.

The Isla Vista Redevelopment Plan was adopted by the Board of Supervisors on November 27, 1990 (Ordinance No. 3894) and amended on December 7, 1999 (Ordinance 4382). It provides the Agency with powers, duties and obligations to implement and further the program formulated for the redevelopment, rehabilitation, and revitalization of the Project Area.

Comprehensive Plan Framework

Generally, a long-range plan defines issues, establishes goals, and defines policies used to implement these goals. The text of a plan will also contain background information, maps, and graphics. Policies often have associated implementing actions and development standards.

1) Goals are specified in the text of the Comprehensive Plan. Goals are intended to specify an ideal future end, condition, or state related to the public health, safety, or general welfare toward which planning implementation measures are directed.

2) Policies are specific statements that implement goals and guide decision-making. Policies indicate a clear commitment by the local legislative body. A policy should be based on the Comprehensive Plan's goals as well as all available data. For a policy to be useful it must be clear and unambiguous.

3) Development Standards are measures that will be incorporated into land use projects to provide development consistency with certain policies of the Community Plan.

4) Actions are one-time actions, programs, procedures or development standards that carry out Comprehensive Plan policies. Actions usually specify a specific step or endeavor.

The Isla Vista Master Plan will create a set of goals, policies, actions and development standards to address specific issues in Isla Vista.

Community Objectives

Beginning in 1999, the project sponsors held a series of meetings in which community members were invited to share their concerns, hopes and visions for Isla Vista. Through the design competition process many additional ideas were generated, and during the 8-day Design Workshop of April 2002 many more community concerns, and potential responses to those concerns, were documented. An outcome of these two outreach processes included the Isla Vista Master Plan, community objectives, which are listed below.

1. **Create a physically, socially, and economically sustainable plan for Isla Vista.**
2. **Improve the quality of life and sense of community for all Isla Vista residents by enhancing the character and quality of the built environment, promoting a more diverse population, and providing more amenities for residents.**
3. **Preserve and enhance Isla Vista's distinctive character and establish a greater sense of community among Isla Vista's diverse residents by providing venues for social interactions.**
4. **Design a community based on a mixed-use, sustainable urban village model, where dependence on the automobile is reduced, people can live close to where they work and shop, pedestrian and bicycle traffic is encouraged, and public mass transit is easily accessible and convenient to use.**
 - **Automobile traffic and parking should not be allowed to dominate the streets of Isla Vista, detracting from the appearance of the community and making it unpleasant to walk or ride a bicycle.**
 - **Streets and other public spaces should be designed and managed to encourage neighbors to meet one another and socialize in public.**
5. **Develop an efficient parking strategy that minimizes visual impact on the community.**
6. **Create aesthetically attractive housing to meet the needs of its residents while efficiently using the limited amount of land.**
 - **A variety of housing types should be provided that appeal to a range of household sizes and income levels.**
7. **Develop a balanced, robust, and economically viable commercial core, complete with a variety of uses, services, and public open spaces that allow people to gather and socialize in the center of the community. These services should include day-to-day amenities that can raise the general quality of life and decrease automobile dependency.**
8. **Blur the interface between Isla Vista and UCSB by enhancing the connections through building improvements and the provision and maintenance of public space.**
 - **Connections between Isla Vista and UCSB should include commercial and civic activities that appeal to both UCSB students and the larger community, fostering social contact in a civil public setting.**
9. **Preserve and enhance existing natural resources, such as the beach, wetlands, coastal sage scrub, trees, native species, and riparian habitat.**
10. **Improve existing parks and recreation resources, and expand recreational opportunities and beach access.**

Concept Plan

Since initiation of this planning effort, a primary goal of the Master Plan has been to enhance the existing strengths of the Isla Vista community. As a result, the Plan does not propose significantly altering the land use pattern in the area. The concept for the Master Plan, however, does describe the public infrastructure improvements, programs, and public policies necessary to initiate improvement to the quality of life for all members of the community.

These changes to infrastructure, programs, and public policies are intended to stimulate private sector investment in Isla Vista. This investment will be critical to the success of this Plan as public funds will not solely implement all projects described in this document. In an effort to steer and direct public investment, this document describes very clearly the building types the community and County would like to see in Isla Vista. This clarity is intended to accelerate the entitlement process and resolve questions regarding what can and cannot be permitted in each neighborhood.

Those neighborhoods serve to organize the Plan. As a basic principle of planning, Isla Vista was divided into two neighborhoods of walkable size. A focal point for each neighborhood was identified and developed. These two focal points, or neighborhoods, shape the content of this place-based planning effort. The remaining chapters of the Plan describe proposals for Isla Vista's streets, transit programs, parks, open spaces, downtown area, Estero neighborhood, housing system, and UCSB interface. Projects are identified at the end of each chapter in the Plan. Many of those projects have been incorporated into other County and Redevelopment Agency infrastructure and funding plans, including the Redevelopment Agency Five-Year Implementation Plan, the Agency annual budget, and the County's Goleta Transportation Improvement Plan.

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Isla Vista Master Plan

August 2007

Santa Barbara County
Redevelopment Agency

Sponsored by:

Santa Barbara County,
the University of California, Santa Barbara,
and
the Isla Vista Recreation and
Parks District

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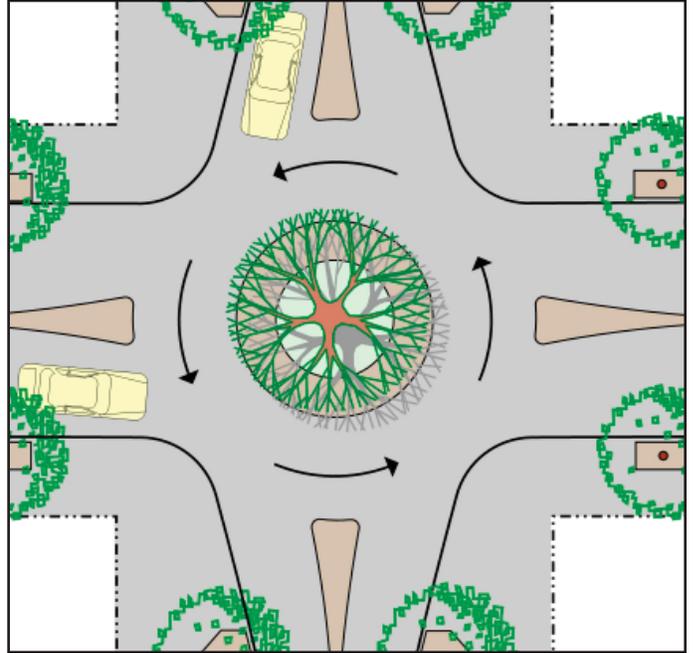
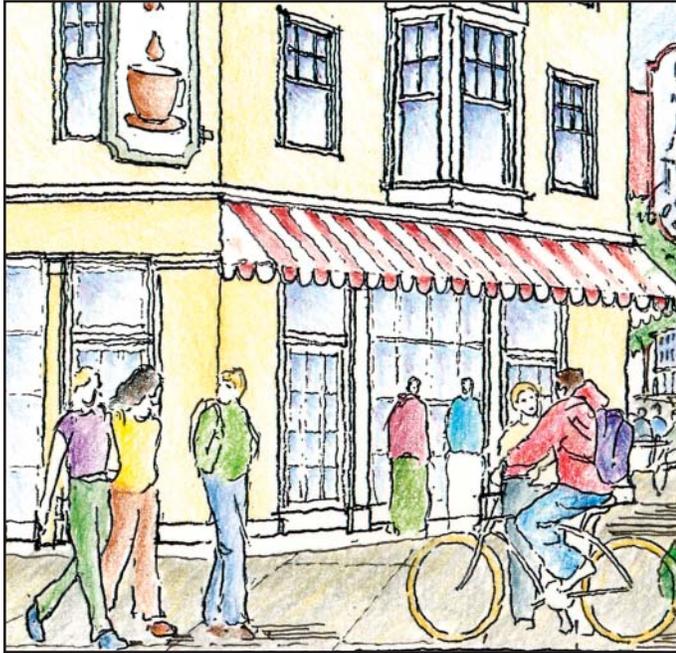
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Plan Participants

Chapter 2: Transit and Circulation



Overview

Policies, programs, and projects identified in this chapter specify improvements to Isla Vista's network of public streets, address the area's parking issues and present options to increase resident access to alternative transportation options.

This chapter is organized into two sections. Section One: Streets addresses physical infrastructure improvements to the community's streets. Section Two: Parking and Transit outlines programs and projects to address parking and transportation needs.

Streets



Vision Statement

The network of public streets, sidewalks, and plazas, together with parks and open spaces comprise a community's urban public space. These spaces create the framework of a community. In Isla Vista, the vast majority of public space is found in the public street and sidewalk systems. As a result, this system plays a critical role in defining the community and the overall quality of life in Isla Vista.

The projects in this chapter describe a strategy to implement a long-term vision for Isla Vista's streets. That vision includes a street network that moves people effectively and safely, that is visually appealing, and that is not dominated by the automobile. The projects outlined in this chapter will not occur overnight. Some projects can be implemented in the near term, but many projects will be developed over time. Further, the impact of each project needs to be individually assessed, and in some cases, projects should be adjusted to accommodate new transportation or usage patterns.

Goals & Policies

Streets Goal: Enhance the quality of life in Isla Vista by improving the public circulation systems for pedestrians and bicyclists.

Streets Policy 1: The Isla Vista circulation network should be modified to reduce automobile travel speed for compatibility with cyclists, pedestrians, and small-wheeled non-motorized modes of transportation (e.g. skateboarders and rollerbladers).

Streets DevStd 1.1: Streets should not be wider than necessary, wider streets encourage higher automobile speeds.

Streets Action 1.2: The RDA and Public Works shall review and, where feasible, implement traffic calming devices and techniques such as, roundabouts and rotaries, street narrowing that does not eliminate parking, and street trees on: Sabado Tarde Road, Sueno Road, Camino Del Sur, Camino Pescadero, and residential streets west of Camino Corto.

Streets Action 1.3: The RDA and Public Works shall review and, where feasible, implement small roundabouts or rotaries at the following intersections: Camino Del Sur & Abrego Road, Camino Del Sur & Sueno Road, Camino Del Sur & Trigo Road, Camino Corto & Trigo Road, Camino Corto & Abrego Road, and Camino Pescadero & Trigo Road.

Streets DevStd 1.4: Embarcadero Del Mar and Embarcadero Del Norte street intersections with Pardall Road, should be designed with rotaries and certain intersections along El Colegio Road should be designed with modern roundabouts, where feasible, to accommodate delivery trucks and safety vehicles.

Streets Action 1.5: The RDA and Public Works shall review and determine methods to rebuild and specially landscape El Embarcadero, and consider stop sign or rotaries at the intersection with Sabado Tarde, with appropriate materials to calm traffic, improve and strengthen access to the ocean, and visually enhance the corridor.

Streets Action 1.6: The RDA, Public Works, and County Parks Department should, where feasible, create pedestrian and bicycle routes to connect established trails and coastal routes along the perimeter of Isla Vista.

Streets Policy 2: The use of bicycles as an alternate mode of transportation in Isla Vista shall be encouraged.

Streets Action 2.1: The RDA and Public Works shall research Sueno Road as a bike boulevard using appropriate painting, signs, and physical improvements.

Streets DevStd 2.2: Commercial development shall include adequate bicycle racks and storage to accommodate both employees and customers. Community parks should also provide sufficient bicycle racks to accommodate park users.

Streets DevStd 2.3: The Form-Based Regulating Code for Isla Vista shall require that all projects in residential zone districts be required to provide two (2) enclosed or unenclosed permanently maintained and secure bicycle storage spaces for each bedroom and/or studio apartment within the development.

Goals & Policies

Streets Policy 3: Walking shall be encouraged as a viable form of alternative transportation in Isla Vista.

Streets Action 3.1: The RDA shall work with Public Works to implement sidewalk improvements, where feasible, on north-south streets and in the commercial core.

Streets Action 3.2: The RDA shall encourage Public Works to, where feasible, prioritize completion of sidewalks on the following streets: Camino Pescadero, Pasado Road, Sabado Tarde Road, Pardall Road, Camino Del Sur, Camino Corto, Embarcadero Del Mar, Embarcadero Del Norte, Sueno Road, and Del Playa Drive.

Streets Action 3.4: The RDA, in coordination with Public Works, should establish a streetscape infrastructure improvement program, planting appropriate street trees throughout Isla Vista to enhance pedestrian activity.

Streets Action 3.5: The RDA should encourage Public Works to improve the pedestrian crossing intersection of Abrego Road and Camino Corto, and other major intersections. Improvements may include installing lights, narrowing the intersection, raising the pedestrian crosswalk onto a wide speed table and placing reflectors or flashing lights on the pavement.

Streets Action 3.6: The RDA should encourage Public Works to review and, where feasible, add pedestrian scale street lighting to north-south streets and primary circulation routes.

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.

Streets Action 4.3: The RDA shall research and consider existing studies, including the Flowers and Associates infrastructure report, regarding bluff erosion-control options on Del Playa. The RDA shall also research a program to limit pollution from storm-water drainage.

Existing Setting: Public Streets



In Isla Vista, some streets are wider than may be necessary, resulting in higher traffic speeds. Sidewalks on many streets are incomplete, forcing pedestrians to walk in the roadway. Few street trees exist in the community; where they are present, the tree type, location, and size often varies significantly.

A wide street (Pardall Road) in downtown; a typical Isla Vista street scene, with cars and bicycles sharing the right-of-way.

The majority of Isla Vista's public space lies in its streets. Most streets are currently undifferentiated in their design though they serve different and distinct functions. Generally speaking, the north-south streets serve as entrances for automobiles into the community and must accommodate more traffic. The east-west streets primarily serve local circulation and have higher volumes of pedestrians and cyclists. El Colegio Road is a busy arterial that handles relatively heavy volumes of automobiles, including all trips to and from Isla Vista as well as considerable traffic related to UCSB.

Analysis

The following four maps depict and describe patterns of existing development and land use in Isla Vista. The information is a useful tool to help understand how the community currently functions and how changes could impact existing development.



This diagram illustrates the street framework of Isla Vista. The street system is quite coherent and regular in contrast to the suburban road networks of neighboring communities. This drawing illustrates the limited access for east-west streets as well as the termination of the grid at the eastern edge. North-south streets provide several connections to Goleta and UC Santa Barbara; these streets carry higher volumes of automobiles on a daily basis, and are prone to more traffic delays within the community.

The block pattern on the eastern edge of Isla Vista consists of 450'x200' blocks. Blocks in the central area of the community are typically 1,100' long and 200' up to 500' deep.



This diagram illustrates the large percentage of land area within Isla Vista that has been paved over with asphalt: parking lots, streets, driveways, etc. The amount of impervious surface represents how the presence of cars within Isla Vista has had an impact on the character of Isla Vista and quality of the built environment. In many instances the only outdoor spaces for apartment buildings have been paved for parking, leaving little functional green space outside of the apartments.

Analysis



This map illustrates the existing parks and open spaces, as well as public institutions in Isla Vista. This network is extensive, including properties under the jurisdiction of the Isla Vista Recreation and Park District, open space under the jurisdiction of the Santa Barbara County, UCSB, and other public institutions such as churches, schools, and community centers.

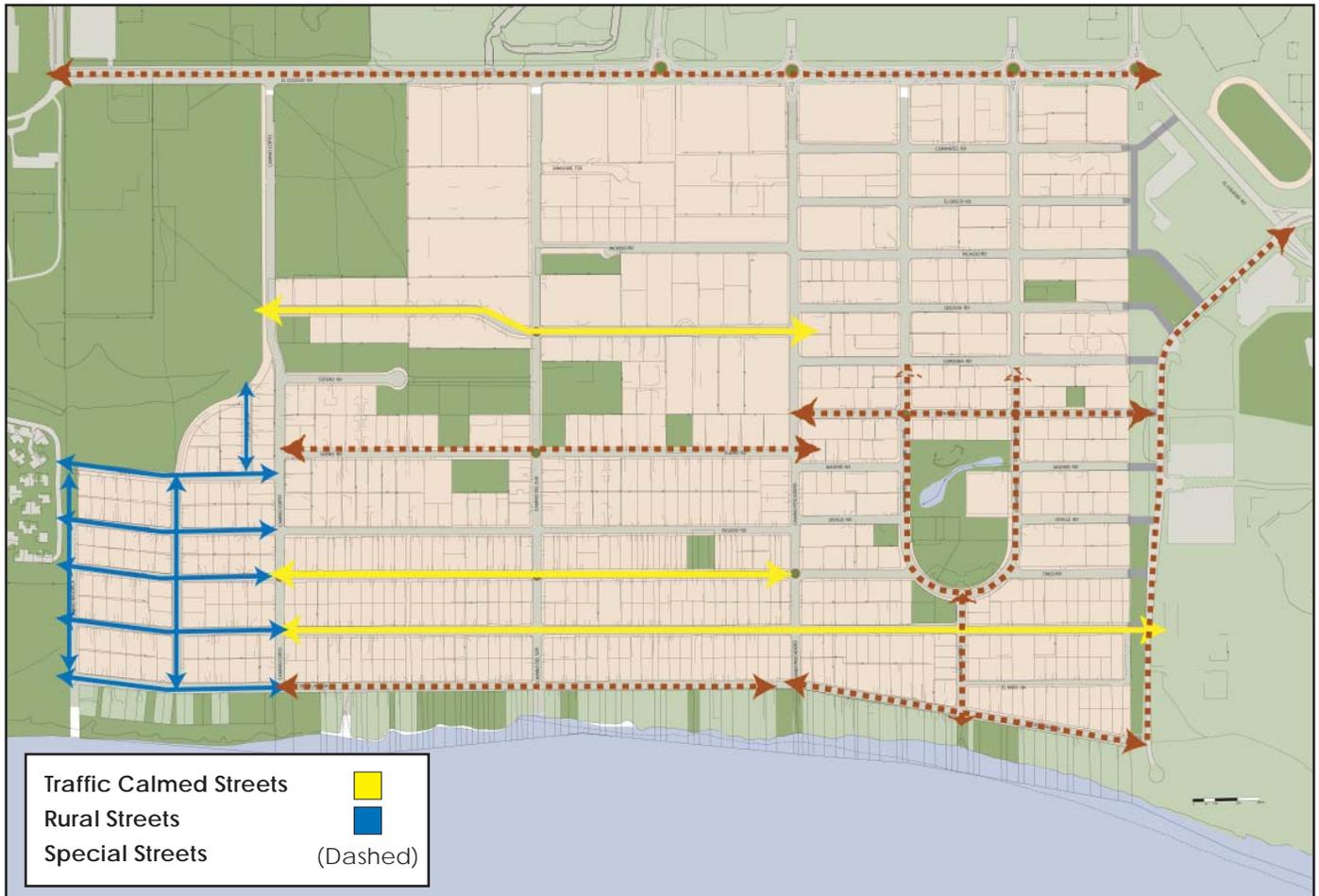
Substantial opportunity exists to connect these open spaces into a coherent “network” to better serve the community as a whole.



This map illustrates the environmental constraints within Isla Vista. The environmentally sensitive habitat in the community includes wetlands, vernal pools, and native grasslands. The 75 Year Bluff Retreat Line illustrates the likely location of the coastal bluffs in 75 years.

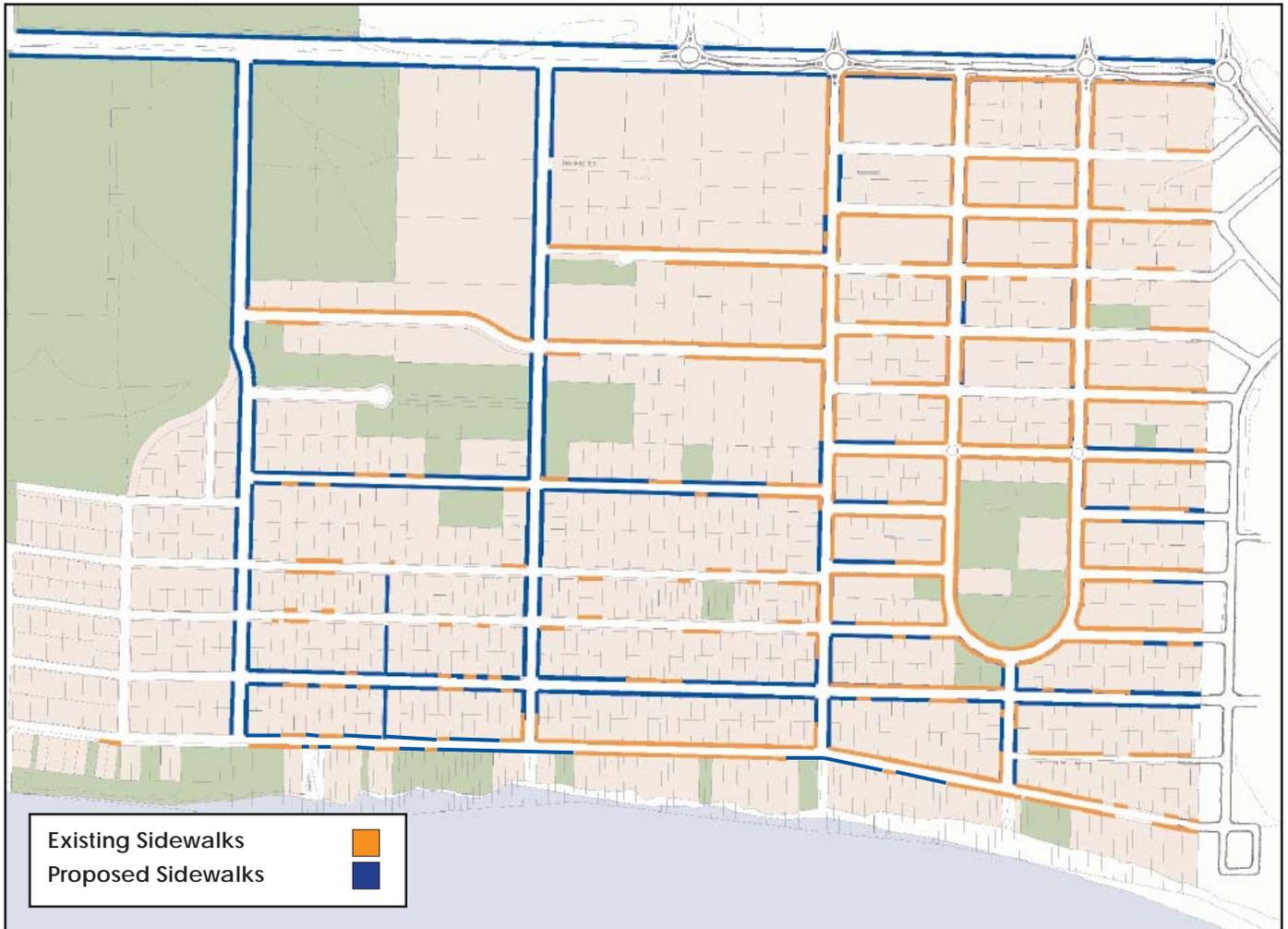
- Key**
- Environmentally Sensitive Habitat
 - 75 Year Bluff Retreat Line
 - Bluff Edge

Street Types: Long-Term Illustrative Plan



The plan above identifies the main components of recommended street improvements for Isla Vista, organized by Street Types. The Plan recognizes the subtle differences among Isla Vista's streets, and groups them according to their function. The designs presented in this section are conceptual in nature. Final designs will be determined by the County Road Commissioner. Sidewalk Streets occur in areas with higher traffic volumes of automobile and pedestrian traffic. Installation of new sidewalks and improvements of existing sidewalks is a high priority. Traffic-Calmed Streets run primarily east-west and focus on the needs of pedestrians and bicyclists while accommodating cars at low, safe speeds. Traffic-calming devices, including traffic rotaries at intersections, and other traffic calming measures, will be reviewed and potentially implemented along these streets. Rural Neighborhood Streets are located west of Camino Corto and are designed specifically for quiet residential areas. Special Streets in key locations are designed to respond to the needs of specific places within the community. These Special Streets include, Pardall Road, El Colegio Road, Del Playa Drive, Sueno Road, and on UCSB Campus, Ocean Road.

Sidewalk Streets: Illustrative Plan

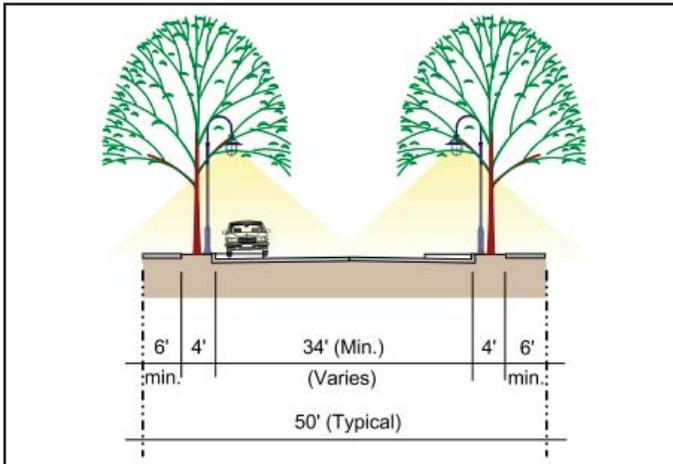
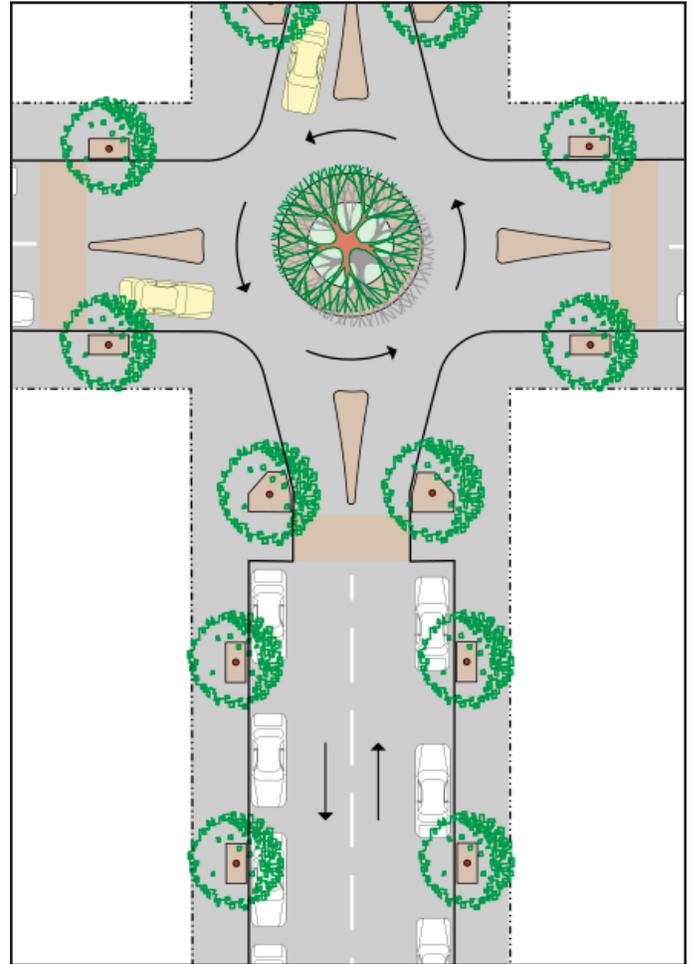


This plan illustrates existing and proposed sidewalks in Isla Vista. Sidewalk Streets include Camino Corto, Camino Del Sur, Camino Pescadero, Embarcadero Del Mar, Embarcadero Del Norte, Sabado Tarde, Sueno, Abrego, El Colegio, Picasso, Pardall, Madrid, Seville, Trigo, and Cervantes.

Sidewalks already exist on most of these streets. However, the completion of sidewalks along Camino Pescadero Road, Sabado Tarde Road, Pardall Road, Pasado Road, and Sueno Road is a high priority. Street trees will be planted at uniform intervals along these streets according to the Street Tree Plan.

Improvements to street lighting along Abrego and Picasso Roads and other areas where high numbers of pedestrians occur should be given high priority.

Sidewalk Streets



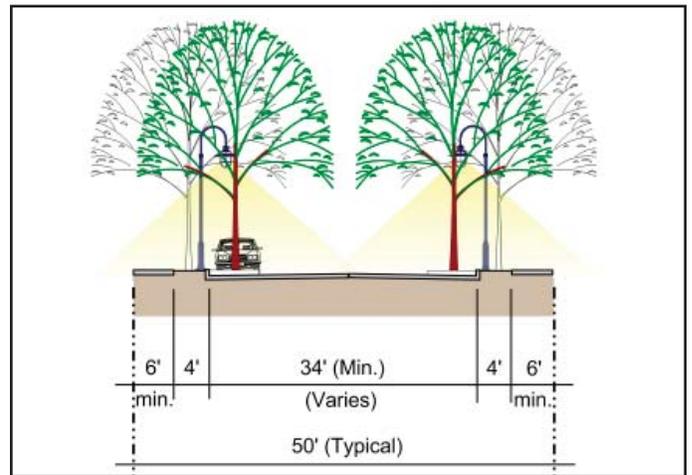
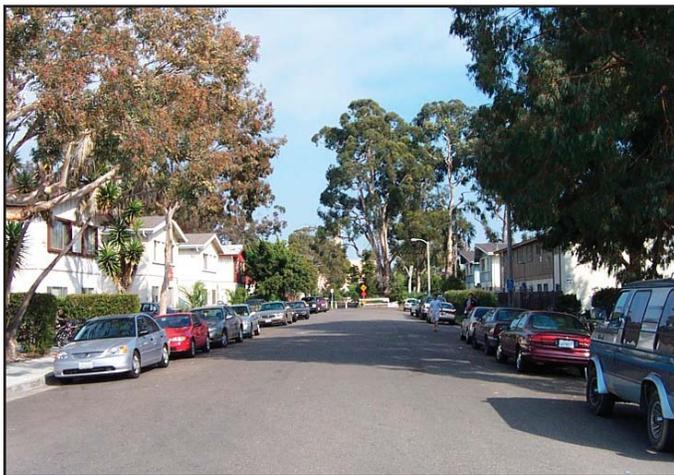
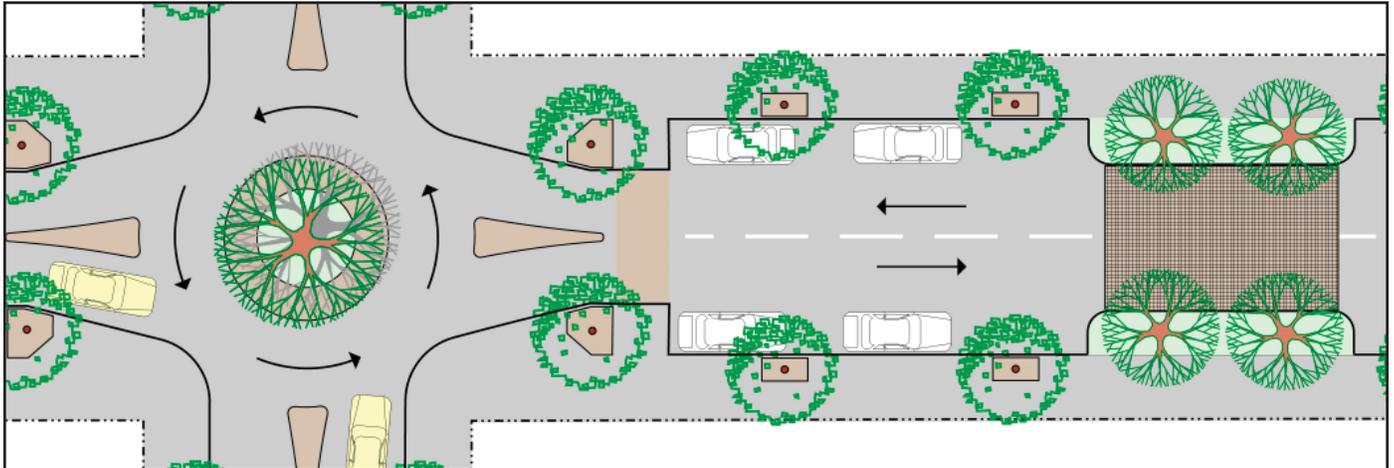
Clockwise from top left: existing typical north-south street (Camino Pescadero), proposed plan illustrating street trees and traffic-calming rotary at intersection, and proposed section of typical north-south street (Camino Pescadero).

