SIGULGI BALLBALRA CALIBORRA

The General Plan

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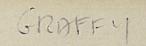
The General Plan was adopted by resolution of the Mayor and City Council on July 28, 1964.

This action provides a guide and a framework for important decisions and policies as the community grows.

The Plan is intended to be flexible and 'open minded'; to adjust with the wishes of the majority as conditions and desires of the time will indicate. It is not rigid or unchangeable, but will be reviewed and amended annually.

The City Council does not intend to change any of the zoning in the City as a result of the adoption of the General Plan except where the desire for such a zone change is expressed by the property owners affected. In such a circumstance the General Plan would be used by the City Council to determine the effect of the zone change on the surrounding land and on the community as a whole.

DEDICATED TO THE PRESERVA-TION OF THE BEAUTY AND THE HARMONIOUS RELATIONSHIP BE-TWEEN THE NATURAL AND MAN MADE RESOURCES SO THAT SANTA BARBARA MAY CONTINUE HER HISTORIC ROLE AS HOME FOR THOSE WHO SEEK A REFUGE FROM THE COMMONPLACE.



EISNER-STEWART and ASSOCIATES

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PLANNING CONSULTANT - ARCHITECT
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To the Mayor City Council Planning Commission and the People of the City of Santa Barbara

This report contains the General Plan for the City of Santa Barbara and the policies and standards adopted on July 28, 1964, to effectuate the Plan. We believe the Plan contains many constructive ideas that will assist the Planning Commission and City Council in their determination of appropriate actions as they guide the City's growth and change in the years ahead.

We recommend that the Plan be kept under continuous review, utilizing it as a living, dynamic device to help maintain orderly and economically sound relationships between land use and public facilities.

We hope that the officials and the residents of your community support the Plan and utilize it to continue the aspirations for excellence expressed by so many of the people with whom we worked.

Respectfully submitted,

EISNER - STEWART AND ASSOCIATES

Simon Eisner

ACKNOWLEDGMENTS

MAYOR AND CITY COUNCIL

Mayor ______Edward L. Abbott (To June, 1963)
W. Don MacGillivray (From June, 1963)
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Mrs. Fred Glahn Klaus Kemp
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Raymond L. Korf

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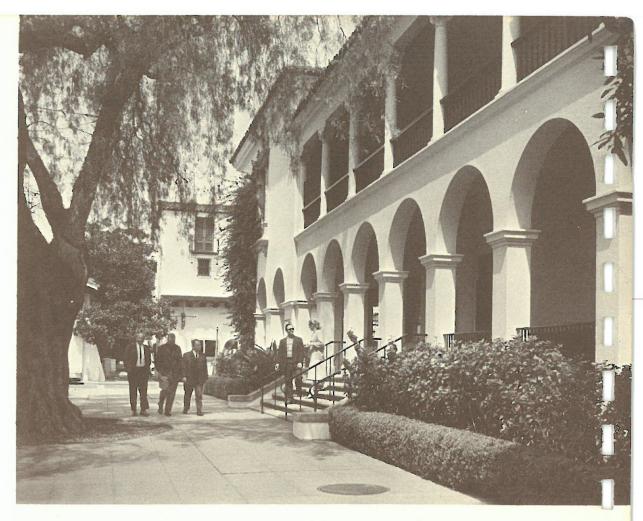
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Glenn Marchbanks

Mrs. John F. Youngblood

Commissioners to June, 1963

Stanley M. Banks Mrs. Benjamin A. Brackenbury
William C. Common Daniel V. D'Alfonso
George T. Dorrance Walter L. Mongue



SANTA BARBARA'S CITY HALL, LOCATED ON DE LA GUERRA PLAZA AND WITHIN THE HISTORIC EL PUEBLO VIEJO AREA, REFLECTS THE CITY'S TRADITIONAL ARCHITECTURE.

KARL OBERT PHOTO

Planning Director

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David M. Yager	Treasurer
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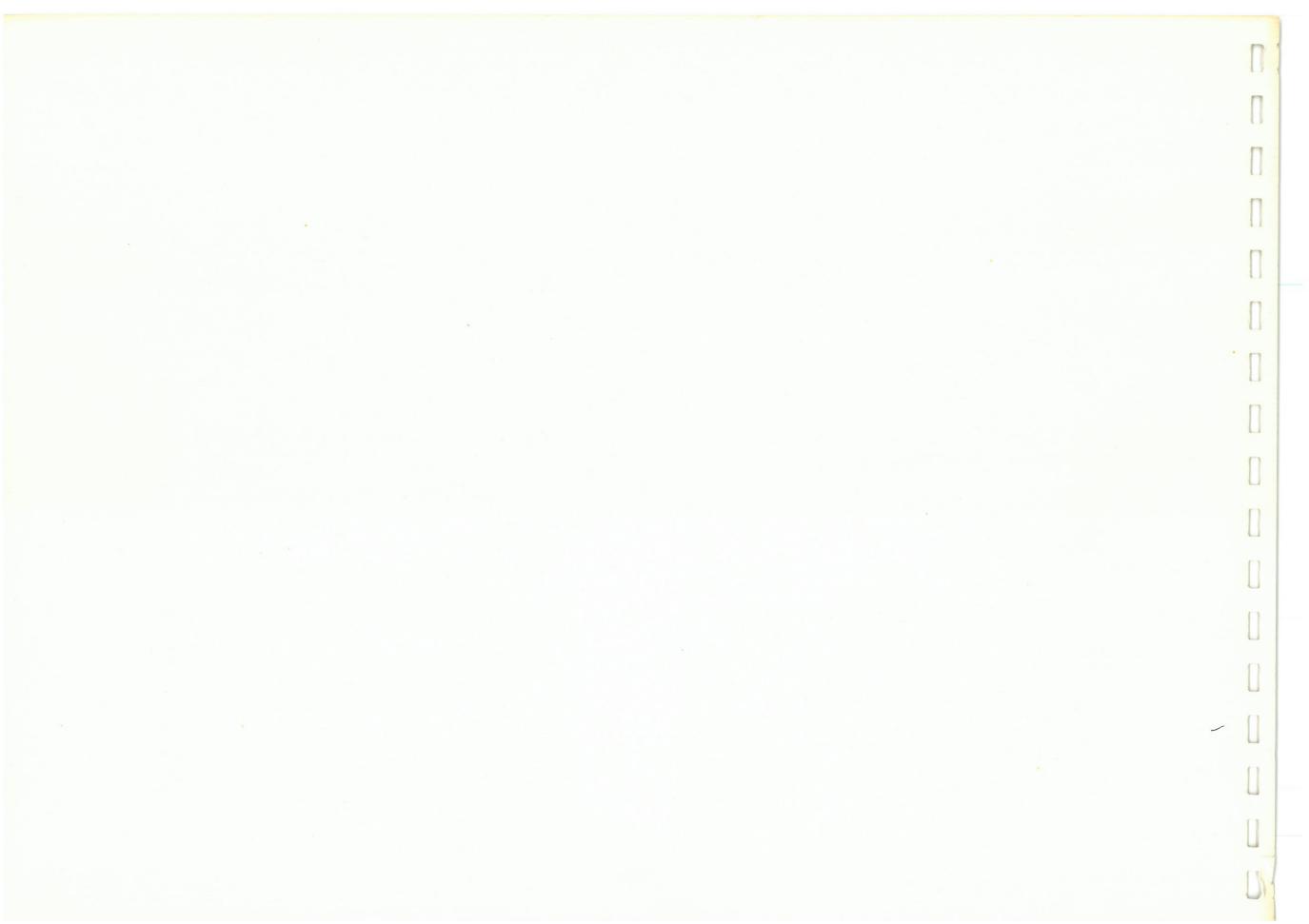
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Santa Barbara has, built into its very substance, a meaning. A reason for being. The natural beauty of its setting speaks of this meaning. Its history and its past generations of dwellers speak of it. The lavish care with which its inhabitants have placed their works on its earth and its waters speak of it. And we know by the volumes of words devoted to the capturing of this meaning, and the great variety of opinion about it, that this meaning is not a superficial thing. It is not demonstrable in any overt or dynamic way in the sense that Detroit, for example, can derive its meaning from the influence of the automobile on our society. Likewise, Washington, D.C., exists for the seat of government it harbors and Chicago represents a vital center of commerce and transportation. Rather, what Santa Barbara seems to be saying transcends all of mankind's material sciences, most of his culture. It touches a basic need in man to feel and be reminded of his source, to sense the depth and strength of his roots, and hence to be assured of his own meaning. It offers the experience of man's relationship to his Earth, neither dominating nor being suppressed, but each existing in harmony with the other.

It is a value which cannot be found in all the raw magnificence of nature, nor in the splendor of man's greatest works, for these speak of the Earth's unconquerable power and of man's determination to conquer and control it. Santa Barbara speaks of Earth's gentle persuasion, and of man's respect for it.

It is because of this non-intellectual aspect of its meaning that many have found it difficult to define with any degree of finality. Its meaning is not so much what it is physically as the effect it has on those who experience it. Hence, any attempt to analyse and interpret it on the basis of simple facts untempered by the warmth of understanding would lead nowhere. This is not to say that such facts have no place in our study of Santa Barbara. They are as important here as anywhere, for Santa Barbara must exist rationally within the scope of our society and deal justly with its economic and political rules. But if that is all it does, then it abdicates its reason for being.

For some years now, there has been an uneasy feeling that the process of abdication has been going on in spite of the hue and cry against it and the many steps forward in the preservation and enhancement of the physical and cultural scene. There is abundant evidence on the land to support this feeling, but perhaps the most telling indictment comes from visitors who, having heard of Santa Barbara and its unique values, come from around the world and are disappointed, for they see a lack of respect for the thing that they have come to experience.

In order to reverse the process of the deterioration of Santa Barbara's meaning, and to establish a guide for the future development and policy, the Board of Supervisors of the County of Santa Barbara in November, 1960, retained the firm of Simon Eisner and Associates, Planning Consultants, to draft a General Plan for the County. In March, 1961, the Council of the City of Santa Barbara followed suit and entered into a contract with Mr. Eisner's firm to develop a General Plan for the City of Santa Barbara. Two members of the Planning Department staff of the City were assigned to Mr. Eisner to work under his direction on the General Plan program. A period of two years was established for the completion of the program, the first year to be devoted to research, the second to the development of the Plan. A similar schedule was established at the County level, and close relationships between the two staffs were maintained so that the two Plans would be as meaningful as possible to each other and further, that the City Plan and the South Coast portion of the County Plan would be, when taken together, a unified plan for the total South Coast,

Throughout the two year program, every possible effort has been made to maintain an intimate contract with the people of Santa Barbara, for they are the ones ultimately to feel the full impact of changes in their environment. In fact, without this contact, and a consequent mutual understanding, no effective planning is possible. Any General Plan, regardless of its merits, would be simply an academic exercise without the approbation of the people for whom it was designed and who, having arrived at an understanding of its necessity, possess the will to effectuate it.

It is with distinct pleasure that we can report here an overwhelming response and cooperation from Santa Barbara to all phases of the program. The level of interest through a wide range of citizens' groups, improvement associations, business and professional groups and many others has been such as to give the research phase of the program the abundant evidence necessary to determine the consensus of the community and to give valid answers to the questions of what Santa Barbara is and what it aspires to be. We are particularly indebted to the Master Plan Committee for Supervisorial District #2, and to its committeemen

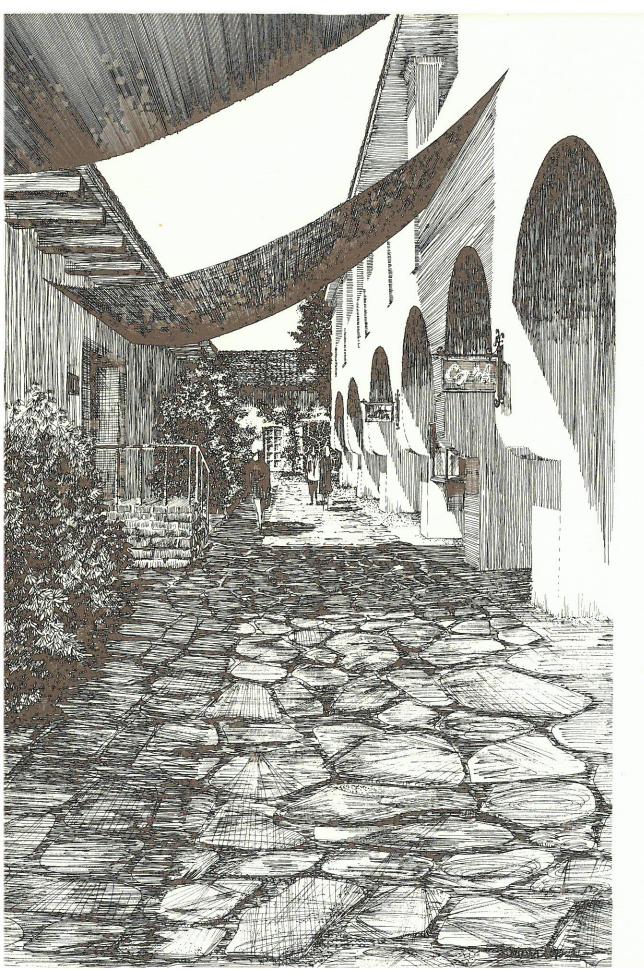
and their sub-committees for the various planning areas within the City and its environs. The reports and comments of these Planning Area Committees have been an invaluable source of contact with the neighborhoods, their hopes and criticisms, and their view of the City as a whole. Significant too has been the constant interest and reporting by the Santa Barbara News-Press throughout the program.

Without any question, the most telling influence on the relationship between the community and the General Plan program has been and is the activities of the Citizens Planning Association of Santa Barbara County. Without the assistance of the C.P.A., much of the effectiveness and scope of the General Plan presentations throughout the community would have been lost. Many factors in the research and planning phases of the program owe a considerable debt to this organization. Indeed, a large measure of responsibility for the very existence of the program can be attributed to the C.P.A. In the years to come, as the Plan is studied, amended and various elements of it are effectuated, it is hoped that the C.P.A. will continue its activities and that the community will give it every possible support.

