



APPENDIX

D

GENERAL PLAN
ELEMENT
GOALS/POLICIES
CONSULTED

Land Use Element (2011)

GOALS

- **Mobility:** Apply land use planning tools and strategies that support the city's mobility goals.

Growth Management and Resource Allocation Policies

Land Use Policies

- LG4. **Principles for Development.** Establish the following Principles for Development to focus growth, encourage a mix of land uses, strengthen mobility options and promote healthy active living.
- Mobility and Active Living. Link mixed-use development with main transit lines; promote active living by encouraging compact, vibrant, walkable places; encourage the use of bicycles; and reduce the need for residential parking.
- LG4.2 Capital Improvement Program (CIP). Focus transportation CIP expenditures on all mobility options (e.g., quality transit facilities, bicycle infrastructure and secure parking, automobile motorists' needs, enhanced pedestrian facilities, and car and bike-share programs) that facilitate ease of movement from one form of travel to another.
- LG5. **Community Benefit Housing.**
- LG6.6 Transfer of Development Rights (TDR). Develop a TDR (or densities) program that allows transfer of residential density to sites adjacent to frequent transit, within easy walking and biking, in order to reduce commuting and to preserve open space.
- LG9. **Multigenerational Facilities and Services.**
- LG9.4 Transportation Demand Management (TDM). Include in the TDM plan a provision to encourage inclusion of on-site child care in large scale development projects as a means of reducing traffic.

Community Design Policies

Neighborhood Policies

LG15. **Sustainable Neighborhood Planning.** Neighborhoods shall be encouraged to preserve and enhance the sense of place, provide opportunities for healthy living and accessibility, while reducing the community’s carbon footprint.

LG15.1 Sustainable Neighborhood Plans (SNPs). Develop comprehensive SNPs through-out the City (where desired by residents). A SNP may incorporate goals, objectives, policies and implementation actions addressing the following components, as applicable:

- h. Transit, bicycle (including new Class 1 bike paths) and vehicle connectivity;
- i. Walkable streets with an appealing and comfortable pedestrian environment that promote physical activity and can be used safely by people of all ages or abilities including wheelchairs;
- j. Traffic calming along walkable and bicycle routes to school;

Regional Governance

R1. **Regional Planning.** Work cooperatively with the County and other local jurisdictions through the SB375 process to better coordinate land use and transportation planning, including the provision of affordable housing.

Economy and Fiscal Health Element (2011)

GOALS

Local Economic Policies

- EF5. **Green/Sustainable Businesses.** Provide where practicable a green promotional and economic development program, to support businesses that:
- Develop or provide “green/sustainable” products, such as recycled building materials, alternative transportation vehicles, alternate energy sources, organic agriculture, etc.;
- EF7. **Eco-Tourism.** Support eco-tourism, such as bicycle tours, that takes advantage of existing hotels and resources such as the beach, ocean, and foothill trails.

Environmental Resources Element (2011)

GOALS

- ***Reduce Greenhouse Gases.*** Reduce where practicable greenhouse gas emissions contributions to climate change, and to air pollution and related health risks.
- ***Reduce Fossil Fuel Use.*** Reduce fossil fuel use through increased efficiency and conservation, and by developing renewable energy sources.
- ***Climate Change Adaptation.*** If applicable, incorporate adaptation to climate change in proposals for new development, redevelopment and public infrastructure.

Climate Change Policies

ER1. **Climate Change.** As applicable, private development and public facilities and services may be required to incorporate measures to minimize contributions to climate change and to adapt to climate changes anticipated to occur within the life of each project.

Possible Implementation Actions to be Considered

ER1.1 Comprehensive Climate Change Action Plan. Prepare a comprehensive climate action plan, toward compliance with AB32, to address climate change concerns including reducing green-house gas emissions, green-house gas absorption, and adaptation to climate change. The climate action plan will include evaluation of community energy use (i.e., energy used by buildings and infrastructure); waste and recycling; water and wastewater systems; transportation; and community design. Include objectives and indicators to monitor greenhouse gas emissions, and natural phenomena related to climate change, such as oil seeps, sea-level rise, weather patterns, and wildlife behavior.

All elements of the General Plan will identify which specific policies contribute towards the reduction of green house gases. (Green house gases include carbon dioxide, methane, nitrous oxide, sulfur hexafluoride, hydrofluorocarbons and perfluorocarbons, among many others.)

ER1.2 Greenhouse Gas Emission (GHG). Require new development, redevelopment and substantial remodels to demonstrate how the project will support the City in attaining regional GHG vehicular emissions reduction targets. The Santa Barbara region has targets of zero net increase (from 2005 levels) in per capita GHG vehicular emissions in 2020 and 2035. These regional targets were adopted in 2010 by the Santa Barbara County Association of Governments (SBCAG) and the California Air Resources Board (CARB) pursuant to SB 375.

ER3. **Decrease City's Global Footprint.** In addition to promoting reduced unit size, building footprints and GHG emissions, and energy conservation, promote the use of more sustainable building and landscaping materials and methods.