In general, sidewalks have been prioritized on north/south streets, transit routes, and streets that support higher traffic volumes. Completion of the sidewalk network on these streets will significantly improve pedestrian conditions. Construction of new sidewalks should be completed concurrently with installation of streets trees and landscaping.

Streets Action 3.1: The RDA shall work with Public Works to implement sidewalk improvements where feasible on north-south streets and in the commercial core.

Streets Action 3.2: The RDA shall encourage Public Works to, where feasible, prioritize completion of sidewalks on the following streets: Camino Pescadero, Pasado Road, Sabado Tarde Road, Pardall Road, Camino Del Sur, Camino Corto, Embarcadero Del Mar, Embarcadero Del Norte, Sueno Road, and Del Playa Drive.

Traffic-Calmed Streets



Clockwise from top: Concept plan of traffic-calmed east-west street, conceptual section of proposed street, photo of existing east-west street.

Traffic-Calmed Streets should, as appropriate, utilize speed tables and small rotaries at intersections to slow automobile traffic and improve safety. These streets will include Sabado Tarde, Sueno, Camino Del Sur, Camino Pescadero, and all residential streets west of Camino Corto.

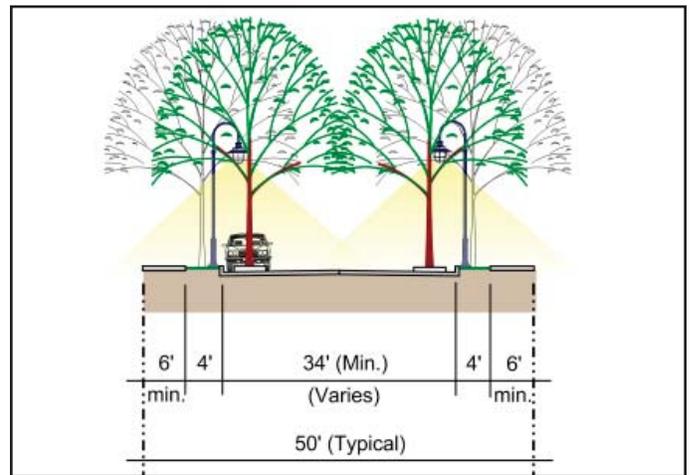
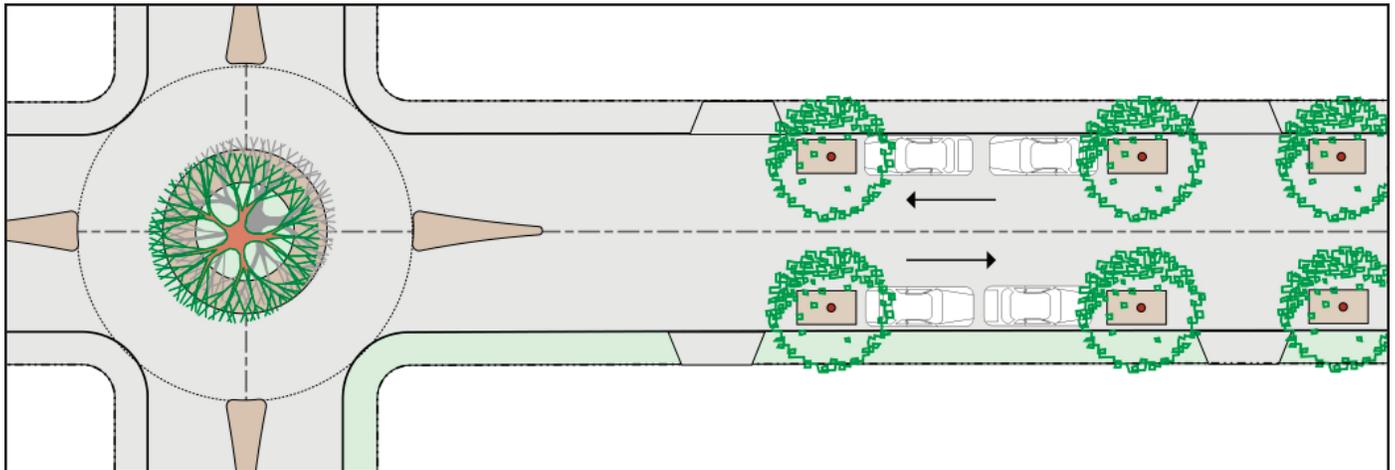
Many east-west streets lack sidewalks, and there is limited room to add them without losing on-street parking, removing landscaping, or acquiring additional right-of-way. This may be an opportunity to transform the whole street into a “sidewalk” where automobile drivers have the sense that they are “guests” on the street. Narrow lane widths and the presence of pedestrians already help to slow vehicles down, and the proposed traffic calming will be used to further slow cars to speeds that are compatible with pedestrian movement. Street trees should be sited in either the parking lane or a planted strip between the sidewalk and roadway. Opportunities to install lighting oriented towards pedestrians will be reviewed.

Streets DevStd 1.1: Streets should not be wider than necessary, wider streets encourage higher automobile speeds.

Streets Action 1.2: The RDA and Public Works shall review and where feasible implement traffic calming devices and techniques such as, roundabouts and rotaries, street narrowing that does not eliminate parking, and street trees on: Sabado Tarde Road, Sueno Road, Camino Del Sur, Camino Pescadero, and Residential streets west of Camino Pescadero where feasible.

See **Streets Action 3.6**

Rural Residential Neighborhood Streets



Clockwise from top: Concept plan of rural street, conceptual section of residential street, photo of existing residential street west of Camino Corto (Pasado Road).

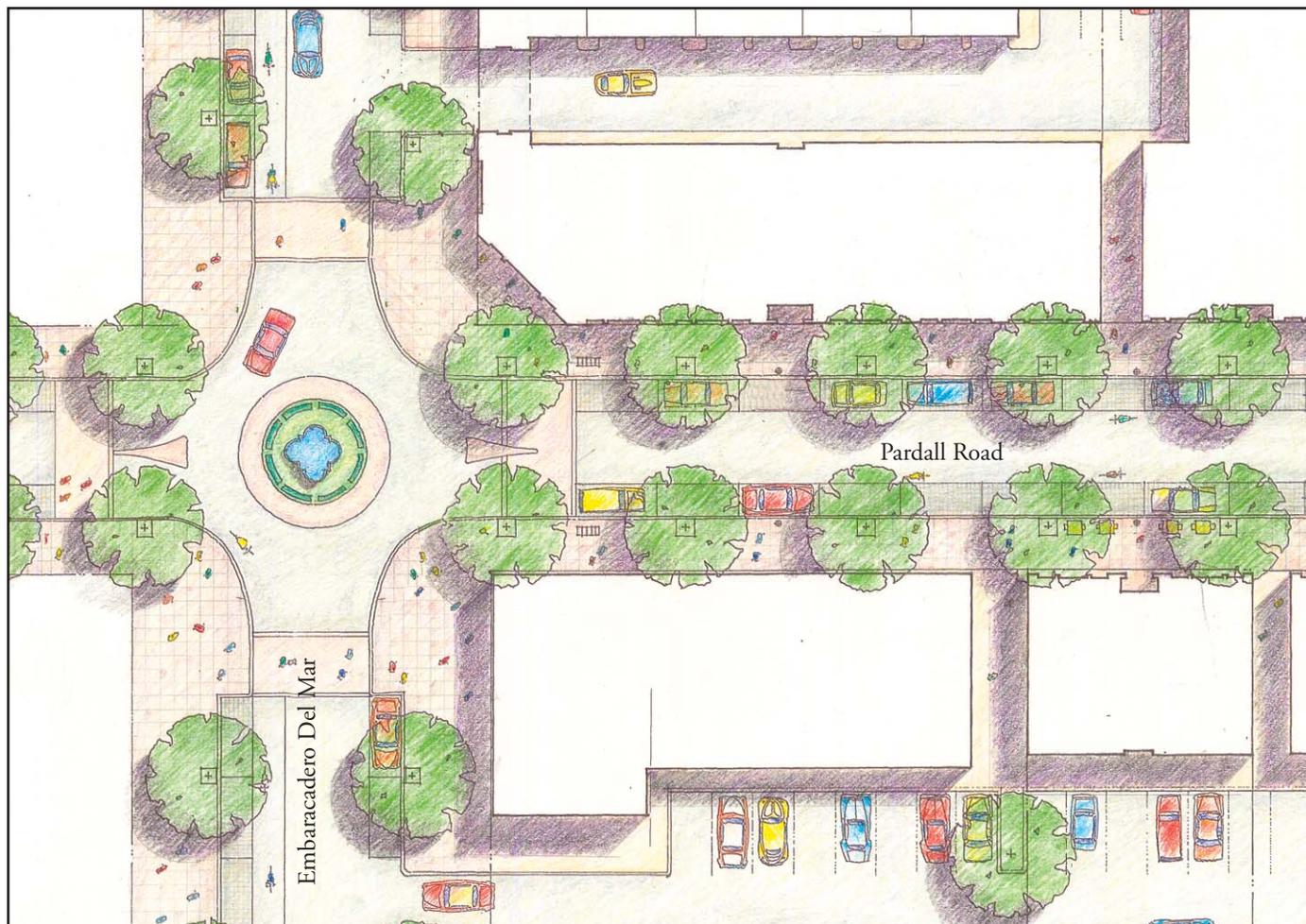
Streets to the west of Camino Corto, such as 6800 Pasado Road (above) tend to have a less pronounced urban character. They are ‘yield streets’ with narrow widths, and often insufficient room for cars to pass traffic in one direction in some cases must yield to traffic coming the other way. Only limited changes are recommended for these streets, and any improvements should build on their less developed nature. Street trees should be added in the parking lane, and rotaries or traffic circles introduced at key intersections including Camino Lindo and Sabado Tarde.

Streets Action 1.3: The RDA and Public Works shall review and, where feasible, implement small roundabouts or rotaries at the following intersections: Camino Del Sur & Abrego Road, Camino Del Sur & Sueno Road, Camino Del Sur & Trigo Road, Camino Corto & Trigo Road, Camino Corto & Abrego Road, and Camino Pescadero & Trigo Road.

See **Streets Action 3.4**

Special Streets

Pardall Road



Illustrative plan of proposed Pardall Road depicting roundabout at intersection with Embarcadero Del Mar. The Embarcadero Loop is illustrated here as two-way (see page 2-18).

Throughout this Plan, certain specific design proposals for public infrastructure projects are set forth. These concept plans identify detailed suggested improvements. While these plans are intended to provide concrete suggestions and direction regarding design they are not intended to mandate specific designs or specific design elements.

Pardall Road - Concept Plan

Streetscape improvement along Pardall Road is a high priority, especially between Embarcadero Del Norte and Embarcadero Del Mar. The concept plan for the street includes designs to allow the street to function as a plaza. Specifically, Pardall Road should be slightly elevated at the Embarcadero intersections. The street and sidewalks can be constructed using stained concrete (to imitate the character of stone pavers at a reduced cost) and pavers within the parking lane, so that the street reads as one surface from building front to building front. The street should be easily closed to automobile traffic for special events and

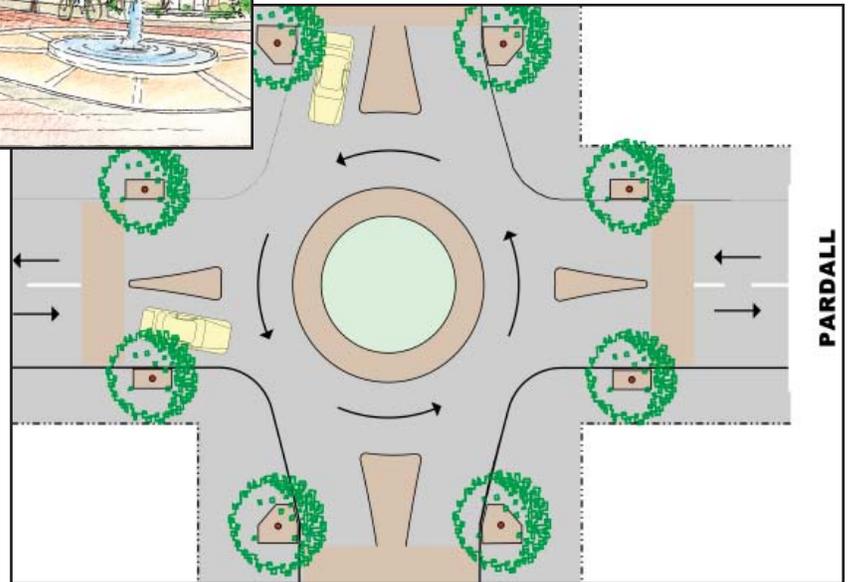
Streets DevStd 1.4: Embarcadero Del Mar and Embarcadero Del Norte Street intersections with Pardall Road, should be designed with rotaries and certain intersections along El Colegio Road should be designed with modern roundabouts, where feasible.

Special Streets

Pardall Road



Illustration of intersection of Pardall and Embarcadero Del Mar with proposed street improvements and reconstruction of commercial properties. The existing “Silver-greens” building at the southeast corner of the intersection is visible at right.



Illustrative plan of 35' rotary at the intersection of Pardall and Embarcadero Del Mar.

activities. The parking lane can have a small rolled curb so that it would have the flexibility to become an extension of the sidewalk and filled with tables, benches, etc. as appropriate by adjacent businesses. Bicycle racks and benches should be provided at the mid-block. Also at the mid-block is the proposed paseo connecting activity on Pardall Road to Anisq'Oyo' Park.

As cars travel south down Embarcadero Del Mar or Embarcadero Del Norte they would slow before a slight raise in the street just before the Pardall intersection. Rotaries at the Pardall Road/Embarcadero Del Mar/Del Norte intersections improve pedestrian, cyclist, and automobile safety while enhancing the visual character of the intersection and reducing delays.

Large rotaries at the intersection of Pardall Road and Embarcaderos Del Mar and Del Norte are recommended to mitigate circulation conflict caused by large numbers of bicyclists. These roundabouts require both automobiles and bicyclists to yield to one another in the roundabout while providing a fitting entry into the downtown area.



Streets Action 2.1: The RDA and Public Works shall research Sueno Road as a bike boulevard using appropriate painting, signs, and physical improvements.

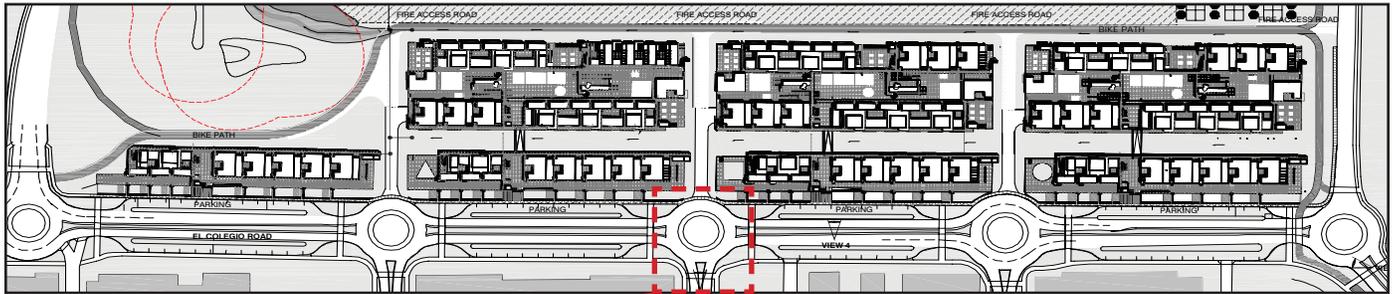
View of bicycle boulevard in Berkeley, California with large painted signage signaling the presence of bicyclists to motorists.

Sueno Bicycle Boulevard

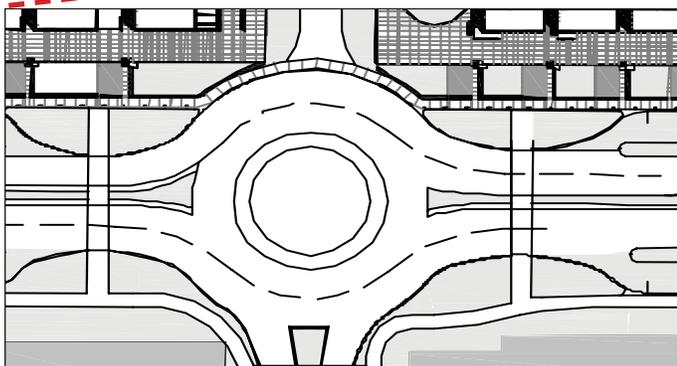
A “bicycle boulevard” should be developed along Sueno Road through the implementation of special painting, signage, and physical improvements. The example above shows how the City of Berkeley is testing the use of large painted bike boulevard signs on the street. The Highway Safety Manual does not currently include those signs, as a result, they can only be used on a test basis.

Special Streets

El Colegio Road 2-Lane Option



Concept plan of El Colegio Road with roundabouts.



Illustrative plan of roundabout at intersection of El Colegio Road and Embarcadero Del Mar.

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.

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

El Colegio - Concept Plan

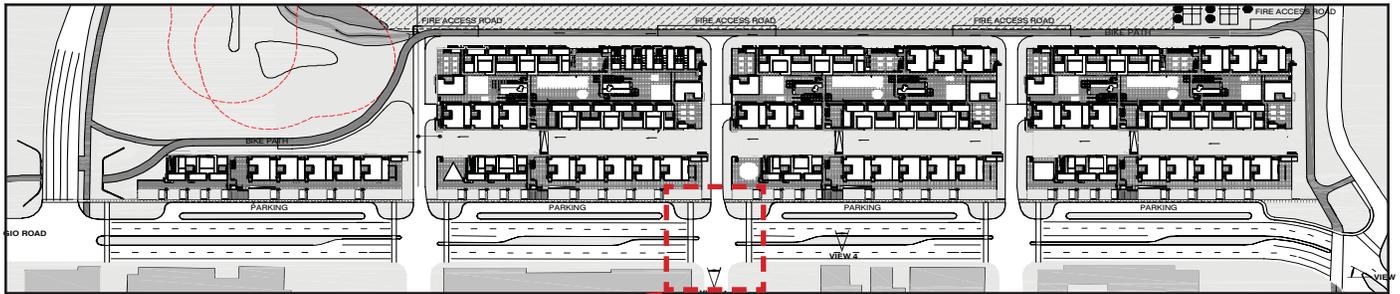
El Colegio Road serves as the planning area’s principle entrance. UCSB development plans on Storke Field will require El Colegio Road to be rebuilt. A redesigned El Colegio Road must address capacity issues, improve safety for autos, bicycles, and pedestrians, and improve the interface between Isla Vista and UCSB’s north campus. Two options for improving El Colegio were considered.

Option 1: Includes modern roundabouts at key intersections, improved sidewalks, bus stops, median, and one travel lane in each direction. Modern roundabouts are designed to safely move high volumes of traffic while improving visual aesthetics and decreasing maintenance costs. The centers of the roundabouts should be designed to create a well-designed entry into Isla Vista, which can include public art or architectural features as long as it provides required line-of-site for drivers.

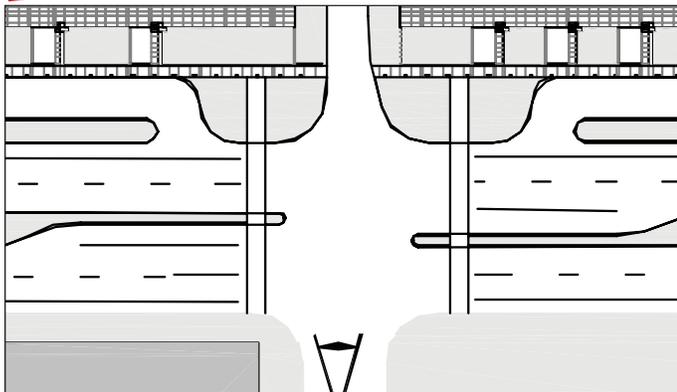
The roundabout design for El Colegio Road can extend west of Los Carneros Road to Storke Road. This extension will provide an appropriate entrance to Isla Vista from the west, and will actually allow for a safer crossing for pedestrians and cyclists at Camino Del Sur.

Special Streets

El Colegio Road 5-Lane Option



Concept plan of El Colegio Road with controlled intersections on a 5-lane road.



Illustrative plan of signalized intersection of El Colegio Road and Embarcadero Del Mar.

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 p. 4-74]

Option 2: The PAC/GPAC recommended option includes a redesign of El Colegio Road between Camino Del Sur and Stadium Road to a five-lane road, two lanes in either direction with a center turn lane. The new proposed five-lane road section will match the existing El Colegio Road section between Storke Road and Camino Del Sur, with no section reduced in lane capacity. The project, described in the Goleta Transportation Improvement Plan, includes a landscaped center median, Class 2 bike path, improved sidewalks, bus stops, and traffic lights at each intersection.

Special Streets

The Embarcadero Loop

The Embarcadero Loop – **Concept Plan**

The Embarcadero Loop frames Anisq'Oyo' Park and is the location of many downtown commercial buildings. As the area transforms into a vibrant, mixed-use district, the need for on-street parking may increase. Currently, Embarcadero Del Norte and Embarcadero Del Mar provide on-street parking only on the business-side of the street.

As part of downtown revitalization, it will be critical that new street trees and landscaping along the street edge are installed.

El Embarcadero – **Concept Plan**

El Embarcadero should be detailed similarly to Pardall Road. The plaza from the southern end of Anisq'Oyo' Park to Del Playa should be extended. The intersection with the Loop should be raised on a slight platform and be detailed with a combination of stained/dyed concrete and pavers as economically feasible.

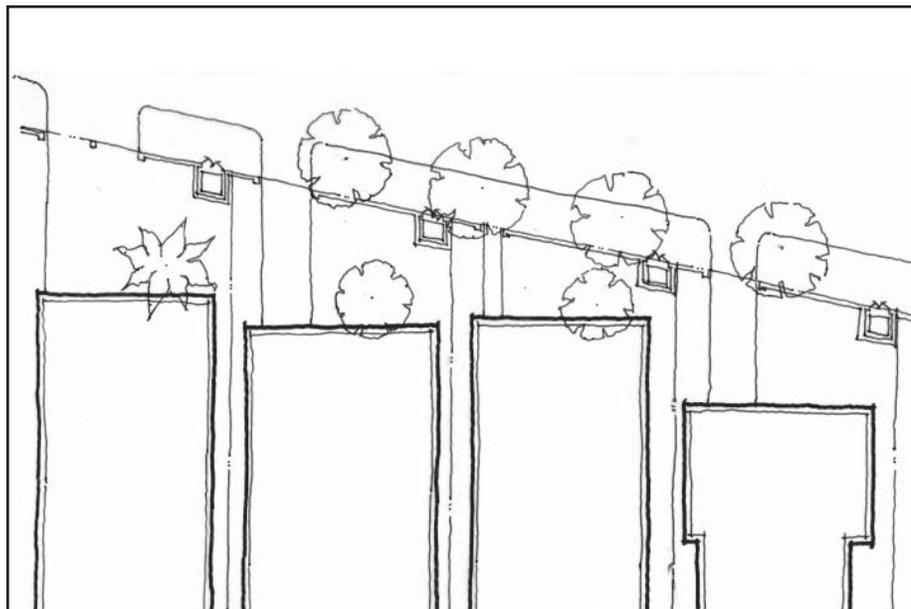
Downtown Dev Std 3.1: Development and landscaping on the southern portion of the Embarcadero Loop shall create a street edge that frames Anisq'Oyo', Perfect and People's Park while leading pedestrians to El Embarcadero Road and views of the Ocean.

Downtown 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.

Parking and Transit Action 2.1: The RDA shall work with Public Works to research and where feasible provide new on-street parking spaces in downtown Isla Vista.

Special Streets

Del Playa Road



Conceptual design image of south side of Del Playa illustrating continuous, low wall incorporating dumpsters.



Photo of existing conditions along Del Playa.

Del Playa Road

Due to its location adjacent to the ocean, and its function within Isla Vista, Del Playa should have a special streetscape that differentiates it from other streets and provides a strong pedestrian environment. Del Playa is heavily used by pedestrians, cyclists, and other non-motorized users. Currently the street frontages are dominated by parked cars and trash receptacles, with cars often blocking sidewalks and portions of the right-of-way.

A controlled frontage is proposed for Del Playa that can accommodate dumpsters behind a continuous low wall. To improve visual quality and pedestrian access cars should be encouraged to park in the right-of-way or in legal, on-site parking spaces. Street trees and landscaping improvements are critical components of the long-term improvement to Del Playa.

Streets Action 3.2: The RDA shall encourage Public Works to, where feasible, prioritize completion of sidewalks on the following streets: Camino Pescadero, Pasado Road, Sabado Tarde Road, Pardall Road, Camino Del Sur, Camino Corto, Embarcadero Del Mar, Embarcadero Del Norte, Sueno Road, and Del Playa Drive.

Traffic Calming - Long Term Concept Plan



The plan above illustrates conceptual locations for traffic-calming measures.

- Speed tables should be located on east-west streets between Camino Corto and Camino Pescadero. High priority will be given to projects on Sabado Tarde and Sueno Roads.
- Rotaries placed at critical intersections.
- Modern roundabouts may be developed on El Colegio.

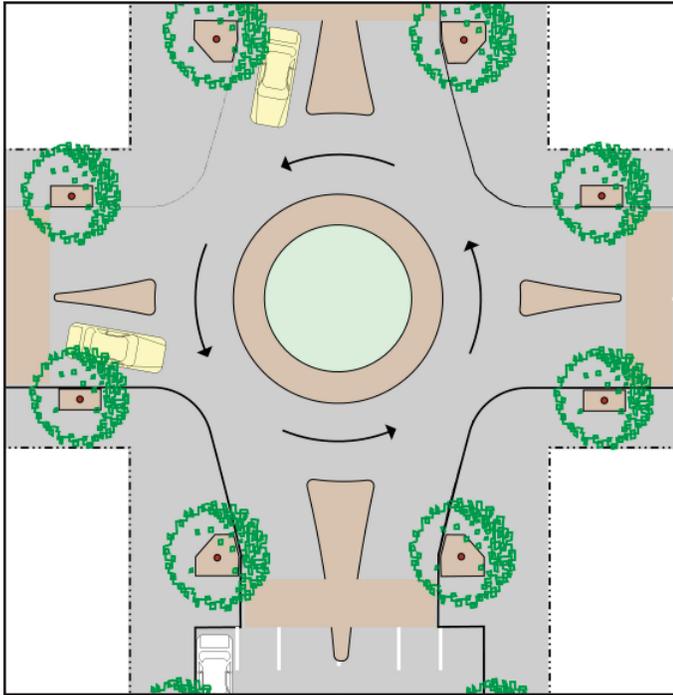
Narrowing of streets is a proven method of reducing automobile speeds for communities. The cost of moving curbs and re configuring streets, however, can be quite high. Streets have been prioritized to move curbs in areas where the community might receive the greatest benefit including El Embarcadero, Cervantes, Cordoba, El Greco, Madrid, Picasso, Seville, and possibly Abrego.

Streets Action 1.3: The RDA and Public Works shall review and, where feasible, implement small roundabouts or rotaries at the following intersections: Camino Del Sur & Abrego Road, Camino Del Sur & Sueno Road, Camino Del Sur & Trigo Road, Camino Corto & Trigo Road, Camino Corto & Abrego Road, and Camino Pescadero & Trigo Road.

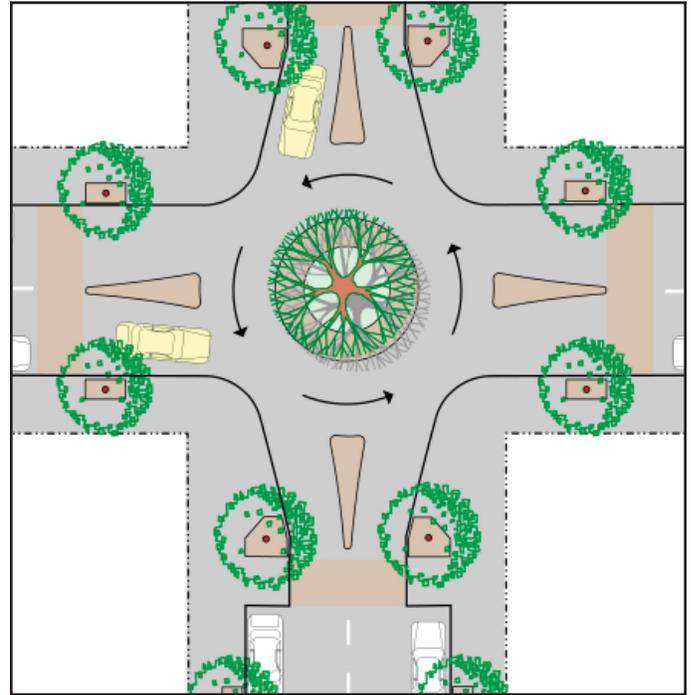
See **Streets Action 3.5** regarding the intersection of Abrego Road and Camino Corto.

Traffic Calming Components

Rotaries & Roundabouts



Concept plan of large rotary



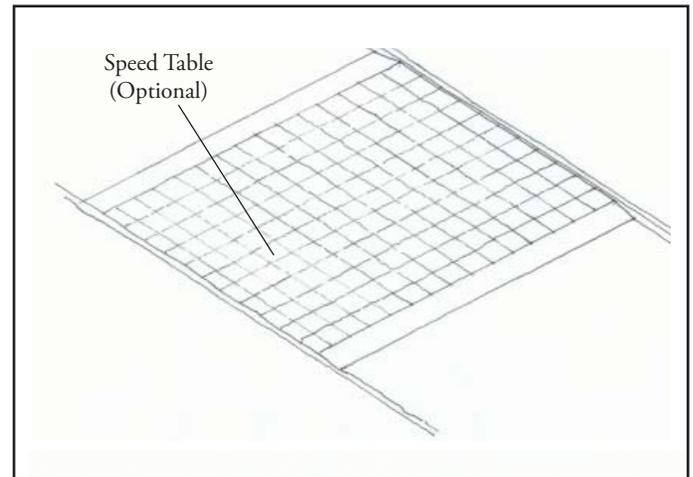
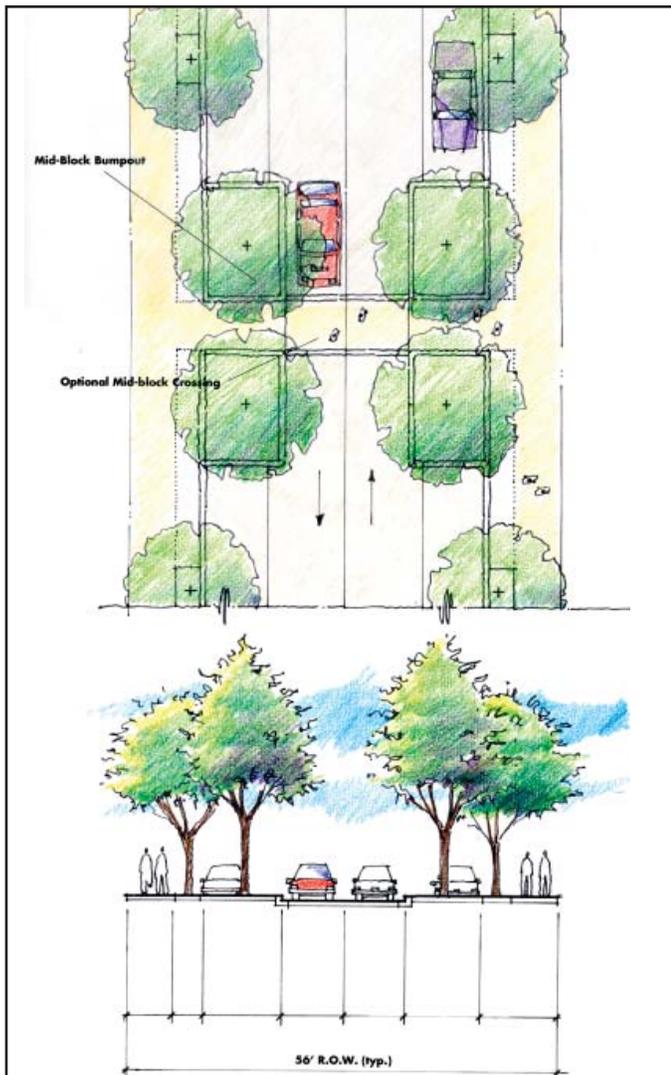
Concept plan of small rotary

Large Rotaries, at the intersections of Pardall Road with Embarcadero Del Mar and Embarcadero Del Norte should be designed to safely accommodate the passage of bicyclists and automobiles through the downtown area. Large rotaries typically measure 35' in diameter and include splitter islands to divert traffic around the rotary. Large rotaries should initial be installed on a temporary basis to test their function.