The following report, then, is a summation of all this activity. Activity by a large representation from the people of the community as well as by the Planning Consultant and his staff who are charged with the responsibility of producing the Plan. It will therefore speak of the meaning of Santa Barbara held in the minds and hearts of its citizens. The degree of truth with which it does this will be the measure of its value and the strength of its influence in the years to come.

GERERAL PLANNING PROCESS ग्राफ स





GENERAL PLANS AND THE PLANNING PROCESS

In view of all the activity in the Planning field since the end of World War II, the new and sometimes confusing rise of the status of the Planning profession, the significant growth of Planning budgets through all levels of government and the accelerated demand for the creation and adoption of General Plans, it might be assumed that the concept of the General Plan is a child of the Twentieth Century. Nothing could be farther from the truth. Since the time man first gathered together with others of his kind to form tribes he has drafted and followed plans for the establishment and expansion of his environment. He has always been concerned with the form of his urban place, to use the term loosely, so as to afford the maximum protection, comfort and benefit of the inhabitants. His Plan was usually simple, a product more of tradition, ritual and instinct than of his intellect. But it was sufficient to his needs and within his skill. The difference today lies not in the concept, but in the complexity of the environment, and with that comes the sophistication of the General Planning Process with its comprehensive characteristics concerned with activities of a multiplicity of people and their interests. There are no new ideas under the sun, just fresh interpretation of old ideas.

THE GENERAL PLAN IS NOT A LAW

One of the most important aspects of the modern General Plan is that it is not a law. It contains no strict provisions for its enforcement nor does it provide for punishment of those who do not adhere to it. We can interpret the spirit of it, but not the letter. In short, it is a statement of policy and is adopted by Resolution of the governing body. As a policy, it serves as a guide to the adoption of laws necessary to carry out its intent. For example, the Zoning Ordinance is a law regulating the use of specific lands. The policy established by the General Plan is used to guide the structure of the Zoning Ordinance and map so that the law will have maximum effectiveness in bringing about an orderly coordinated development of the community. There are many other laws to which the General Plan serves as a guide, such as street widening ordinances, design control ordinances, and subdivision ordinances. These and others will be discussed more thoroughly in a later section as techniques for effectuating the Plan. It further serves as a basis for public expenditures for schools, parks, street improvements, and so forth.

THE GENERAL PLAN IS A COMPREHENSIVE, LONG-RANGE POLICY GUIDE

The term "General Plan" is used rather than "Master Plan" to emphasize the policy nature of its proposals. Because the Plan is a comprehensive document, covering all aspects of our physical environment, and because it takes the long-range view, it must be general. To illustrate, the Plan suggests a system of circulation based primarily on the existing street system. It does not state right-of-way widths, pavement widths, grades or precise alignments. These more detailed matters must await precise planning in the years ahead.

The General Plan provides a preliminary outline of future growth and development, both through outward expansion and by rebuilding and modernization within. It establishes the framework on which to build. It also identifies and suggests the redesign of malfunctioning elements of the environment. It can be an effective source of fresh and dynamic ideas. By identifying goals, it can be a stimulus to finding new techniques to satisfy those ends. Its goals and objectives are for private as well as public action. Above all, it is an expression of what the people want their environment to be.

THE GENERAL PLAN IS A LIVING DOCUMENT

In taking the long-range view of the future of Santa Barbara, we are

not wise enough to predict exactly what will happen nor the rate at which it will happen. The forces now in effect that direct the course of our development are constantly changing. The improvements in our technology, living and educational standards, and the changes in community opinion and in our economic influences will in time outmode many of our present concepts and ideas. For example, it is obvious that ten years ago we could not have been aware that the Federal Government would activate missile facilities at Vandenberg Air Force Base, thus materially altering the labor force and economy of that area. Similarly, we cannot know now in what way this place of employment may be modified or expanded in the years to come. Again, we suspect that because of the adverse effects on our environment caused by the automobile with the air pollution, congestion and usurpation of the land that it causes, hat in time it will cease to be the primary means of transportation. Just how and when this will occur, however, we cannot say. Because of these and many other inevitable changes, the General Plan must be reviewed and modified periodically. It must always reflect current thinking. If it does not, it becomes an archaic document, unused, with only historical value.

THE STATE PLANNING LAWS

There is ample evidence of the concern of the State of California for the orderly development of its cities and counties under the constant pressure of a rapidly expanding population and economy. Article 7, Chapter 3, Title 7 of the Government Code sets forth the authority for and scope of general or master plans. The urgency of the situation is demonstrated by the mandatory nature of the law. Article 7 provides, in part, that, "Each commission or planning department shall prepare and the commission shall adopt a comprehensive, long-term general plan for the physical development of the city, county, area, or region, and of any land outside its boundaries which in the commission's judgment bears relation to its planning." Further, it specifies that "The master or general plan shall consist of a map and a statement describing it and a statement covering objectives, principles, and standards used to develop it: and shall include all of the following elements: A land use element ; A circulation element ; A statement of the standards of population density and building intensity recommended for the various districts; Supporting maps, diagrams, charts, descriptive materials and reports." The law then goes on to enumerate many other elements which a general plan may contain, but are not required. Some of these are conservation, recreation, transportation, transit, public services and facilities, public buildings and community design. Some are included in these original studies and others will be added later. Specifically, the elements of schools, parks, recreation, and

transportation, and portions of public services and facilities, public buildings and community design elements have been included in this General Plan along with the required elements.

Article 9 of the above Chapter 3 sets forth procedures for the administration of the General Plan and provides, in part, that, "Whenever a county or city planning commission and a county or city legislative body has adopted a master or general plan....., no street, square, park, or other public ground or open space shall be acquired by dedication or otherwise, no street shall be disposed of, closed or abandoned, and no public building or structure shall be constructed or authorized in the area to which the master or general plan applies, until its location, purpose, and extent have been submitted to and reported upon by the planning commission having jurisdiction."

FREE ENTERPRISE AND THE COMMON GOOD

In the relationship between the control by government over the matter in which we, as individuals, use our property, and the basic philosophy of free enterprise, there appears to be an inherent contradiction. That is to say, if one were to be interpreted as an absolute right, either by the individual or by government, it would preclude the other. This seems a simple maxim, yet it is surprising how often one hears just such an interpretation being made from one side or the other. The basic meeting ground is, of course, the point of greatest common good. It is an elusive point, to be sure, which must be constantly reestablished and defined, instance by instance. The role of the General Plan in establishing this point is a large one. In addition to serving as a broadly based study to determine just what the common good is, it gives coherent direction and purpose to those controls which it shows necessary to obtain the common good. It does this by relating all of the uses of the land and our various activities to each other, balancing the relative amounts and locations of each to achieve the desired goals. Zoning, for example, in the absence of a General Plan often seems arbitrary. Certainly, zoning changes would be arbitrary without some overall guide, and might, in some instances, be overstepping the point of the greatest common good by granting special privilege.

Inevitably, what is economically sound for the community may not be for all individuals. Planning and governing bodies everywhere are familiar with the situation of a growing community wherein the market prices of land have largely outstripped the economic feasibility of developing it within the zoning regulations. In communities without a General Plan,

the tendency is to change the zoning under the assumption that the economic forces creating the situation are more valid than the zoning. This might very well be the case, but the end result of such decisions is to create a land use pattern bearing little relation to the other factors in the community such as schools, parks, circulation, etc. However, in cases where a General Plan exists and is being followed, where the General Plan represents the ordered statement of what the community wants to be, it is reasonable to conclude that the individual finding himself in such a situation has simply paid too much for the land and would have no recourse in the rezoning process unless such a rezoning substantially complies with the General Plan. It can be just as much a guide, therefore, to private enterprise as it is to government. It also represents a sense of stability for people seeking an environment that is not subject to capricious change; thus homes, for example, will not be surrounded by encroaching industry or commerce.

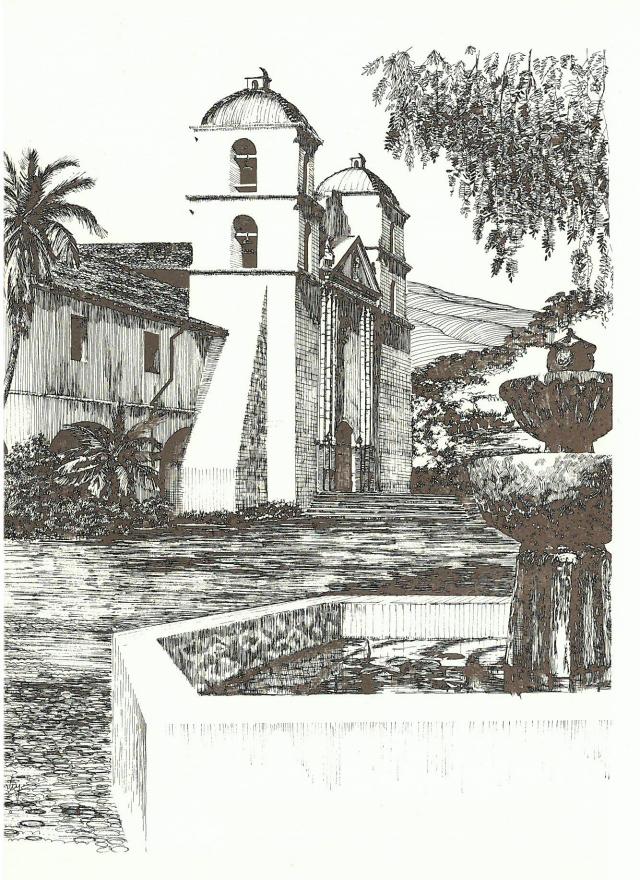
Matters such as the one above cannot be considered separate from all the other functions of a city, for the city is an organic unit. It is a complex structure of interrelated facilities and services, all interdependent, and all affected to some degree from the breakdown or malfunction of any part.

THE THREE PHASES OF THE PLANNING PROCESS

The Planning Process is divided into three major phases. The first is research, the second is general planning, and the third is precise planning and effectuation. This report will deal primarily with the first and second phases, but will suggest some items for the third. It is important to restate that none of the phases is ever complete. The research, the gathering, updating and analysis of data, the continuing reevaluation of the community and all its parts must go on in order to provide a sound basis for the constant scrutiny of the General Plan. The General Plan itself must be amended as the times and influences change. The program of precise planning, which really begins after the adoption of the General Plan, is geared to the development of the community and must progress in harmony with it. All of this leads to effectuation and a good, economically sound city—the end result of any good plan.

THE BASIS FOR PLANING

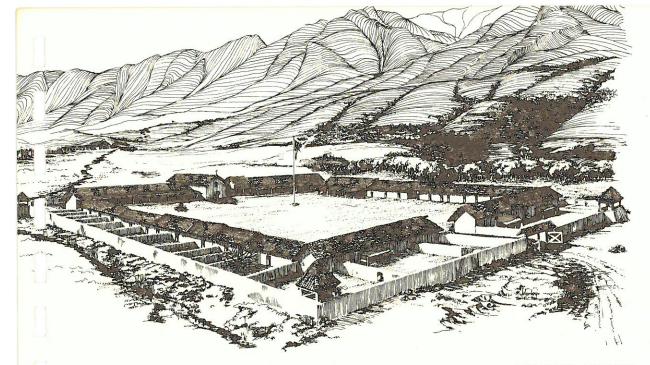
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THE SANTA BARBARA MISSION REPRESENTS THE HISTORICAL FOUNDATION OF THE COMMUNITY.

THE BASIS FOR PLANNING

The purpose of the first year's program of research was to establish a broad base of understanding and knowledge of what the City of Santa Barbara was, what it is and what it may become. In the process of this investigation a wealth of data has been accumulated which, as it is constantly updated and enlarged in the future, will provide an invaluable source of information about the community, not only for the continuance of the planning process, but for other City departments and civic organizations. In addition to the primary areas of research such as history, culture, economics, physical composition, facilities and services, past and future growth and the social and economic characteristics of the population, the City was divided into neighborhood planning areas, and these have been studied as units within the City. The results of these studies are far too voluminous for inclusion in this report in their entirety. Much of the research data presented herein, is, therefore, a summarization of the detailed studies. These studies are, however, on file in the Planning Department and are available to anyone interested in studying them.



THE ROYAL PRESIDIO.

HISTORY

The rich, fascinating story of the settlement and growth of Santa Barbara began with the first visit by land in 1769 when an expedition under Don Gaspar de Portolá, traveling from San Diego to the Bay of San Francisco, entered "La Canal de Santa Barbara" on August 9th. The area, first discovered from the sea by Juan Rodriquez Cabrillo in 1542, was given the name of Santa Barbara by Father Antonio de la Ascencion, a Carmelite Friar and member of the expedition of Sebastian Vizcaino who visited the region by water on December 4th, the feast day of St. Barbara.

On April 2, 1782, an expedition of some fifty soldiers under the command of Jose Francisco Ortega and accompanied by Father Junipero Serra left the newly founded Mission of San Buenaventura and marched along the coast to Santa Barbara. Settled around a lagoon, they found the large Canalino Indian village, San Joaquin de la Laguna, ruled by Chief Yanonalit. On the plain which rises gradually from the broad open beach of Santa Barbara, overlooking the Indian village and the lagoon, they decided to build the new Presidio. It was on the 21st day of April, 1782.