Energy Conservation Policies

ER5. **Energy Efficiency and Conservation.** As part of the City's strategy for addressing climate change, minimizing pollution of air and water, depleting nonrenewable resources and insulating from volatility of fossil fuel prices, dependence on energy derived from fossil fuels shall be reduced through increased efficiency, conservation, and conversion to renewable energy sources when practicable and financially warranted.

ER6. **Local and Regional Renewable Energy Resources.**

ER6.2 Alternative/Advanced Fuels. Support and implement the California Energy Commission and State Air Resources Board goal for alternative/advanced fuels set forth in AB1007 for non-petroleum fuel use of 20% by 2020 and 30% by 2030.

Biological Resources Policies

ER12. **Wildlife, Coastal and Native Plant Habitat Protection and Enhancement.**

Possible Implementation Actions to be Considered

ER12.2 Multi-Use Plan for Coast and Native Habitat Restoration. Develop updated multi-use plans and monitoring guidelines for publicly owned beaches and other coastal areas to provide for both recreational uses and protection of coastal habitats and wildlife/native plant species. Incorporate as part of the Multi-Use Plan, a Waterfront habitat and wildlife management program that provides measures to improve the extent and quality of native coastal habitats within the City Waterfront, with the following goals:

C. A public access management plan that maintains public access to and along the shoreline, but channels the public to appropriate access locations as needed through sensitive habitat areas of the beach.

ER13. **Trail Management.** Existing and future trails along creeks or in other natural settings shall be managed for both passive recreational use and as native species habitat and corridors.

Conservation Element (1979, prior amendment 1994)

AIR QUALITY

Policies

- 1.0 Reduce single occupant automobile trips and increase the utilization of public transit.
- 2.0 Improve the attractiveness and safety of bicycle use as an alternate mode of travel for short- and medium-distance trips.
- 3.0

Implementation Strategies

- 2.0 Improve the attractiveness and safety of bicycle use as an alternate mode of travel for short- and medium-distance trips.
 - 2.1 Revise the zoning ordinance to require the installation of secure bicycle storage facilities for all new commercial development and redevelopment.
 - 2.2 Encourage the construction of off-street bikeways or the payment of in lieu fees in all new developments, and improve bikeways on public streets wherever feasible.
 - 2.3 Seek State, Federal, or other funds for use in providing a bicycle fleet for short-distance City business trips of short duration.
 - 2.4 Update the Bicycle Master Plan to better reflect the desires and needs of the community.
 - 2.5 Resurface streets and roadways with relatively high levels of bicycle use.

BIOLOGICAL RESOURCES

Goal

- Enhance and preserve the City's critical ecological resources in order to provide a high-quality environment necessary to sustain the City's ecosystem.

Subgoals

- Develop a permanent park, recreation, and open space system which maintains important ecological systems while providing open space and recreational needs.

Circulation Element (2011)

GOALS

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

Circulation Policies

- C1. **Transportation Infrastructure Enhancement and Preservation.** Assess the current and potential demand for alternative transportation and where warranted increase the availability and attractiveness of alternative transportation by improving related infrastructure and facilities without reducing vehicle access.

Possible Implementation Actions to be Considered

- C1.1 Pedestrian and Bicycle Infrastructure. Emphasize high quality public right-of-way infrastructure to include enhanced pedestrian and bicycle facilities.
- Consider establishing bicyclist priority within some additional City right-of-way areas along major bicycle routes, as part of Bicycle Master Plan update including creating more bike lane connections Downtown by regulating curbside parking during peak travel periods working closely with Downtown stakeholders. Consider increased funding for bike-lane maintenance to encourage their use and maximize safety.
 - Consider adoption of tiered development impact fees (with discounts for community benefit uses) as needed to fund improvements.

- Improvements to bicycle travel-ways and parking are a priority use of rights-of-way throughout the City, therefore, carry out implementation of all of the recommended improvements within the City's Bicycle Master Plan.
- Improve coordination between City, County, UCSB, SBCAG, and other South Coast cities and entities to improve and expand regional bike paths and routes that cross jurisdictional boundaries.

C1.2 Personal Transportation. In partnership with private interests, promote and provide incentives including the provision of funding, for shared-cost personal transportation options such as car-sharing and bike-sharing to increase personal mobility, reduce air pollution and green house gas emissions, reduce parking demand, and decrease cost of transportation to individuals.

C1.3 Intermodal Connections. Improve intermodal connections for public transit, car pools, carshare or bikeshare programs, bicycle, and pedestrian routes. Provide intermodal connectivity at transit accessible centers, including the train depot, to support sustainable commute options such as feeder shuttles, bicycle storage facilities, bike-sharing, and car-sharing.

C1.4 Optimize Capacity. Utilize Intelligent Transportation System (ITS) strategies (such as signal timing) to optimize the capacity, flow and improved safety for motor vehicles, bicycles, transit, and pedestrians.

C1.5 Mid Block Traffic Flow Improvement Techniques. As part of transportation planning for capital improvements and private development improvements, consider techniques for improving mid-block traffic flow along corridor segments with conditions that tend to impede the flow (such as closely-spaced intersections and driveways, and higher volumes of pedestrians and buses). Such techniques may include shared driveway access and parking, effective access design and driveway spacing, median treatment, traffic control refinement, and design of improvements for buses, pedestrians and bicycles.