Small Rotaries are placed at several intersections and designed to slow automobiles and create a safer environment for pedestrians. Small rotaries typically measure 22' in diameter.

Traffic Calming Components

Bumpouts & Speed Tables



Speed tables can be used to reduce vehicle speeds on long east/west locks. Street trees should be planted at the street-edge at the speed tables to further calm traffic.

Speed tables should incorporate sustainable design techniques, including porous surfaces, trees, and the use of recycled materials, as illustrated in the conceptual diagram at right.

Speed Tables: Speed tables are long raised speed humps with a flat section in the middle and ramps on the ends; sometimes constructed with brick or other textured materials on the flat section.

Streets Action 3.2: The RDA shall encourage Public Works to, where feasible, prioritize completion of sidewalks on the following streets: Camino Pescadero, Pasado Road, Sabado Tarde Road, Pardall Road, Camino Del Sur, Camino Corto, Embarcadero Del Mar, Embarcadero Del Norte, Sueno Road, and Del Playa Drive.

Existing Street Closures



Illustrative plan of improved intersection at Pardall Road and Camino Pescadero Road. The existing traffic closure (below) can be improved to increase bicyclist safety.

Existing street barrier with overgrown vegetation and narrow bike access routes



Pardall at Camino Pescadero

The barrier at the intersection of Pardall and Camino Pescadero should be redesigned and improved to allow safer bicycle access and to improve intersection line-of-site.

Street Trees

Street trees provide a sense of enclosure and can result in slower vehicle speed. In addition, street trees increase the character of the streetscape. The table on the following page lists street trees and provides their location and orientation on various streets. Different street tree species are chosen to identify north-south streets and east-west streets.

To create a unique sense of identity for the downtown area accent trees and palm trees should be used sparingly and occur primarily along Pardall Road and the Embarcadero Loop in downtown Isla Vista.

Streets Action 3.4: The RDA, in coordination with Public Works, should establish a streetscape infrastructure improvement program, planting appropriate street trees throughout Isla Vista to enhance pedestrian activity.

Street Trees: Suggested Species

STREET NAME	ORIENTATION	BOTANICAL NAME	COMMON NAME	COMMENTS/SPACING
Pardall Road (Between Embarcadero Del Mar and Embarcadero del Norte.)	East/West	Koelreuteria bipinnata	Chinese Flame Tree	Semi-transparent, broad, spreading canopy. County approved species. 15 gal. @ 30 feet on center.
Pardall Road (West of Embarcadero Del Mar and East of Embarcadero del Norte.)		Pistache chinensis	Pistacia	Medium size, scarlet crimson, orange Fall foliage. County approved species. 15 gal. @ 30 feet on center.
Embarcadero Del Mar, Embarcadero Del Norte and Embarcadero including the Loop	North/South (East/West at the Loop)	Washingtonia robusta (alternating with) Koelreuteria bipinnata	Mexican Fan Palm Chinese Flame Tree	Fast Growing, tall, slender palm with natural curve and compact crown. 15 gal. @ 30 feet on center. Min. 8' B.T. Semi-Transparent, broad, spreading canopy. County approved species. 15 gal. @ 40 feet on center. (NET EFFECT: ONE STREET TREE EVERY 20')
El Colegio (Major) Roundabouts: (Center) Los Carneros Camino Pescadero Embarcadero Del Mar/ Norte	East/West	Platanus a. 'Yarwood' Cupressus macrocarpa Magnolia grandiflora 'Majestic Beauty' Koelreuteria bipinnata	London Plane Tree Monterey Cypress Magnolia Chinese Flame Tree	48" Box @ 35 feet on center. Celebrates the "Isla Vista Cypress". 48" Box Camino Pescadero Street Tree "Announces" cross street. 48" Box Embarcadero Street Tree "Announces" cross street. 48" Box

STREET NAME	ORIENTATION	BOTANICAL NAME	COMMON NAME	COMMENTS/SPACING
Sueno Road (Primary E/W Street)	East/West	Pistache chinensis	Pistacia	Medium size, scarlet crimson, orange Fall foliage. Allows solar heat gain in winter, shade/cooling in summer. County approved species. 15 gal. @ 30 feet on center.
Sabado Tarde (Primary E/W Street)	East/West	Metrosideros excelsus	New Zealand Christmas Tree	Upright narrow tree, allows for bus traffic. County approved species. 15 gal. @ 25 feet on center.
Del Playa Drive	East/West	Arbutus marina (alternating with) Washingtonia robusta	Starwberry Tree Mexican Fan Palm	Medium size, broad, rounded, compact canopy. 15 gal./24" Box @ 40 feet on center. Fast growing, tall, slender palm with natural curve and compact crown 15 gal. @ 40 feet on center Min. 8' B.T (NET EFFECT: ONE STREET TREE EVERY 20 FEET ON CENTER)
Trigo Road (Major)	East/West	Tristania conferta	Bisbane Box	Small-medium size, rounded, upright crown. County approved species. 15 gal. @ 30 feet on center.
Cervantes Road (Minor)	East/West	Pyrus calleryana 'Aristocrat'	Bradford Pear	Flowering deciduous tree. County approved species. 15 gal. @ 25 feet on center.
El Greco Road (Minor)	East/West	Ginko biloba	Ginko	Upright deciduous tree, fall foliage color. County approved species. 15 gal. @ 20 feet on center.
Picasso Road (Minor)	East/West	Platanus a. 'Yarwood'	London Plane Tree	Upright deciduous tree, fall foliage color. 24" Box @ 25 feet on center.
Segovia Road (Minor)	East/West	Olea europea 'Swan Hill'	Fruitless Olive Tree	Rounded upright crown, grey foliage, Mediterranean. 15 gal. @ 25 feet on center.
Cordoba Road (Minor)	East/West	Pyrus calleryana 'Aristocrat'	Bradford Pear	Flowering deciduous tree. County approved species. 15 gal. @ 25 feet on center.
Madrid Road (Minor)	East/West	Pyrus calleryana 'Aristocrat'	Bradford Pear	Flowering deciduous tree. County approved species. 15 gal. @ 25 feet on center.
Seville Road (Minor)	East/West	Stenocarpus sinuata	Firewheel Tree	Slow growing, upright evergreen tree, beautiful flowers. County approved species. 15 gal. @ 25 feet on center.

Street Trees: Suggested Species

STREET NAME	ORIENTATION	BOTANICAL NAME	COMMON NAME	COMMENTS/SPACING
El Nido Lane Road (Minor)	East/West	Ginkgo biloba	Ginkgo	Upright deciduous tree, fall foliage color. County approved species. 15 gal. @ 20 feet on center.
Abrego Road (Minor)	East/West	Olea europea 'Swan Hill'	Fruitless Olive Tree	Rounded upright crown, grey foliage, Mediterranean. 15 gal. @ 30 feet on center.
Estero Road (Minor)	East/West	Melaleucastypheleoides	Black Tea Tree	Upright evergreen tree, native in character. County approved species. 15 gal. @ 30 feet on center.
Pasado Road (Minor)	East/West	Pyrus calleryana 'Aristocrat'	Bradford Pear	Flowering deciduous tree. County approved species. 15 gal. @ 25 feet on center.
Fortuna Road (Minor) (Between Camino Majorca and Camino Lindo)	East/West	Quercus agrifolia	Coast Live Oak	Setback min. 6' from back of sidewalk on park property. 15 gal. @ 30 feet on center.
(Between Camino Lindo and Camino Corto)		Melaleucastypheleoides	Black Tea Tree	Upright evergreen tree, native in character. County approved species. 15 gal. @ 30 feet on center.

STREET NAME	ORIENTATION	BOTANICAL NAME	COMMON NAME	COMMENTS/SPACING
North/South Streets				
Camino Corto (Major) (Between El Colegio and Estero) (Between Estero and Del Playa)	North/South	Quercus agrifolia	Coast Live Oak	Setback min. 6' from back of sidewalk on park property. (Suggest 5 gal. in park property). 15 gal. @ 30 feet on center.
		Quercus suber	Cork Oak	Evergreen canopy tree, native in character. County approved species. 15 gal. @ 30 feet on center.
Camino Del Sur (Major)	North/South	Platanus a. 'Yarwood'	London Plane Tree	Upright deciduous tree, fall foliage color. 24" Box @ 25 feet on center.
Camino Pescadero (Major)	North/South	Magnolia grandiflora 'Majestic Beauty'	Magnolia	Evergreen canopy tree, beautiful white flowers. County approved species. 15 gal. @ 30 feet on center.
Camino Majorca (Minor)	North/South	Metrosideros excelsus	New Zealand Christmas Tree	Upright narrow tree, allows for bus traffic. County approved species. 15 gal. @ 25 feet on center.
Camino Lindo (Minor)	North/South	Stenocarpus sinuata	Firewheel Tree	Slow growing, upright evergreen tree, beautiful flowers. County approved species. 15 gal. @ 20 feet on center.
El Embarcadero	North/South	Washingtonia robusta	Mexican Fan Palm	Fast growing, tall, slender palm with natural curve and compact crown 15 gal. @ 40 feet on center. Min. 8' B.T

STREET TREES NOT CURRENTLY APPROVED BY COUNTY		ALTERNATIVE COUNTY-APPROVED STREET TREES	
BOTANICAL NAME	COMMON NAME	BOTANICAL NAME	COMMON NAME
Arbutus marina	Strawberry Tree	Magnolia grandiflora 'Majestic Beauty'	Magnolia
Olea europea 'Swan Hill'	Fruitless Olive Tree	Quercus Ilex	Holly Oak
Platanus a. 'Yarwood'	London Plane Tree	Pistache chinensis	Pistacia
Quercus agrifolia	Coast Live Oak	Quercus suber	Cork Oak
Washingtonia robusta	Mexican Fan Palm	Koelreuteria bipinnata	Chinese Flame Tree

Catalyst Projects

Improvements to the public space in Isla Vista will be implemented over time. Specific projects are identified in this chapter that will be developed by the public sector to stimulate private sector investment in Isla Vista, correct infrastructure deficiencies, and enhance the quality of the community's parks, road network, and public plazas.

- **Pardall Road Improvements (between Embarcadero Del Mar & Embarcadero Del Norte)**
- **Roundabouts at Embarcadero Del Mar & Embarcadero Del Norte and Pardall Road**
- **Pardall Paseo**
- **Pardall Plaza**
- **Embarcadero Loop Street Improvements**
- **El Embarcadero Street Improvements**
- **Western Streets Traffic Calming: Bump-outs, Speed Tables, and Small Rotaries**
- **El Colegio Road Reconstruction**
- **Camino Pescadero Improvements**
- **Sabado Tarde Road Improvements**
- **Camino Del Sur Improvements**
- **Pardall Road Improvements (remaining 2 blocks)**
- **Sueno Road Improvements**
- **Sueno Bicycle Boulevard**
- **Del Playa Drive Improvements**
- **Small Rotary Implementation**

Parking and Transit

Vision Statement

One of Isla Vista's transportation challenges is that it is a small urban community surrounded by suburban development. In typical suburban development cars are the primary, and in many cases only, transportation alternative. In the Goleta Valley housing is generally too spread-out and distant from most destinations to allow for highly effective alternative transportation options. Urban models for transportation typically include a more diverse array of transportation opportunities that serve housing and commercial nodes. While Isla Vista is home to more than 20,000 people, the community is located in the suburban Goleta Valley. The result is that Isla Vista is an urban community constrained by the surrounding suburban transportation choices.

This plan outlines how Isla Vista can strengthen pedestrian-oriented amenities and focus on a transportation model based on moving people, not cars. Key components of this plan include: improving the street network, the management of the quantity and location of parking, the provision of convenient and affordable transit services, car-sharing opportunities, and the improvement of the pedestrian and cyclist environment.

Goals & Policies

Parking and Transit Goal: Develop an effective, efficient multi-modal transportation system for the Isla Vista community. Reduce automobile impact on the community by minimizing automobile dependence and the rate of bicycle and pedestrian-related collisions in Isla Vista.

Parking and Transit Policy 1: In residential neighborhoods, residents should have priority use of existing on-street parking spaces. Parking should not be provided in amounts and locations that encourage residents to unnecessarily bring automobiles into the community. The full economic costs of automobile ownership should be internalized to users and not subsidized by the public.

Parking and Transit Action 1.1: The RDA, working with County agencies, should reexamine the feasibility of establishing a residential parking permit program that includes an allowances for visitors, guests, and daily for-sale parking passes, while offering subsidies for low-income persons. The County shall examine effectiveness of the parking permit program after implementation.

Parking and Transit Action 1.2: The RDA shall research options for remote and community parking lots for vehicle storage.

Parking and Transit Policy 2: In the downtown, short-term parking in front of businesses should be available for customers and existing parking constraints in the business district should be alleviated.

Parking and Transit Action 2.1: The RDA shall work with Public Works to research and where feasible provide new on-street parking spaces in downtown Isla Vista.

Parking and Transit Action 2.2: The RDA shall coordinate with Planning and Development to examine methods such as shared parking or conjunctive use credits for mixed-use projects and/or purchase or lease of private parking lots for public use in downtown.

Parking and Transit Action 2.3: The RDA shall seek funding sources for the design, construction, and maintenance of potential public parking facilities within Isla Vista.

Parking and Transit Action 2.4: Funds generated by parking meters and parking programs shall stay within the Project Area and be used to implement projects and programs identified in the master plan.

Parking and Transit Action 2.5: The RDA shall send letters to the owners of the parking lots identified as potential public lots asking if they would be interested in participating in a public parking program. Where an owner expresses interest, the RDA shall coordinate with Planning and Development for permit requirements and procedures, while working with the owner to provide public parking spaces as quickly as possible.

Parking and Transit Policy 3: Public transit options should be frequent, reliable and rapid, providing all-day services to make public transit more attractive than driving for most Isla Vista residents.

Parking and Transit Action 3.1: The RDA, working with Public Works, shall continue discussions with the Metropolitan Transportation District (MTD) to increase frequencies on and simplify key routes serving Isla Vista, extend service later into the evening and night, and locate potential future MTD bus stops.

Goals & Policies

Parking and Transit Action 3.2: The RDA shall study funding mechanisms to provide reduced rate transit passes to all Isla Vista residents.

Parking and Transit Action 3.3: The RDA shall encourage MTD and Amtrak to provide timely shuttle service between the Santa Barbara and Goleta Amtrak stations, the Santa Barbara Airport and Isla Vista, especially during and around UCSB quarter breaks.

Parking and Transit Action 3.4: The RDA should work with MTD and the Santa Barbara County Association of Governments to seek funding to improve the Goleta train station at the La Patera site that will be easily accessible to the Isla Vista community.

Parking and Transit Policy 4: Car sharing should be studied in the community to reduce the number of automobiles in Isla Vista and to provide residents with a reasonable alternative to owning a car.

Parking and Transit Action 4.1: The RDA shall research and, if feasible, establish a funding source to subsidize start-up costs for a car-sharing program in Isla Vista.

Parking and Transit Action 4.2: The RDA and Planning and Development should research and, if feasible, encourage car-sharing firms to establish in Isla Vista, on the UCSB campus, and in the surrounding community.

Parking and Transit Action 4.3: If a car sharing program is implemented, their vehicles shall be exempted from parking permit expenses.

Existing Setting

Isla Vista is home to more than 20,000 people. Many of these people leave the community at least once per day. On average, nearly 36,000 automobiles, 15,000 bicycles, and 8,000¹ pedestrians enter or leave Isla Vista each day. In addition, each weekday more than 2,300 riders begin or end a public transportation trip in Isla Vista.

Parking quantity and availability directly impact all of these modes of travel. Parking management policy has significant implications for a region's transportation, housing, and economic systems. Abundant free parking provides few incentives for anyone to utilize public transportation, walk, or bike to nearby destinations. At the same time, the more space that is devoted to parking, the less physical space is available for other uses. As parking requirements increase, space for parks, plazas, open space, and housing declines. Often the long-term result of high parking requirements is that housing becomes more expensive and open space more difficult to access.

Although it is often provided at no charge to the user, parking is never free. Free parking is an expense to the community in terms of land value, maintenance, cleaning, and construction costs. "Free" parking simply means that these costs are passed on through rents, the price of goods and infrastructure taxes, and are borne by all consumers – including those who do not drive.

¹ ATE traffic and bike counts. Pedestrian number from ratio of bike: pedestrian commuters from UCSB Transportation and Housing Survey, 2:1.

Parking

A range of tools are available to manage parking and meet community goals, such as reducing automobile dependency, supporting affordable housing development, and promoting economically healthy retail districts. At present, however, parking in Isla Vista is largely an unregulated free-for-all. Many prime downtown spaces are claimed by UCSB commuters who leave their cars in Isla Vista during the day, restricting the availability of parking to business customers.

While some additional spaces can be gained by reconfiguring or introducing on-street parking and by linking private parking lots through public-private partnerships, parking structures can provide additional increases in parking availability. To cover the cost of a parking structure, including land value, monthly parking charges would be roughly \$160-170 for a surface lot or structure, or \$220 for an underground structure.² This means that an appropriate management plan is the key to improving parking availability in Isla Vista. This Plan proposes the following parking management strategies:

- **Increase supply where practical by adding curb spaces on streets such as Pardall Road, and by negotiating shared use of private lots**
- **Prioritize spaces for residents and short-term shoppers, through a Residential Permit Parking program and downtown parking meters**
- **Expand bicycle parking requirements to ensure secure storage is available for bicycles**
- **Establish a local district or authority to oversee these programs**

² Assumptions: 30-year loan at 7.5%, \$2 million/acre land value, capital costs per space of \$13,500 (structure), \$30,000 (underground) and \$2,500 (surface).

Parking

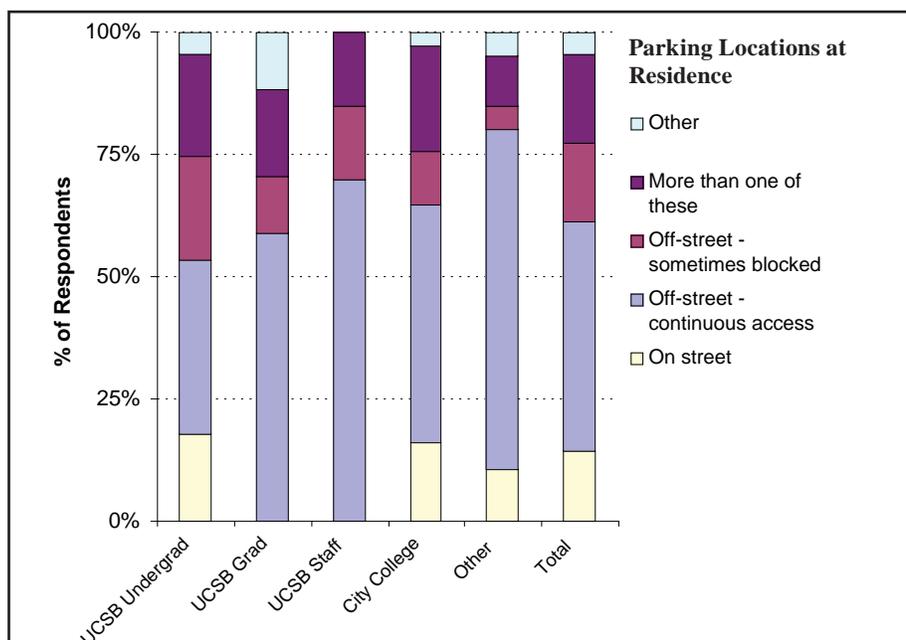


Many cars are squeezed into front yards, requiring that other vehicles first be moved in order to get in and out.

Car Ownership in Isla Vista

Car ownership in Isla Vista is relatively high. About 80% of all adult residents own a car, a figure similar among students, UCSB staff and faculty, and other residents. This means that many households own two or more vehicles – particularly in the case of undergraduate students, where an average household may own more than four vehicles.

This level of car ownership, coupled with at least 350 commuters to UCSB who park in Isla Vista during the day and walk or bike to campus, means parking for residents in Isla Vista is often scarce, particularly on the east side. While nearly half of Isla Vista residents have a dedicated off-street space and 14% park on street, many others have to squeeze their cars into front yards and generally need to move other parked vehicles to get in and out, as illustrated below.



Source: Bilingual telephone survey of Isla Vista residents, April 2002. Sample size 526.

Parking

Increase Supply

While major increases in parking supply can only be achieved through building parking structures, there is potential to add new on-street spaces in the following locations:

- El Colegio Road: Parking on the street could be provided as part of a street rebuild. On-street parking will also provide a buffer between pedestrians and traffic.
- Embarcadero Loop: The option of allowing parking on the interior of the Loop was examined and rejected due to concerns regarding negative impacts to bicycle circulation and safety.
- Pardall Road: About 23 spaces can be gained by minimizing red curbs.

Additional spaces can also be obtained in existing lots, particularly private lots in the commercial core that are often under-utilized. Around 250 spaces can be created through negotiating for shared use of these surplus spaces. In particular, the Isla Vista Theatre lot, generally used only during the evenings, could be converted into a short-term pay-lot, generating about 50 spaces.

Establish Parking Permit and Meter Program

Managing on-street parking is an essential element of the Master Plan for the following reasons:

- Improve access to local businesses and improve parking conditions for residents
- Raise money for public transit, bicycle, and pedestrian improvements in order to improve safety, mobility, and social equity
- Achieve the sustainability goals of the community by removing some of the automobile subsidies
- Reduce the number of cars in Isla Vista – both those of residents and commuters to UCSB – helping to achieve the community's livability goals

At present, on-street parking is heavily subsidized. The value of land under a parking space is \$7,300 or about \$600 a year, while maintenance and operations add about \$100 a year. Charging for parking will help to distribute this subsidy more evenly among motorists, transit users, pedestrians, and cyclists. To maintain community support it is crucial that all revenue should be spent on parking and transportation projects directly benefiting Isla Vista.

Parking and Transit Action 1.1: The RDA, working with County agencies, shall establish a residential parking permit program that includes allowances for visitors, guests, and daily for-sale parking passes, while offering subsidies for low-income persons. The County shall examine effectiveness of the parking permit program after implementation.

Parking and Transit Action 1.2: The RDA shall research options for remote and community parking lots for vehicle storage.

Parking and Transit Action 2.5: The RDA shall send letters to the owners of the parking lots identified as potential public lots asking if they would be interested in participating in a public parking program. Where an owner expresses interest, the RDA shall coordinate with Planning and Development for permit requirements and procedures, while working with the owner to provide public parking spaces as quickly as possible.

Parking

Parking Meters in the Commercial District

All of the on-street parking in Isla Vista's commercial core – a total of about 170 spaces including the IVRPD-owned lot at the bottom of the loop – should be converted to metered spaces. IVRPD participation in the downtown parking meter program is encouraged. These spaces would be available for shoppers and others on short-term errands, rather than all-day commuters. It will ensure high turnover and available front-door spaces for businesses, helping to improve the overall accessibility of the downtown district.

Several issues to implement a parking meter strategy:

- Select an appropriate technology. Options include parking meters, or “pay-by-space” or “pay-and-display” systems where one pay station serves around 10 parking spaces.
- Develop maintenance, collections, and enforcement systems. Maintenance and collections may be performed by an existing County department, a new governmental agency, or a private firm.
- Public education is a very important part of adding meters to Isla Vista. A campaign of mailers and public signage will be crucial in educating residents, business owners, and commuters about the new regulations.

Conventional meters are the simplest system to install and have several advantages:

- Conventional meters are the lowest cost option
- The replacement costs for conventional meters are less than for more expensive pay stations
- Conventional meters are the easiest to maintain

“Pay-and-display” and “pay-by-space” are options with several other advantages. Not only are they aesthetically superior to conventional meters, but they have greater collections efficiency, more flexibility to deal with commuter parking, and they may raise more revenue than conventional coin operated meters. The downside to superior technology, however is a higher installation cost and a higher future price risk if systems are damaged. This trade-off should be considered carefully. If the advantages of a pay-station system are attractive, the option should be included as an alternative in a Request for Proposals for a downtown parking meter system, allowing individual vendors to voice concerns on cost and security issues.

Parking and Transit Action 2.1: The RDA shall work with Public Works to research and where feasible provide new on-street parking spaces in downtown Isla Vista.

Parking and Transit Action 2.2: The RDA shall coordinate with Planning and Development to examine methods such as shared parking or conjunctive use credits for mixed-use projects and/or purchase or lease of private parking lots for public use in downtown.

Parking and Transit Action 2.3: The RDA shall seek funding sources for the design, construction, and maintenance of potential public parking facilities within Isla Vista.

Parking

Residential Permit Parking Controls

A residential permit parking program prioritizes on-street spaces for residents. While it does not guarantee a space for a permit holder, permit parking helps to improve availability by excluding commuters and others who compete for space with Isla Vista residents. Together with parking meters, residential permits will mean that UCSB commuters will have difficulty parking in Isla Vista unless they purchase daily permits (see below), freeing up additional spaces in the community.

Residential permits should be implemented in Isla Vista as soon as possible. Potentially, fees could vary by season with summer permits cheaper or free. In addition, the fee for permits could vary by number of permits purchased per unit or per legal bedroom.

Establish Daily Parking Permits

The residential parking control program should make daily permits available to non-residents. The price of these permits should roughly resemble UCSB rates. They can be “scratch-off” pre-printed permits where the user scratches off the expired date and writes in the new one for which the permit is valid, just like a lottery ticket; or they can be “pay-and-display” machines located in strategic areas around Isla Vista. In order to control nighttime parking issues, the permits could be required on a 24-hour basis.

Parking Controls for New Development

New development will provide on-site parking described in the Form-Based Regulating Code. A program to establish an in-lieu parking fee program will be researched.

Parking



Despite high bicycle ownership levels, most housing in Isla Vista lacks secure bicycle parking.

Bicycle Parking

The gentle topography, interconnected street network, and the proximity of destinations such as UCSB make cycling an ideal way to get around Isla Vista. Bicycle ownership is high, but there is little bike parking – particularly at residences, where bicycles are often leaned haphazardly against stairs or walls and easily stolen.

New bicycle parking should meet the following standards and existing bike parking should be retrofitted to meet them, particularly in the downtown:

- Bike parking stands should support the bicycle frame and should allow the frame and wheel to be U-locked to the stand
- Bike parking should be easy to use
- Bike parking stands should be bolted to the pavement and difficult to conventionally cut or dismantle

Many cities such as Palo Alto and Portland have detailed design requirements for bicycle parking that could be adapted for Isla Vista.

Streets DevStd 2.2: Commercial development shall include adequate bicycle racks and storage to accommodate both employees and customers. Community parks should also provide sufficient bicycle racks to accommodate park users.

Streets DevStd 2.3: The Form-Based Regulating Code for Isla Vista shall require that all projects in residential zone districts be required to provide two (2) enclosed or unenclosed permanently maintained and secure bicycle storage spaces for each bedroom and/or studio apartment within the development.

Public Transportation



The Metropolitan Transit District (MTD) currently provides transit service in Isla Vista along many different roadways. This Plan proposes centralized bus service routing.

Transit

Better transit service in Isla Vista is the most cost-effective solution to reducing traffic on county streets and regional highways, and improving downtown parking availability. Each day there are roughly 36,000 driving trips into or out of Isla Vista. Nearly two-thirds (or 23,000) of those driving trips by Isla Vista residents are to one of four destinations on primary transit routes: downtown Santa Barbara, UCSB, Santa Barbara City College, and Camino Real Marketplace.

Finding ways to provide and fund more effective transit service for those 23,000 vehicle trips to Santa Barbara, UCSB, Santa Barbara City College, and Camino Real Marketplace could have significant impacts on local and regional transportation networks. Isla Vista's density, demographics and development patterns means that the opportunities to boost transit ridership are far greater than anywhere else in the region.

To provide an attractive alternative to the automobile, transit service must be comprehensive, frequent, and run day and night. Santa Barbara MTD operates six routes in Isla Vista, and while its route structure is basically sound, even the most frequent routes run only every 30 minutes. 12-15 minute frequencies should be implemented to attract riders who have a choice of other travel options.

Parking and Transit Action 3.1: The RDA, working with Public Works, shall continue discussions with the Metropolitan Transportation District (MTD) to increase frequencies on and simplify key routes serving Isla Vista, extend service later into the evening and night, and locate potential future MTD bus stops.

Parking and Transit Action 3.2: The RDA shall study funding mechanisms to provide reduced rate transit passes to all Isla Vista residents.

Parking and Transit Action 3.3: The RDA shall encourage MTD and Amtrak to provide timely shuttle service between the Santa Barbara and Goleta Amtrak stations, the Santa Barbara Airport and Isla Vista, especially during and around UCSB quarter breaks.

Car-Sharing Program



Car-sharing in Isla Vista

While car ownership in Isla Vista is relatively high, many residents use their cars infrequently. They may walk or cycle to work and/or school and use their cars only for shopping, errands, and weekend trips.

Coupled with high densities, the mix of land uses, and limited parking availability, Isla Vista has potential for car-sharing to be very successful. The community may represent the best potential location for car-sharing between the San Francisco Bay Area and Los Angeles.

Car-share programs allow members the option to rent a car on a short-term basis. Members have 24-hour access to a fleet of shared vehicles parked around the neighborhood and pay only by mileage and hours used. Car-sharing allows members to gain the benefits of a private car without the costs and responsibilities of ownership. They book their vehicles by phone or through the Internet and walk to a nearby garage or lot. They are billed at the end of the month.

Car-sharing can improve mobility and dramatically reduce vehicle ownership and parking demand. For example, in San Francisco more than half of those who owned a vehicle or vehicles before joining the program, subsequently gave up or sold at least one.

Parking and Transit Action 4.1: The RDA shall research and, if feasible, establish a funding source to subsidize start-up costs for a car-sharing program in Isla Vista.

Parking and Transit Action 4.2: The RDA and Planning and Development should research and, if feasible, encourage car-sharing firms to establish in Isla Vista, on the UCSB campus and in the surrounding community.

Parking and Transit Action 4.3: If a car sharing program is implemented, their vehicles shall be exempted from parking permit expenses.

Car-Sharing Program

The County and UCSB should work together to establish a car-sharing program in Isla Vista modeled after successful car-share programs in the Bay Area and elsewhere. The County and UCSB should also encourage the establishment of traditional car rental companies in Isla Vista, offering an important complement to car-sharing for longer weekend or week-long trips.

A car-sharing program might start with nine vehicles at three locations in the first year and according to increased demand, may provide more than 25 vehicles at 6 locations after three years. The use of hybrid and alternative fuel vehicles is encouraged. This would bring a car-sharing vehicle within a quarter mile or five minutes walk of most major destinations and residential concentrations in Isla Vista and at UCSB.

A car-sharing operation can be expected to become financially self-sufficient over a period of a few years, meaning that member fees cover the costs of vehicle leases, insurance, maintenance, gas and cleaning. However, such a program entails significant start-up costs to cover installation of the on-board computer and communications system, marketing, and the initial shortfall in revenue while demand builds up to a sustainable level.

It should be noted that while the car-share programs generally require an initial subsidy to cover start-up costs, studies have shown that more than 65% of car-share members get rid of a car once they join the program. This results in fewer cars parked on the street. The public investment in the program can be thought of as an alternative to building parking structures.

Catalyst Projects

- Residential parking permit program
- Daily parking permits
- Downtown parking meters
- Parking & Transportation Entity formation
- Car-sharing program
- A simplified routing structure that will run bus lines on El Colegio Road, Camino Corto to Embarcadero del Norte via Abrego Road, Camino Del Sur, Camino Pescadero, Sabado Tarde Road, Segovia Road, and Ocean Road
- Fast, frequent transit service on Sabado Tarde Road and El Colegio Road, a minimum of 15 minute frequency all-day, and connections to Camino Real Marketplace, UCSB, Santa Barbara City College, and downtown Santa Barbara
- A new bus-only gate at Ocean Road, allowing the Sabado Tarde route to connect to campus
- Later transit service – connecting to Camino Real, UCSB, and downtown Santa Barbara until at least 11 PM most nights and 2 AM Friday and Saturday
- Reduced fee transit passes to all Isla Vista residents, much like the City of Boulder’s neighborhood-wide EcoPass
- Improved transit marketing, including clear branding of frequent and express transit service

Chapter 3: Open Space and Parks



Vision Statement

Open space is critical to the long-term viability of a community. Open space can take many forms - from active recreation areas to undisturbed natural lands. In some ways, open space can be seen as a region's "green infrastructure." This infrastructure is critical to a community's overall sustainability.