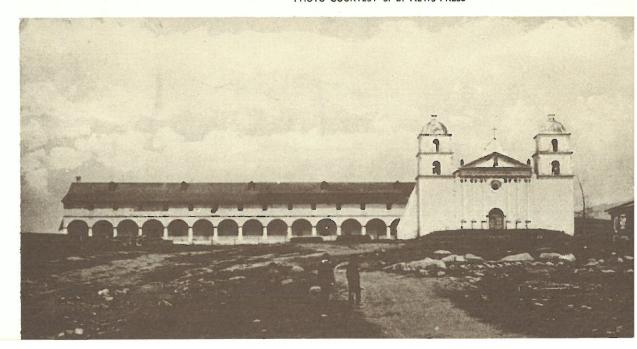
"... that Father Junipero Serra, clad in alb and stole, stood in a hastily constructed chapel of brush before a roughly hewn table used as an alter. The soldiers then formed a square and, having laid aside their shields and lances, knelt with bared heads while the saintly Father invoked the blessings upon this dedicated group and their undertaking. After the dedication, the cross was raised. Mass was celebrated and a sermon preached."

With these historic ceremonies the City of Santa Barbara was founded.

The Santa Barbara Mission was not founded until after the death of Father Serra, although it was a project always in his mind and desire. Finally, on the 4th of December, 1786, the site was consecrated and the Cross raised. The first simple buildings of the Mission were not begun until next year. The Fathers built the missions with the help of the Christianized Indians, creating at the same time a self-sufficient economy. Orchards and vineyards were planted, grain and vegetables were cultivated, flocks of sheep and large herds of cattle were established, and trade was carried on with the sailing vessels. The Fathers taught the Indians to become artists, to weave, and to make soap, as well as to build their own adobe houses and make the tiles. They supplied the Presidios with necessary goods and also sold to individual soldiers. The remains of a dam in Mission Canyon, the reservoir and the grist mill are evidences of the work of the Mission Indians under the direction of the Fathers.

AN EARLY VIEW OF THE OLD MISSION AT SANTA BARBARA SHOWING THE HARSH QUALITIES OF THE LAND FROM WHICH THE BEAUTY OF TODAY'S SANTA BARBARA WAS DERIVED.

PHOTO COURTESY S. B. NEWS-PRESS

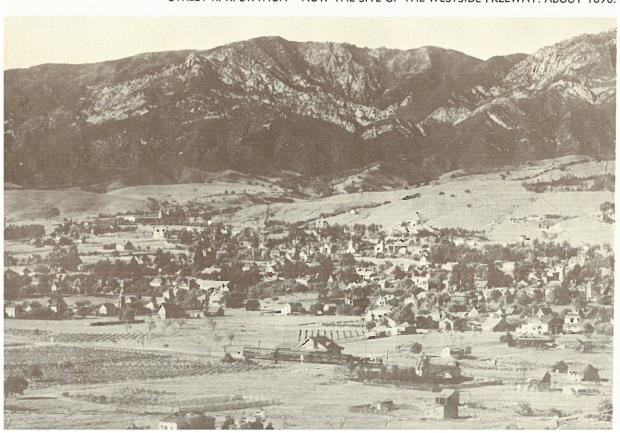


The Spanish period continued until 1822 when, as a consequence of the Mexican Revolution begun in 1810, Mexico achieved independence from Spain. The Mexican period saw the establishment of the large ranchos by land grants to worthy citizens of as much as 49,000 acres, and the creation of a pastoral economy. This romantic period of great cattle herds, caballeros and haciendas is the basis for much of our historic celebrations such as the Fiesta, the Rancheros Visitadores ride, etc.

Casas of the Pueblo still remained typical of the early presidio and mission style—thick whitewashed adobe walls with red tile roofs—although frame structures were soon introduced by the homesick "adopted sons" from New England and the Midwest.

In 1846 the Mexican period ended and the American period started with the march over San Marcos Pass and into Santa Barbara of Col. John C. Fremont and his battalion of 450 soldiers. On April 9, 1850, Santa Barbara became an incorporated American City, by order of the California Legislature. Five months later, on September 9th, California was admitted to the Union as a state.

THE SOUTHBOUND PASSENGER TRAIN MAKES A STOP AT THE OLD VICTORIA STREET R. R. STATION—NOW THE SITE OF THE WESTSIDE FREEWAY. ABOUT 1890.



Discovery of gold in 1848 at Sutter's Mill, and the gold rush which followed, brought prosperity in the 1850's to Santa Barbara rancheros, as their cattle sold for high prices at the mines. At that time, Santa Barbara and the vicinity was infested by bandits such as Solomon Pico and Jack Powers. Many miners returning home and traveling along the coast were murdered and robbed of their gold. Saloons and gambling establishments prospered. The Pueblo's security was endangered for a time until the bandits were forced to seek refuge in Lower California.

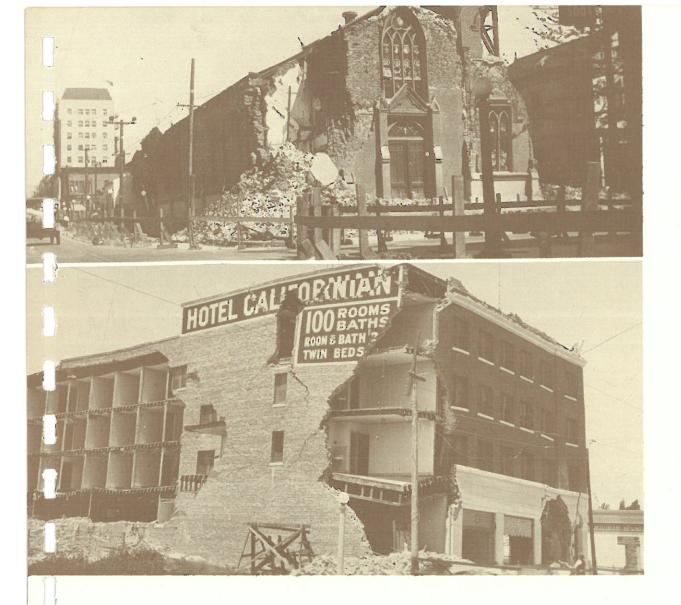
Between 1860 and 1870 the Californians lost most of their ranchos, due to a series of dry years, gambling, and the inability to repay loans they had made against their property.

The first 75 years of the American period followed a normal course of gradual growth, introduction of technological advances in transportation, communication, building and so forth. At the start of the Twentieth Century Santa Barbara became nationally known as a health resort. Many of the wealthy visitors who stayed at the Potter, Arlington, Miramar and San Ysidro Hotels as guests eventually decided to remain and bought or built large estates in the area. These estates were financial assets to Santa Barbara, as the new residents brought with them an appreciation of Santa Barbara's atmosphere and historic beauty, which was reflected in the Spanish and Mediterranean architecture used in their houses.

PACIFIC COAST STEAMSHIP COMPANY'S "S. S. SANTA ROSA" MAKING ITS WEEKLY CALL AT STEARN'S WHARF, ABOUT 1900.

PHOTO COURTESY S. B. CHAMBER OF COMMERCE





In 1922 the Plans and Planting Branch of the Community Arts Association was formed by Mr. and Mrs. Bernard Hoffman. Under their auspices, restoration was made of the famous De la Guerra Adobe, to show what Santa Barbara might do with an architecture of her own, built up on traditional forms, and appropriate to the landscape, climate and her Spanish heritage. In the next several years the Museum of Natural History was started, El Paseo and the Lobero Theater were built, and the community celebrated the first "Old Spanish Days", a re-creation under the full August moon of the romantic, peaceful days of a century before.

Then, at 6:23 a.m., June 29, 1925, Santa Barbara was rocked by an earthquake of major proportions. The Old Mission towers were shattered, Sheffield Reservoir was damaged, many homes, business establishments, hotels, churches and public buildings were destroyed, and hundreds of others suffered major damage from the shock. Few brick chimneys

remained standing in town. The old Court House, built in 1872, was damaged to such an extent that it was later demolished. Only thirteen lives were lost, even though total damage was estimated between 10 and 20 million dollars. As the community turned to re-construction a Board of Architectural Riview and an Architectural Advisory Committee were available to advise residents on the work of restoration. The Plans and Planting Branch of the Community Arts Association, under the able direction of Miss Pearl Chase, assisted with free plans and advice, and a beginning was made toward the fulfillment of the dreams of the Hoffmans—"To make Santa Barbara California's happiest weave of old Spanish traditions, modern community spirit, and progressive city building . . . refreshingly different from the typical American small city. It must be . . . not only beautiful, but distinctive." Santa Barbara, indeed, had been well on its way to becoming a "typical American small city".

Thus was a major tragedy turned into an event of singular beneficence to the future of Santa Barbara. Climaxing the renaissance of Spanish-Colonial architecture following the earthquake, the new Santa Barbara

THE DE LA GUERRA ADOBE, NOW INCORPORATED INTO EL PASEO AND PROTECTED BY THE EL PUEBLO VIEJO ORDINANCE AS AN HISTORICAL MONUMENT.

PHOTO COURTESY S. B. NEWS-PRESS

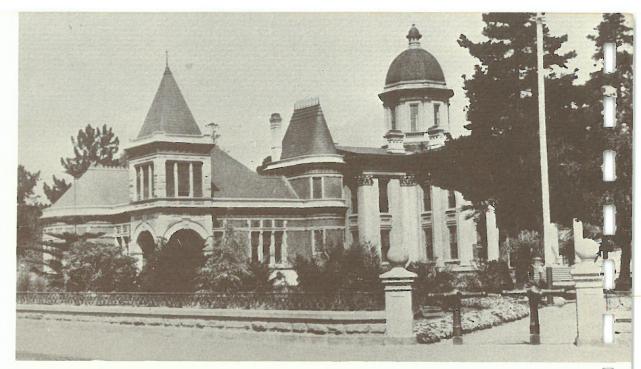


County Courthouse was built and dedicated on August 14, 1929. Unique in its classification of public buildings, it is a blend of Moorish and Spanish architecture—"a Spanish castle of rare beauty". Through the leadership of Bernard Hoffman and with the assistance of the Architectural Board of Review, State Street was rebuilt with California-Spanish style architecture, reaffirming a heritage begun with the founding of the Presidio Real of Santa Barbara. Miss Pearl Chase, working through the Plans and Planting Committee of the Community Arts Association, has exercised a potent influence in maintaining the impetus and direction started by the reconstruction. As a result, Santa Barbara continues, with the inspired assistance of all its civic organizations, to retain its atmosphere and has become known as one of the few communities that has treasured the spirit of its romantic past.

Notable in the growth of Santa Barbara in the Twentieth Century is Mr. Thomas More Storke, a descendant of Jose Francisco Ortega, the first comandante of the Presidio of Santa Barbara. Mr. Storke, as newspaper owner and editor, was of vital influence in the development of water for the city. He and his associates were responsible for the preservation of our ocean front for public use and the building of Cabrillo Boulevard. This, with Major Max Fleischmann's gift of the breakwater to the City in 1930, were of inestimable value to the community. These are only notable examples from efforts and gifts of a host of others too numerous to mention.

In the mid-1950's the character of Santa Barbara began to change. The rate of population increase in California took on alarming proportions and Santa Barbara felt the pressure. Traffic congestion and the mass building of homes, commerce and industrial buildings throughout the South Coast contradicted the "pueblo" image of Santa Barbara so long held by its citizens. It became apparent that if the image and spirit of its cultural background were to be preserved, new and more effective techniques must be added. Consequently, on March 8, 1960, the Council of the City of Santa Barbara enacted the "El Pueblo Viejo" Ordinance, preserving permanently all historic adobes and buildings of aesthetic significance within a 16 block area, the approximate site of the old pueblo, and designating that all future building and alterations within this area be in either Hispanic, Spanish-Colonial, California-adobe, or Monterey style of architecture.

The "El Pueblo Viejo" Ordinance represents a start toward the full statement in legislative terms of the desire of Santa Barbara to preserve its reputation as one of the nation's most attractive historical cities. As we in this generation honor those who, in the past, have contributed so much to the beauty of our environment, so will future generations honor the efforts now being made to pass along the richness of our heritage intact and, where possible, enchanced.