C3. **Vehicle Speeds.** Advocate for new state legislation that promotes vehicle speed limits that are designated and enforced with consideration of street design, neighborhood characteristics, adjacent land use, and mix of transportation mode usage.

C6. **Circulation Improvements.** Where existing or anticipated congestion occurs, improve traffic flow in conjunction with providing improved access for pedestrians, bicycles and public and private transit through measures that might include physical roadway improvements, Travel Demand Management (TDM) strategies and others.

Possible Implementation Actions to be Considered

C6.1 Impacted Intersections. Install Traffic Signals or Roundabouts at Impacted Intersections which are currently controlled by Stop Signs. This includes the following intersections:

- Mission Street and Modoc Road
- Las Positas Road and Cliff Drive(in design)

- Olive Mill Road and Coast Village Road

C6.4 Cash-Out Parking. Develop a city-wide employee cash-out parking program similar to the existing state law that would reduce the employer size participation down to 20 employees. Require compliance for new employers and promote voluntary phased compliance for existing employers.

Parking Policies

C7. **Parking Management.** Manage parking Downtown to reduce congestion, increase economic vitality, and preserve Santa Barbara's quality of life.

Possible Implementation Actions to be Considered

C7.7 Bicycle Parking and Other Needs. Require all multi-family and commercial projects to be designed to meet the needs of bicyclists (e.g., secure parking, storage, lockers, showers, etc.)

Circulation Element (1997, original 1964)

POLICIES AND IMPLEMENTATION STRATEGIES

- 1.1 **The City shall establish, maintain, and expand a mobility system that supports the economic vitality of local businesses.**
- 1.1.1 Optimize access and parking for customers in business areas by implementing policies of the Circulation Element aimed at reducing dependence upon the automobile, and improving and increasing pedestrian, bicycle use, and transit use.
- 1.1.3 Enhance alternative transportation services and infrastructure access between residential, recreational, educational, institutional and commercial areas.

IMPLEMENTATION OF THE CIRCULATION ELEMENT

- 1.2 The City shall place a high priority on funding and providing support for the implementation of the Goals, Policies, and Implementation Strategies of this Circulation Element.
- 1.2.1 Designate a task force and coordinator to recommend priorities for funding to the City Council to support the Goals, Policies, and Implementation Strategies of this Circulation Element.

Goal 2 *STRIVE TO ACHIEVE EQUALITY OF CONVENIENCE AND CHOICE AMONG ALL MODES OF TRANSPORTATION*

Emphasize alternative modes in order to provide real options and opportunities for people to choose among different forms of transportation rather than relying exclusively on the automobile.

POLICIES AND IMPLEMENTATION STRATEGIES

EQUALITY OF CONVENIENCE AND CHOICE

- 2.1 **Work to achieve equality of convenience and choice among all modes of transportation.**
- 2.1.2 Expand and enhance the infrastructure for and promote the use of the bicycle as an alternative form of travel to the automobile.
- 2.1.4 Work with outside agencies, employees, and employers to optimize the use of alternative travel modes to reduce the use of the automobile, especially during

peak periods of congestion.

- 2.1.5 Manage the supply of parking on a City-wide basis and suggest methods to better utilize existing parking or to provide additional parking.
- 2.1.6 Manage the parking supply and work to increase the use of alternative forms of travel to increase the availability of parking and access to the Downtown area.
- 2.1.7 Address transportation issues and the provision of parking in the portion of the Coastal Zone that is within Santa Barbara city limits.
- 2.1.8 Develop a new classification and service system that focuses on all forms of travel and considers the needs of the land uses served by the system.
- 2.1.9 Explore ways to continue the concentration of development Downtown and along transit corridors to facilitate the use of transit and alternative modes of transportation.
- 2.1.10 Develop urban design standards that will facilitate the use of alternative means of travel and reduce dependency upon the automobile. The standards shall address linkages throughout the City, such as walkways, bikepaths, and transit.
- 2.1.11 Participate in an active and leadership role in regional transportation planning efforts through cooperation and communication with regional agencies.

MONITORING

- 2.2 **To assure that the community is moving towards the Vision articulated in this Circulation Element, the City shall monitor changes in traffic volumes, travel patterns and mobility choices through a program which:**
 - establishes a baseline of traffic volumes and travel patterns,

- establishes performance benchmarks related to the policy statements and implementation strategies within each chapter of the Circulation Element,
- assesses the impacts of policy implementation and progress against these benchmarks, and
- includes City response strategies if the outcomes of policy and project specific decisions are not consistent with the Vision articulated within this Circulation Element.

The City Administrator shall direct staff to develop and implement a monitoring program and submit reports every two years to the Planning Commission and City Council regarding the effectiveness of achieving the Goals and Policies of the Circulation Element. These reports shall include, but not be limited to, information on the following topics:

- the effectiveness of land use policies in meeting the City's mobility goals,
- the effectiveness of the policies of the Circulation Element towards increasing the use and effectiveness of transit programs,
- the attainment of regional air quality standards, and
- ridership patterns and use of alternative forms of transportation. Continue to obtain this information from responsible agencies, such as MTD. In areas where no information is available, conduct surveys.