Isla Vista currently enjoys a system of parks, open spaces, informal trails, and recreational opportunities. In addition, the community is surrounded by recreational options including more than five beach access points, and open space and play fields on adjacent UCSB-owned property. However, within Isla Vista some of the existing parks could be redesigned and reconfigured to better serve the community. Specifically, changes to Isla Vista's downtown parks as well as Estero Park in western Isla Vista, are outlined in this chapter.

IVRPD has worked extensively with the community in the past and adopted a Master Plan for Recreation & Park Usage in 1998. The recommendations provided in this Plan build upon work and research IVRPD has already completed and provide guidance for the future of Isla Vista's parks, trails, and open space.

Goals & Policies

Open Space and Parks Goal: Develop a wide variety of public spaces within Isla Vista to provide community focal points for social and entertainment opportunities, open spaces for recreational activities and species preservation, and improving connections to the ocean and mountains while enhancing environmentally sensitive habitats.

Open Space and Parks Policy 1: The parks system shall be enhanced to meet social and community needs and provide more active recreational places.

Open Space and Parks Action 1.1: The RDA, working with IVRPD, should pursue and create space for active recreational uses, such as sand volleyball or basketball courts on Del Playa Drive, and a skate board park at Estero Park, if feasible.

Open Space and Parks Action 1.2: The RDA should encourage IVRPD in coordination with County Parks Department to maintain parks and open space to provide a safe environment, rehabilitating unusable and potentially overgrown areas.

Open Space and Parks Action 1.3: IVRPD is encouraged to update their public space classification system to facilitate a wide range of open areas from undeveloped natural lands to formal spaces.

Open Space and Parks DevStd 1.4: Open space and parks maintenance strategies should be developed to balance an environment conducive to plant growth and human recreational use that reflects the changing relationship between neighborhood centers and edges.

Open Space and Parks Policy 2: In the Downtown Zone district, park development shall provide a visual center for the community that maintains design elements linked to the history and nature of Isla Vista and compliments commercial businesses.

Open Space and Parks Action 2.1: The RDA should work with IVRPD to expand the function of Anisq'Oyo' Park to create a visually prominent core for the community and downtown and to provide a venue for community events.

Open Space and Parks DevStd 2.2: Landscaping on the northern portion of Anisq'Oyo' Park should be designed to incorporate and enhance access to Pardall Road businesses.

Open Space and Parks DevStd 2.3: Future park planning for Anisq'Oyo' Park should consider moving the amphitheater to meet the following criteria: reduced noise impact from park events reaching Pardall Road businesses; increased sun exposure and visual link to the ocean through south-facing orientation; and enhanced access between Pardall Road and Anisq'Oyo' Park.

Open Space and Parks DevStd 2.4: Enhancement plans for Anisq'Oyo' Park wetland shall incorporate increased use of native plants, improved water quality in the pond, possible realignment, and improved stormwater treatment options.

Goals & Policies

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 Action 3.1: The RDA, IVRPD, and County Public Works should, where feasible, implement sustainable landscape practices to preserve native species and reduce bluff erosion by utilizing plants that are able to thrive in Isla Vista.

Open Space and Parks DevStd 3.2: Development is encouraged to use native plants and non-invasive plants reflecting the diversity of plants that are able to thrive in this climate.

Open Space and Parks Action 3.3: The RDA should encourage IVRPD to establish education programs for Isla Vista residents and homeowners to encourage sustainable or native landscaping on privately owned lands.

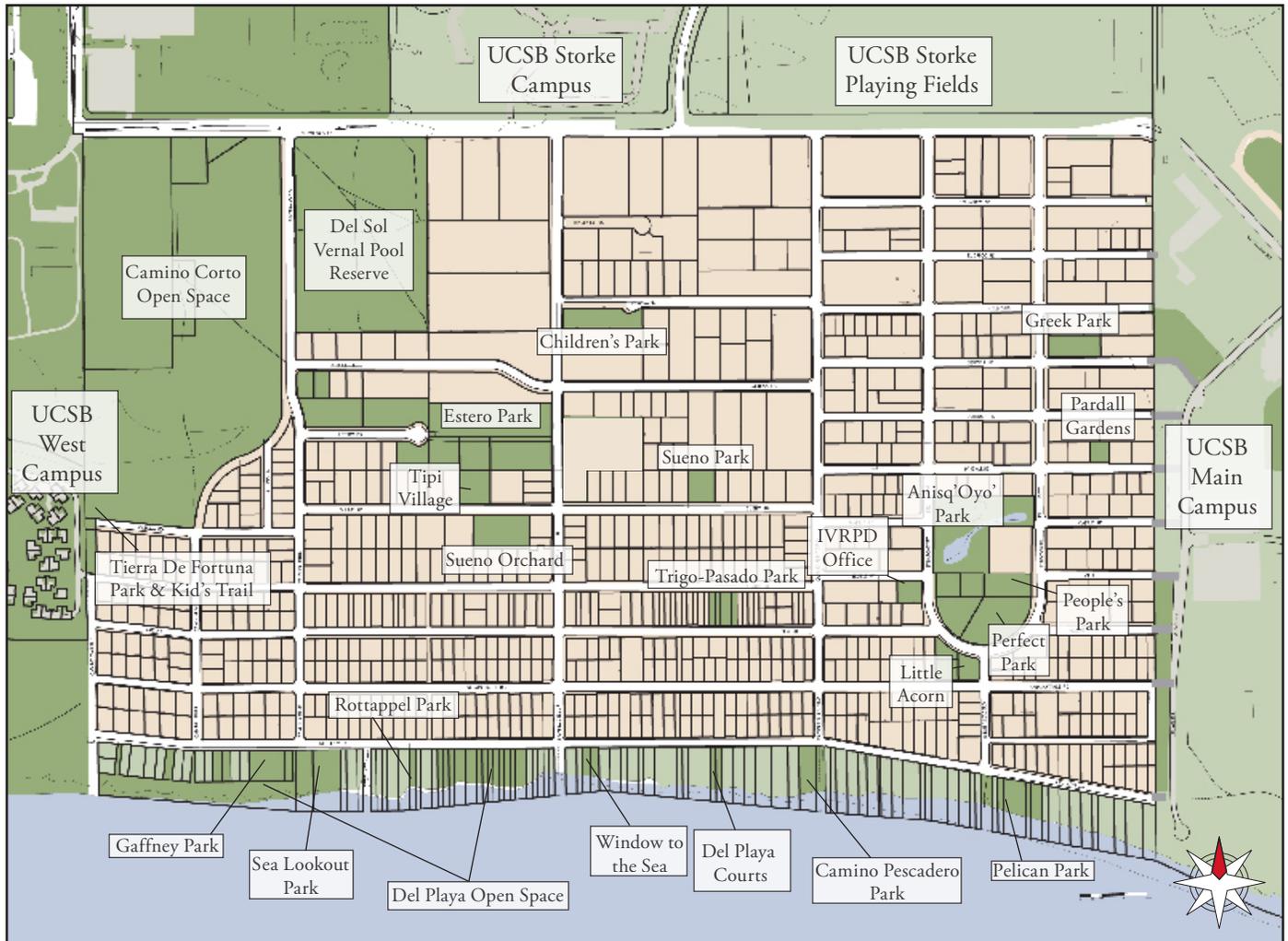
Open Space and Parks Policy 4: The Community's proximity to the Pacific Ocean should be emphasized.

Open Space and Parks Action 4.1: The RDA should coordinate with County agencies to research opportunities to re-open mid-block pedestrian access to the ocean.

Open Space and Parks Action 4.2: Planning and Development shall update Parks, Recreation, and Trails Map #3 for Isla Vista.

Open Space and Parks Action 4.3: The RDA, in coordination with UCSB and IVRPD, shall install "emergency phones" where appropriate, including public trails and parks development.

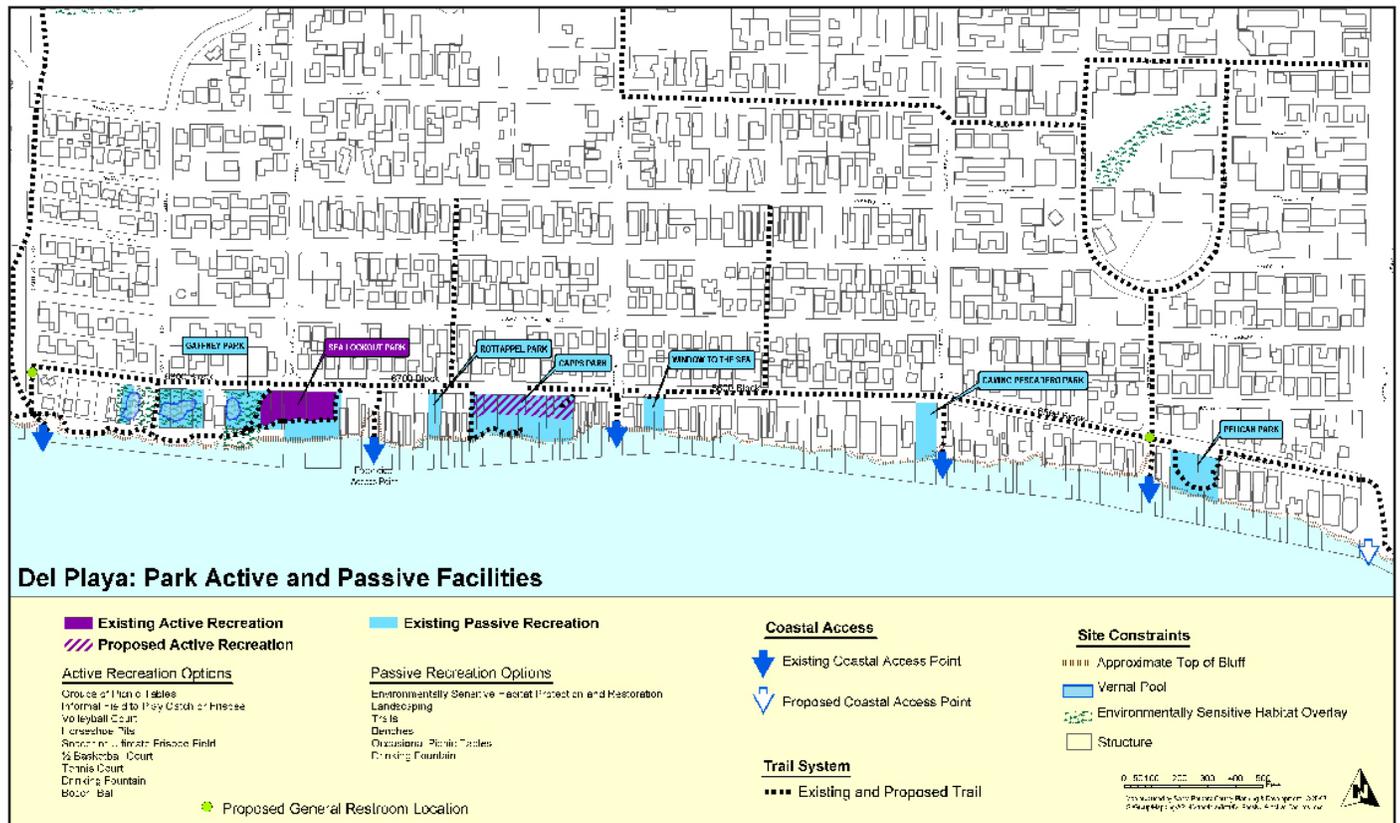
Existing Setting



The community enjoys a park system maintained by the Isla Vista Recreation and Park District (IVRPD), providing both active and passive recreational amenities in a variety of venues. However, a few parks are underutilized and others have areas of dense planting that, while creating places of respite in the urban landscape, can also become uninviting at night.

Open Space and Parks: Del Playa

Active Recreational Space Opportunities



Active and Passive Recreation

The County Parks Department and two 1990's recreation studies identified a general deficit of smaller green playing fields for informal (non-league tournament) recreation throughout the South Coast. The 2000 US Census Report identified 1,293 children (17 years old and under) in Isla Vista who may not have the same access to UCSB facilities as adults in Isla Vista. Additional children's play equipment and playing fields may be desirable.

Less than ten acres of parks are programmed with existing active recreational facilities. Much of the open space acreage is constrained with environmentally sensitive habitat (ESH). For example, Camino Corto Park by Isla Vista School, 20.47 acres, and Del Sol Vernal Pool Reserve, 12 acres, make up a significant portion of the area parkland with resources. Anisq'Oyo Park features a wetland, while portions of the bluffs also feature vernal pools. ESH areas are compatible with passive recreation amenities such as sensitively located walking trails, benches for wildlife watching, and occasional picnic tables.

Since so many acres of parks in Isla Vista are dedicated to ESH use, remaining parkland could be programmed for active use to the maximum extent feasible. Approximately 14% of Isla Vista parkland acreage appears potentially available for active recreation. Possible location for informal active uses, such as an open field for ball play, could be incorporated into park facilities where the natural resources are still preserved.

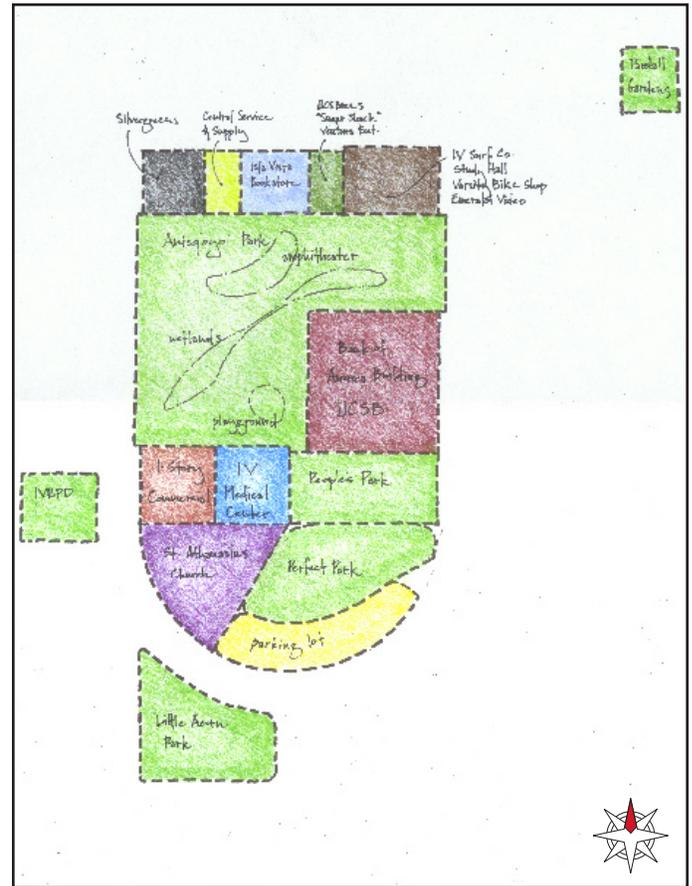
Existing park facilities in Isla Vista

County Park standards are 4.7 acres of park per 1,000 people. Isla Vista has 56.44 acres of IVRPD, County and RDA park property. The population of Isla Vista is approximately 20,000, creating a ratio of 2.8 acres of park land per 1,000 people. This figure does not include Isla Vista beaches, UCSB property (Storke field), nor Coal Oil Point.

The acreage of Isla Vista bluff-top property is approximately 11% percent of the overall park acreage in Isla Vista. Due to the unique nature of the coastal bluff, the amount of active recreation programmed for bluffs needs careful consideration. Uses that can only occur in such a unique natural coastal setting, such as inspirational passive uses should take priority over uses that can be accommodated elsewhere in the community.

Parks System: Downtown

Anisq'Oyo' Park



Existing Downtown Parks & Uses

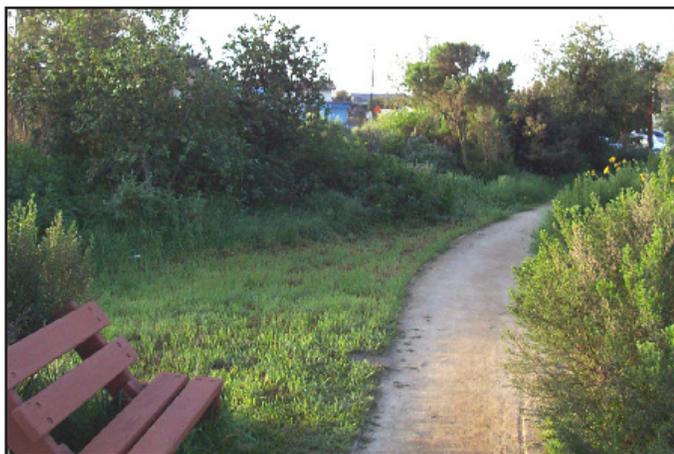
Anisq'Oyo' Park, Perfect Park, and People's Park form a large urban park in downtown Isla Vista. Together they form a significant amenity to the downtown area.

Anisq'Oyo' Park includes a small outdoor amphitheater (1) which has been the location of many community events. The playgrounds (2), at the center of the park, are well used. The extensive man-made pond (3) is an environmentally sensitive habitat, and serves as a home for local wildlife. Perfect Park (4) at the southern end of the loop, provides a picturesque landscape of indigenous plants and pathways. People's Park (5) provides a large expanse of lawn directly opposite the Isla Vista Medical Center. There are also several buildings nearby: St. Athanasius Orthodox Church (6), a small commercial building (7) housing several tenants, the Isla Vista Medical Center (8), and the recently-renovated Embarcadero Hall (9).

Little Acorn Park (10) lies to the south across Embarcadero Del Mar and provides passive recreational opportunities. Pardall Gardens (11), also providing passive recreation space, is located on the north side of Pardall Road.

Parks System

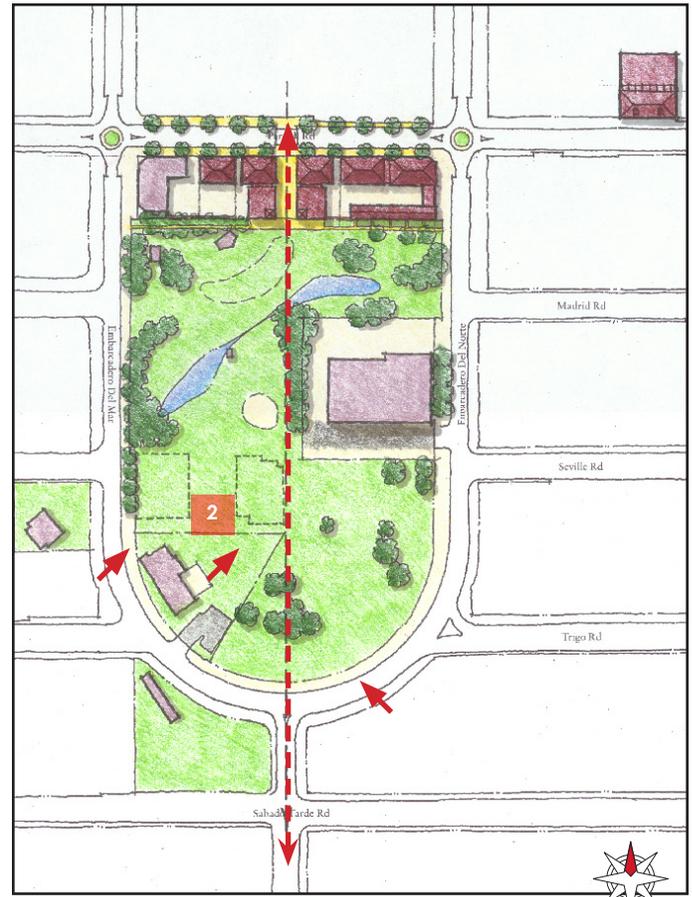
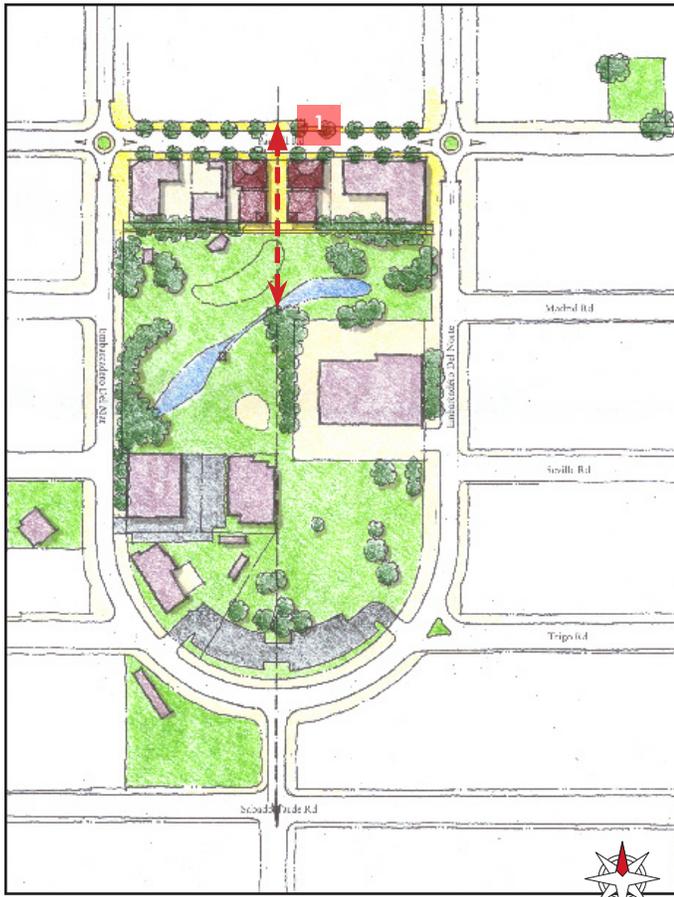
Anisq'Oyo' Park



Clockwise from above left, views of Anisq'Oyo' Park:existing amphitheater in Anisq'Oyo' Park, Playground in Anisq'Oyo' Park, People's Park and medical center, St. Athanasius Orthodox Church, path and seating in Perfect Park, Wetland (Environmentally Sensitive Habitat).

Parks System

Anisq'Oyo' Park



Vision - Establish Pardall Road/Anisq'Oyo' Paseo

Vision - Reconfigure Use of Southern Anisq'Oyo'

Although downtown parks provide many possibilities for active and passive recreation in and around downtown Isla Vista, there were many issues identified during the design process. Many locations in the parks are picturesque, but are heavily planted; these potentially overgrown areas were topics of community concern. Another issue discussed was the poor relationship that exists between downtown retail businesses and the surrounding parks. Along Pardall Road, many businesses actually back onto Anisq'Oyo' Park. The environmentally sensitive habitat within Anisq'Oyo' requires extensive maintenance, especially during the summer months. In addition, due to the pond's ESH designation, its wetland buffer may affect adjacent properties.

During initial phases of downtown revitalization, a new pedestrian paseo (1) should be created in coordination with new, mixed-use retail development along Pardall Road, connecting downtown activity with activities within the park. This proposal is discussed further in Chapter 4.1: Downtown Isla Vista.

Properties inside the Embarcadero Loop (2) should be encouraged to form strategic partnerships that would allow them to relocate - potentially to new, mixed-use buildings facing the park - in order to free up additional land for park expansion.

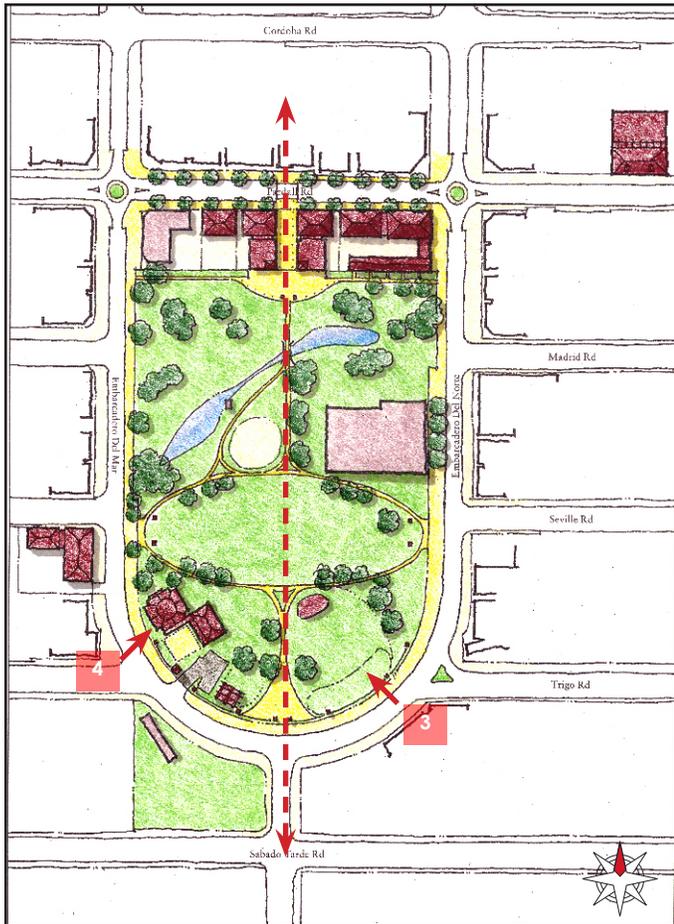
Open Space and Parks Action 2.1:
The RDA should work with IVRPD to expand the function of Anisq'Oyo' Park to create a visually prominent core for the community and downtown and to provide a venue for community events.

See **Downtown Action 2.1**

Open Space and Parks DevStd 2.2:
Landscaping on the northern portion of Anisq'Oyo' Park shall be designed to incorporate and enhance access to Pardall Road businesses.

Park System Components

Anisq'Oyo' Park



Vision - Replace Amphitheater Multi-use Space



Vision - Restoration and Enhancement of Wetland

As the downtown parking management system is implemented, the amphitheater (3) should be relocated to define the southern semi-circular section of the park. A raised platform should be provided for informal social interaction at the south end.

If St. Athanasius Orthodox Church (4) wishes to remain within the park, their church - or a new or renovated chapel - may be easily integrated into such a space as illustrated above.

Enhancement of the environmentally sensitive habitat (5) will be essential to the improved function of the pond, park, and the downtown. The man-made pond constructed in 1974 collects street runoff from the adjacent area. IVRPD adds water to the pond in the summer to maintain surface water from the adjacent area. A fence surrounds the pond and the street inflow channel from the east, and two foot bridges cross the pond. Due to the biological function issues listed on the next page, it is recommended that the wetland be enhanced and reconfigured to improve its function and quality.

Open Space and Parks DevStd 2.3:

Future park planning for Anisq'Oyo' Park should consider moving the amphitheater to meet the following criteria: reduced noise impact from park events reaching Pardall Road businesses; increased sun exposure and visual link to the ocean through south-facing orientation; and enhanced access between Pardall Road and Anisq'Oyo' Park.

See **Downtown Actions 2.1-3**

Park System Components

Anisq'Oyo' Park

Wetland Existing Issues

- Water required in summer and fall to maintain man-made pond.
- Sparse habitat: narrow margin of wetland-associated plants around the pond and small number of trees and large shrubs in transition area from wetland to upland that can provide cover for wildlife.
- Anaerobic conditions are often present in the pond due to runoff containing fertilizer nutrients and human and pet wastes, resulting in algae and bullrush growth.
- Periodic bullrush removal disturbs pond habitat.
- Presence of non-native slider turtles.

Potential Restoration Plan Components

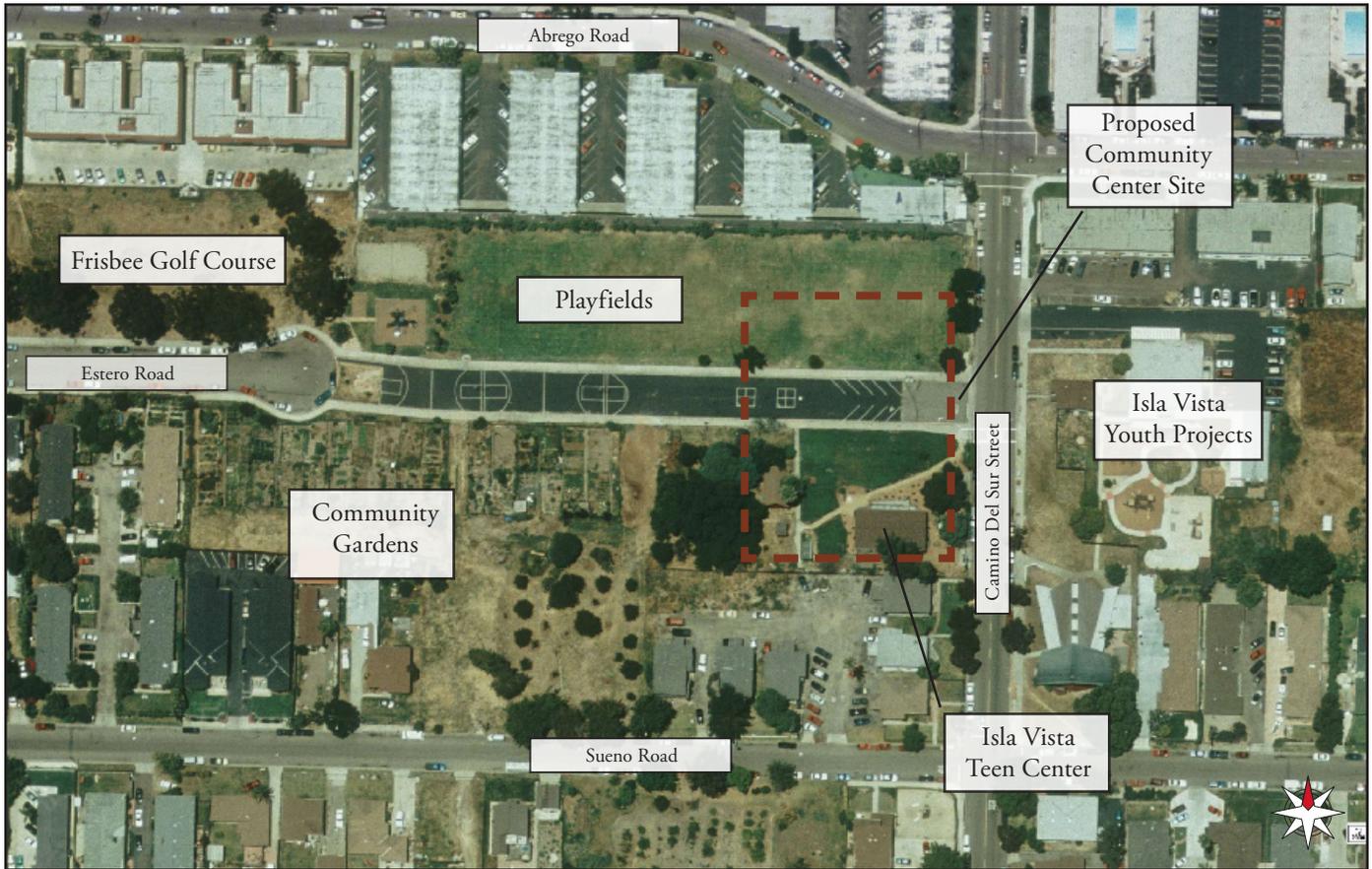
- Plant additional native wetland species.
- Reduce fertilizer input to pond.
- Improve screening or filtration of water entering the pond to reduce pollutants in the pond; possibly design a bioswale for stormwater runoff from downtown.
- Change the pond bottom composition for better filtration.
- Reconfigure the pond to require less water additions in the summer and fall.
- Reconfigure the pond to accommodate areas for additional transitional upland/wetland habitat.

Further study of potential enhancement components will help determine the best way to improve the function of the pond area of the Anisq'Oyo' Park and its relationship to the surrounding community uses.

Open Space and Parks DevStd 2.4:
Enhancement plans for Anisq'Oyo' Park wetland shall incorporate increased use of native plants, improved water quality in the pond, possible realignment, and improved stormwater treatment options.

Parks System: Western Isla Vista

Estero Park



Estero Park, located in western Isla Vista, is a medium-sized park with a variety of passive and active recreational opportunities. Outdoor amenities include children’s play equipment, volleyball courts, basketball courts, a frisbee-golf course and picnic areas. A substantial community garden is also present. Nearby Sueno Orchard contains over one hundred mostly fruit-bearing trees cultivated with organic gardening principles. See page 4-32 for more detailed illustration of the Estero Neighborhood.