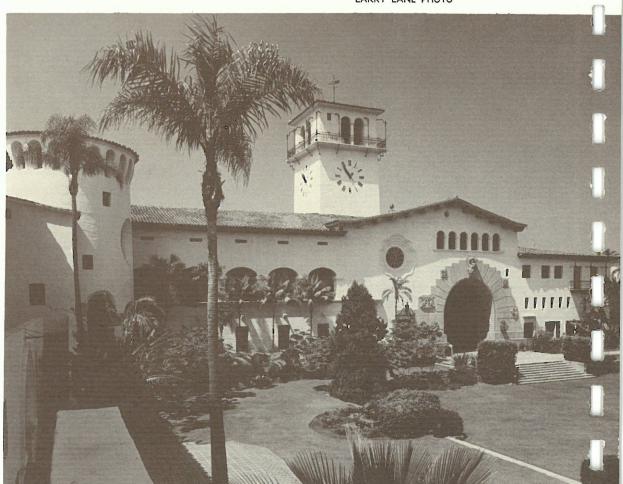


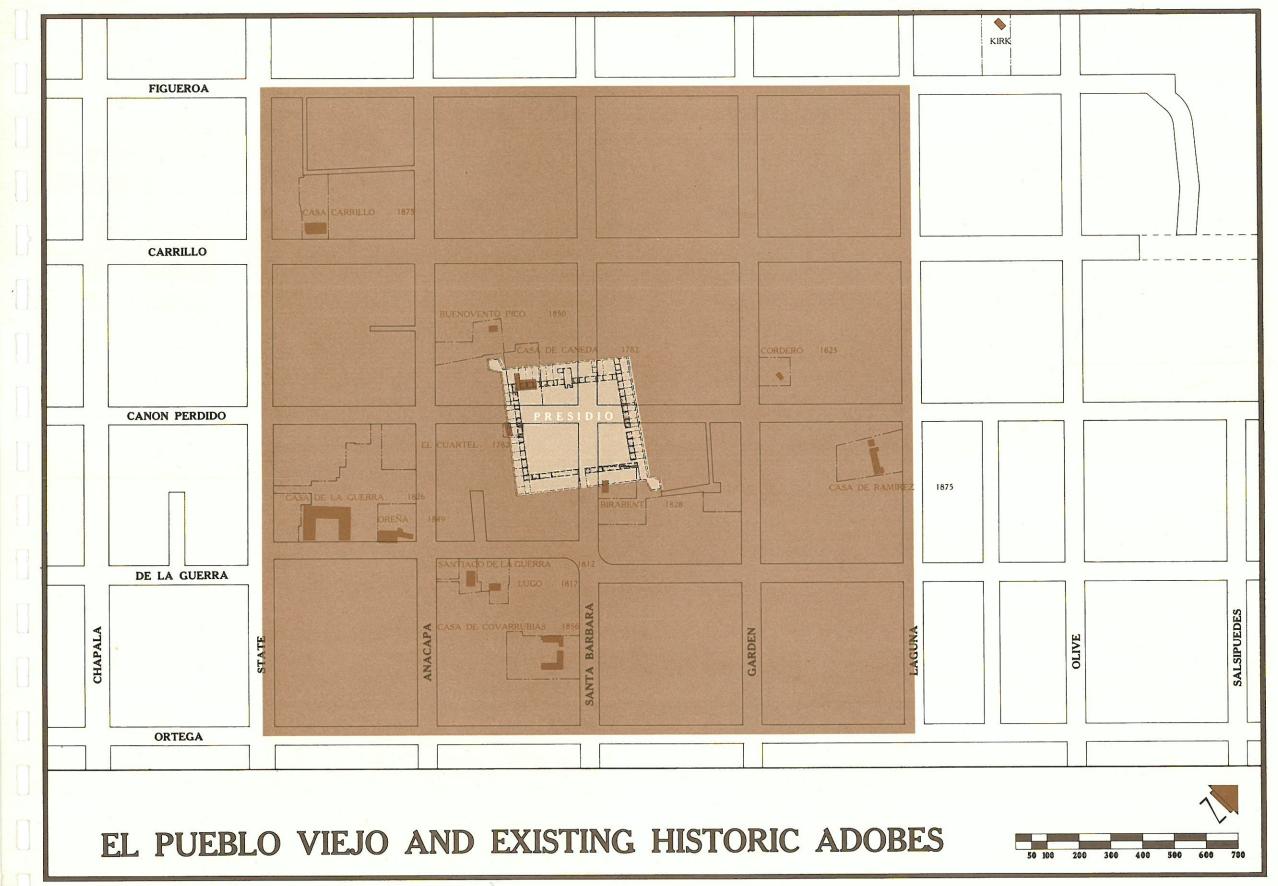
THE OLD COURT HOUSE, DESTROYED IN THE 1925 EARTHQUAKE AND REPLACED ON THE SAME SITE BY THE NEW COURT HOUSE, A MAJOR SANTA BARBARA ATTRACTION.

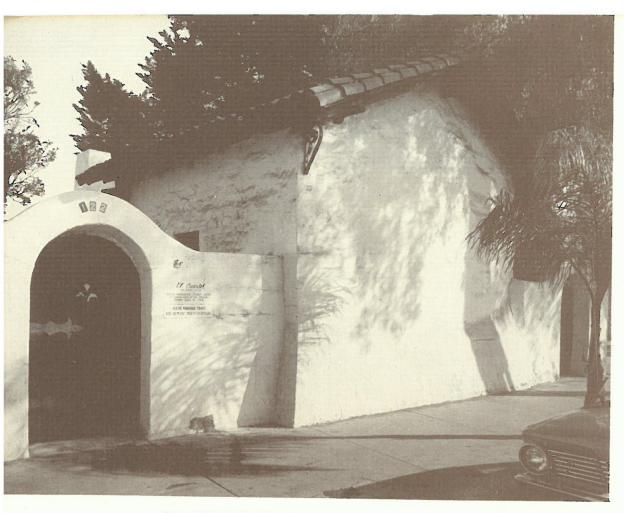
PHOTO COURTESY S. B. NEWS-PRESS

THE SANTA BARBARA COUNTY COURT HOUSE. SHOWN IN THIS VIEW ARE THE WEST WING AND SUNKEN GARDEN—A SCENE OF MANY IMPORTANT FIESTA ACTIVITIES.

LARRY LANE PHOTO





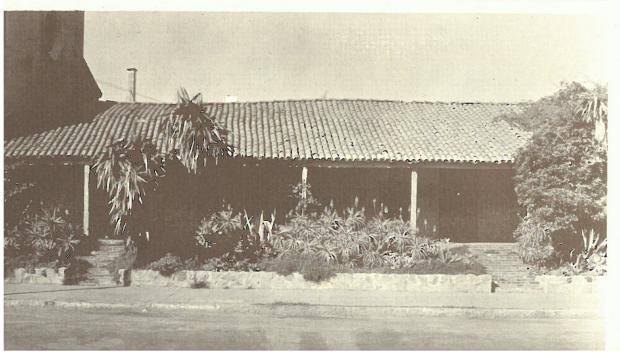


"EL CUARTEL"—(THE GUARDHOUSE). THIS IMPORTANT ADOBE WAS RECENTLY ACQUIRED BY THE SANTA BARBARA TRUST FOR HISTORIC PRESERVATION.

KARL OBERT PHOTO

THE CARRILLO ADOBE, NOW USED FOR THE OFFICES OF THE SANTA BARBARA FOUNDATION

PHOTO COURTESY S. B. NEWS-PRESS





THE WHITTAKER ADOBE. STILL USED AS A RESIDENCE, THIS WELL PRESERVED STRUCTURE LIES WITHIN THE WALLED AREA OF THE ORIGINAL PRESIDIO.

PHOTO COURTESY S. B. NEWS-PRESS

Old Adobes

In and near El Pueblo Viejo there are 14 known adobes of significance. These are shown and named on the El Pueblo Viejo map on page 11. Five of these are still used as residences while the remainder are used primarily as offices. All are owned privately or by non-profit corporations. In addition to the protection afforded these adobes by the El Pueblo Viejo Ordinance, the owners have demonstrated an appreciation for the historical significance of them and have, in most instances, made efforts to preserve and display these unique monuments of the past for the benefit of interested residents and visitors.

PHYSICAL CHARACTERISTICS

Geography: Santa Barbara is in the approximate center of a narrow, east-west coastal shelf, about 25 miles in length and located about 100 miles northwest of Los Angeles. From a curving 3-mile beach, the central portion of the community rises gradually in a northwesterly direction to form an area of some 4 square miles, sheltered on the southwest from direct exposure to the offshore winds by rolling hills of 300 to 400 feet in elevation. On the north, the basin sweeps up into the foothills of the Santa Ynez Mountains, the rugged east-west coastal range which divides the South Coast from the Santa Ynez Valley. To the west, the Santa Barbara basin passes between the sheltering hills on the south and the foothills on the north, and into the Goleta Valley. South, and about 30 miles offshore from Santa Barbara, the four Channel Islands—San Miguel, Santa Rosa, Santa Cruz and Anacapa—lie parallel to the coast and form a barrier to the heavy seas coming in from the Pacific.

Climate: Santa Barbara's location is at a latitude sufficiently south to be out of the path of most of the Pacific storms which come onto the mainland out of the northwest and rake the coast southward in diminishing degrees. At the same time, it is far enough north to receive precipitation from the nearly spent storms which unleash most of their fury against

the coast of Northern California This geographic location, combined with the modifying influence of the ocean and the protective encirclement of mountains, hills and islands, compose a marvelously mild climate with a mean winter daytime temperature of 65° and a mean summer daytime temperature of 78° with cool nights. With averages of 17 inches of rainfall and 225 sunny days per year, occasional fogs and the infrequent intrusion of blustering storms out of the less protected southeast, Santa Barbara's climate is as much enjoyed for its diversity as for its equability. As if to round out this diversity, an occasional mass of warm, dry air is pushed over the mountains from the eastern deserts, sweeping into the South Coast to remain for a day or so. These are called "Santanas", and occur several times a year.

Geology: The alluvium washed down from the Santa Ynez Mountains and deposited on the coastal plain is predominantly a sandy loam, well suited to the growing of walnuts and citrus. Climatic conditions are most favorable to lemons, the primary agriculture crop of the South Coast.

Earthquake: The destructive earthquake of 1925 was caused by slippage along a fault, of which we have two. One, the Santa Ynez thrust fault, runs east-west along the northern side of the Santa Ynez Mountains, while the other, called the Mesa fault, is on the southern side of the mountains. Santa Barbara rests uneasily between them.

MARK HURD AERIAL SURVEYS PHOTO



CULTURE

The high regard with which the community views its responsibilities for maintaining a continuing program of education and cultural enlightenment for all of its citizens is apparent in the profusion of culturally directed activities throughout the year. Days are rare indeed that a lecture, drama, classic film, concert, exhibit, or what have you is not offered to the public at a fee no more than a token or entirely free of charge. More often than not, there is a choice of several such activities. Backing this up is a broad and many-faceted schedule of participative activities. These are provided by Adult Education and a host of non-profit organizations offering opportunities for the learning and exercising of a variety of arts, skills and philosophies. In short, openings abound for one to participate to whatever active degree he wishes in a cultural pursuit of particular interest to him.

One of the effects of this atmosphere of cultural respect is to make the Santa Barbara area still more attractive for the establishment of institutions of education and the arts and, more lately, corporate research headquarters. These institutions not only absorb such an atmosphere, but give back as much or more than they receive, thereby enhancing the reputation of the community as a cultural center. Notable examples include Westmont College, Music Academy of the West, Brooks Institute, the Center for the Study of Democratic Institutions, General Electric's TEMPO, and the Hoffman Research Center.

The largest single influence on the community in this field has been the recent introduction of the University of California campus at Goleta. It is fair to state that the calendar of public events in the South Coast area has practically doubled as a result. With an enrollment of 4,770 in 1962 and a projected enrollment in 1970 of 12,600, it is clear that the influence of the University will be even more strongly felt.

The individuals attracted to this area by such an atmosphere, in addition to its other assets, also have their effect on the construction of a cultural center. We find a wide sampling of cultures and backgrounds in the people who come to Santa Barbara to live. Many foreign cultures, as well as those from other sections of the United States, are well represented.

It is encouraging to note such a strong element as this in the community makeup, for the mind trained in the arts and philosophies and carrying, thereby, a broad view of the human situation will thoroughly understand and aid the efforts of the community to preserve its essence.

THE ECONOMY

Santa Barbara County and its several rural and urban communities do not produce all of the goods and services necessary to sustain the resident population. Therefore, it is necessary to purchase or import certain goods and services from outside the County.

On the other hand the County produces, and has an excess of, certain tangible things that are attractive to persons from outside the County and for which they are willing to exchange money. In essence then, Santa Barbara County is an exporter as well as an importer. To a large degree, the economic stability of the County and its several communities depends on their ability to attract outside money in sufficient quantity to pay for those equally tangible things that are necessary to be bought from sources outside. Moreover, it is highly desirable to have the flow of money coming in equal to, or greater than, the flow of money going out. This is, in fact, directly analogous to our Nation's balance of payments relationship in our trade and dealings with other countries.

During the past three years a County-wide Economic Base Study was developed as part of the overall County planning program. An important function of this study was to determine and to analyse the source and amount of "net export income", or the flow of outside money into the local economy.

The principal objective of the study was to provide the Planners with an understanding of factors causing growth and development. Further, its function was to provide factual economic data and the relationship between "net export income" and the population supported by it. This investigation was made County-wide, on an annual basis, for the period 1940 to 1960. It clearly delineates the principal economic forces causing growth and development and further provides the Planners with the relative importance of each. The basic economic forces that produce this net income are as diverse in their substance as is the quantity and quality of the resultant growth and development. The forces are eight in number and include: Vandenberg and Arguello Missile Bases: Visitors (tourism); Manufacturing, including research and development; Properties and Pensions; Agriculture; University of California at Santa Barbara (Goleta); Mining-including oil and gas production; and, "Other"which includes public works projects, where there is State and Federal government participation. "Other" also includes State and Federal Government employee salaries and similar expenditures paid for by out of County sources.

Once the background information had been developed, another study was undertaken to estimate the Countywide and regional influences that these basic economic forces might reasonably be expected to have in the year 1980.

There is nothing magic or mysterious about the year 1980. The City, the South Coast and the County will be in existence long after this date. The year 1980 does, however, represent a date to which population, economic and budget projections can be made with reasonable accuracy. It further represents a time span in which the present generation will still be active and productive.

Paul Ylvisaker of the Ford Foundation pointed out that:

"A well-run business plans five years ahead, a family the ten- to twenty-year span of their children's education or longer, and government should plan for at least the entire life of the present generation. We need to decide what expenditures today will save money in the future."

Even more important is the preservation of those resources which could not be replaced at any price.

Areas of economic opportunity unquestionably have translations into population. With a population rise goes the obligation of providing facilities, both public and private, to serve the people. Roads, schools, hospitals, libraries, parks, government buildings, shopping facilities, etc., must be planned and funds budgeted in advance of need. Any sound long-range plan must be thoroughly based on reasonable estimates of population growth, which is the result of these economic forces.

A thorough understanding of these factors, over the past twenty year period, provides the Planners with an insight as to what might be expected in the 15 to 20 years that lie immediately ahead.

The County's South Coast and the City of Santa Barbara contain much of the economic stimulus that creates the County's total "net export income". In 1960 the South Coast produced 50.4% of the total while the City of Santa Barbara singularly produced almost one third—30.3%.

Historically, and until the development of the Missile Bases near Lompoc, the City and the South Coast had even higher percentages. Agriculture, Tourism, and Properties and Pensions have been the foundation of the County's economic base. In 1960 these three elements, County-wide, accounted for \$104,200,000 in net export income, or 49.9% of the \$208,800,000 total. The City of Santa Barbara, alone, generated \$38,360,000 in just the Tourism and Properties and Pensions aspects of the economy.