ENVIRONMENTAL QUALITY

2.3 The development and maintenance of mobility and utility systems should include consideration of the impacts and enhancements to Santa Barbara's environmental quality.

Goal 3 INCREASE THE AVAILABILITY AND USE OF TRANSIT

POLICIES AND IMPLEMENTATION STRATEGIES

TRANSIT STOPS, SHELTERS AND INFORMATION SYSTEMS

- 3.2.4 Expand the Bicycle Locker Program at transit stops and other strategic locations.

Goal 4 INCREASE BICYCLING AS A TRANSPORTATION MODE

Develop a comprehensive system of bicycle routes which are integrated with other modes of transportation and which provide safe and efficient bikeways.

POLICIES AND IMPLEMENTATION STRATEGIES

BICYCLE MASTER PLAN

- 4.1 The City shall update and implement the City’s Bicycle Master Plan.**
 - 4.1.1 Work with neighborhoods, interest groups, employers, the County, UCSB, and SBCAG to identify current and future needs for bikeways in the Bicycle Master Plan.
 - 4.1.2 Outline criteria for installing bike lanes on City streets in the Bicycle Master Plan.
 - 4.1.3 Review bikeway routes and the Bicycle Master Plan periodically to address changing conditions and the needs of bicycle riders of various types and skill levels.
 - 4.1.4 Incorporate Bicycle Master Plan projects into the City’s Capital Improvements Program.

- 4.1.5 Monitor the use and effectiveness of bicycle parking facilities required by the Santa Barbara Municipal Code.

BIKEWAY SYSTEM

- 4.2 The City shall work to expand, enhance, and maintain the system of bikeways to serve current community needs and to develop increased ridership for bicycle transportation and recreation.**
- 4.2.1 Create bikeways that conveniently serve major areas of attraction, such as shopping centers, public buildings, parks, places of employment, schools, and the Waterfront.
- 4.2.2 Keep public bike facilities and rights-of-way in good condition, well lit, and well maintained.
- 4.2.3 Encourage facilities for bicycle travel and parking in any future development, construction, or reconstruction projects during the review of new development and infrastructure improvements. Bicycle facilities can be achieved through methods such as:
- purchase, dedication, and other means of property acquisition,
 - conditions of approval,
 - expanding the scope of maintenance projects, and
 - enforcement of the Santa Barbara Municipal Code, Parking Section.
- 4.2.4 Create opportunities for bicycle travel to interface with bus and train travel by working with transit providers to ensure that transit facilities are equipped with adequate bicycle carrying capacity and that the equipment is consistently

deployed.

- 4.2.5 Adopt and implement the Regional Bikeway Signage Program.
- 4.2.6 Increase attractive, convenient, and secure bike parking and storage facilities on public property and encourage the provision of the same on private property. Continue to consider fully enclosed individual lockers and/or bicycle racks.
- 4.2.7 Identify possible changes at freeway interchanges and over/under passes that will facilitate the movement of bicycles through the interchange. Gather input from neighborhood groups, business groups, bicycle support groups and other interested organizations.
- 4.2.8 Install bicycle sensitive traffic signals at main bikeway intersections.

BICYCLE COORDINATOR

- 4.3 The City shall designate a Bicycle Coordinator.**
- 4.3.1 The Bicycle Coordinator shall coordinate implementation of the goals, policies, and strategies of the Circulation Element and the Bicycle Master Plan with those of the County.
- 4.3.2 The Bicycle Coordinator shall represent bicyclist's interests in any significant discussions of transportation developments within the City.
- 4.3.3 Implement a system to report maintenance needs to the Bicycle Coordinator.
- 4.3.4 The Bicycle Coordinator shall promote the use of bicycles.
- 4.3.5 The Bicycle Coordinator shall encourage City Staff to use bicycles for short trips or deliveries.

- 4.3.6 The Bicycle Coordinator shall encourage the use of programs intended to teach safe bicycle riding techniques.
- 4.3.7 Work with local and regional bicycle groups and coalitions to promote bicycling both within and outside of the City.
- 4.3.8 Encourage bicycle retailers to sponsor bicycle "Fun Rides" or races to promote bicycle riding.
- 4.3.9 Recognize the role of bicycle related businesses as important to supporting bicycle commuting and riding.
- 4.3.10 The Bicycle Coordinator shall explore the feasibility of creating a “green bike program” designed to provide communal bicycles for local trips.

PARKING REQUIREMENTS AND STANDARDS

- 4.4 The City shall continue to use parking restrictions to create peak commute hour capacity for bicycle traffic. Public hearings shall be held prior to the creation of new parking restrictions.**
- 4.4.1 Consider prohibiting peak commute period parking on major streets to create additional bicycle travel lanes, as appropriate, and upon consultation with adjacent property owners and a properly noticed public hearing.