Open Space and Parks Action 1.1:
The RDA, working with IVRPD, should pursue and create space for active recreational uses, such as sand volleyball or basketball courts on Del Playa Drive, and a skate board park at Estero Park, if feasible.

Open Space and Parks Action 1.2:
The RDA should encourage IVRPD in coordination with County Parks Department to maintain parks and open space to provide a safe environment, rehabilitating unusable and potentially overgrown areas.

Park System: Western Isla Vista

Estero Park



Recreational amenities in Estero Park



Isla Vista Teen Center in Estero Park



View of Isla Vista Youth Projects



Estero Park Community Gardens

The addition of a new Community Center to Estero Park's eastern end will provide an opportunity to redesign elements of the park. With the reconfiguration of the basketball courts to the north, the area along the old Estero Road right-of-way can be used for active recreation playfields. The Community Gardens can be improved with the addition of the historic Red Barn to their facilities.

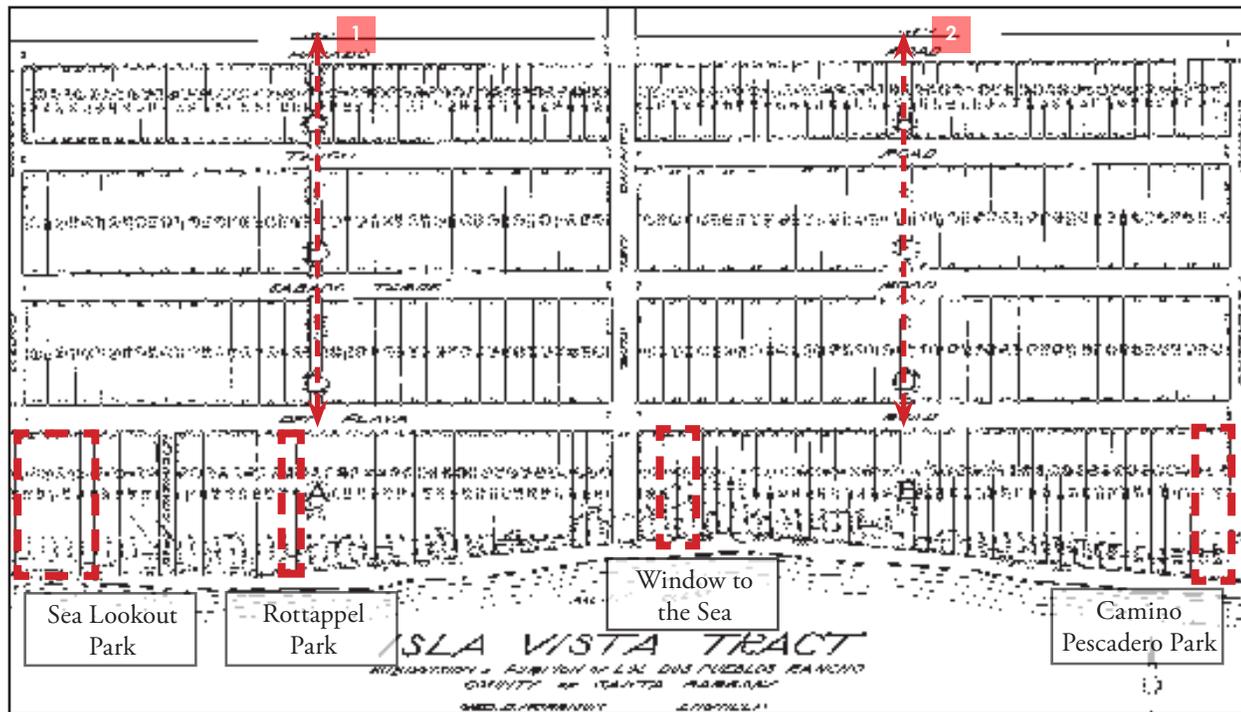
IVRPD's Tipi Village along Sueno Road is currently underutilized. With the addition of the new Community Center, a new skate park in close proximity to the Isla Vista Teen Center is proposed. Development of the skate park should be undertaken with park improvements to reinforce the connection between Sueno Orchard and Estero Park.

More information can be found in Chapter 4.2: Estero Neighborhood.

Open Space and Parks DevStd 1.4:

Open space and parks maintenance strategies should be developed to balance an environment conducive to plant growth and human recreational use that reflects the changing relationship between neighborhood centers and edges.

See **Open Space and Parks Action 1.3**



Passageways/Connectivity

The 6600 and 6700 blocks of Pasado, Trigo, Sabado Tarde, and Del Playa are exceptionally long. In order to increase north-south pedestrian connectivity on these blocks, mid-block pedestrian pathways could be created. Ideally, once created, the easements would be detailed as pathways, encroachments would not be allowed, and street lighting would be added.

(1) Central Isla Vista includes one mid-block pedestrian passage that bisects the long block between Camino Corto and Camino Del Sur. The passage measures approximately 18' in the northerly part of the passage and approximately 20' wide in the southerly part of the passage. If encroachments are cleared, it would allow convenient pedestrian and bicyclist connections between Pasado Road and Del Playa Drive. The western passage ends at Window to the Sea Park. Historic research illustrates that this western mid-block passage existed on the initial platting of the Isla Vista Tract. County ownership of the passages continues, although it has been paved, fenced and is currently used for car parking by adjacent private property owners.

(2) An easement between Camino Del Sur and Camino Pescadero has likely never been held by the County, but as a long-term planning concept, a similar passage here could be a beneficial community objective. However, the proposed passage would be more difficult to establish because of development on the proposed passageway area.

Since the western mid-block passage land is already owned by the County, it should be given a higher priority for implementation.

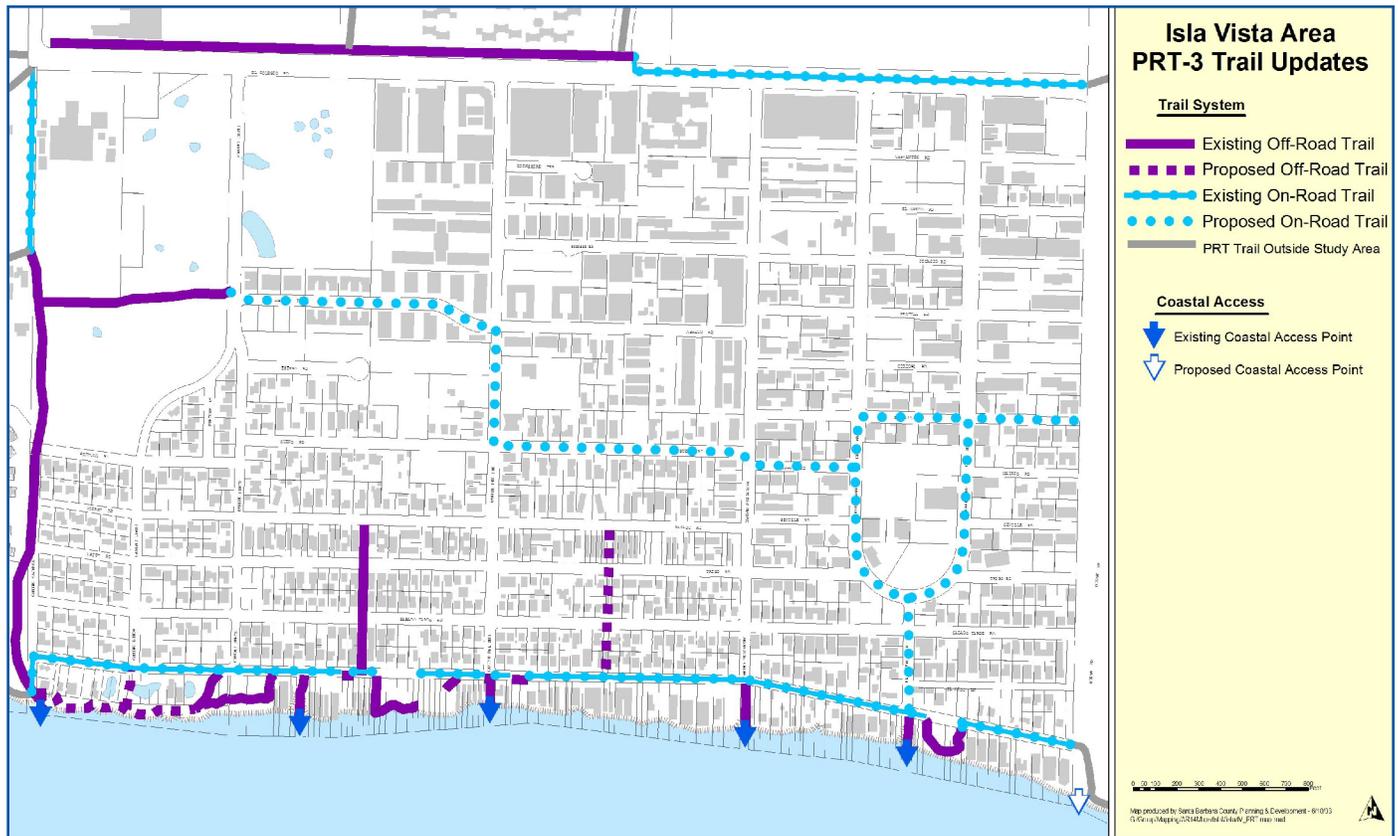
Open Space and Parks Action 4.1:

The RDA should coordinate with County agencies to research opportunities to re-open mid-block pedestrian access to the ocean.

Streets Action 1.5: The RDA and Public Works shall review and determine methods to rebuild and specially landscape El Embarcadero, and consider stop sign or rotaries at the intersection with Sabado Tarde, with appropriate materials to calm traffic, improve and strengthen access to the ocean, and visually enhance the corridor.

Parks System

Trails



Parks, Recreation and Trails Map

The 1993 Goleta Community Plan updated the County Comprehensive Plan Parks, Recreation and Trails Map (PRT-3). PRT-3, which includes Isla Vista, establishes a planning tool for a proposed network of trails, and identifies existing trail easements and proposed trail corridors. The figure above represents proposed updates to PRT-3 for the Planning Area. The proposed Del Playa trail has been sited to complete perimeter trail routing around Isla Vista and connect with existing trails to the east and west on UCSB property.

A PRT designation of “Existing Trail” means the County has an easement for the trail. This does not mean that the trail is passable or that the trail is a formal trail, sited, and maintained in accordance with County trail guidelines. Trails indicated as either Existing or Proposed on the map designate the existence of, or a proposal for, future formal public access and do not imply that the County or IVRPD maintains or will maintain a trail formally. Most trails in Isla Vista are “informal.” Formal trails, sited and maintained by the County, would likely have different characteristics than informal trails.

The trails update for Isla Vista does not include any proposals for trails on private property, other than the joint-interest County and homeowner parcel at the west end of the bluffs. The jointly owned property may be subject to agreed upon use conditions placed on the property by the joint owners.

The PRT maps create proposed trail locations for long-term (20 years into the future) planning purposes. As a planning document, the PRT maps are not distributed as an “informational trail map.”

***Open Space and Parks Action 4.2:** Planning and Development shall update Parks, Recreation and Trails Map #3 for Isla Vista.

The trail designation is meant to facilitate access to Del Playa's five coastal access points. Passive recreation that minimizes impact to coastal resources while facilitating the public's enjoyment of those resources is integral to the Coastal Act and Local Coastal Plan.



Specific Trails

Del Playa Drive

A future trail could connect to sidewalks within a safe distance along the bluffs. The trail could connect publicly owned open space parcels with sidewalks on the south side of Del Playa. Sidewalks currently exist along much of the south side of Del Playa, although there are gaps. See Chapter 2: Streets for information regarding additional sidewalks that could be installed to complete a linked trail system.

If, in the future, the proposed Del Playa trail were to be formalized, the following would be expected components of trail formalization, where appropriate:

- Use
- Signage
- Off-Road Trail Surface and Width
- On-Road Trail Improvements
- Landscape and Pavement Improvements
- Bluff Retreat
- Liability

Parks System

Beach Access



Beach Access

Beach access is an important resource to the Isla Vista community. Currently, the existing access point spacing along the Del Playa bluff appears sufficient. However, maintaining these access points from the impacts of erosion and wave action is a continuous task. The County and IVRPD should prioritize continuous funding to ensure existing stairways remain open and accessible to the public.

In the future, as the community grows and funding is available, such as local and state grants, two additional beach access points have been identified.

Eastern End of Del Playa

A previously open informal beach access on UCSB property directly east of the end of Del Playa is proposed as a future coastal access point. This would be a high priority project for new beach access at the western end of Del Playa because it could serve both Isla Vista residents and campus residents along Ocean Road.



Open Space and Parks Action

3.1: The RDA, IVRPD and County Public Works should, where feasible, implement sustainable landscape practices to preserve native species and reduce bluff erosion by utilizing plants which are able to thrive in Isla Vista.

Chapter 2, Streets Action 4.5: The RDA and Public Works shall review and determine methods to rebuild and specially landscape El Embarcadero with appropriate materials to calm traffic, improve and strengthen access to the ocean, and visually enhance the corridor.

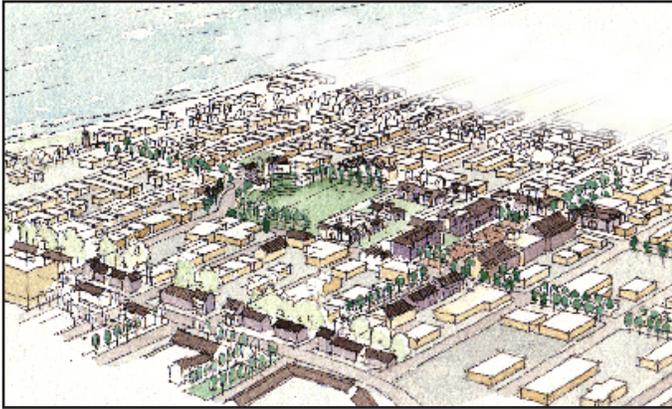
Chapter 2, Streets Action 4.6: The RDA, Public Works and County Parks Department should, where feasible, create pedestrian and bicycle routes to connect established trails and coastal routes along the perimeter of Isla Vista.

Catalyst Projects

Improvements to public open space, parks, and trails in Isla Vista will be implemented over time. Specific projects are identified in this chapter that will be developed by the public sector to stimulate private sector investment in Isla Vista, correct infrastructure deficiencies, and enhance the quality of the community's parks, road network, and public plazas.

- Anisq'Oyo' Park Enhancement
- Anisq'Oyo' north park improvements
- Anisq'Oyo' south park improvements
- Long term acquisitions
- Estero Neighborhood Park (see Chapter 4.2)
- Improved Public Access and Trails

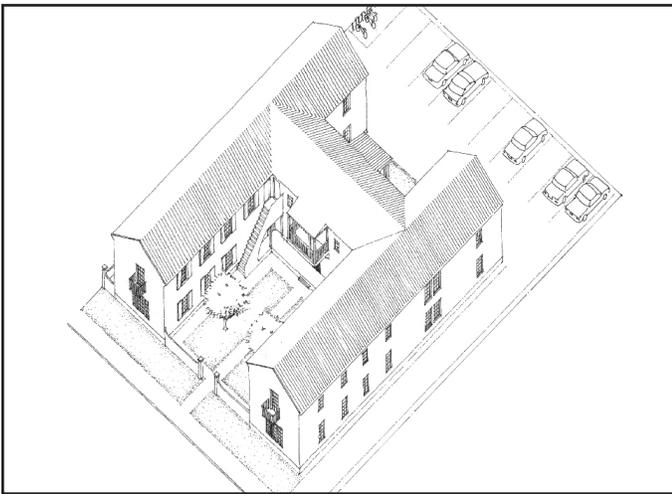
Chapter 4: Focus Areas



Downtown Isla Vista



Estero Neighborhood



Housing



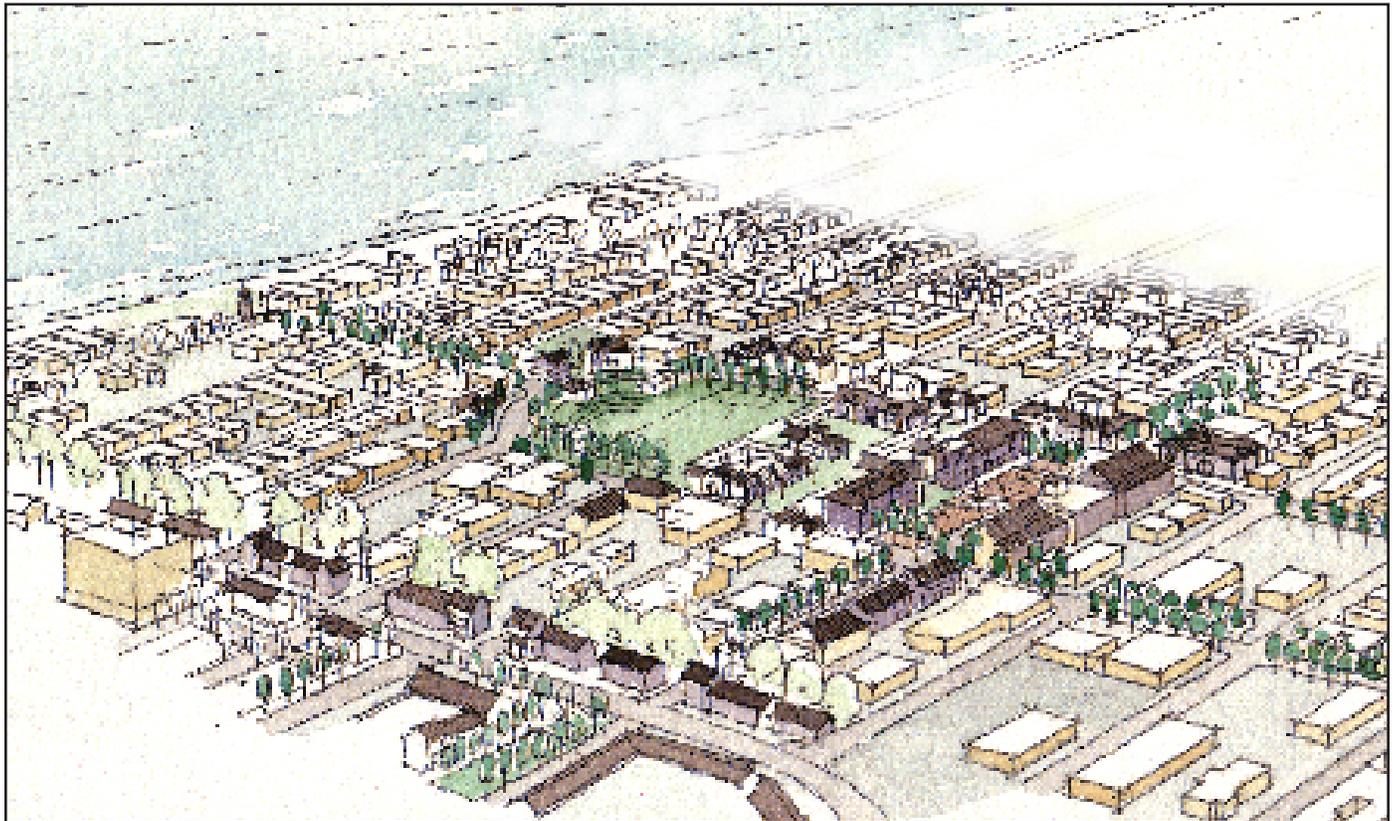
Isla Vista / UCSB Interface

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

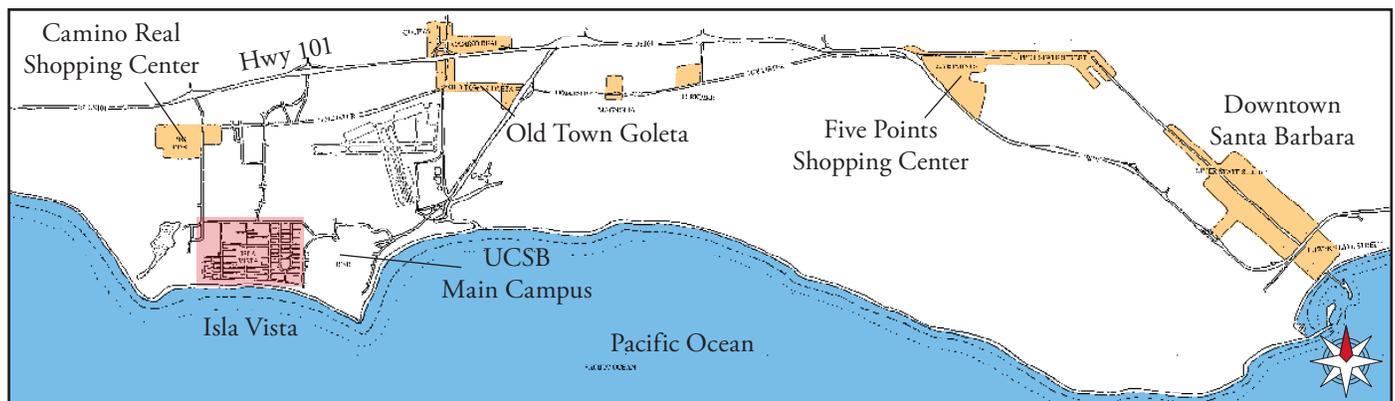
Retail Category	# of Establishments
Eating and Drinking Places	35
Auto Related	7
Specialty Stores	7
Personal Services	4
Business Services	4
Food Stores	3
Apparel	3
Shoemery and Book Stores	3
Liquor Stores	2
Music Stores	2
Sporting Goods and Bicycle Stores	2
Textile Products With Household Goods	2
Repair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

Source: State Board of Equalization, Strategic Economics.
Note: The "other" category is large mainly because of the inclusion of ten "part-time permits." 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
Total	\$11,313.98	\$16,929.01	\$905.22

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.

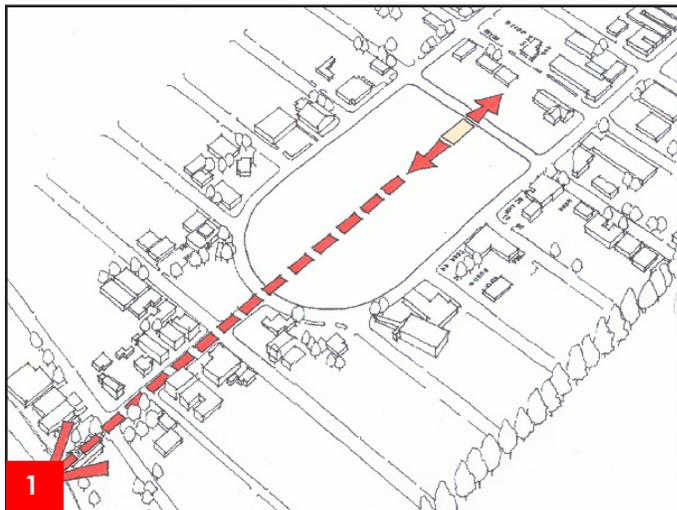
Downtown Policy 1: Improve amenities and services for residents while providing the opportunity for local businesses to prosper. Existing local businesses shall be supported as revitalization occurs. Downtown revitalization efforts should focus primarily on improving the retail and commercial services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



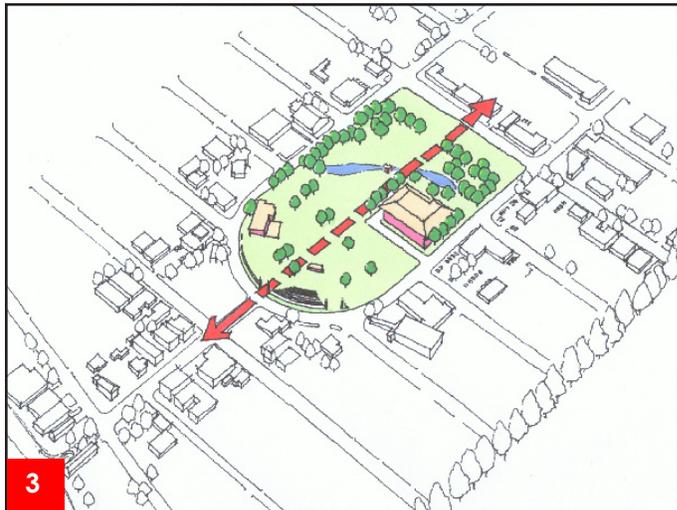
Existing Conditions



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



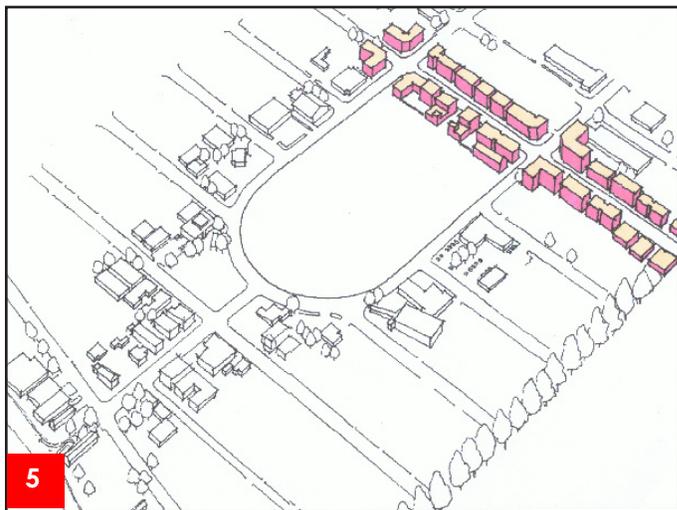
Line Anisq'Oyo' Park with Mixed-Use Buildings



Enhance Anisq'Oyo' Park

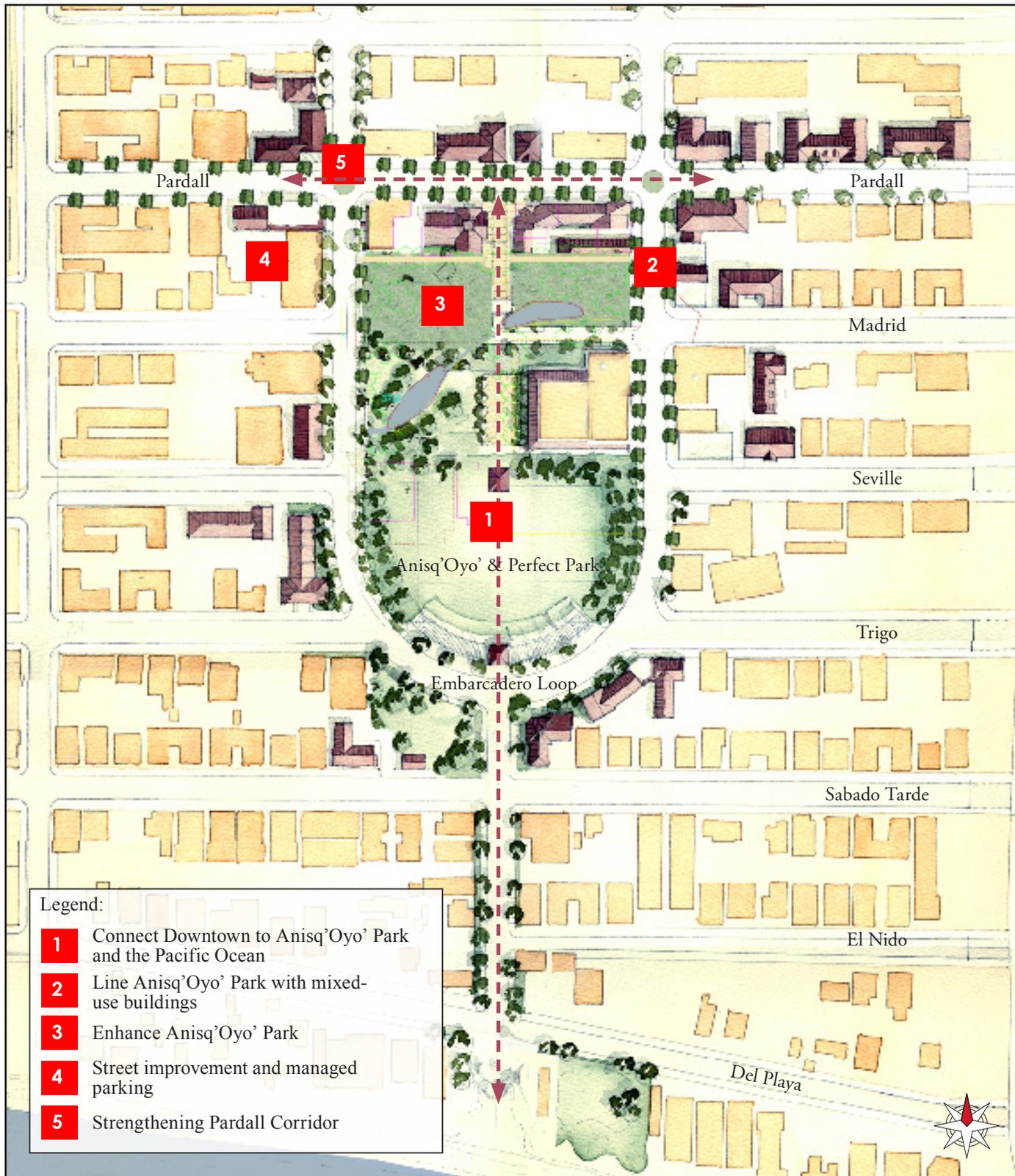


Improve Streets and Manage Parking in Downtown Area



Define Pardall as a Primary Commercial Area

Guiding Principles Combined



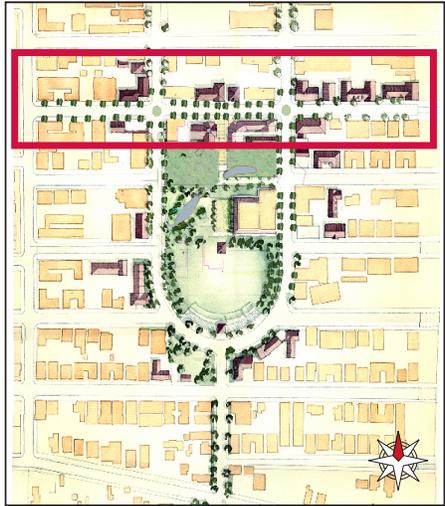
Components of the Downtown Plan

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.

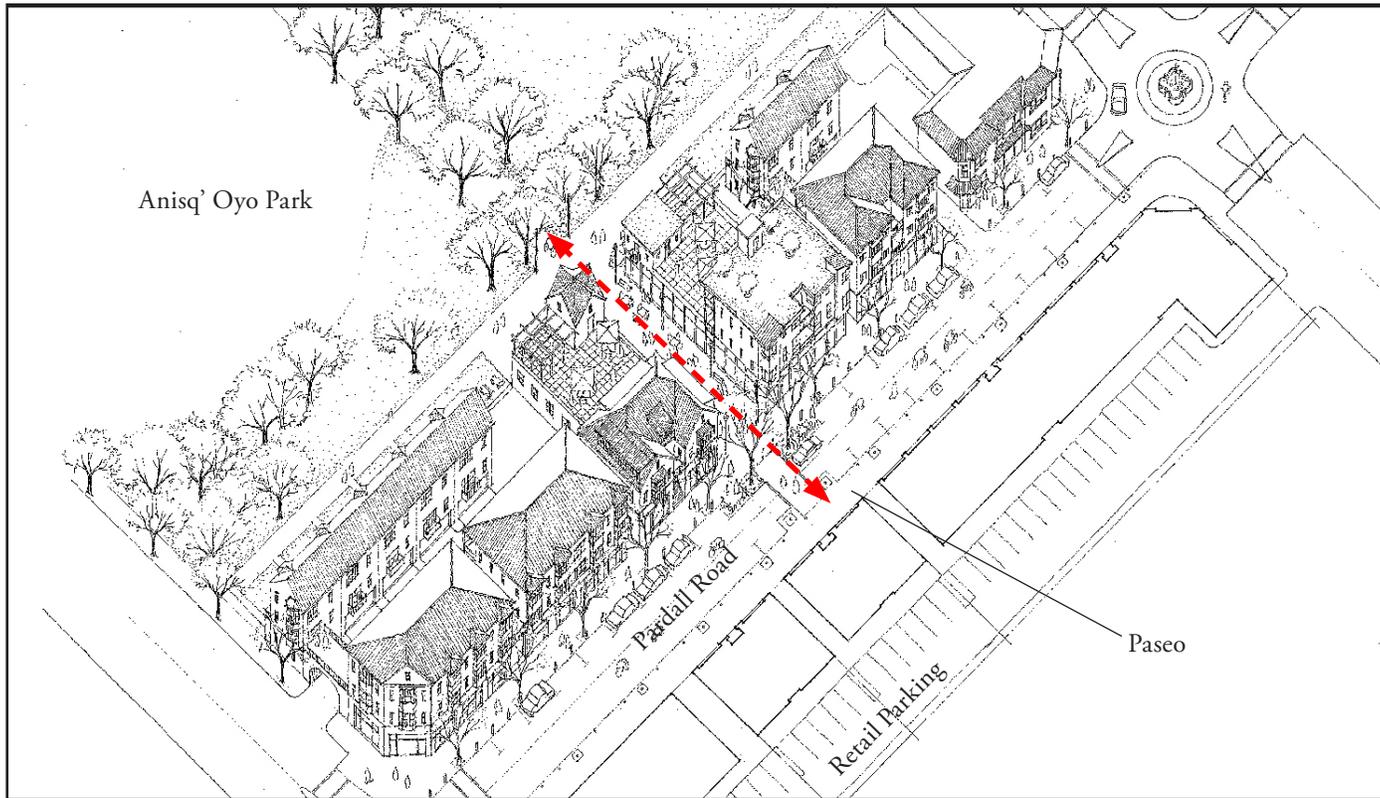
Downtown Action 1.3: The RDA shall facilitate mixed-use projects in the downtown through formation of public private partnerships, acquisitions, and owner participation agreements.