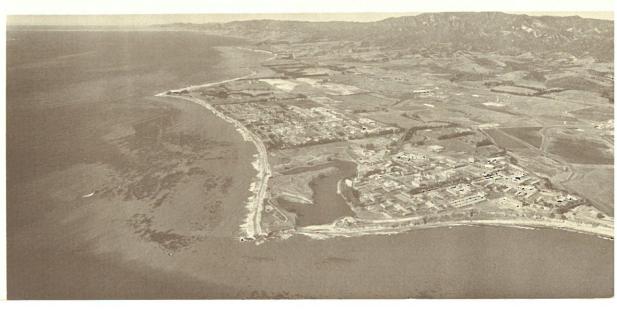
The City, then, with a 1960 total of \$63,916,000 in "net export income", constitutes a formidable force in the County's economy.

The economic base of the City cannot be examined effectively without placing it in this larger frame of reference. Because of the amount of interplay at all levels of the economy between the various communities of the South Coast, a basic income, or "export income", into one of these communities will be significantly felt by the other areas. An excellent example of this is the resultant "export income" produced by the University of California at Goleta. Here the South Coast, in providing an evironment and a site for the University is, in effect, "exporting" the values created by this location to persons wishing to use the facilities. For this use money changes hands-faculty salaries, construction fees, living expenses of students from outside the area, etc. A net portion of this money finds its way into the stream of the local economy and represents what we herein term "net export income". Because of the proximity of the Campus, many of the people receiving this income will live, pay rent or buy property, or will buy goods and services in the City. Thus, of the population growth that this income source will generate in the South Coast, it is estimated that in 1980, 30% of it will occur in the City of Santa Barbara.

The calculated 1960 value and the estimated projected value of the eight basic economic elements to 1978, are illustrated in the following graph. Population figures are given for April of the second year after the income measurement to account for the lag that occurs in population movement to areas of economic opportunity—therefore 1978 income results in a 1980 population and 1960 income results in a 1962 population. For reasons of comparison, all income is expressed in 1960 dollars.

THE UNIVERSITY OF CALIFORNIA CAMPUS AND THE MUNICIPAL AIRPORT AT GOLETA, ABOUT 10 MILES WEST OF DOWNTOWN SANTA BARBARA.

MARK HURD AERIAL PHOTO



From the graph below one may relate these eight basic economic forces in their order of importance.

The Missile Bases, while having a material effect on growth and development in the North County, have not been as influential a cause for growth in the City. The distance factor from the City and the South Coast to the Bases will probably continue to minimize its influence on growth.

Visitors (Tourism), second only to Properties and Pensions as an income source in 1960, is expected to continue in importance to become the dominant force by 1980. The City's geographic location, the sea, the mountains, the historical heritage, all are important factors in causing the City of Santa Barbara to be an attractive place for vacationing individuals and families.

In December, 1962, a trading area survey of the City's Central Business District revealed that 31.2% of the cars parked within the District were from outside the South Coast. This study, even though taken during the winter, still points up the significance of Central Santa Barbara and its ability to attract tourist income.

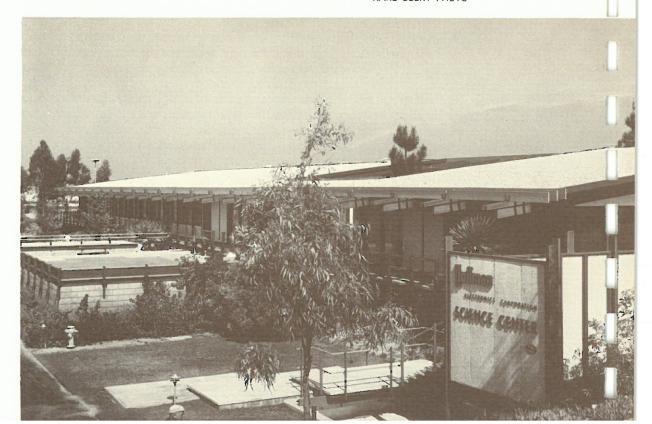
MILLIONS 1 9 6 0 DOLLARS VISITORS PROPERTIES & PENSIONS MANUFACTURING R & D BASIC ELEMENTS U.C.S.B. of the City of Santa Barbara's MISSILE BASES NET EXPORT INCOME **AGRICULTURE** MINING OTHER NET EXPORT INCOME-% OF COUNTY POPULATION-% OF COUNTY 1962 TOTALS \$122 900 000 90,000 25.2% SOUTH COAST \$227,200,000 181.000 COUNTY \$437,900,000

Properties and Pensions have been the forerunner in the economy of the City for several decades. Santa Barbara is known throughout the world as a fine place to retire. The City has attracted persons and families from all over the world. Many brought great wealth with them. Their love and feelings for the City can be seen in the structures they have built and the gardens they have planted.

Manufacturing, including Research and Development, while not as dominant as in many communities, is nevertheless important. The Santa Barbara area has never been considered as a manufacturing oriented community. There is, and will continue to be, service and distributive industries serving the growing population. In attracting industries into the City, the General Plan strongly recommends that the quality, location and overall appearance of any industrial activity be such that it not destroy or detract from the environment.

If the community were to adopt an attitude of encouraging industrial development at "any cost", the result could very well be a decrease in the Tourist and Properties and Pensions aspects of the economy.

THE HOFFMAN SCIENCE CENTER, OVERLOOKING THE CITY FROM THE MESA HILLS, TYPIFIES THE QUALITY OF RESEARCH CENTER DEVELOPMENT THAT SANTA BARBARA ENCOURAGES.





THE NEW CAMPUS OF THE UNIVERSITY OF CALIFORNIA AT SANTA BARBARA HAS BEEN WELL LOCATED IN A MAGNIFICENT SETTING ALONG THE PACIFIC SHORE.

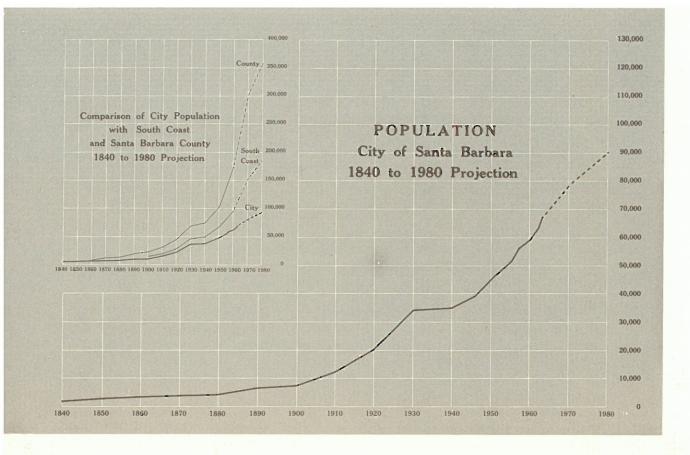
The University, discussed above, can be considered along with the Tourist and Properties and Pensions sources of economic activity in that it, too, is dependent on a visually attractive and culturally stimulating community.

Agriculture and Mining are of minor importance in the City. "Other", consisting primarily of activities in which State and Federal Government participation is involved, will continue to be important. These include freeway and harbor construction, civil service employment, etc.

An understanding can be drawn from these discussions of the meaning of the term "industry" as it must be applied to Santa Barbara. All too often the mention of "industry" in Santa Barbara carries with it an image of smog producing, noisome and visually unattractive manufacturing activities. It is obvious that this sort of activity is incompatible with the three strongest elements of the economy-Visitors, Properties and Pensions, and the University. We must, therefore, clarify the definition of "industry" so that we may use the term. "Industry", then, is any activity which produces a net basic income into the area. We can refer to the providing of goods and services to tourists as an activity in the "Visitor Industry". The Central Business District, serving the region as a shopping and business center, is a strong source of income into the City. Similarly, the maintaining of the beauty of the community is an activity of both the "Properties and Pensions Industry" and the "Visitors Industry," for it encourages people from outside the area to come to the community and bring retirement incomes, vacation money, etc., into the local economy. Provisions for the best possible operation of these industries must be made in every element of the General Plan.

Population Growth: The City of Santa Barbara has had a history of population growth which might be described as gradual, except for a surge of about 70% in the decade following World War I and a similar surge after World War II. Fortunately, these increases have been moderate enough to be absorbable, and the City has not had to contend with the introduction of an overwhelming force such as the Vandenberg-Arguello complex and the attendant severe growth pains.

The sustained growth which Santa Barbara is now experiencing is a result of the natural population increase of the nation as a whole as well as the inmigration into California from all parts of the country. While the rate of population growth of 31% in the City during the decade between 1950 and 1960 was somewhat less than the 48% growth of the State, the increase in the South Coast of 46% was much more consistent with the State average. It is interesting to note the striking differences in growth rates within various age groups in Santa Barbara. While the age group of 20 to 30 years showed a decrease of 14% during the 1950-60 decade, the 65 years and over group increased by 71%. This is ample evidence of the importance of the Properties and Pensions economic source to the community.



There is no question about whether or not this substantial rate of population increase will continue into the foreseeable future . . . It will. The problem is not one, therefore, of attracting people to come to the area. They are already attracted, and they are coming. The challenge is to create a situation wherein the people who do come to be a part of the community will be active in and a part of those industries that we have identified as comprising the predominant economic base.

Because of the close relationship between population increase and the basic income of the area, it is possible to attribute portions of the past growth to the various primary economic sources operative at the time. The growth generated by these influences can then be projected into the future and a population estimate made for some future year. The accompanying graph shows such a projection to the year 1980 and a City population at that time of about 90,000. Needless to say, such a projection remains valid only to the degree that the economic forces on which it is based remain in effect.

Employment: The portion of the labor force of the City engaged in various occupations, as reported by the 1960 Federal Census, reflects the composition of the economy as we have examined it. A substantially higher percentage of the labor force in the City, as compared with the State, is employed in retail trade and services, whereas the percentage employed in manufacturing is substantially less than in the State.

Family Income: The median income of families in Santa Barbara is reported to be \$6,477 by the 1960 census. This is about 4% less than the State average of \$6,726—a slight difference when compared to other urban places which range from about 50% to over 200% of the State average. The percentage of families in various income brackets in the City is also quite similar to the State.

PERCENTAGE OF THE LABOR FORCE ENGAGED IN VARIOUS OCCUPATIONS, CITY AND STATE

Occupation Group	City	State
Agriculture, forestry, fisheries	3.2	4.6
Mining	0.4	0.5
Construction	7.2	6.3
Manufacturing	8.7	24.1
Transportation, communications, utilities	4.7	6.8
Wholesale trade	3.7	3.8
Retail trade	18.2	15.0
Finance, insurance, real estate	6.0	5.1
Services (including education)	34.2	23.0
Public administration	5.0	6.1
Industry not reported	8.7	4.7

PERCENT OF TOTAL FAMILIES IN VARIOUS INCOME BRACKETS IN THE STATE AND IN THE CITY

Family Income	City	State
Less than \$1,000	3.8	3.3
\$1,000 to \$1,999	4.8	4.7
\$2,000 to \$2,999	6.7	6.1
\$3,000 to \$3,999	9.2	7.3
\$4,000 to \$4,999	9.1	8.8
\$5,000 to \$5,999	11.2	11.3
\$6,000 to \$6,999	10.8	11.6
\$7,000 to \$7,999	9.4	10.1
\$8,000 to \$8,999	8.0	8.3
\$9,000 to \$9,999	5.9	6.6
\$10,000 to \$14,999	13.8	15.3
\$1,5,000 to \$24,999	5.4	4.8
\$25,000 and over	1.9	1.8

THE URBAN DEVELOPMENT

LAND USE

In the previous pages we have examined various influential facets of the community-its history, culture, economy, population, and basic physical background. All of these have interacted through the years, and at any point in time these forces have influenced our activities. In the pursuit of these activities we invariably use the land as a base of operations. We build structures on it for our practical or aesthetic use. We modify it, cultivate it, create it from the sea, despoil it, beautify it or abandon the use of it as our needs dictate. We have seen how the architectural control imposed on the construction of buildings is a manifestation of our history and culture, and how this type of architecture is derived from a period in our history wherein climate and the building materials provided by the land were of primary influence. The intensity and location of commercial and industrial development and use of the land is mostly controlled by economic factors, modified to varying degrees by history, culture, attitudes and topographical features. In a similar manner, all land use is the result of a balance of these factors, a complex physical record combining expressions of all that the community is or has been.