EDUCATION/OUTREACH

- 4.5 The City shall actively promote the safe use of bicycles as an efficient and affordable mode of transportation.**
- 4.5.1 Work with the Convention and Visitor's Bureau and the Chamber of Commerce

- 4.5.2 to promote a bicycle friendly image of the City to residents and tourists.
Work with schools to provide information to children, adults, bicyclists, and motorists about the safe use of the bicycle on City streets including, but not limited to, the following:
- safety awareness programs at area elementary, middle, and high schools,
 - providing maps outlining bikeways, streets with designated bicycle lanes, and streets with lesser traffic volumes that are safer for bicycle travel,
 - increased signage to alert motorists to the presence of bicycles,
 - work with bicycle retailers to provide patrons with information regarding the safe use of the bicycle,
 - promote ride-to-school days, and
 - promote/sponsor a Bike-to-Work Day.
- 4.5.3 Encourage local business to use bicycle couriers for deliveries.
- 4.5.4 Educate people about and enforce laws relating to safe bicycle use, such as:
- using lights and reflectors at night,
 - stopping at signalized or signed intersections and crosswalks,
 - riding on the right side of the road,
 - keeping off of the sidewalk, and
 - properly using helmets, especially youth.

Goal 5 INCREASE WALKING AND OTHER PATHS OF TRAVEL

POLICIES AND IMPLEMENTATION STRATEGIES

INCREASE ACCESS AND WALKING OPPORTUNITIES

- 5.1.4 Work with Caltrans to improve and maintain Highway 101 pedestrian over/undercrossings to promote increased pedestrian use. This may include adding amenities such as lighting, landscaping, and identification signage.

LINKING PEDESTRIAN PATHS TO ALTERNATIVE TRANSPORTATION

- 5.2 **The City shall link pedestrian paths with other alternative modes of transportation.**
 - 5.2.1 Work with all transit providers to develop links between different transit services. This may include providing route information along pedestrian routes, improved transit stops, and providing pedestrian connections to alternative forms of travel.
 - 5.2.2 Continue to provide information on popular bike and walking routes to the transit providers so that their services can be linked with these routes.

Goal 6 REDUCE THE USE OF THE AUTOMOBILE FOR DRIVE-ALONE TRIPS

Efficiently and effectively use the existing street system through incentives, the provision of attractive alternatives and a transportation demand management program. Recognizing that automobiles will still be on the road, the City will support programs that encourage increased vehicle occupancies and trip reduction in order to enjoy the quality of life that currently exists. The City recognizes that reducing drive-alone trips from current levels may create roadway capacity for new development consistent with the General Plan.

POLICIES AND IMPLEMENTATION STRATEGIES

LOCAL AND REGIONAL TRANSPORTATION DEMAND MANAGEMENT PROGRAMS

- 6.1 The City shall continue to support efforts to expand Transportation Demand Management Programs.**
- 6.1.1 Work with local and regional transportation demand management services, such as Traffic Solutions, to actively promote the advantages and cost savings of alternative forms of transportation.
- 6.1.2 Work with local and regional transportation demand management services, such as Traffic Solutions, to explore opportunities for employer vanpool sponsorship.
- 6.1.3 Increase funding for local/regional Transportation Demand Management programs, such as Traffic Solutions.
- 6.1.4 Work with employers to provide transportation demand management programs that encourage employees to rideshare and use alternative modes of transportation. Such voluntary programs may include telecommuting, transportation allowances in lieu of free or inexpensive parking, free or low cost bus passes, and van-pools.

CITY AS A MODEL EMPLOYER

- 6.2 The City shall set an example as a model employer to reduce the use of the single occupancy vehicle.**
- 6.2.1 The City, as a model employer, shall continue to promote its transportation demand management program and encourage employees to live close to the workplace. The City may discuss issues with employees' union representatives as necessary in order to meet the program's objectives.

REGIONAL COORDINATION

- 6.3 The City shall support and promote regional programs that reduce the use of the single occupancy vehicle.**

EDUCATION/OUTREACH/COMMUNITY INVOLVEMENT

- 6.4 The City shall work to raise awareness about the effects of automobile use and the value of alternatives to driving alone.**
- 6.4.1 Continue to work with agencies, such as the School District and Traffic Solutions, and fund programs that are designed to expand the education, outreach, and marketing components of transportation demand management services.
- 6.4.2 Work with groups such as the Air Pollution Control District (APCD) and Traffic Solutions to educate the public about auto-related air pollution emissions.
- 6.4.3 Work with groups such as the Community Environmental Council (CEC), to incorporate information about opportunities to decrease energy consumption, reduce air pollution, and improve resource conservation through decreased use of the automobile.
- 6.4.4 Encourage local and regional transportation demand management services, such as Traffic Solutions, the Air Pollution Control District (APCD), and the Community Environmental Council (CEC) to develop a local access television program aimed at raising awareness and discouraging drive alone trips.
- 6.4.5 Participate in the Clean Cities Program (see Glossary).
- 6.4.6 Continue to participate in and share information with the Environmental Protection Agency/Local Government Commission's Transportation Partners Program.
- 6.4.7 Encourage the use of bicycling and other forms of alternative transportation

through the sponsorship of events such as a Bike-to-Work Day.