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

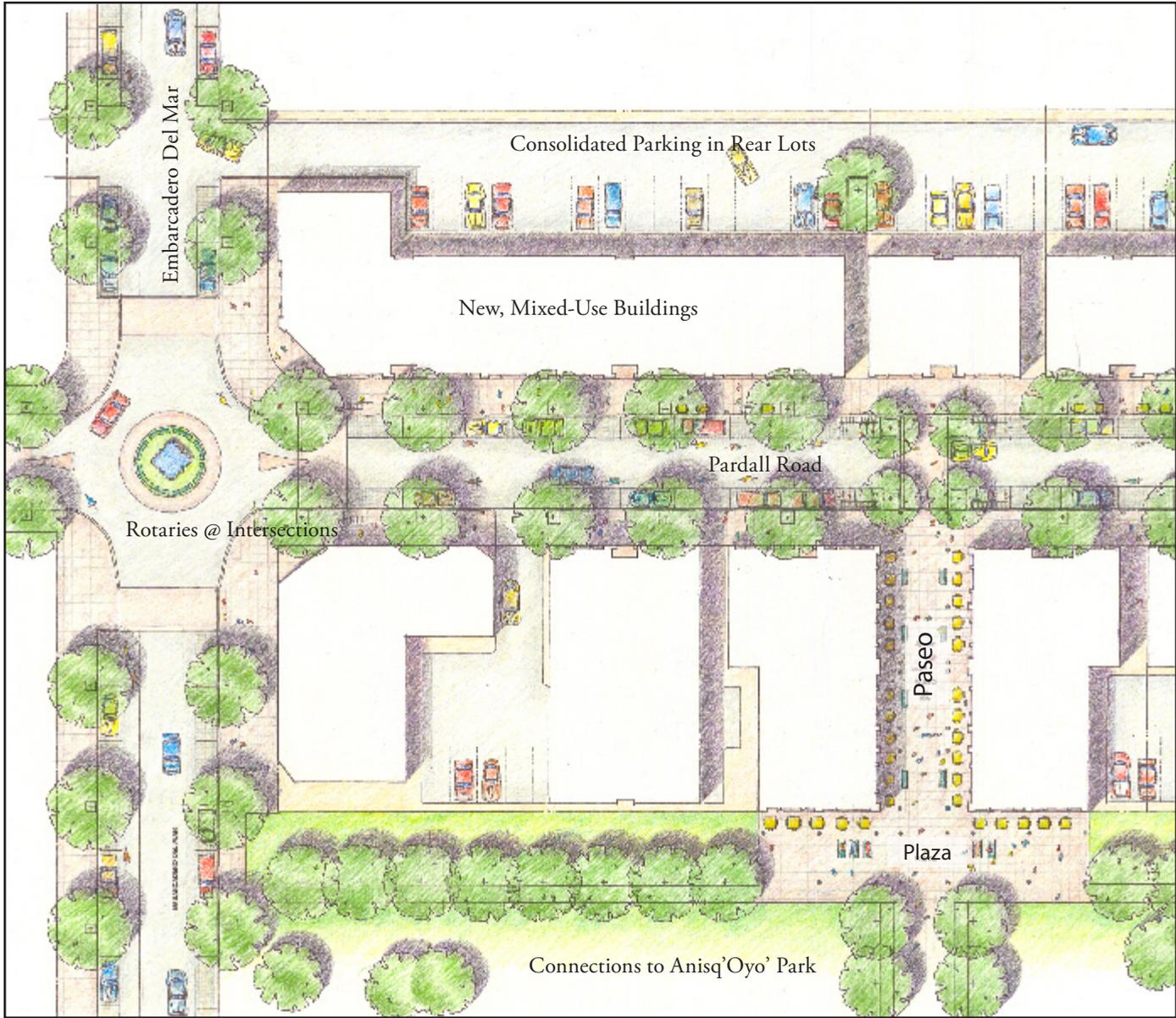
Pardall Corridor

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.

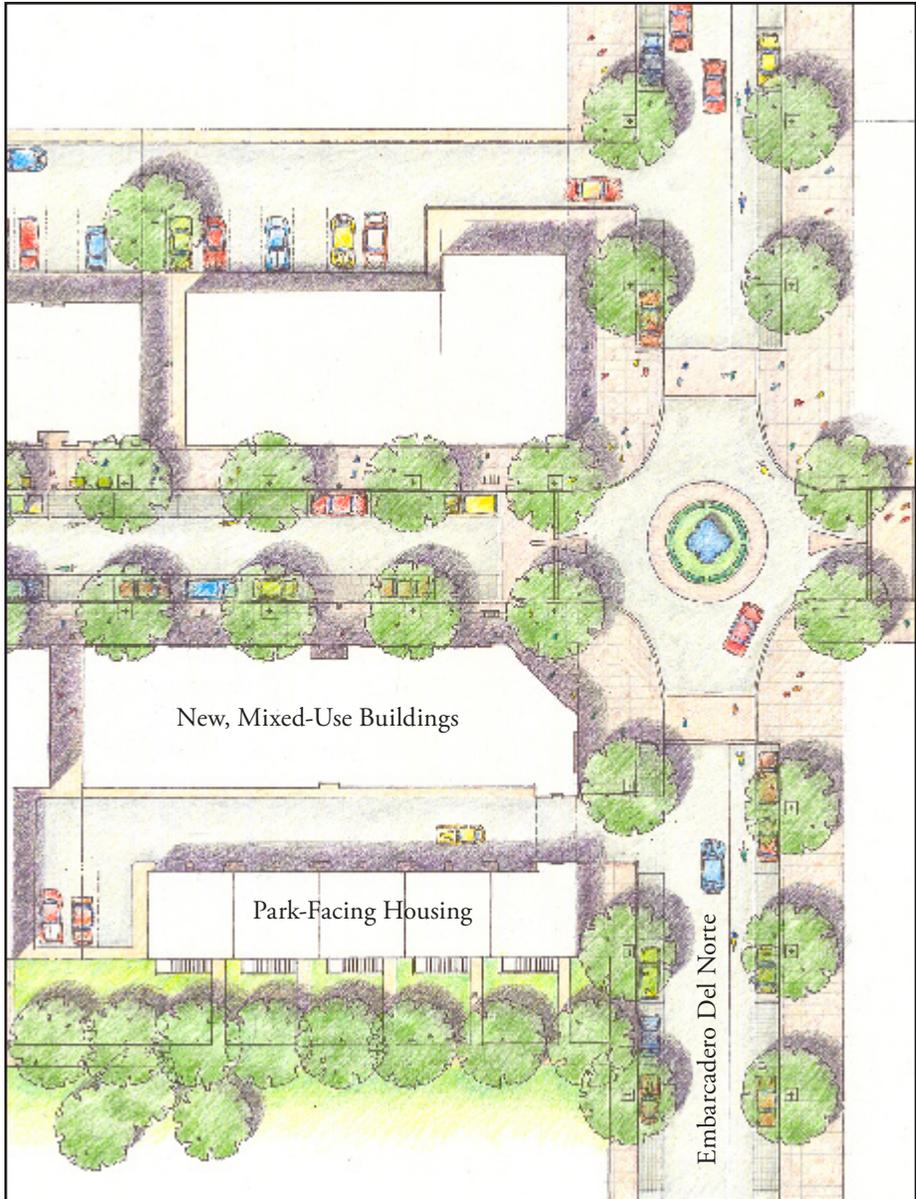


Components of the Downtown Plan

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

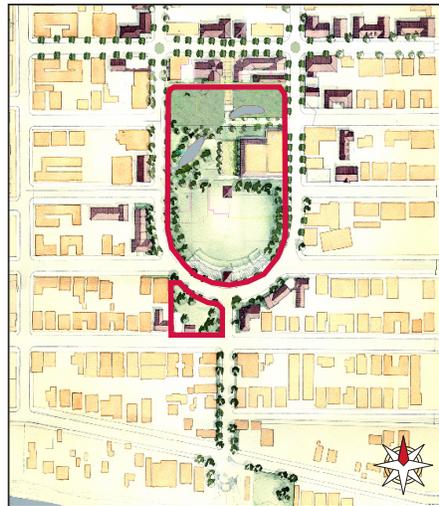
Anisq'Oyo' Park, People's Park and Perfect Park

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

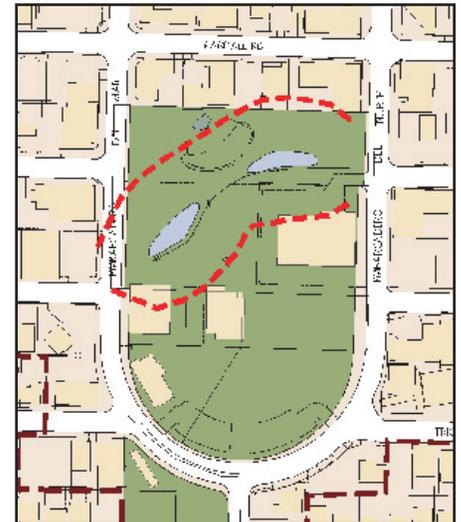
- Wetland is enhanced and reconfigured to improve wetland function and increase public access and passive recreation options.
- Streetscape improvements along Pardall Road and paseo connection to Anisq'Oyo' Park.
- Property along Pardall Road is redeveloped.

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

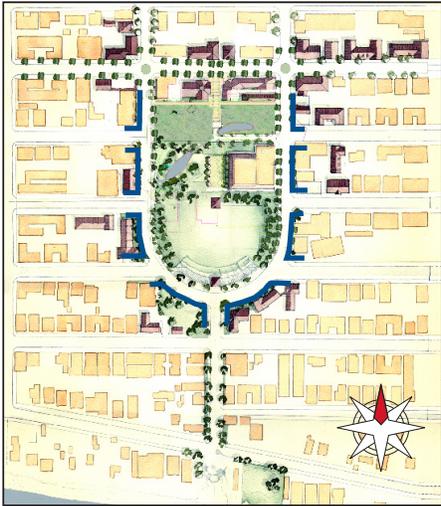
The Embarcadero Loop

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.

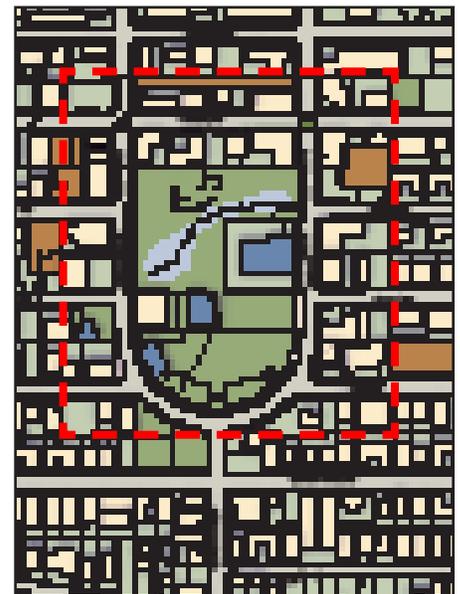
Despite the parking problems that exist today, analysis of the physical form of downtown Isla Vista demonstrates that ample parking exists to support a vibrant, mixed-use neighborhood, as long as several different components of a parking management program are implemented. There are several different 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

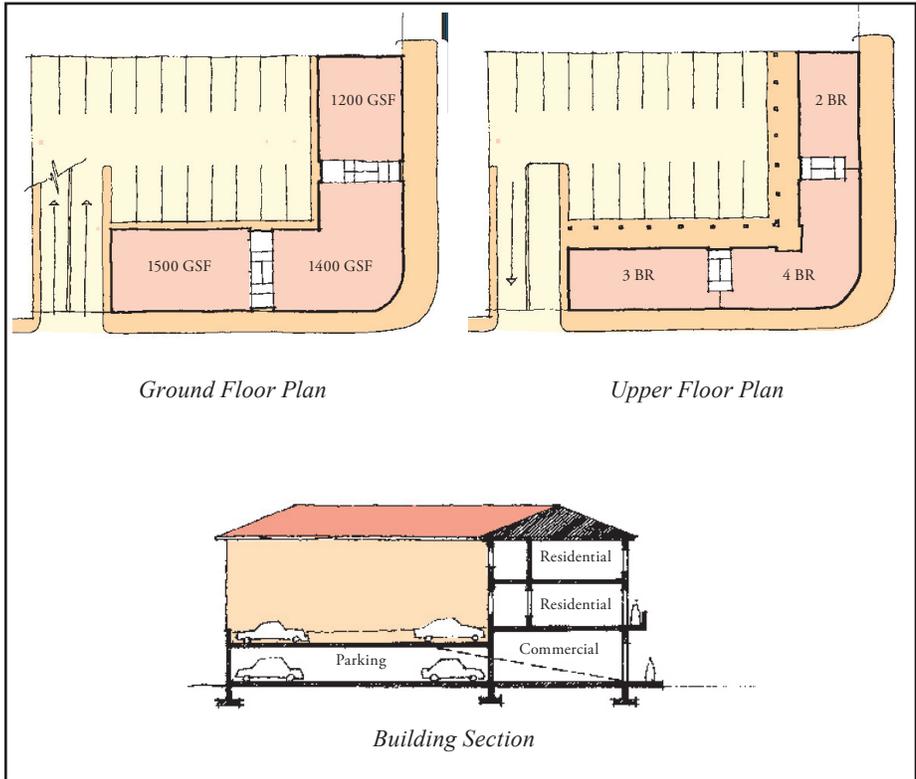
Building Type Strategies

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.

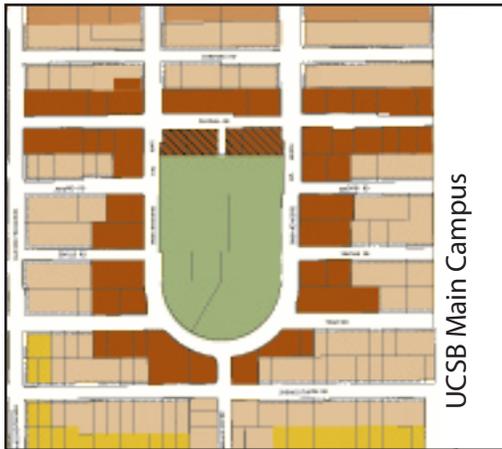
Downtown Policy 5: Improvements to downtown transportation, parking, and public transit infrastructure shall increase customer access to businesses.

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.

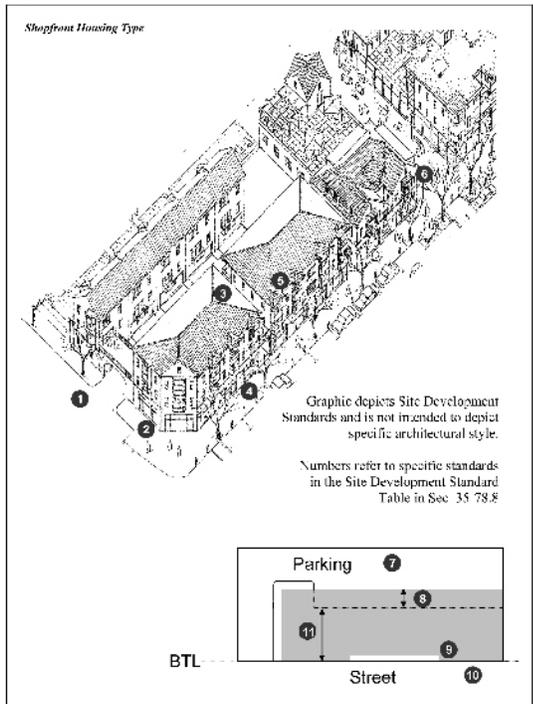
Downtown Policy 6: Staff shall develop new zoning regulations for the downtown that require a conditional use permit for businesses that require an off-site alcohol license and businesses that function as "bars."



(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
Restaurants		
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.
Apparel		
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.
Miscellaneous Retail		
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.
Total		
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

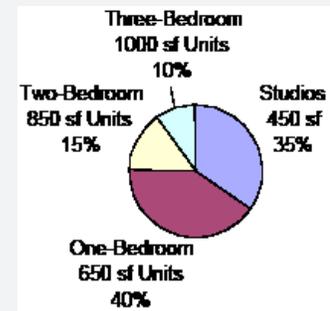
In the two-story building scenario, if all buildings were built with one floor of residential above one floor of commercial, all parking could be accommodated on-site. In the three-story building scenario, some parking would need to be accommodated off-site. Approximately 595 spaces can be accommodated 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



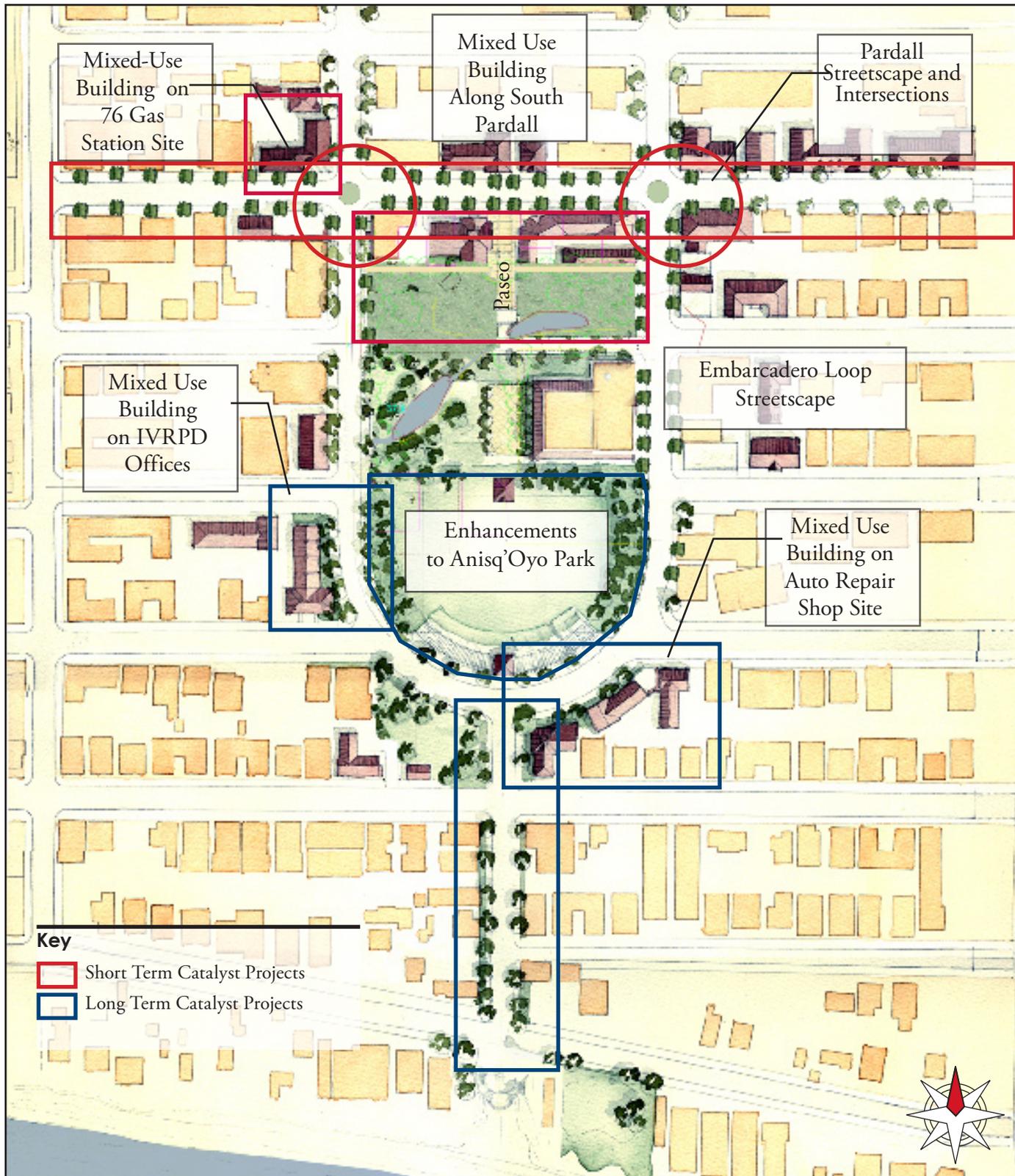
The proposed form-based zoning strategy is designed to regulate building form. As a result, determining buildout requires assumptions regarding the mix of units that are incorporated into new development. The assumptions in the graphic above were used to determine initial buildout number. Refined buildout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



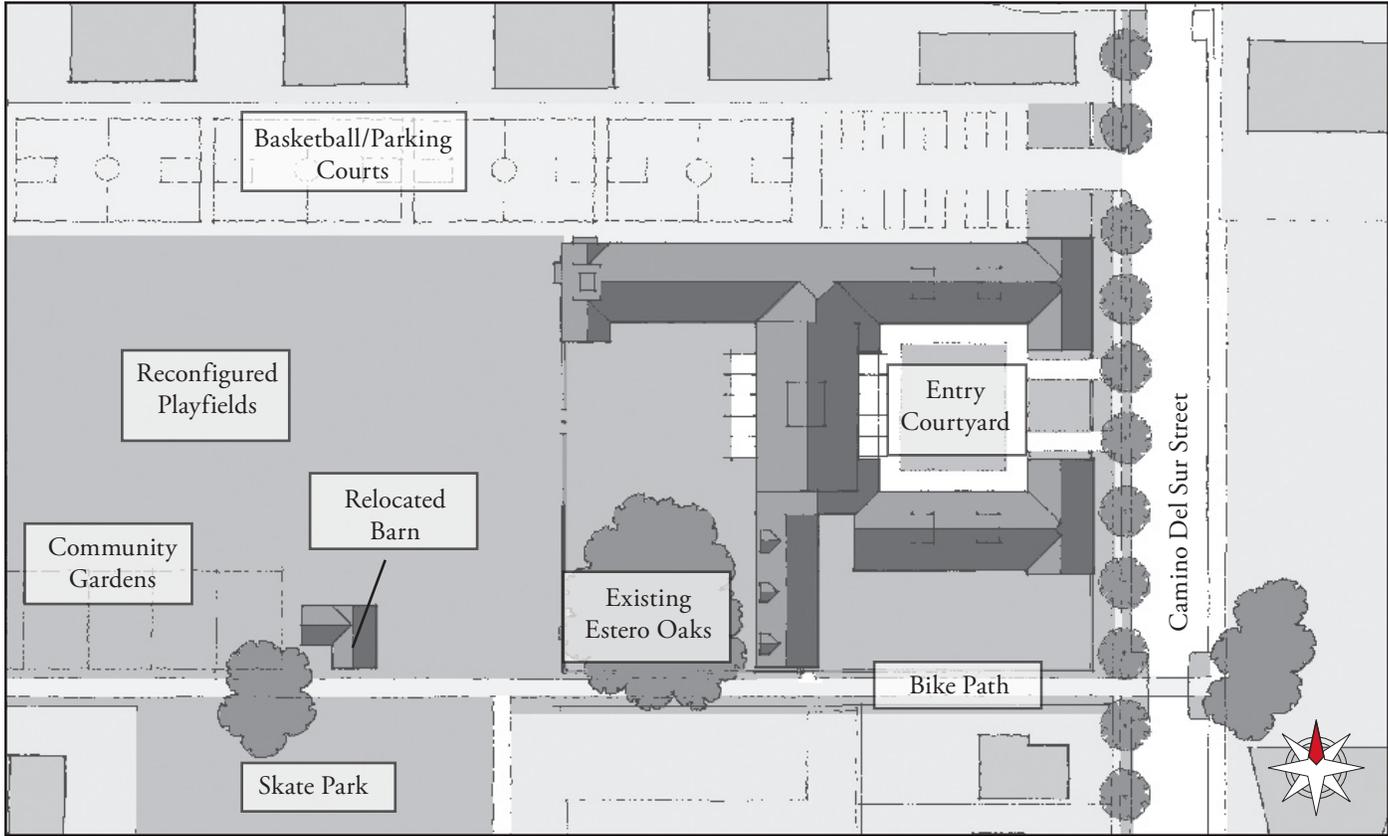
This air photo illustrates the existing amenities in and around Estero Park.

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.

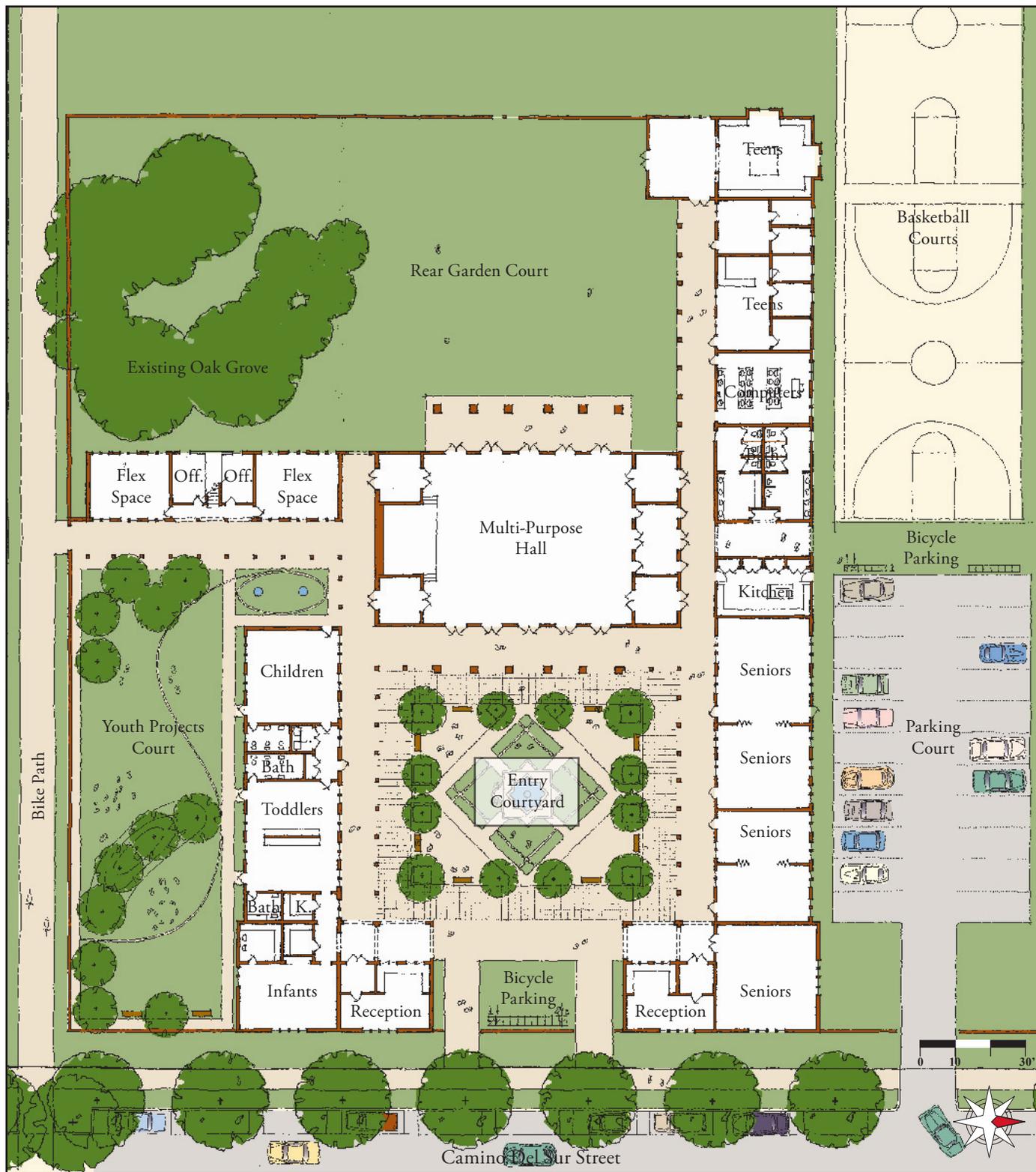
Estero Neighborhood DevStd 1.3:
The Isla Vista Community Center should incorporate bicycle, pedestrian, and bus transit thereby limiting the need for a large dedicated parking lot. However, consideration should be given to making adequate on- or off-site parking available for major events.

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:

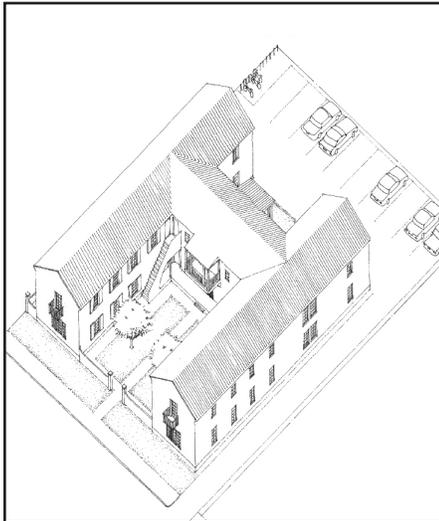
The RDA and Public Works shall provide pavement, landscape enhancements, and appropriate crosswalks to strengthen the connection between the proposed Community Center and both Sueno Orchard and potential development east of Camino del Sur.

Catalyst Projects

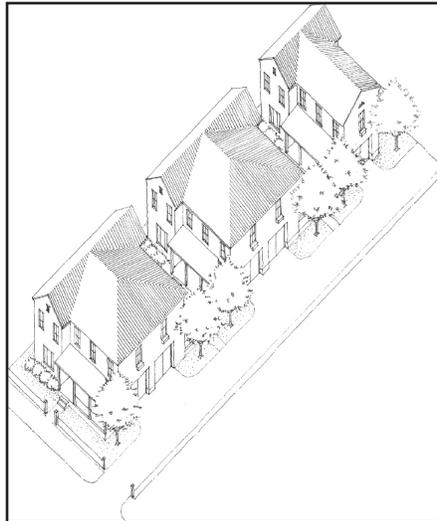
- Isla Vista Community Center
- Housing and play fields on Isla Vista Youth Projects former site
- Isla Vista Skate Park
- Community gardens expansion
- Recreational amenities expansion
- Sueno Orchard connection & improvements

Housing

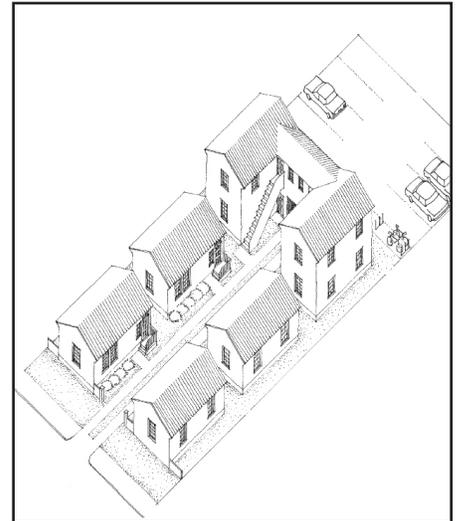
Proposed Isla Vista Housing Types



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)

10 3-bdrm units	= 15 density units/acre =	30 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
Lot Consolidation Goal: Encourage separate adjacent parcels to be combined for purposes of development and encourage redevelopment of larger lots in the community.	Multi Residential Zones	
	Projects sites > 0.75 – 1.0 ac	Up to 10%
	Projects sites > 1.01 ac	Up to 20%
	Mixed Use Zones	
	Projects sites > 0.5 – 0.75 ac	Up to 10%
Green Building Goal: Encourage the use of energy efficient and green building practices. (i.e. Solar energy, low VOC interior finishes, water conservation, etc.)	Participation in the County’s free Innovative Building Review Program (IBRP)	
	IBRP Target 1 plus Construction Waste Management Plan	Up to 5%
	IBRP Target 2	Up to 10%
	IBRP Target 3	Up to 15%
Community Infrastructure 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).