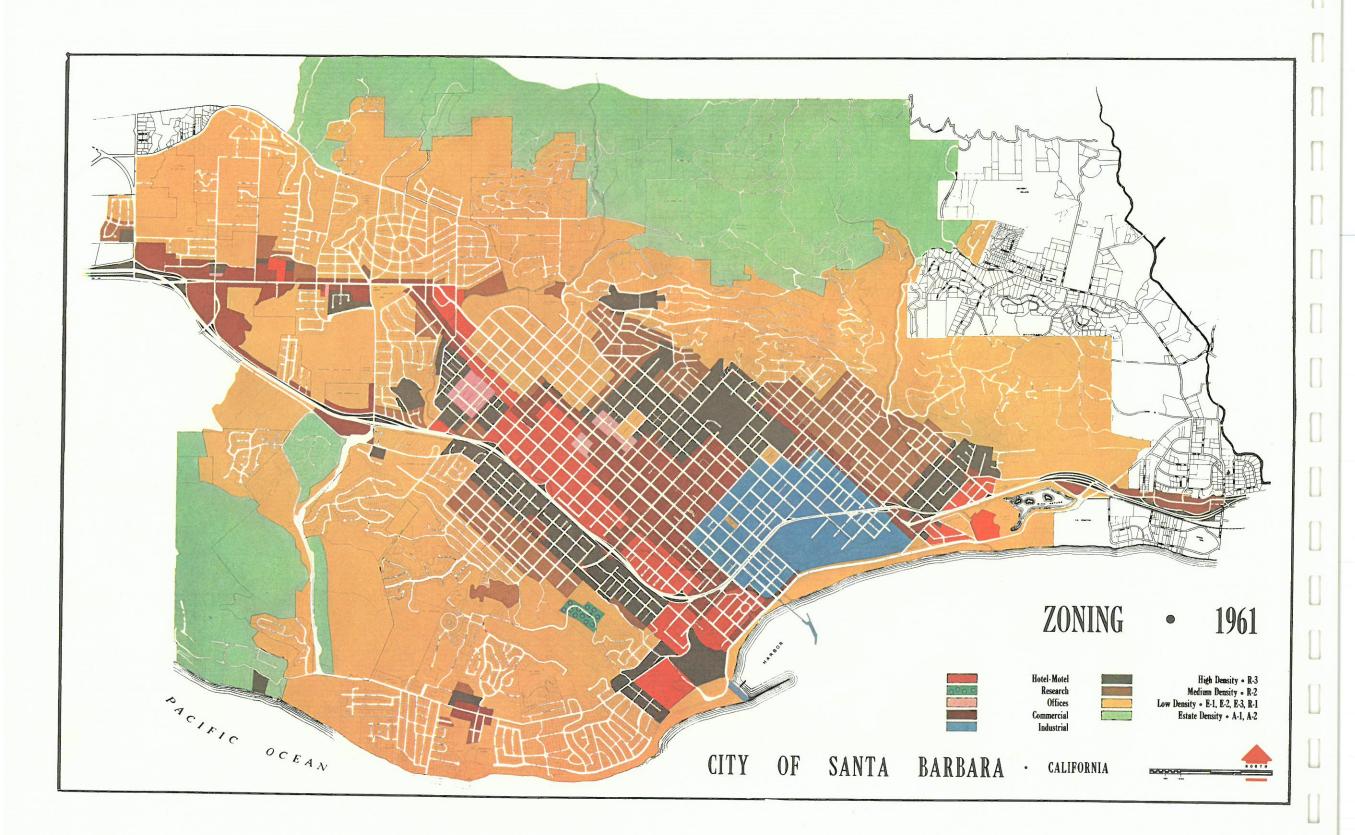
The thorough examination of land use, then, is the most important study of the research phase of the planning process. The study is divided into three phases. First, the survey in the field of all land within the City and its immediate environs and the recording on a map by use of color symbols the use of each individual parcel of land. Second, the tabulation in terms of land area of the amount in the various land use categories and the further breakdown to the amounts within the various zoning ordinance classifications. Third, the evaluation and interpretation of the existing relationships. Thus we are able to see the location and intensities of uses by examination of the land use map, and to relate the quantity of any use to the land use zone in which it lies, the total amount of any use to its appropriate zone, and the predominant locations of specific uses relative to its appropriate zone. In this way a clear and documented statement can be made regarding the effectiveness of any zone either in terms of land area or location.

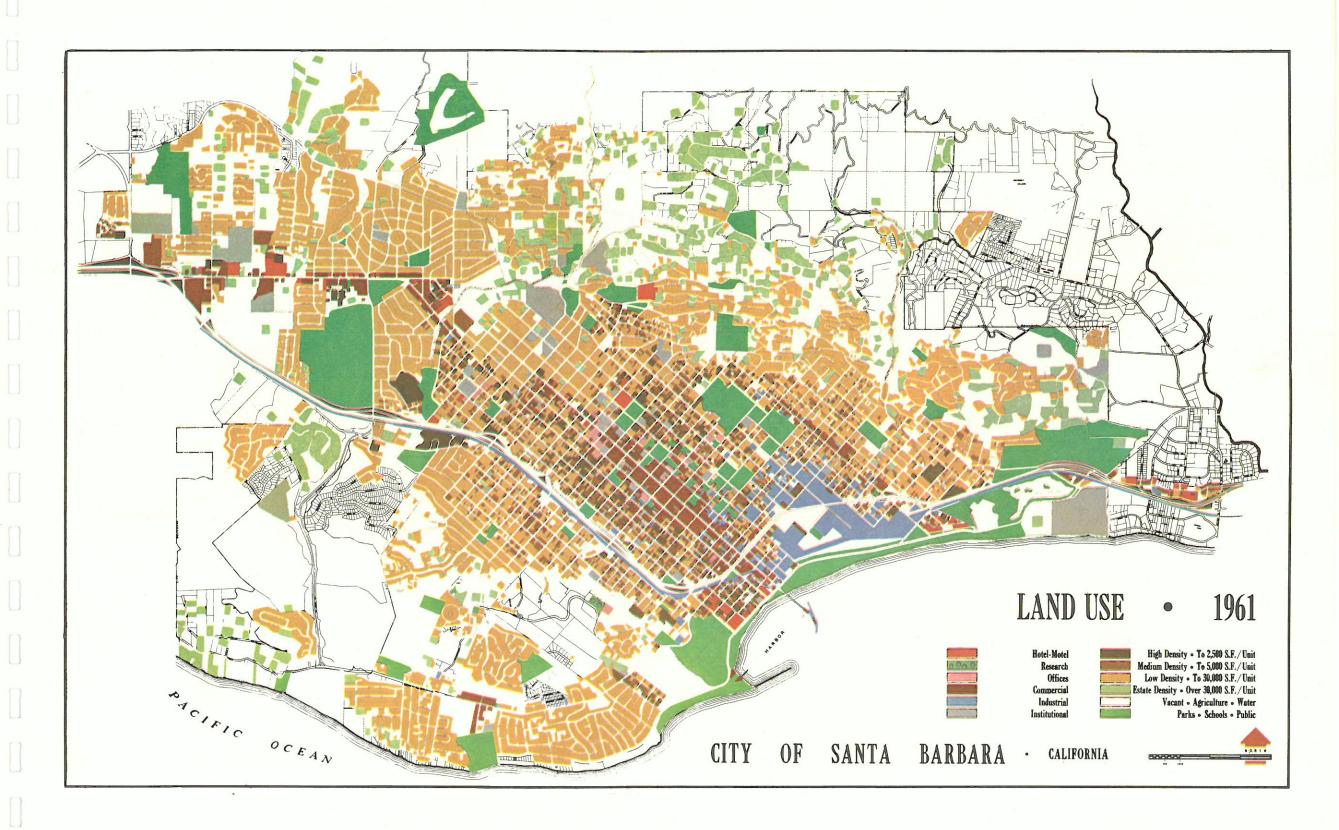
In the later section of the report dealing with the land use element of the General Plan reference will frequently be made to results and observations of the land use survey and tabulation in more specific detail as it relates to various proposals of the Plan. For the present, the broad picture of the land use makeup of the community will be discussed. County areas north and west of the City which are mostly surrounded by incorporated area were included in the land use survey. Because of the intimate relationship of these areas to the City and because of the difficulty of servicing such peninsulas from the County, it is assumed that ultimately they will probably be annexed. Regardless of whether they are annexed or not, however, they are a part of the land use picture of the City and must be included in the study.

The acreage and percentage of total City land area and land use survey area found to be used in the basic land use categories are:

EXISTING LAND USE CATEGORIES

	City		Survey	Area
	Acres	%	Acres	%
Agriculture	87.69	.8	165.63	1.3
Open	3,560.74	33.8	4,841.00	37.5
Residential	3,482.55	33.0	3,865.68	30.0
Commercial	383.00	3.6	397.19	3.1
Industrial	276.40	2.6	297.64	2.3
Institutional	176.27	1.7	226.84	1.8
Public	952.14	9.0	1,249.56	9.7
Streets	1,630.51	15.5	1,841.23	14.3
TOTALS	10,549.30	100.00	12,884.77	100.00





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AGRICULTURE.	Orchard Other	6.59	.3	42.59	2.9		37.	50 2.9			.04												.87	.2					.91 -		19
	Drainage Channel	1.54	1	9.36	.6	6.91	7 13.	1.0	4.16	.3	9.45	1.4	3.50	A	5.53	1.0				3.79 4	.9 .01	,	230	A	.15	4	STORES OF STREET		60.20		-
OPEN	Vacant - subdivided Vacant - maubdivided		1000	140.50	9.7	77.41 8. 392.61 41.	2 94.		114.92	7.2	47.68	6.9	41.24	4.8	25.09	4.6			2.5	8.62 11		12.0		4.5	10.20	5.2	13.73	4.9	811.93 7.	7	
	Citer	1,200.20	63.5	500.27	30.2	392.61 41.	7 213.	19 16.6	143.89	9.0	49.62	7.2	23.45	2.7	56.48	10.3	11.62 65.			12.79 16	1.5		8.53	1.5					2,688.81 25.	3,560.74	4 33
	Single Family	284.29	15.0	370.87	25.5	298.70 31.		-	725.37	45.6	292.04	42.4	225.86	26.2	120.14	21.8		14.08	27.4	1.79 2	13 6.90	7.2	53.92	9.7	17.17	8.9	19.15	6.0	2,938.08 27.	9	-
	Two Family Three Family					1.90	-		9.97	۵	86.11	12.4	78.98	9.2	67.44	12.3	e steeling	4.45	500.000	.17	.2 1.8:	1.5		6.2	13.37	6.8	9.58	3.4	311.25 3.	0	
ESIDENTIAL	Four Family or more		-	.06				.1	.87 5.97		7.89	1.1	32.22	3.8	33.20	6.1		1.66			1		15.84	2.8	4.77	2.4	2.48	.9	100.05		
	Trailer Parks					ALCONOMIC PROPERTY.			0.31		5.91	.9	7.42	.9		5.9		1.53	2.8		.60		11.27	2.0	2.16	1.1	3.66	1.3		9 3,462.55	5 3
	Other				•			B. C. S.			.11				-	1,0							8.05	1.9			2.58	.9	2.69		
	Retail		F-160-	1/6-2-50					2.59	.2	3.50	.6	1.91	2	2.48	-		.20	4	11.70 15	1 9.01	9.7	75.43	13.6	20.50	10.0	2.54	-	130,28 1	NAME OF TAXABLE PARTY.	-
	Services					2.07	2	96 -	.11		.06	-	.38	-	2.25	A		3.43		1.77 2				5.4	1.56	6	.39	1	44.31		
OMMED CLAS	Hotal - Motel												29.78	3.5	19.28	3.5		2.19	4.0	2.93 3	.8 12.21	13.1	726	1.3	2.01	1.0			75.67		
OMMERCIAL	Commercial Recreation Paid Parking					.69							.17	-	.46	.1				1.24 1	.6		4.99	.9	.92	.5	7.49	2.7	15.96	383.00	383.00
	Free Parking										- 67	.1	.54	1	1.11					1.64 2			2.86	.5					4.50		
	Other	4.87	.3	26.74	2.8							-	-24	-	1.11	-2		.97	1.8	14.11 18	3 3.77	4.0	50.45	9.0	1.39	3.0	.51	.2	77.77		
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	General								.94	.1	.53	.1	2.22	3	1.61	3				.16	2 1.23	1.3		2.5	24.06	12.3	76.69	27.6	121.35 1.1		
DUSTRIAL	Parking												.02	-	.09	1700	2.20 12.3						2.28	A	.56	.3	.50	.2	6.73		0
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	Other								14.46	.9			22.25	2.6	1.92	.4							7.09	1.3	5.70	2.9	\$9.36	21.3	110.72 1.0		
ALIMENNA A	Churches		elle nelezo	and a first product	and the later	3.50	2.5	8 .7	2.52	-	-	Maria Labora	distantant many	Deleterate del	1.78	.3			59 -16	STEEL			.57	.1	10.200				2.35		
	Lodges & Meeting Halls					2.00		0 4	2-52	2	.23	.6	7.32	.8	2.87	.5		1.32	2.4				3.44	.5	.59	3 90	.33	.1	27.67		
STITUTIONAL	Hospitals & Sanitariums												4.50	.5	.67	1		454	8.3		.50	.6	3.27	.6	.66	.3	.25	.1	6.73 .1		1.27 1.7
	Parking						2.3	4 .2	.33	-			21		.17			1.56					1.15	.1	.45	.2			6.22		100
	Other	29.32	1.5	20.44	1.4	9.10 1.0	42.9	5 3.3	5.18	.3	3.61	3	4.33	.5	.80	.1			7.3				3.80	.7	1.02	.5	1.15	A	125.44 1.3		
	County-City-State-Fed.	58.86	3.1	26.87	The same of the sa	23.46 2.5		-	11.87	.7			2.26	3	5.25	1.0					.24	.3	21,47	3.8	4.19	2.1	7.35	2.6	164.83 1.8	A STATE OF THE PARTY OF	NO COLUMN
	Elementary Schools					3.14	-		27.82	1.7	10.16	1.5	11.98	1.4	3.16	.6									2.35						
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BLIC FACILITIES	School Administration								9.73				42.93 13.82	5.0															52.65 .5		
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Name of the last o	Other			106.38	7.3		108.8	2 8.4	33.20	2.1			4.69	.5							100000		.53	.1	.89	.8			254.51 2.4		
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ZONE	TOTALS	1,895	5.47	1,453	.35	940.7	0 1	286.42	1,5	94.83	6	91.46	86	0.54	54	19.80	17.8	3	54.68	77.4	0	93.44	55	8.60	19	6.07	278	3.71	10,549.3	0 10.	549.
-	of City Total	17.9	0	13.8		8.9		12.2	100000	5.1		5.6	8.		THE RESERVE		-							-			2.				STATISTICS.

Agriculture: For all practical purposes, the 165 acres of land used for agriculture in the land use survey area can be considered as open, for it represents an interim use. Almost all of it will ultimately be urbanized. Exceptions will be "backyard" fruit and avocado orchards.