- 6.4.8 Work with groups such as the Convention and Visitors Bureau and the Chamber of Commerce to promote the use of public forms of transportation, alternative forms of travel and ridesharing to and within the City in all out of town advertising and promotion efforts.

Goal 7 INCREASE ACCESS BY OPTIMIZING PARKING CITYWIDE

PARKING SUPPLY

- 7.2.7 Develop methods to optimize the use of on street parking. These methods may include the following:
- increasing the availability and use of alternative means of travel to reduce the demand for parking spaces.

PARKING REQUIREMENTS AND STANDARDS

- 7.4.3 Survey land uses, public parking supplies, and available alternative modes of transportation prior to considering changes in parking requirements.

Goal 8 INCREASE PARKING AVAILABILITY AND ACCESS FOR DOWNTOWN CUSTOMERS

Increase parking availability and access for Downtown customers and reduce the need for downtown employee parking by making alternative modes of transportation convenient for Downtown employees and the public through methods such as:

- *improving pedestrian and transit access,*
- *increasing bicycle parking,*
- *providing incentives for employees to use alternative transportation and park in peripheral lots,*

POLICIES AND IMPLEMENTATION STRATEGIES

DOWNTOWN PARKING AND ECONOMIC VITALITY

- 8.1.3 Consider reducing or eliminating the parking requirements for small businesses and small additions (as defined in the Santa Barbara Municipal Code), when adequate alternatives are operational.

MANAGING DOWNTOWN PUBLIC PARKING

- 8.2 The City shall manage the Downtown parking supply to reduce the need for employee parking while increasing the availability of customer parking and working with the County of Santa Barbara to address parking needs.**
- 8.2.1 Develop a subsidized bus pass program for Downtown employees. Consider other incentives for employees who bike, walk, or car/van pool to work.
- 8.2.10 Implement the strategies contained in the Circulation Element, Land Use chapter, and the Land Use and Housing Elements pertaining to increasing housing in the downtown core and along major transit routes.

DOWNTOWN HOUSING

- 8.5** **The City shall promote/facilitate the development of housing to decrease the need for parking through an increased walking/biking population that lives, works, and shops in the Downtown (See Chapter 13).**

Goal 9 ***DEVELOP SPECIAL POLICIES RELATED TO TRANSPORTATION AND PARKING IN THE COASTAL ZONE***

Create a more consolidated parking system in the waterfront area and explore new and/or expanded opportunities for use of alternative transportation. In order to open up new areas for recreational use and to allow for better views from Cabrillo Boulevard, no further development of parking should occur on the ocean side of Cabrillo Boulevard, except in the developed harbor areas if consistent with the Harbor Master Plan.

POLICIES AND IMPLEMENTATION STRATEGIES

USE OF ALTERNATIVE TRANSPORTATION

- 9.1** **The City shall encourage use of alternative modes of transportation, especially non-motorized options, in and around the Coastal Zone.**
- 9.1.1** Improve pedestrian, bicycle, and transit access throughout the Coastal Zone. Improve access from the Wharf and Harbor areas to the La Playa (City College) lots, Waterfront, and State Street areas through such methods as:
- providing additional bicycle and pedestrian paths,
 - working with transit providers to increase transit service,
 - improving the existing beachway to increase safety for pedestrians, cyclists, skaters, and other forms of non-motorized travel,
 - providing additional bicycle racks and/or lockers in public areas, including public parking lots,

- improving lighting along pedestrian routes to encourage pedestrian activity especially between Lower State Street, Stearns Wharf, the Harbor and the overnight tourist accommodations, and
- providing additional seating and resting spots in public areas for pedestrians.

9.1.2 Increase pedestrian, bicycle, and transit access from the Westside, Eastside, and Downtown through such methods as:

- creating bicycle lanes between Rancheria Street and the Harbor area,
- widening and improving Castillo Street sidewalks from Downtown to the Waterfront,
- developing a walkway and improving existing bicycle lanes to connect Shoreline Park to Leadbetter Beach along Shoreline Drive,
- completing the Calle Caesar Chavez (Salsipuedes) and Garden Street extension projects,
- working with transit providers to increase transit service,
- creating access to the Waterfront from both a Cacique Street under-crossing at Highway 101 and a Voluntario Street pedestrian overcrossing at Highway 101,
- providing additional bicycle racks and/or lockers in public areas along State Street and throughout the Downtown area, and
- increasing the frequency of shuttle service along the State Street route.

9.1.5 Connect the Cabrillo Boulevard Bikeway to the Douglas Family Preserve, Arroyo Burro County Beach, and Las Positas Park with a link to the UCSB/Santa Barbara bikeway running parallel to Modoc Road.

MANAGE PARKING IN COASTAL ZONE

- 9.2.2 Consider revising Local Coastal Plan Policy 11.5 to modify requirements that parking demand be met on site in the Coastal Zone. Amend the policy to allow property owners to propose alternative approaches to meeting parking demand in a manner consistent with other areas of the City, providing such modification does not reduce the number of public parking spaces available to the general public for the purposes of accessing the shoreline and beach in the waterfront area.
- 9.2.5 Continue to work with the Santa Barbara City College to reduce the amount of drive-alone trips and the demand for parking through programs such as:
- transit passes for students,
 - educational information about the benefits of alternative modes of travel,
 - bicycle facilities such as bike lanes and bike storage systems, and
 - pedestrian facilities such as paths, transit stops, landscaping, and benches.