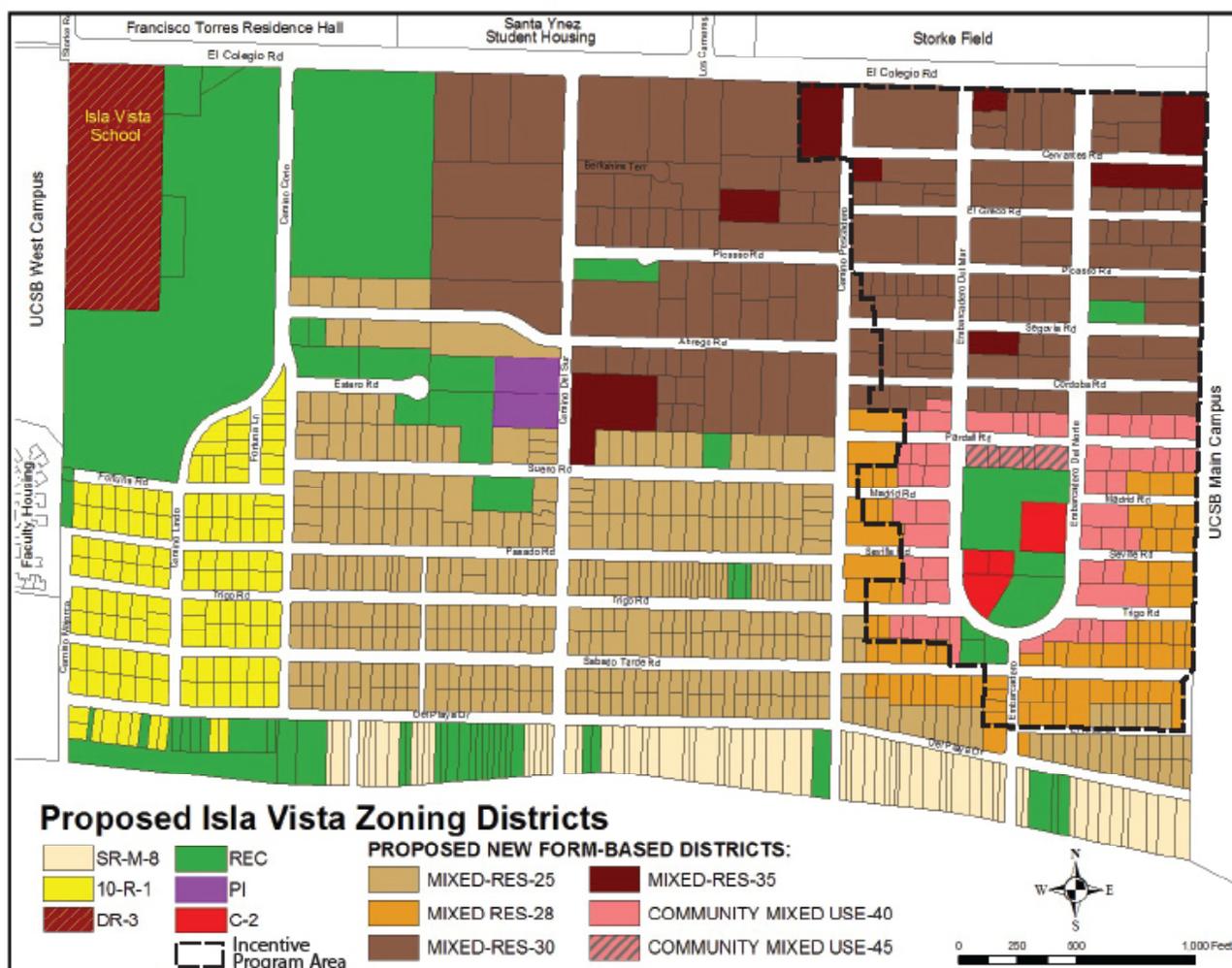
Goals & Policies

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.

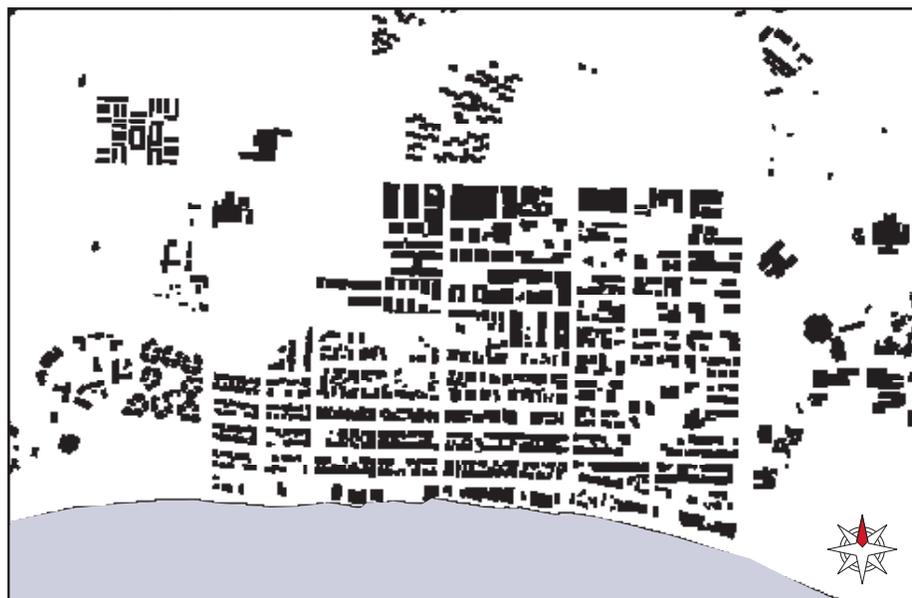
There is a strong community desire to protect Isla Vista's unique character. This Plan proposes to incrementally add housing units in the most under utilized areas and to provide incentives for property owners in order to improve existing properties. Overall, the Master Plan provides incentives for property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

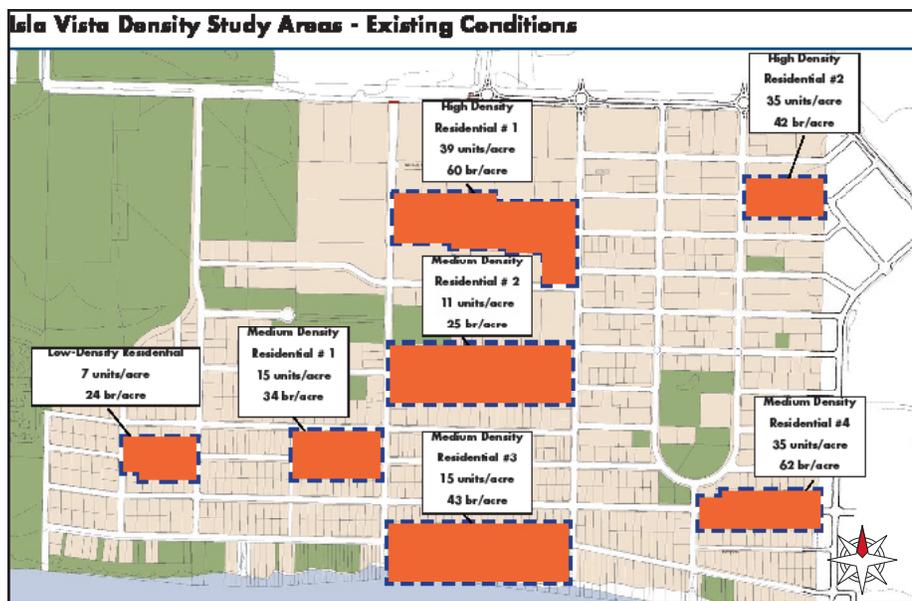


This drawing illustrates only building footprints within Isla Vista and the surrounding area. The contrasting scale and “grain” of the existing development is clear: the fine grain of properties closer to the ocean is contrasted by the large, institutionally scaled apartment buildings in northern Isla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

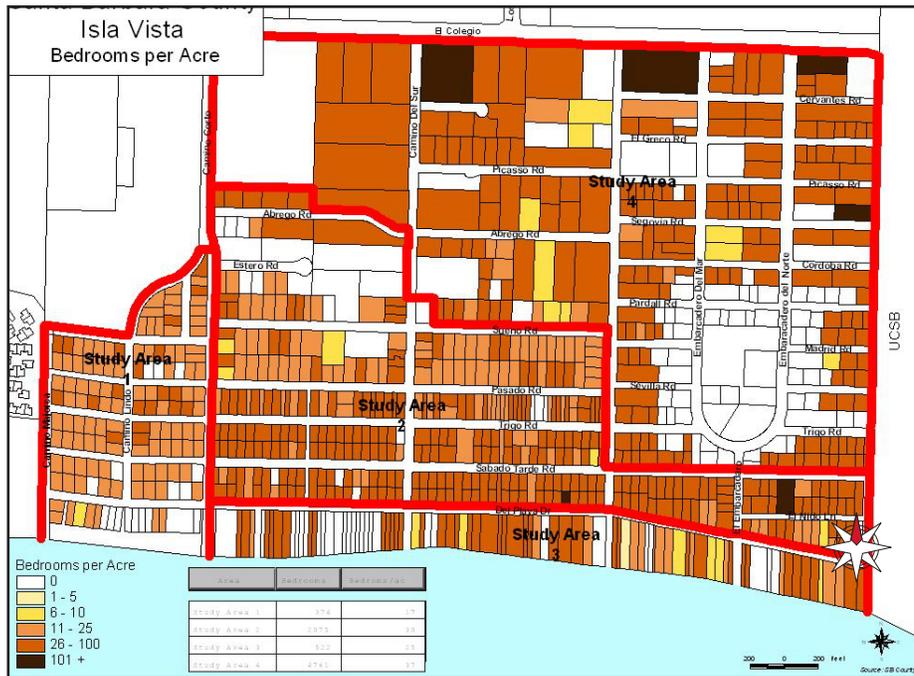
Building Footprints



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.

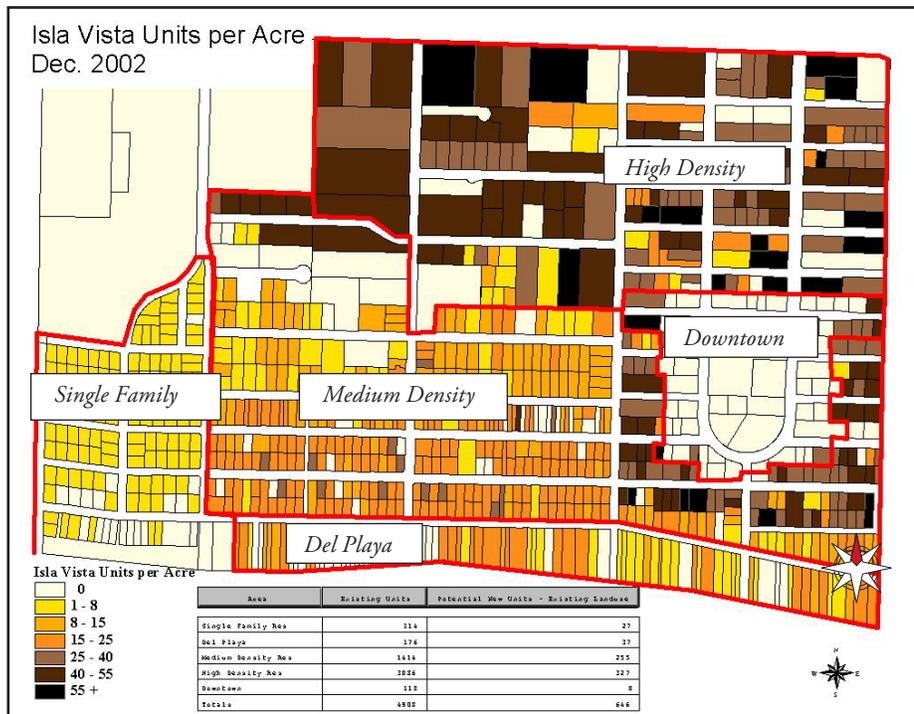
Density Study Areas

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.

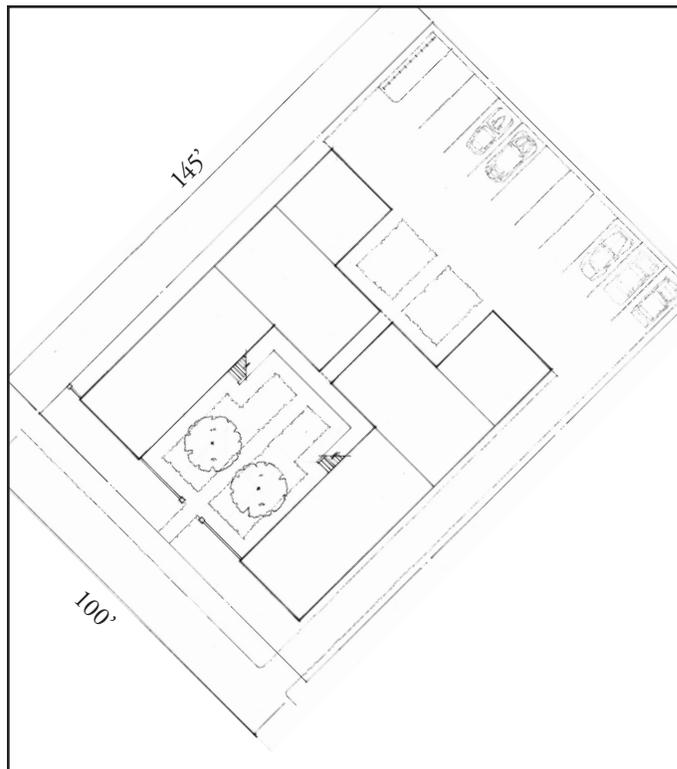
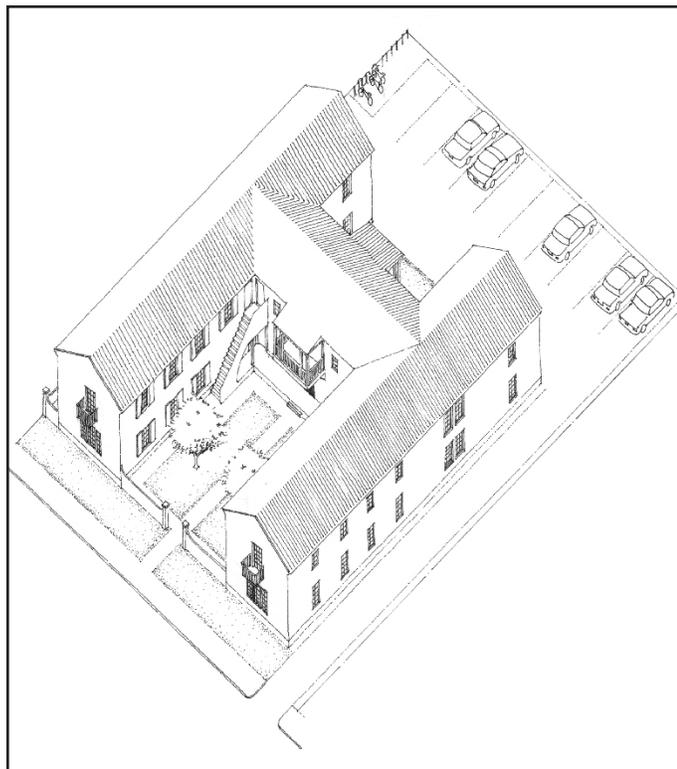
The housing types selected fit into three categories:

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



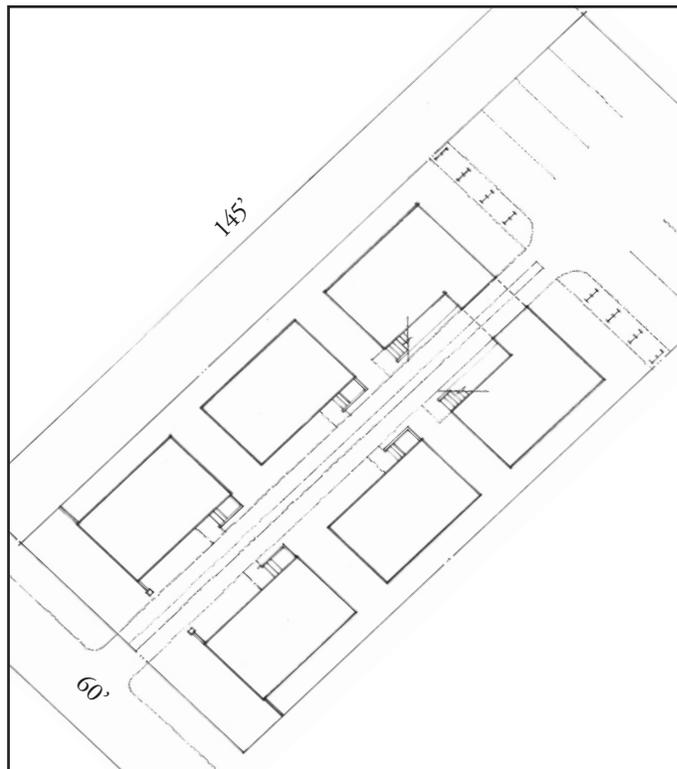
Courtyard housing types are housing units arranged around a semi-private courtyard. At two stories this type can typically yield up to 40 units to the net acre, but this number can differ drastically depending on the mix of units.

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



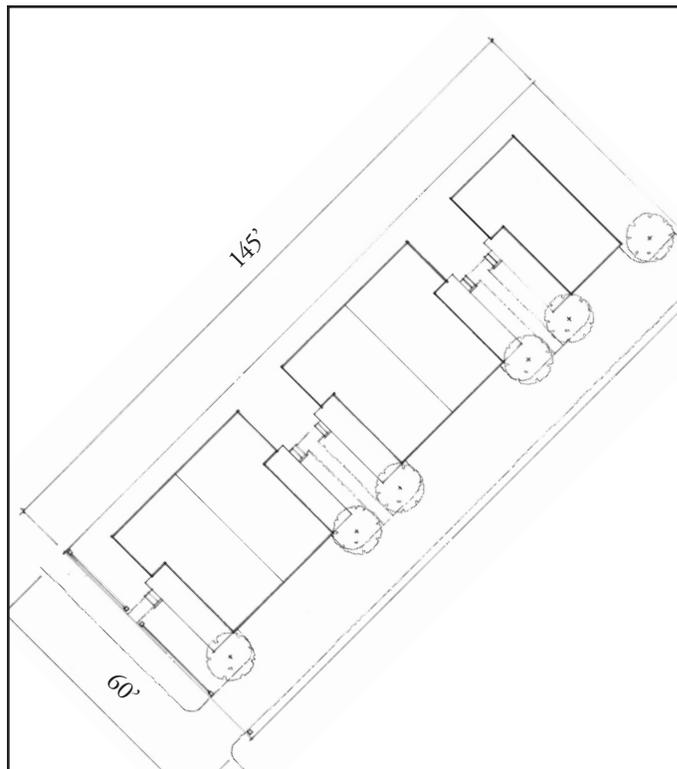
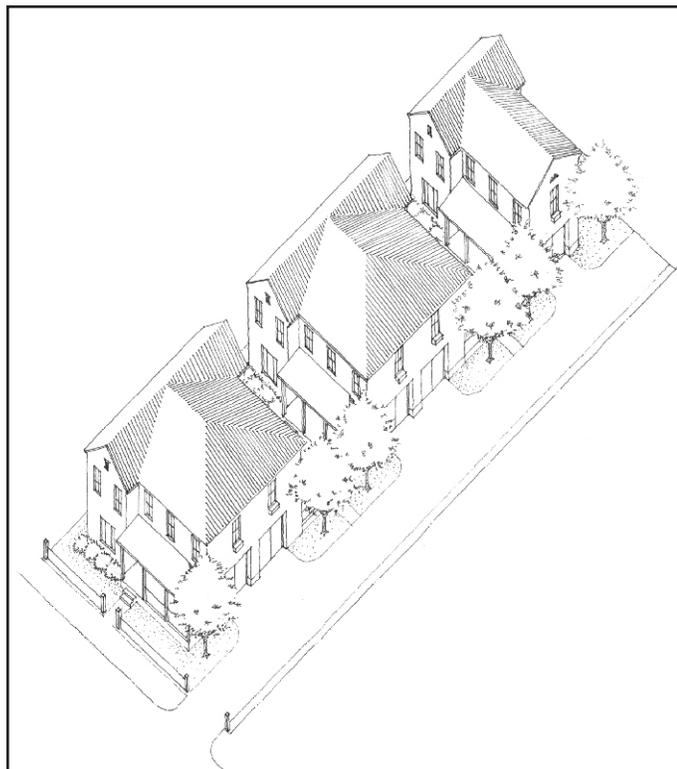
Linear Courtyard types are similar to the courtyard type, but have several unique characteristics. The units typically have a central access drive that connects to a parking area in the rear. Linear Courtyards are often composed of several small buildings that can accommodate a more private, independent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

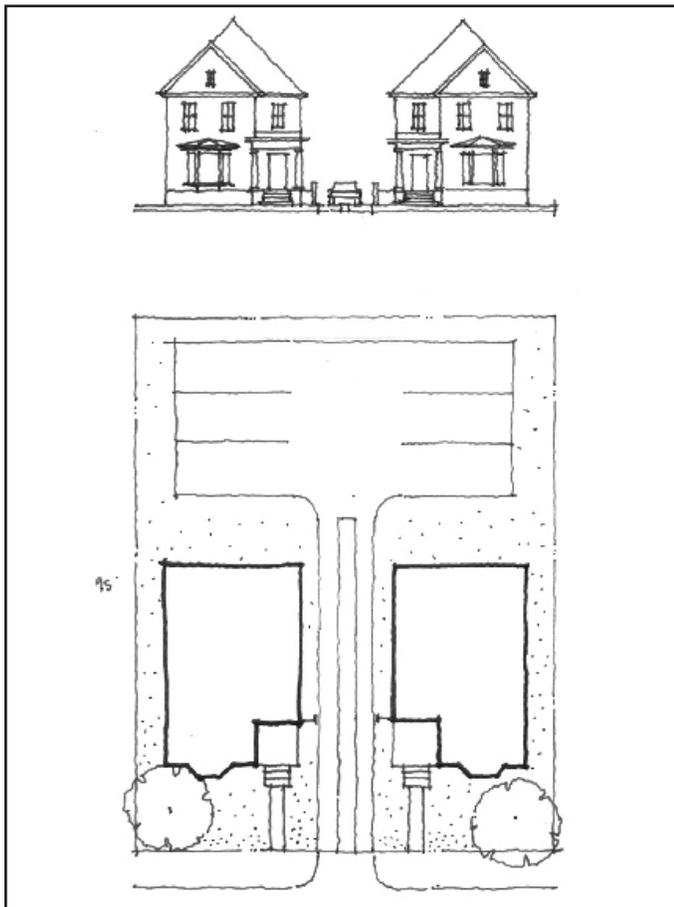
Housing Action 1.3: The RDA shall research incentives to encourage property owners to assemble lots to develop dense residential projects with site design that maintains open space.

Housing Types Strategy

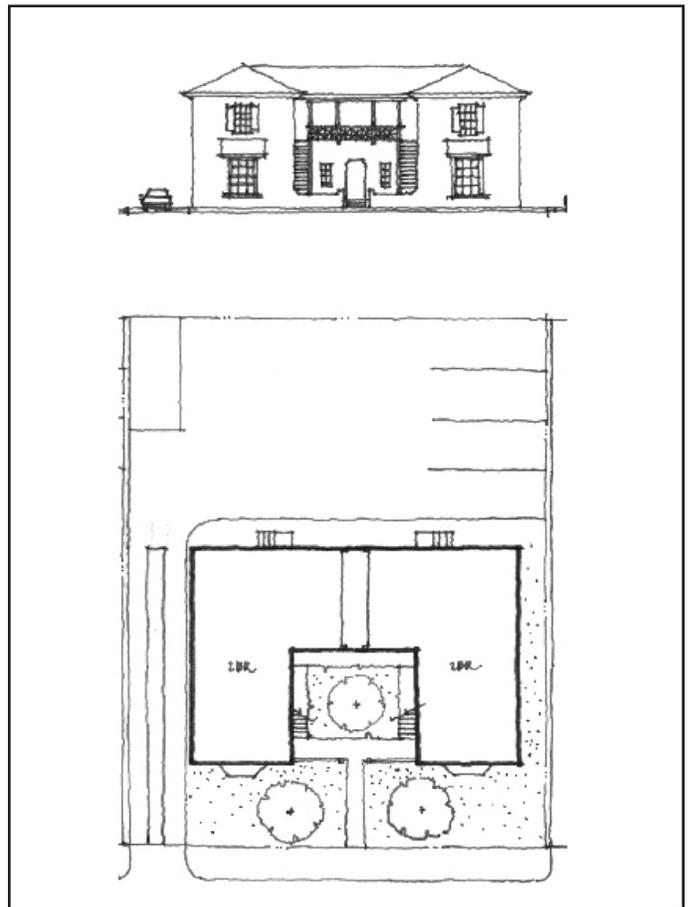
Example

Area	Building Type	65'x75'	65'x120'	44'x120'	120'x120'	65'x95'	44'x95'	70'x95'	100'x95'	120'x95'	50'x145'	60'x145'	70'x145'	100'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/16br
	Linear Courtyard					4u/4br	8u/5br	5u/5br	6u/6br	8u/8br		8u/8br	9u/10br	10u/16br
	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>Step 1 Parcel Build-out:</p>	<p>The number of units allowed to be built according to a land use designation \times Parcel size in acres</p> <p><u>Example:</u> 0.5 acre parcel, zoned "Student High Residential" - 20 units/acre 20 units/acre \times 0.5 acres = 10 units allowed - (parcel build-out)</p>
<p>Step 2 Existing Non-Conforming Parcels:</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>Step 3 Area Build-out:</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 institutional¹ 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.

¹ 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							
Totals	259.5	4,792		1,445	6,237	175,740	40,029	215,769

Renovation of Existing Structures

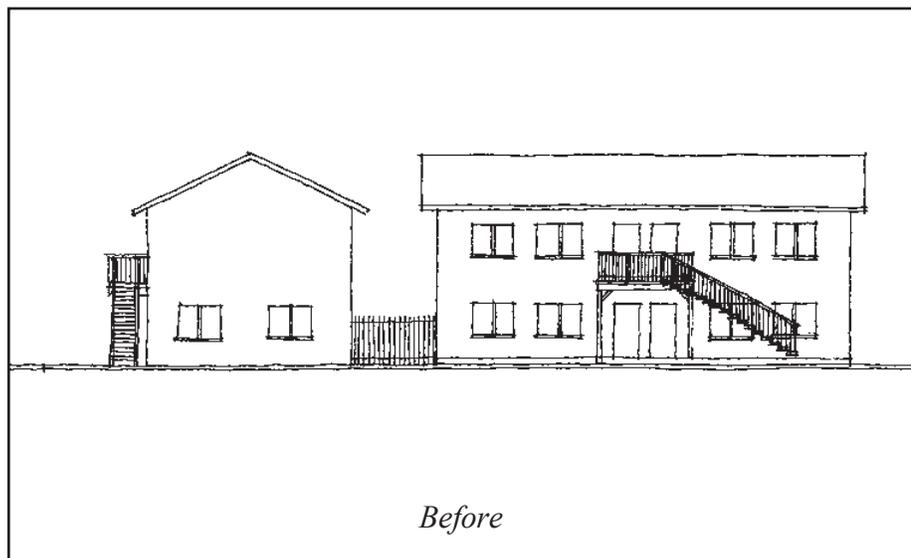
The community has identified improvements to existing structures as a high priority. However, there is limited economic incentive for some property owners to redevelop. An important component of the Master Plan creates incentives for property owners to improve the quality and character of existing development.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

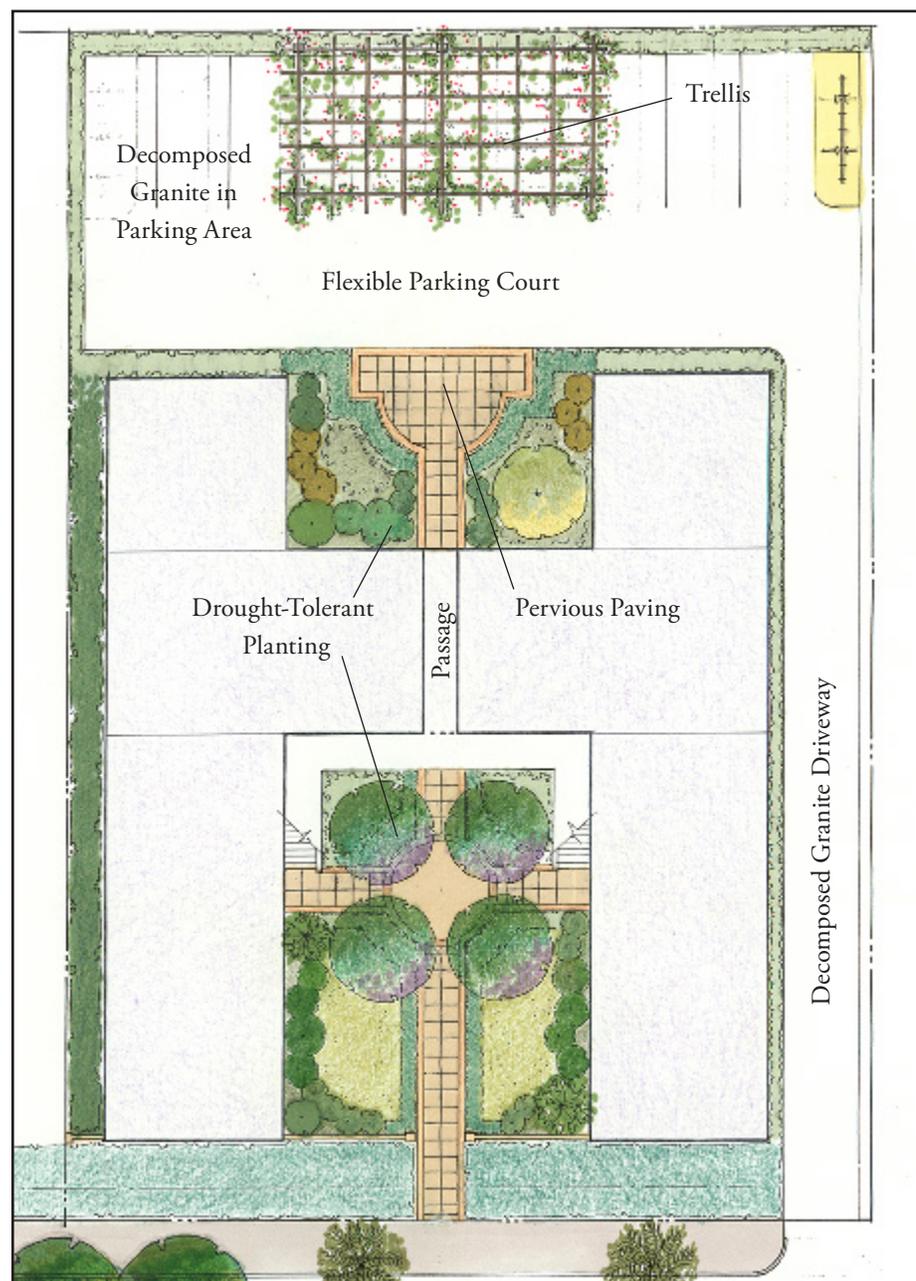
Housing Action 5.4: The RDA shall coordinate with other County departments to establish new and continue the existing "affordable housing loan program" that promotes the rehabilitation of existing housing stock of all levels of affordability, where appropriate.

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.