Open: Almost 90% of the vacant land is in the low density residential areas, as would be expected. The proportion of vacant to developed land increases as the topography becomes steeper so that in areas such as the Mountain Drive section in the north end of the City there is practically no development. If all of this vacant land in the survey area were to be developed to its maximum capacity under the existing zoning, it would hold an additional population of some 36,000. This, however, will not occur. Schools, parks and other public facilities, institutions and other non-residential uses will occupy some of the land. Also, while it is theoretically possible, residential development seldom approaches the greatest permitted density, particularly in the hillside areas. A figure of 20,000 to 25,000 would be more reasonable as a probable ultimate capacity. Comparing this to the expected 1980 population of 90,000 indicates that the population growth will be accommodated as much by the more intensive development of land already in use as by new development on vacant land.

Residential: The criteria used in recording residential data on the land use map and in the tabulations varies significantly from the criteria which distinguish one residential zone from another. In the General Plan we are concerned primarily with residential density: that is, the number of families and the people per unit area of land. The Zoning Ordinance not only imposes limitations on density in the form of minimum lot sizes, but on types of structures and the number of families permitted in any one structure. On the land use map these densities have been recorded in terms of square footage of net lot area per dwelling unit. In the tabulation, all densities of 5,000 sq. ft. and more per dwelling unit were recorded as single family; 2,500 to 4,999 sq. ft. per dwelling unit is two family; 1,500 to 2,499 sq. ft. per dwelling unit is three family; and anything up to 1,499 sq. ft. per dwelling unit is four or more family. In both cases, whether the dwelling units were in single family houses or in apartment houses was recorded on the field sheets for reference.

A signficant observation of the results of the tabulation is that in the R-2, R-3 and R-4 zones, relatively little of the land is used for the residential density for which it is zoned. For example, in the R-3 zone, 3.8% is used for three family and 4.5% for four or more family, a total of only 8.3%. Adjusting for public facilities and streets, only 13.7% of the net available land in the R-3 zone is used for the intended density range. This would seem to indicate a deficiency in the zoning pattern, a misuse of land, or both.

We also find a large proportion of the non-residential zones being used for residential purposes. Once again, either an inappropriate zoning pattern or the misuse of land, or both, is involved.

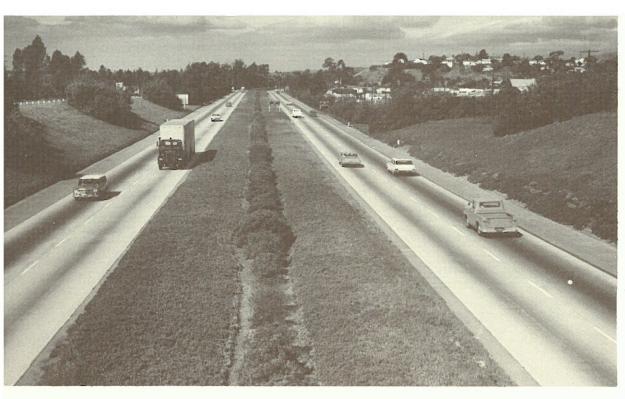
Most of the residential land is used in the low density range. This bears out the conception of Santa Barbara as a community of single family homes. Most of the Master Plan Committees have said that the community must remain so, unequivocally, in order to maintain its values.

Commercial: The commercial uses, which make up 3.1% of the land in the survey area, are found to be held fairly well within their appropriate zones. There is a broad degree of latitude, however, in the zoning which permits commercial activity. There are about 1,350 acres (exclusive of streets) zoned to permit commercial activity in the City, including the R-4 zone which allows hotels, motels and some related commerce. Compare this to the total of 383 acres used for commercial purposes, also including hotel and motel. Some commercially zoned areas contain few, if any, commercial uses. These will be discussed in detail in a later section. The resulting dispersal of commercial activity through a large area is apparent on the Land Use Map. A notable exception to this is the solid commercial use in the Central Business District.

Industrial: Here, as in the commercial zones, a considerable intermingling with other uses is noted. While the total amount of land zoned M-1 for industry seems to be in proper proportion to the total used, a large question exists as to the appropriateness of its location relative to other uses or potentials in the community and as to the types of uses contained in it. This relationship, rather than the efficiency of the zone, is the significant factor in evaluating the industrial areas and it will be discussed in the appropriate sections of the General Plan.

Institutional and Public Facilities: These categories, which include churches, hospitals, schools, parks, reservoirs and the like, are primarily adjuncts to the residential areas, and will be found in all parts of the City. Governmental administrative functions are properly found in the centrally located Civic Center. Most of these uses are in the vicinity of "El Pueblo Viejo".

Streets and Highways: While the percentage of total area of the City devoted to streets and highways is at a reasonable level now (15.5%), this will increase as vacant areas are developed. In the downtown area on the other hand, the area devoted to streets is around 25%. Fewer streets, fewer intersections and broader main traffic carriers, could result in a far more efficient circulation pattern. However, we have inherited the existing street pattern from an age with entirely different requirements.

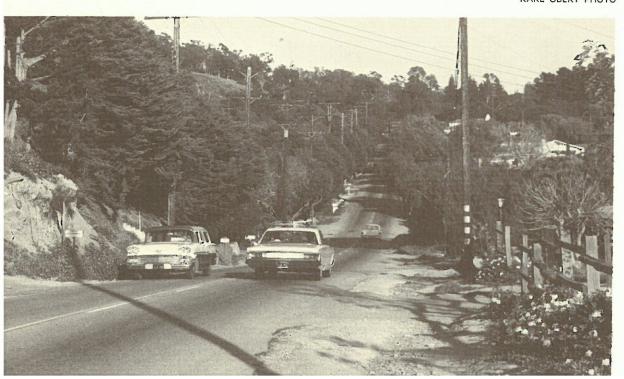


U.S. 101 AT SAN MARCOS PASS ILLUSTRATES THE WELL DESIGNED AND MAINTAINED LANDSCAPING WHICH WILL BE CONTINUED ALONG THE FREEWAY THROUGH THE CITY.

KARL OBERT PHOTO

THE PORTION OF FOOTHILL ROAD THROUGH THE MISSION CANYON AREA IS TYPICAL OF THE CHARACTER OF STATE HIGHWAY 154 THROUGHOUT THE SOUTH COAST.

KARL OBERT PHOTO



CIRCULATION

U.S. 101, whose primary function is to carry intercity traffic from San Diego to Seattle and points between, also serves many communities as their primary intracity carrier. In the South Coast, U.S. 101 is the backbone of the circulation system, running through the middle of the coastal shelf from Rincon Point to Ellwood. As it passes through Santa Barbara, it divides the ocean-front area from the Central Business District and Civic Center, providing good access to both from other parts of the region. Within the City itself, U.S. 101 has no parallel system to aid in carrying traffic between the east and west ends of the community. It, therefore, serves most of the crosstown traffic and much of that between the downtown area and the east and west extremes.

The "Foothill Road" system, variously known as Cathedral Oaks, Foothill, Mountain, Stanwood, Sycamore Canyon, East Valley Road, Toro Canyon and Casitas Pass, is a secondary State Highway (192) paralleling U.S. 101 and providing an access to the South Coast at the east end from Ojai, and at the west end by way of San Marcos Pass from the Santa Ynez Valley.

The system of streets within the City itself, laid out by Salisbury Haley in the last century, is a grid system of 60 foot rights-of-way at intervals of about 510 feet. This system has been supplemented, altered, and in other ways cut to fit the needs as they arose. Techniques of widening, signalization and one-way streets have been employed in an effort to make some of these streets, designed basically for local circulation of horses and buggies, perform the function of major traffic carriers. Though these techniques have given some relief to the problem, congestion is increasing and promises to become an even greater source of concern in the future as the City grows.

In view of the tremendous impact which the automobile has on the urban scene, basic deficiencies in the existing system of streets can be summarized as:

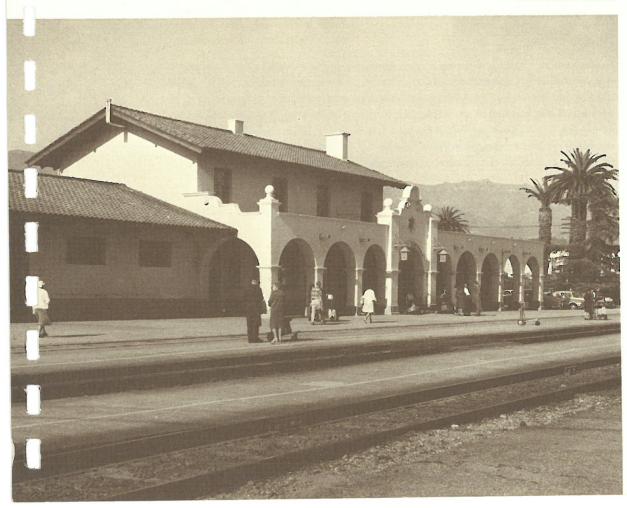
- 1. The use of all streets for a multiplicity of purposes—movement, parking, commercial frontage, pedestrian movement, automobile access to residential garages, etc.
- 2. The conflict of movement every 510 feet between vehicles and between vehicles and pedestrians.
- 3. Lack of continuity of through traffic carriers.
- 4. Inadequacy of rights-of-way on major streets to serve the multiple uses imposed on them.

TRANSPORTATION

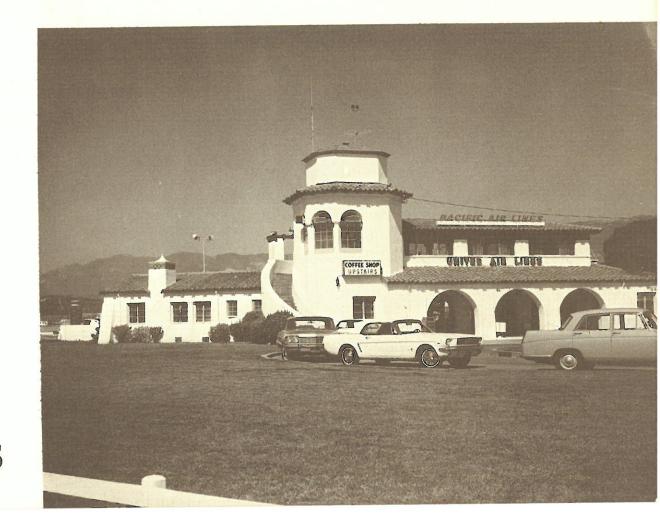
Santa Barbara is served by the Southern Pacific Railroad between San Francisco and Los Angeles with 6 passenger trains daily, by the Greyhound Bus Lines with 21 schedules per day, and by two airlines, Pacific and United. The train depot is located in the ocean-front area, the bus depot in the downtown area, and the airlines terminal in Goleta.

THE SOUTHERN PACIFIC RAILROAD STATION AND THE AIRLINE TERMINAL BUILDING REFLECT THE SANTA BARBARA ARCHITECTURAL CHARACTER.

KARL OBERT PHOTOS



Local bus transportation is provided by the Santa Barbara Transit Lines, operated by a private company under franchise from the City. Because of the low density residential character of the community, use of the facility is minimal and results in inadequate schedules and routes in most of the residential areas. In consequence, the company is constantly on the brink of insolvency.



PUBLIC FACILITIES

SCHOOLS

In the Santa Barbara planning area there are three Elementary School Districts, with a total of 15 schools, and the Santa Barbara High School District with three Junior High Schools and two High Schools. Size, location, enrollments and capacities for each are given in the accompanying chart.

Standards subscribed to by the Santa Barbara School District call for a site of 10 acres for an elementary school, 20 acres for a junior high school, and 40 acres for a high school. Many of the elementary schools are considerably below this standard, and will be limited in expansion possibilities without the acquisition of more real estate. The Board of Directors of the Santa Barbara School District has indicated a desire to maintain enrollments in elementary schools between 400 and 600 students, in junior high schools between 1000 and 1400 students, and in high schools between 1800 and 2600 students. These standards com-

PIRITO	SCHOOL	DATA	AS OF	CEDTERADED	1000
PUBLIC	SCHUUL	DAIA	AS UL	SEPTEMBER.	1963

Name of School	Size of Site, acres	Enrollment	Capacity
Elementary Schools			
Adams	10	374	480
Cleveland	8.5	315	300
Franklin	7.1	778	860
Garfield	3.27	338	390
Harding	5.12	641	750
Jefferson	3.00	344	355
Lincoln	2.32	391	420
McKinley	10	527	600
Monroe	9.3	485	480
Peabody	6.77	368	750
Roosevelt	4.08	520	500
Washington	8.20	540	600
Wilson	2.97	425	550
Hope	10	763	900
Cold Springs	4.4	238	225
Vieja Valley	10	445	500
Junior High Schools			
La Colina	42.1	1,574	1,300
La Cumbre	22.87	1,538	1,380
Santa Barbara	16.35	1,406	1,410
High Schools			
Santa Barbara	39.04	-2,235	2,100
City College			
Santa Barbara	44.01	1,608	1,150

pare favorably with those observed in areas with more intense growth rates. Sections of Los Angeles, for example, accommodate 800 to 1000 students per elementary school.

PARKS

The land use inventory shows about 265 acres of land used for park purposes within the survey area. While such a figure might seem to agree with the standards of the National Recreation Association, it becomes meaningless when an examination of the location, type and potential of the facilities is compared to the distribution of the people they are supposed to serve. Santa Barbara has a great variety of Special Use Facilities such as the beach, Bird Refuge, Municipal Tennis Courts, golf course, Laguna Ball Park, etc. These are, of course, vital facilities, but regardless of how well developed or how much acreage they contain, they do not serve the equally necessary function of neighborhood or community parks. It is in these two categories that the City is greatly deficient, both from the standpoint of available sites and improvement at existing sites.

The following definitions of types of park facilities have been adopted by the City's Park, Recreation and Planning Departments and Commissions, and are used in the General Plan studies and proposals as the governing criteria.

Playlot

A playlot, or tot-lot, is a small area planned for the imaginative, creative and sometimes vigorous out-door play of pre-school children. It supplements the home by providing experiences not possible at home and is perhaps most usable in multiple family developments. It is located within a very short walking distance to all families it is intended to serve. If separate from a neighborhood park or community park, it may be supervised and is sometimes developed by parents.