LINK TO ALTERNATIVE TRANSPORTATION

- 9.3 **The City shall coordinate parking lot access and alternative modes of transportation.**
- 9.3.1 Develop a Coastal Zone linkage plan for bicycles and pedestrians among parking lots and points of interest through dedication, acquisition, easements, the purchase of property, and other applicable methods.
- 9.3.2 Use the Redevelopment Agency (RDA) to consolidate parking facilities and

create new opportunities for use of alternative transportation to connect existing parking facilities for Coastal Zone areas in and within the RDA.

- 9.3.5 Improve alternative transportation connections from the Coastal Zone to existing parking facilities outside the Coastal Zone.

SIGNAGE AND AESTHETICS

9.4 The City shall promote excellent signage and aesthetics.

- 9.4.1 Implement Harbor Master Plan policies and programs that will:
- improve signage and aesthetics within the plan area,
 - provide information about the various forms of transportation available,
 - improve linkages between forms of transportation, and
 - resolve conflicts between various modes of transportation that occur within the plan area.

CABRILLO BOULEVARD

9.5 The City shall develop a Master Plan for the entire length of Cabrillo Boulevard and interchanges that identifies potential operational and aesthetic improvements.

- 9.5.1 Create a Master Plan for Cabrillo Boulevard that explores the implementation of the following:
- reducing traffic lanes on Cabrillo Boulevard to provide additional recreational areas, bike lanes, parking or landscaping,

Goal 10 *DEVELOP A MOBILITY SYSTEM THAT WILL CARRY ALL MODES OF TRANSPORTATION, FROM PEDESTRIANS TO AUTOMOBILES.*

Develop a classification and service system that designates streets, walkways and bikeways in a manner that meets the overall objectives of the Vision. To do this, the City will develop and implement a classification system that integrates all modes of transportation, creates intermodal connections, and results in a City in which automobile use is a choice, not a necessity.

POLICIES AND IMPLEMENTATION STRATEGIES

CLASSIFICATION SYSTEM

10.1 The City shall develop and use a mobility classification and service system that will designate mobility corridors throughout the City based on their purpose and function. The purpose of this classification and service system is to ensure consideration of all forms of travel in the design, development, improvement, and maintenance of all mobility corridors.

Residential Corridors:

Residential corridors include public alleys, transit routes, streets, bicycle routes, sidewalks, and footpaths which are located in residential neighborhoods and which exclusively serve the local transportation needs of the surrounding residential neighborhood. While land uses along residential corridors are predominately residential, these corridors may also contain other residential serving land uses such as neighborhood markets, offices, child care facilities, churches, and public services facilities (fire stations, schools, etc.).

Residential corridors shall be designed and maintained in a manner that preserves and enhances neighborhood aesthetics. These corridors may be

designed with lower automobile traffic speeds and provide comfortable paths of travel for children, pedestrians, bicyclists, and others. Consideration for the safety of children shall be particularly emphasized.

The following design features, as appropriate, may be incorporated into residential corridors (See Figures 3 and 4):

- lighting
- sidewalks
- widened sidewalks
- street trees
- bicycle racks/lockers
- parkways
- stop lights
- curb bulbs
- chokers
- speed humps
- reduced speed limits
- utility poles and equipment
- neighborhood traffic circles
- other traffic calming measures
- safe sight distances for vehicles, bicyclists, and pedestrians
- landscaping
- seating
- raised intersection
- transit stops
- bicycle lanes
- newsracks
- one way streets
- directional signage
- signal pre-emption
- fire hydrants
- permit parking

Commercial Corridors:

Commercial corridors include streets, public alleys, transit routes, bicycle routes, footpaths, sidewalks, and paseos that principally serve commercial and industrial areas of the City. These corridors shall be designed and maintained to support and serve commercial and industrial activities emphasizing multimodal access to preserve and sustain the economic vitality of local businesses. These corridors shall be designed and maintained in a manner that preserves and enhances aesthetic

quality. The streets included in the Congestion Management Plan (listed on Page 10-2) would typically be covered in the Commercial and Multiple/Mixed Purpose categories. The following design features, as appropriate may be incorporated into commercial corridors:

- adequate delivery loading/unloading areas
- safe sight distances for vehicles, bicycles, and pedestrians

Multiple/Mixed Purpose Corridor:

Multiple/Mixed purpose corridors include, public alleys, transit routes, streets, bicycle routes, footpaths, sidewalks, and paseos that serve multiple areas and functions (residential, commercial, scenic, through traffic between neighborhoods, etc.). Each multiple/mixed purpose corridor in the City is different as determined by location, principal transportation modes, and purpose of users. Therefore, each corridor requires individual design. The streets included in the Congestion Management Plan (listed on Page 10-2) would typically be covered in the Commercial and Multiple/Mixed Purpose categories.