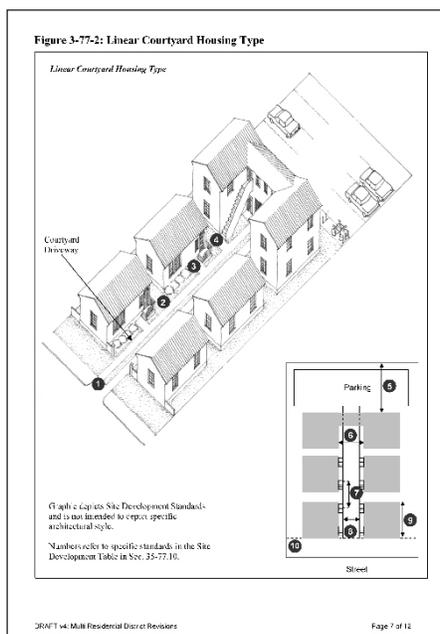
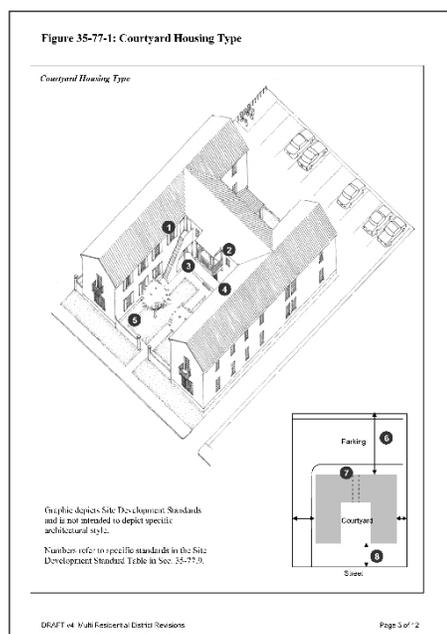
Design Guidelines

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

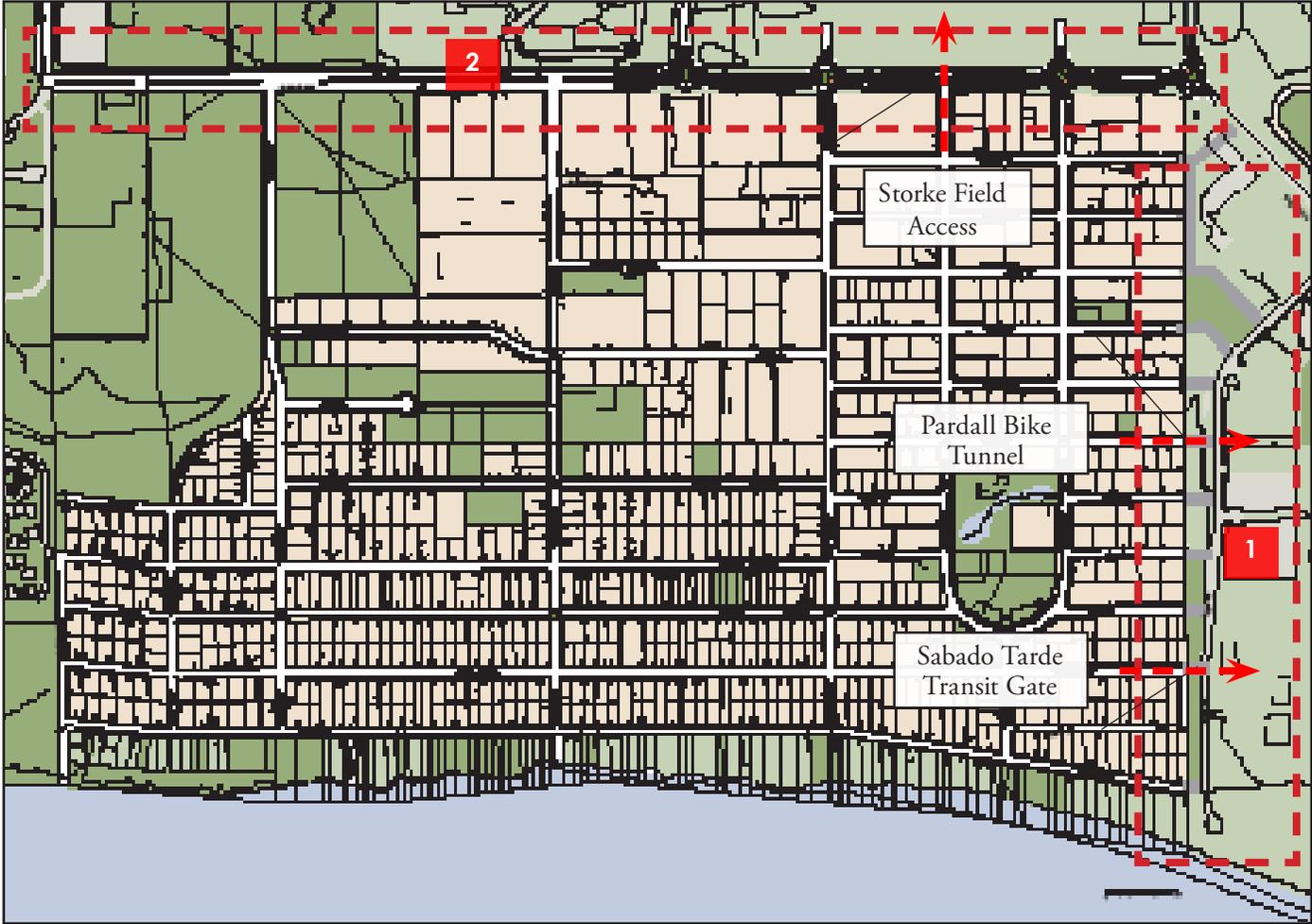


Although property owned by the University of California, Santa Barbara (UCSB) lies outside the official planning area and is not subject to the authority of Santa Barbara County, the community of Isla Vista cannot separate itself from a relationship with the University. Isla Vista serves as the home 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 through an underpass at the eastern terminus of Pardall Road, resulting in significant pedestrian and bicycle traffic through 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.

Plan Components

Pardall



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.

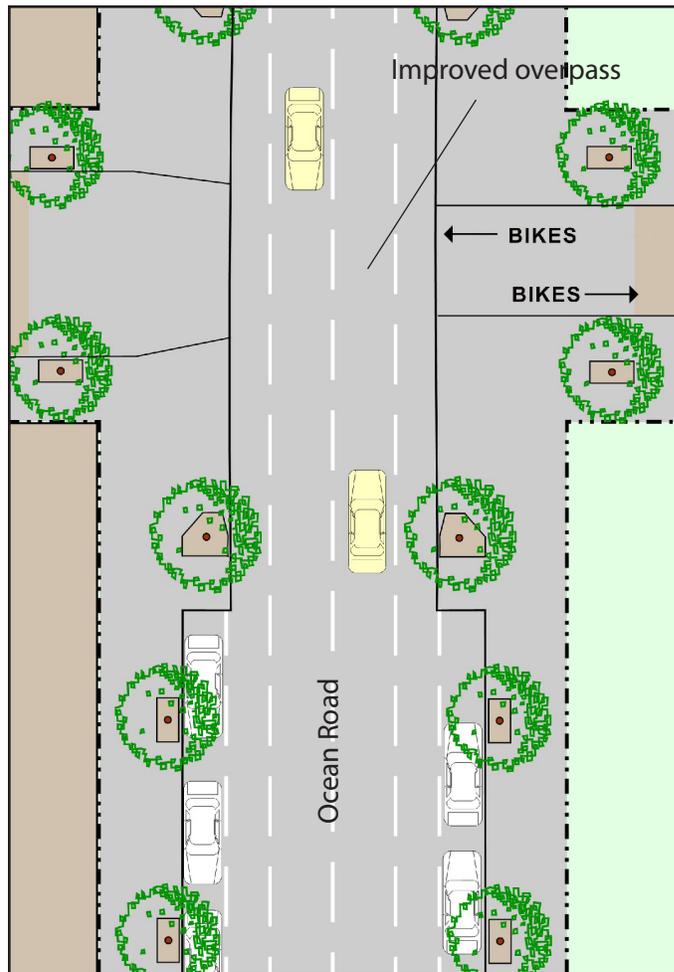
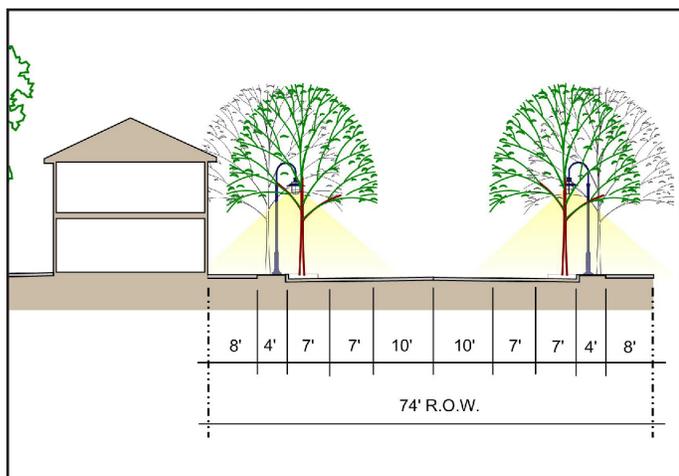
Over the long term, bicyclist and pedestrian access routes through openings along Isla Vista’s eastern edge may result in a net decrease in bicycle and pedestrian traffic along Pardall Road, lessening the importance of the Pardall underpass. If this is the case, the Pardall/Ocean Road intersection should 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.

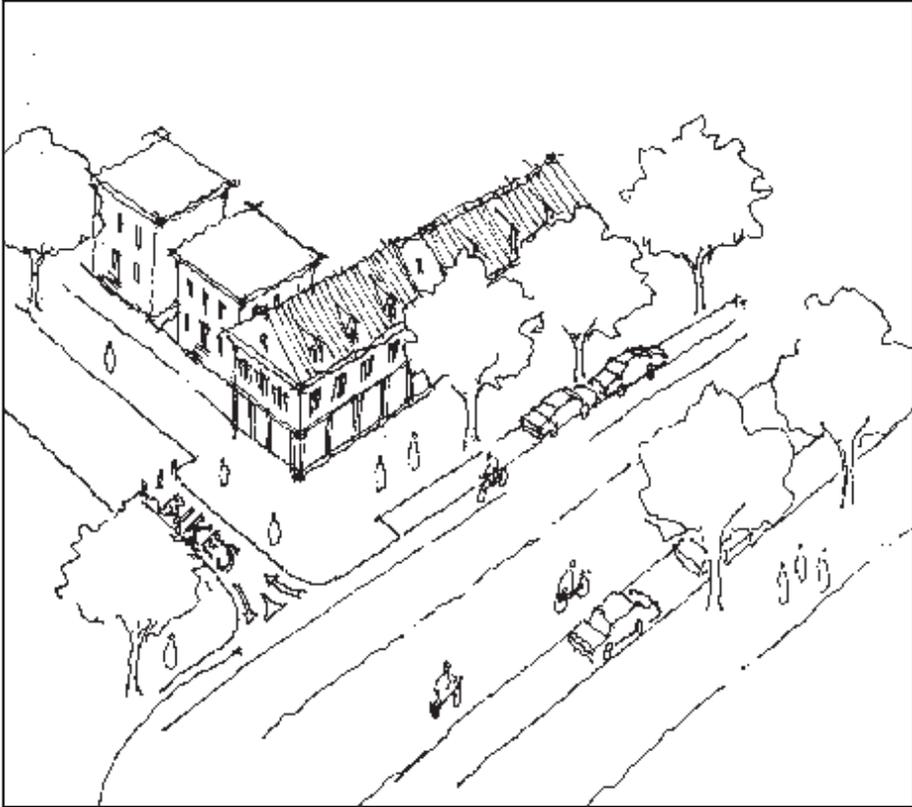
The intersection with Pardall Road as the major bike route to UCSB is particularly important. Potentially, Ocean Road could be elevated over the Pardall Road underpass to smooth the transition and improve visual access between Isla Vista and UCSB's Main Campus for bikes and pedestrians.

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.

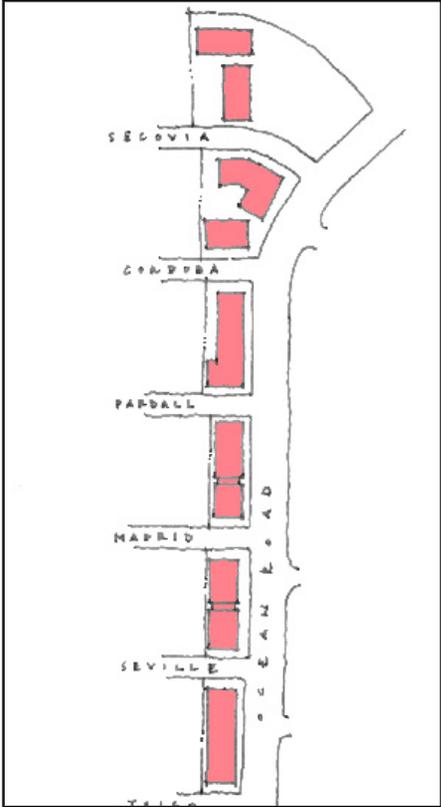
Interface Action 2.6: Planning and Development and the RDA shall encourage UCSB to research the possibility of a one-way road connection (for west-bound traffic) for autos between Ocean Road and Isla Vista.

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.

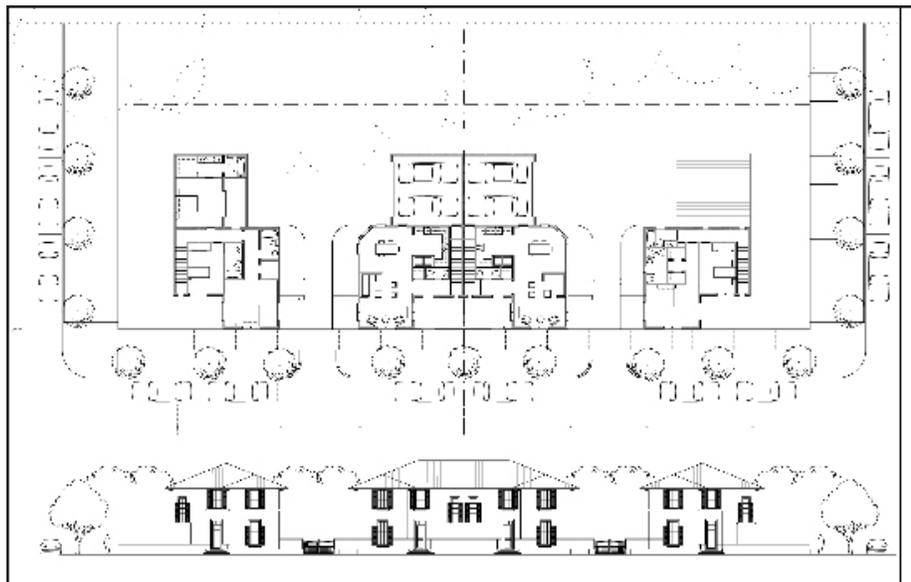
New Housing Proposals

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

Chapter 5: Implementation

Overview

The Isla Vista Master Plan contains a variety of actions and programs that will require substantial funding. Many projects are specified to improve infrastructure in the community and will be publicly funded. Some projects, such as improvements to private buildings and properties, will be funded with private capital, and other planned catalyst projects will be developed through public - private partnerships.

The Implementation Matrix outlines the basic issues for making the Plan a reality. For example, basic questions, such as what will be done, who will do it, when will it be completed, etc., are identified and related to the overall Plan goals and community priorities.

Inclusion of projects into the matrix does not constitute project approval for purposes of the California Environmental Quality Act and is intended to demonstrate intent regarding timing and priorities and does not commit the Board of Supervisors or Redevelopment Agency to particular projects or project sequencing.

Project / Program Implementation

Catalyst Projects	Priority	Entity Responsible for Initiating Action	Program/ Project	Impact on Goal Achiev.	Cost	Revenue Benefit/ Cost to RDA	Funding Source	Comments
I. Transportation								
Linked Action Group: Immediate Parking Improvements								
Parking & Transportation Administrative Entity	High	RDA/PW/ Parking Administration Entity	Program	High		Neutral	Self- Financing	
Downtown parking meters			Project/Program			Indirect Benefit	Self- Financing	Will provide revenue that can pay for other parking improvements
New downtown on-street parking spaces			Project			Indirect Benefit	RDA/PW	
Residential parking permit			Program			Neutral	Self- Financing	
Daily parking permits			Program		\$0	Neutral	Self- Financing	Will provide revenues that can pay for other parking improvements
Linked Action Group 2: Additional Downtown Parking								
Create In-lieu Parking Fee to for specific downtown parcels	High	RDA, P&D	Project/Program	High	\$0	Benefit	RDA (staff time only)	The parking fees combined with other parking revenues can pay for land acquisition to create a shared surface parking lot.
Acquire land for new public Parking Lot	High	RDA	Project	High	\$900,000	Benefit	RDA/ In Lieu fees/other parking revenues/ user fees	
Parking structure (225 spaces - \$20,000 per space)	High	RDA	Project	Medium	\$4,500,000	Indirect Benefit	RDA/ In Lieu fees/other parking revenues/ user fees	Could be built on surface lot or in other places in the downtown
Reconfigure Existing Privately Owned Parking Lots	High	RDA	Project	High	\$75,000	Benefit	RDA	Staff will work with existing property owners to make these lots more efficient
Other Actions								
MTD service improvements	High	RDA, MTD	Project/Program	High	Varies	Neutral	MTD	
Goleta train station	High	RDA, SB Co. Assoc. of Governments	Project/Program	Low		Neutral	To be identified	
Car-sharing	High	Car-sharing non-profit	Program	High	\$300,000	Neutral	Initial RDA or grant subsidy	Will become self funding
II. Downtown								
Linked Action Group 1: Streetscape and Pedestrian Improvements								
Rotaries at the Embarcadero Del Mar and Del Norte/ Pardall Road intersections	High	RDA, PW	Project	High	\$1,200,000	Indirect Benefit	RDA/PW	Mid-block crossing for pedestrian safety only, not part of Paseo project
Pardall Streetscape improvements								
Linked Action Group 2: Development Projects								
Pardall Paseo	High	Property Owners/ RDA	Project	High: dedevelopment of south side	\$150,000	Benefit	RDA/Property Owner	Timing depends on redevelopment of private parcels
Redevelopment of Pardall properties to mixed-use buildings	High	Property Owners	Project	Medium		Benefit	Property Owner	May require assistance from RDA

Project / Program Implementation

Catalyst Projects	Priority	Entity Responsible for Initiating Action	Program/ Project	Impact on Goal Achiev.	Cost	Revenue Benefit/ Cost to RDA	Funding Source	Comments
Downtown Low-interest Loans for Developers	High	RDA	Program	Medium	Varies	Benefit	RDA will get money back from loan as TI	
Other Actions								
Ongoing facilitated communication between UCSB and Downtown Businesses	High	RDA, UCSB, Business and Property Owners	Program	High		Neutral	RDA	RDA staff can facilitate ongoing dialog between UCSB and Downtown businesses on issues of mutual concern
III. Public Space-Parks								
Linked Action Group Anise/Oyo' Park								
Improve northern side of park including connection to Pardall Road and businesses	High	RDA, IVRPD	Project	Medium	\$500,000	Indirect	RDA/IVRPD	
Relocate amphitheater								
Restore and realign wetland								
IV. Public Space-Streets								
Abrego Road	High	PW/RDA	Project	High	\$184,702 (\$47,360)	Indirect	PW/RDA	See following spreadsheet
*Sabado Tarde Road	High	PW/RDA	Project	High	\$29,4791 (\$174,880)	Indirect	PW/RDA	See following spreadsheet
Camino Pescadero	High	PW/RDA	Project	High	\$15,8425 (\$38,080)	Indirect	PW/RDA	See following spreadsheet
Sueno Road	High	PW/RDA	Project	High	\$428,250 (\$109,280)	Indirect	PW/RDA	See following spreadsheet
Camino Corto	Medium	PW/RDA	Project	Medium	\$324,186 (\$150,400)	Indirect	PW/RDA	See following spreadsheet
Camino del Sur	Medium	PW/RDA	Project	Medium	\$247,041 (\$141,440)	Indirect	PW/RDA	See following spreadsheet
Cervantes Road	Medium	PW/RDA	Project	Medium	\$ 1,058,702	Indirect	PW/RDA	See following spreadsheet
Cordoba Road	Medium	PW/RDA	Project	Medium	\$ 1,058,702	Indirect	PW/RDA	See following spreadsheet
Del Playa Road	High	PW/RDA	Project	Medium	\$1,418,316/ \$219,109	Indirect	PW/RDA	See following spreadsheet
El Embarcadero	Medium	PW/RDA	Project	Medium	\$ 547,934	Indirect	PW/RDA	See following spreadsheet
El Greco Road	Medium	PW/RDA	Project	Medium	\$ 1,058,702	Indirect	PW/RDA	See following spreadsheet
Madrid Road	Medium	PW/RDA	Project	Medium	\$ 695,428	Indirect	PW/RDA	See following spreadsheet
Picasso Road	High	PW/RDA	Project	Medium	\$ 1,058,702	Indirect	PW/RDA	See following spreadsheet
Segovia Road	Medium	PW/RDA	Project	Medium	\$ 1,058,702	Indirect	PW/RDA	See following spreadsheet
Seville Road	Medium	PW/RDA	Project	Medium	\$ 695,428	Indirect	PW/RDA	See following spreadsheet
Pasado Road	Low	PW/RDA	Project	Low	\$ 25,500	Indirect	PW/RDA	See following spreadsheet
Streets West of Camino Corto	Low	PW/RDA	Project	Low	\$ 80,615	Indirect	PW/RDA	See following spreadsheet
Trigo Road	Low	PW/RDA	Project	Low	\$ 25,500	Indirect	PW/RDA	See following spreadsheet

Project / Program Implementation

Catalyst Projects	Priority	Entity Responsible for Initiating Action	Program/ Project	Impact on Goal Achiev.	Cost	Revenue Benefit/ Cost to RDA	Funding Source	Comments
V. Isla Vista / UCSB Interface								
Ocean Road Faculty & Staff Housing with pedestrian oriented access facing Ocean Road	High	UCSB	Project	High		Indirect benefit	UCSB	
Similar landscape, street furniture, and building design on western UCSB Main Campus	High	UCSB	Project	Medium		Neutral	UCSB	
Pardall Road bike and pedestrian tunnel	High	UCSB	Project	High		Indirect benefit	UCSB	
El Colegio Road reconstruction	High	PW, UCSB	Project			Neutral	UCSB / PW	Overall impact on goals depends on final project design. Funding not yet finalized
VI. Housing								
1. Lot at El Colegio and Embarcadero del Mar	High	RDA	Project	High		Benefit or Neutral depending on developer	RDA Housing Set Aside Money	Other non-RDA funding sources are also available to help fund affordable housing
2. Lot at El Colegio Road and Camino Pescadero (Potential public parking also)	High	RDA	Project	High		Benefit or Neutral depending on developer	RDA Housing Set Aside Money	Other non-RDA funding sources are also available to help fund affordable housing
3. Lot at Camino Pescadero and Cervantes Road	High	RDA	Project	High		Benefit or Neutral depending on developer	RDA Housing Set Aside Money	Other non-RDA funding sources are also available to help fund affordable housing
4. Lot at El Colegio Road and Stadium Road (Potential public parking also)	High	RDA	Project	High		Benefit or Neutral depending on developer	RDA Housing Set Aside Money	Other non-RDA funding sources are also available to help fund affordable housing
Catalyst Projects	Priority	Entity Responsible for Initiating Action	Program/ Project	Impact on Goal Achiev.	Cost	Revenue Benefit/ Cost to RDA	Funding Source	Comments

Project / Program Implementation

5. Inner-block lot at Picasso Road and Camino Pescadero (Potential public parking also)	High	RDA	Project	High		Benefit or Neutral depending on developer	RDA Housing Set Aside Money	Other non-RDA funding sources are also available to help fund affordable housing
6. Partnership to create affordable housing project and playfields at Camino del Sur and Sueno Road, near Estero Park	High	RDA, Korean Methodist Church	Project	High		Benefit or Neutral depending on developer	RDA Housing Set Aside Money	Other non-RDA funding sources are also available to help fund affordable housing
7. Pardall Gardens - Mixed use, affordable housing	High	RDA, IVRPD	Project	High		Benefit or Neutral depending on developer	RDA Housing Set Aside Money	Other non-RDA funding sources are also available to help fund affordable housing
8. Cervantes and Embarcadero del Mar	High	RDA	Project	High		Benefit or Neutral depending on developer	RDA Housing Set Aside Money	Other non-RDA funding sources are also available to help fund affordable housing
9. Segovia Road and Embarcadero del Mar	High	RDA	Project	High			RDA Housing Set Aside Money	Other non-RDA funding sources are also available to help fund affordable housing
10. Union 76 Site	High	RDA	Project	High			RDA Housing Set Aside Money	Other non-RDA funding sources are also available to help fund affordable housing
Residential Façade Improvement Program	High	RDA	Program	Medium	Varies	Benefit	RDA	Will help enhance the overall visual charater of IV
VII. Estero Neighborhood								
Linked Action Group: Create a Community Center								
Isla Vista Community Center Building	High	RDA, IVRPD	Project	High	PAC/GPAC recommendation	Indirect	RDA/IVRPD/ Outside Grants	\$2.5 million RDA
Isla Vista Skate Park								
Playing Fields on former Isla Vist Youth Projects site (with housing)								
Sueno Orchard connection & improvements, community garden								

Streets Summary

Priority	Street	Street Type	Width (ft.)*	Narrowing	Bump Outs at Red Curbs	Speed Tables	Sidewalk Priority	Street Trees	Special Notes
1**	Abrego Road	Sidewalk Street	40		Yes	Yes	High	Yes	Improve Camino Corto intersection
1	Camino Pescadero	Sidewalk Street - Community Entry	40	No	No	Yes	High	Yes	Small rotary at Trigo
1	Embarcadero Loop	Sidewalk Street - Community Entry	40	No	No	Yes	High	Yes	Large rotaries at intersections w/ Pardall
1	Pardall Road	Special Street: Business District	40	Yes	One	No	High	Yes	Two rotaries, slightly elevated, mid-block crossing, remove street barrier, widen sidewalks
1	Sueno Road	Special Street: Bike Blvd	34	No	Yes	Yes		Yes	Sign and paint for bike Blvd.
2	Camino Corto	Sidewalk Street - Community Entry	40	No	No	Yes	High	Yes	Improve Abrego intersection, Three small rotaries
2	Camino del Sur	Sidewalk Street - Community Entry	40	No	No	Yes	High	Yes	Small rotaries at Trigo and Sueno
2	Cervantes Road	Traffic-Calm Street	40	Yes	Yes	Yes	Medium	Yes	
2	Cordoba Road	Traffic-Calm Street	40	Yes	No	Yes	Medium	Yes	Sidewalks between Pescadero and Embarcadero Del Mar high priority
2	Del Playa Road	Special Street	34	No	No	Yes	High	Yes	Remove barrier at Camino Pescadero, wall to hide trash receptacles
2	El Embarcadero	Special Street - Coastal Access	40	Yes	Yes	Yes	Low	Yes	Special surface see p 2-20, on-street parking, build sidewalk in street to narrow street?
2	El Greco Road	Traffic-Calm Street	40	Yes	Yes	Yes	Medium	Yes	
2	Madrid Road	Traffic-Calm Street	40	Yes	No	Yes	Medium	Yes	Sidewalks between Pescadero and Embarcadero Del Mar high priority
2	Picasso Road	Traffic-Calm Street	40	Yes	Yes	Yes	Medium	Yes	
2	Segovia Road	Traffic-Calm Street	40	Yes	Yes	Yes	Medium	Yes	
2	Seville Road	Traffic-Calm Street	40	Yes	No	Yes	Medium	Yes	Sidewalks between Pescadero and Embarcadero Del Mar high priority
3	Pasado Road	Traffic-Calm Street	34	No	No	Yes	Low	Yes	
3	Streets West of Camino Corto	Sidewalk Street - Community Entry	33 - 40	No	No	No	Low	Yes	Yield streets, rotaries at key intersections, locations dependent on traffic counts
3	Trigo Road	Traffic-Calm Street	34 - 40	No	No	Yes	Low	Yes	Two rotaries, Sidewalks between Pescadero and Embarcadero Del Mar high priority
* In no cases will streets be narrowed beyond 34' - streets would be narrowed by building new sidewalk in street on one side									
** Suggested interim projects									
Impacts to parking will be evaluated on a street by street basis									
Conflicts with PAC recommendation									

Phasing of High Priority Projects

Catalyst Projects	Responsible Entity	Program/Project	Cost	Funding Source
Pre-adoption Phase				
Downtown parking meters	RDA/Public Works/ Parking Entity	Project		Self Financing
New downtown on-street parking spaces		Project		
Downtown street trees	RDA, PW	Project		PW <\$20K RDA
Test traffic calming project (excludes speed bumps & parking loss is minimized)	RDA, PW	Project		PW < \$10K RDA
Establish Parking & Transportation Administrative Entity	RDA/PW/ Parking Entity	Program	Staff Time	
Residential parking permit		Program		
Daily parking permits		Program		
Phase I: 0 - 5 Years after adoption				
Highest Priority Phase I Projects				
Pardall Streetscape improvements and rotaries at the Embarcadero Del Mar and Del Norte/Pardall Road intersections	RDA, Public Works, HCD	Project	\$1,200,000	RDA
Redevelopment of Pardall properties to mixed-use buildings	Property Owners	Project	Varies	Property Owner
Improve northern side of AO park including connection to Pardall Road and businesses	RDA, IVRPD	Project	\$500,000	RDA/IVRPD
Relocate amphitheater				
Enhance and realign wetland				
Complete sidewalks on Sabado Tarde, Abrego, Camino Pescadero, Picasso, and Embarcadero Del Mar. Also on Pardall, Madrid, Seville and Trigo between Camino Pescadero and Embarcadero Del Mar			—	PW/RDA
Isla Vista Community Center Building	RDA, IVRPD	Project		IVRPD/Outside/ \$2.5Mil RDA
Change Zoning Ordinance to require CUP for alcohol-related projects	RDA	Program	Staff Time	RDA
Create In-lieu parking fee for specific downtown parcels	RDA, P&D	Project/Prog	Staff Time	RDA
MTD service improvements	RDA, MTD	Project/Prog	Varies	MTD/Others?
Downtown Low-interest Loans for Developers	RDA/HCD	Program	Varies	RDA will get money back from loan as TI
Ongoing facilitated communication between UCSB and Downtown Businesses	RDA, UCSB, Business and Property Owners	Program	Staff Time	RDA
Residential Façade Improvement Program	RDA/HCD	Program	Varies	RDA
Additional Phase I Projects				
Reconfigure existing privately owned parking lots	RDA	Project	\$75,000	RDA
Acquire land for new public parking lot	RDA	Project	\$900,000	RDA/ In Lieu fees/other parking revenues/user fees
Similar landscape, street furniture, and building design on western UCSB Main Campus	UCSB	Project		UCSB
Implement traffic calming on Sabado Tarde, Abrego, Camino Pescadero	PW, RDA		\$80,000	PW/RDA
Isla Vista Skate Park				Grants
Playing Fields on former Isla Vista Youth Projects site (with housing)				
Sueno Orchard connection & improvements, community garden				
Car-sharing	Car-sharing non- profit	Program	\$300,000	Initial RDA or grant subsidy
Street trees	RDA, PW	Project		PW/RDA
Phase II: 6 - 10 Years after adoption				
Pardall Paseo	Property Owners/ RDA	Project	\$150,000	RDA/Property Owner
Ocean Road Faculty & Staff Housing with pedestrian oriented access facing Ocean Road	UCSB	Project		UCSB
AO Park acquisitions	RDA/IVRPD	Project	\$2,500,000	RDA/Grants
Pardall Road bike and pedestrian tunnel	UCSB	Project		UCSB
Implement traffic calming on Camino Corto and Camino Del Sur				
Implement El Embarcadero improvements			\$550,000	
Complete sidewalks on Del Playa, Sueno, Camion Corto, Camino Del Sur, El Greco, Segovia, Cordoba, Cervantes				
Parking structure (225 spaces - \$20,000 per space)	RDA	Project	4500000	RDA/in lieu fees/parking revenues/user fees
Street Trees	RDA, PW	Project		PW/RDA
Phase III: 11 - 20 Years after adoption				
Complete remaining sidewalks	RDA/PW			
Street trees	RDA, PW	Project		PW/RDA

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