Goal 11 REVIEW TRAFFIC IMPACT STANDARDS USED AT CITY INTERSECTIONS FOR CONSISTENCY WITH THE GOALS OF THE CIRCULATION ELEMENT AND GENERAL PLAN.

POLICIES AND IMPLEMENTATION STRATEGIES

MOBILITY SYSTEM

11.2 The City shall create an adequately funded mobility system consistent with the vision of this Circulation Element that will increase the access to and convenience of alternative forms of travel.

- 11.2.1 Increase funding for alternative transportation systems to solve community transportation issues and problems not resulting from new development.
- 11.2.2 Implement the Goals and Policies of Chapter 12, Public Involvement, to involve the community in methods to create a flexible system of mobility.

Goal 12 *ESTABLISH A PROCESS TO INCLUDE NEIGHBORHOODS IN THE DISCUSSION OF THE EFFECTS OF TRAFFIC ON RESIDENTIAL STREETS*

Develop a mechanism for monitoring changes to all neighborhoods and for addressing those changes if appropriate. The mechanism should take the form of a methodology or procedure for assessing and responding to neighborhood traffic impacts both during periodic reviews and upon neighborhood request. Any review and discussion of neighborhood through traffic should be addressed on an area-wide basis so that all segments of the community, including persons representing commercial and industrial areas, can participate in creating solutions to a given traffic problem.

POLICIES AND IMPLEMENTATION STRATEGIES

TRAFFIC MANAGEMENT PROGRAM

- 12.1.1 Create a Traffic Management Program which will:
 - detail a process to develop and implement Neighborhood Area and Business Area Mobility Plans that address the traffic and mobility concerns of an impacted area, including the concerns of any residential, commercial, mixed use, industrial, recreational, and service uses in the area. The types of issues that this plan is intended to address include: transit issues; mobility issues; maintenance issues; pedestrian and bicycle connections; through traffic volumes; visual impacts; traffic speeds; noise; safety for children and pedestrians; and collisions,
 - detail the process required for education on traffic issues, implementation,

potential costs and benefits of various alternatives addressing mobility and traffic issues, conflict resolution strategies, the public hearing and design review process, and future enforcement and monitoring,

- describe various options available to address traffic issues such as:
 - encourage the use of alternate modes of transportation to reduce vehicle traffic,
 - speed humps,
 - chokers,
 - street closures,
 - partial street closures,
 - raised intersections,
 - roundabouts,
 - neighborhood traffic circles,
 - street trees,
 - curb bulbs,
 - loading/unloading areas,
 - distances for vehicles leaving commercial facilities to reduce conflicts with bicycles and pedestrians,
 - providing wide sidewalks for pedestrian travel and outdoor display/activity areas, where appropriate,
 - access ramps,

COMPACT DEVELOPMENT

13.2.2 Consider amending the Zoning Ordinance to:

- allow increased residential densities and more compact, pedestrian oriented, non-residential development along streets identified as major transit corridors, and
- reduce parking requirements for properties near major transit corridors if it

can be demonstrated that a negative impact will not occur. In conjunction with this reduction, the City shall evaluate and aggressively monitor the results to ensure continued use of alternative means of travel and to justify reduced parking demands.

DESIGN STANDARDS

- 13.4 Establish provisions to allow for creative site development and urban design standards that support the City's mobility goals.**

Goal 14 COORDINATE WITH REGIONAL SYSTEMS AND GOALS.

POLICIES AND IMPLEMENTATION STRATEGIES

REGIONAL PLANS

- 14.1 The City shall encourage regional transportation plans and programs (such as those under the jurisdiction of the Santa Barbara County Association of Governments) that support the Circulation Element.**

AIRPORT

- 14.3 The City shall coordinate with the County and other agencies and jurisdictions to improve transportation to and from the City's Airport.**
- 14.3.1 Work with the County on high priority projects such as:
- bicycle/pedestrian paths parallel to Hollister and the Railroad,
- 14.3.3 Explore the development of bicycle paths/amenities to encourage bicycling to

and from the Airport.

EDUCATION/OUTREACH

14.4 The City shall develop an education/outreach program about the City's Circulation Element.

14.4.1 Distribute the adopted Circulation Element to SBCAG, other jurisdictions, transportation related agencies, and affected groups.

14.4.2 Encourage regional marketing of transportation services to educate the public about the availability and benefit of alternative modes of transportation.

REGIONAL COOPERATION AND COORDINATION

14.5.7 Work with other agencies to implement the adopted Regional Bikeway Plan.

Goal 15 OTHER TRANSPORTATION FACILITIES

POLICIES AND IMPLEMENTATION STRATEGIES

OTHER TRANSPORTATION FACILITIES

15.2 Manage and operate the Airport in an efficient, cost effective, and safe manner.

15.2.3 Implement the Airport Industrial Area Specific Plan to address circulation issues associated with the industrial area on the north side of the Airport, including policies designed to:

- coordinate bicycle and pedestrian facilities with those planned by the County and design the new street system within the planning area to accommodate bicycles and pedestrians, and

Safety Element (2013)

GOALS

- *Public Safety:* Protect life, property and public well-being from natural and human-caused hazards.