Within an area of 5,000 to 8,000 sq. ft., the facilities include: pre-school apparatus, sand area, grass area for free play, area for mothers, shade structure, rest rooms and landscaping.

Neighborhood Park

In general, a neighborhood is an area served by an elementary school. The service area is ideally one-quarter mile in radius (walking distance) and serves a population of 3,000 to 5,000. A neighborhood park can be a combination school and park that provides space primarily for outdoor recreation activities and not usually under supervision, although supervised activities are not to be excluded. The neighborhood park is planned primarily for children from 5 to 14 years of age and for family groups and usually includes an area for pre-school children.

Six acres are required when developed with an elementary school; 10 to 12 acres when developed separately. Facilities include: pre-school play area, grass space for open free play such as softball and football, wading pool, limited picnicking facilities, passive areas, landscaping, rest rooms and shade structures. Limited offstreet parking might be included if inadequate distribution of neighborhood parks causes automobile transportation.

Community Parks

A community is a group of neighborhoods, served by one or more secondary schools, and forming a recognized section of the City. Community parks are planned primarily for young people and adults, providing outdoor and indoor facilities to meet a much wider range of recreation interests than the neighborhood park. A community park is usually served by public transportation.

Community parks require 20 acres when developed with a secondary school and 32 acres when developed separately. Facilities include: swimming pool, baseball field or fields, large grass areas for open free play, tennis courts, picnicking, senior citizen facilities, community center and youth building, passive areas, landscaping and offstreet parking.

City Park

A city park is intended to serve the entire City. It provides major recreation facilities not usually duplicating those provided in other recreation areas, but some that may be duplicated on a grander scale.

Facilities include: sports center, water areas for boating, large garden areas, tennis courts, swimming center, extensive passive and picnicking areas, large play areas, vistas, community center buildings, and perhaps some special uses.

Special Use Facility

A special use facility usually provides space for a single activity, although it may accommodate several closely related activities and is not generally considered as part of the park system, even though it may provide a type of recreational activity.

Examples include: beach areas, golf course, sports center, major stadium, outdoor theater, zoo, botanic garden and museum.

Such a special use facility does not include the necessary ingredients to qualify as a park and therefore is developed in addition to and for the purpose of supplementing the park and recreation program.



HILLSIDE PARK IS A GOOD EXAMPLE OF A SMALL PASSIVE NEIGHBORHOOD PARK WHICH TAKES ADVANTAGE OF THE NATURAL QUALITIES OF THE SITE.

KARL OBERT PHOTO

ALAMEDA PARK CONTAINS AN EXTRAORDINARY VARIETY OF EXOTIC PLANTS.

KARL OBERT PHOTO



POLITICAL CHARACTERISTICS

Governmental Structure: The City of Santa Barbara is a Charter City, with a Mayor and six Councilmen. The Mayor is the administrative head of the City, presides at Council meetings and holds the tie-breaking vote, but has no veto powers over the actions of the Council. During the 1950's the City inaugurated an Administrator-Council form of government, operated under it for several years, then rescinded it in favor of the present form.

With the exception of the Police and Fire Commission, which has full authority for the management of the Police and Fire Departments, the City's commissions — Planning, Park, Recreation, Harbor, Airport, Public Works and Parking—have no powers beyond those granted by State Law, and operate in an advisory capacity to the City Council.

Zoning: The first Zoning Ordinance for the City of Santa Barbara was adopted in 1925. A considerable number of amendments were made to it until, in 1957, a new Ordinance was adopted which contained much

of the old Ordinance in essentially the same format and embodying similar philosophies. This new ordinance has been, in turn, amended many times since in an effort to provide for the advantage of new techniques in land development.

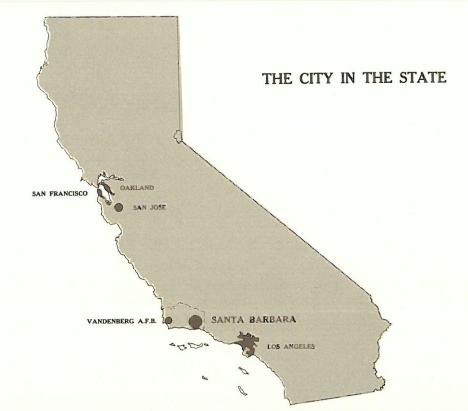
Except for the M-1 zone, which disallows residences, the ordinance is a "cumulative" one—that is, less intensive uses are permitted in more intensive zones. This feature has had the effect of allowing a mixing of land uses in many areas of the City.

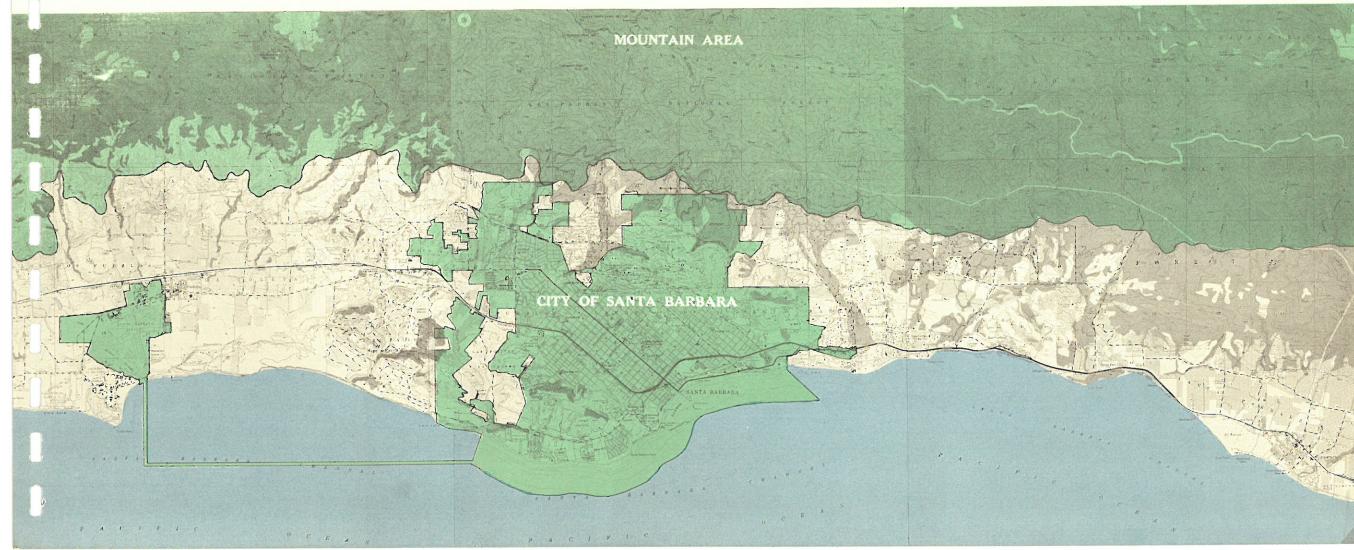
In addition to the Land Use Zoning Ordinance, the City has enacted ordinances governing subdivisions, signs, excavations, architectural harmony and lot splits in an effort to regulate land use and enhance the community appearance. Street-widening ordinances are in effect on a few of the heavily used streets. The proposed widening is usually 10 feet on either side to provide for reasonable light and air when the streets are eventually widened from the present 60 feet right-of-way to 80 feet. The Uniform Building Code of the International Conference of Building Officials is used with few modifications.

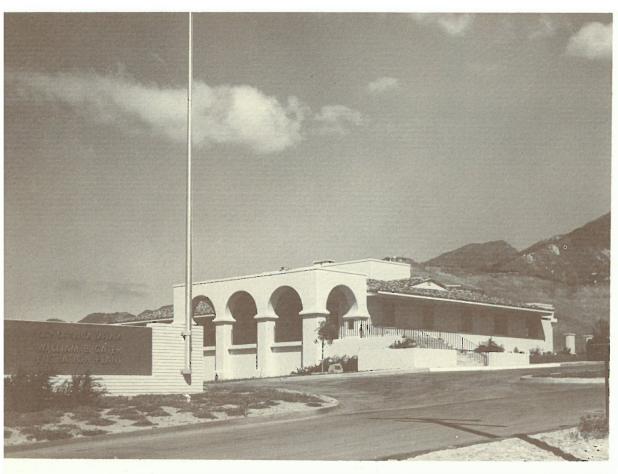


THE CITY IN THE REGION

At various points in the discussion we have touched on the relationship between the City and the South Coast. We have seen how closely related the communities are to each other economically, and how the area is limited in size and scope geographically. It is clear that the unity of the South Coast is more positive and compelling than that of any of its parts. As in most natural regions such as this, however, there exists the political boundaries of cities, school districts, water districts, sanitation districts, conservation districts, etc., which in large measure do not respect this natural unity and tend to divide the region into unnatural and less effective areas of jurisdiction. While such divisions were created, for the most part, for good cause, means must be found to minimize conflicting and often costly effects of this over-lapping on sound development for the total South Coast environment.







CARE IN THE DESIGN OF PUBLIC BUILDINGS, HOWEVER FAR REMOVED FROM THE CENTRAL AREA, IS A CONSTANT CONCERN OF THE CITY.

KARL OBERT PHOTO

THIS EDISON CO. SUBSTATION ILLUSTRATES A MUTUALLY ACCEPTABLE METHOD OF INCORPORATING SUCH A FACILITY HARMONIOUSLY INTO A RESIDENTIAL AREA.

KARL OBERT PHOTO



GOVERNMENTAL FACILITIES

Most of these facilities, located in the historical center of the community, form the basis for a Civic Center. Included are the County Court House, County offices, City Hall, State offices, Federal offices, Police Station, Headquarters Fire Station, Main Library, School Administration, and Main Post Office. The City's Park, Public Works and Water Department offices are located just outside of this central area, about 3 blocks from City Hall. Such a displacement creates difficulties in efficient coordination between these departments and others in the city government. Certain other government offices, such as the Harbormaster and the Airport Manager, are located elsewhere for obvious reasons.

This very strong nucleus of a Civic Center is ideally located adjacent to the Central Business District. Major commercial uses such as banks, title companies, legal offices, investment and brokerage houses, professional offices, etc., are naturally attracted to the Civic Center and the Central Business District, and their presence strengthens both.

Water Supply

Excess water from the Santa Ynez River is impounded in three reservoirs and is diverted to the South Coast by conduits through the Santa Ynez Mountains. Distribution in the City is by the City Water Department. It is estimated that the existing water supply is adequate for about 20 years, assuming a South Coast population in 1980 of around 190,000. In order to assure an adequate supply beyond 1980, the County Water Agency has recommended that the County participate in the State's Feather River Project.

Gas and Electricity

Provided by the Southern Counties Gas Company and the Southern California Edison Company.

Sewerage

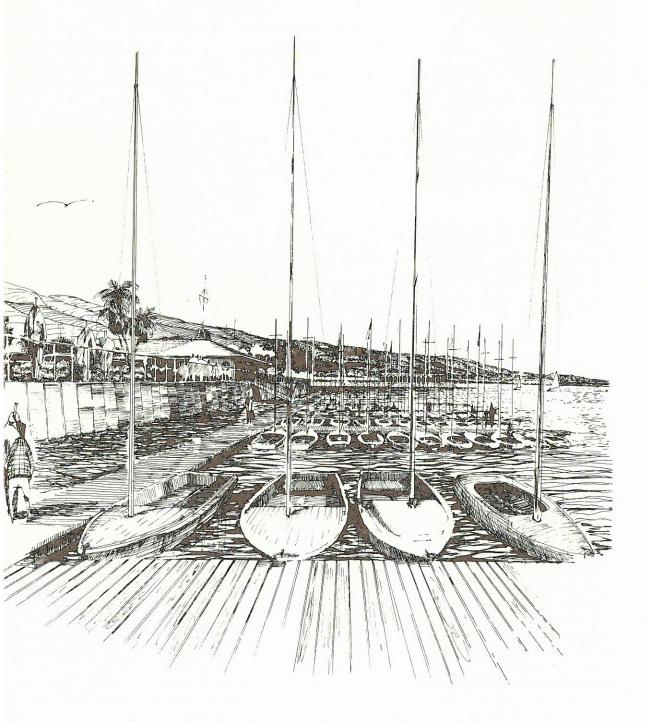
Sewerage facilities are provided by the City to all but a few outlying, low density residential areas. The treatment plant is located in the industrial area and is operating at 75 % of capacity. Effluent is discharged into the ocean.

Refuse Disposal

Franchised by the City to the Sanitation Service Company. The Sanitation Service Company disposes of its collections in the sanitary fill on Las Positas Road operated by the City.

Private disposal of refuse is accommodated by the County-operated sanitary fill on Cathedral Oaks Road.

6eneral SECTION BOATING AND OTHER OCEAN ACTIVITIES ARE A MAJOR PART OF SANTA BAR-BARA'S ATTRACTION.



THE GENERAL PLAN

The General Plan is, above all else, a declaration of principles, of hopes and aspirations—of potentials.

The first of these principles is that the consensus of the people—the town itself—shall determine the future of their environment, and that these people are prepared to take a positive stand and make the sacrifices necessary to frustrate any who would divert or corrupt the proper direction of development.

Second, the Plan denies that the law of supply and demand is an uncontrollable monster, that its frequent effect of creating blight in areas deserted for more lush commercial pastures is unavoidable. This basic economic law, while valid in its general application, will and has always, yielded to the will of a determined people who know what they want.

Third, the Plan acknowledges that there are other and more important values in Santa Barbara than material wealth. The Plan defines Santa Barbara's natural resources to include its clean air, uncontaminated beaches, scenic views, culture and historical background, rather than only its oil or the mineral deposits that may lie underneath its surface. Some of the people of Santa Barbara welcome the growth which they believe will inevitably come. But along with any growth comes responsibility to preserve the reason for growth. One should not adopt a philosophy that dollar profit is everything to the end that a few would take all they can get while despoiling the assets and giving nothing in return.

The General Plan outlines a rational order of progress through which the City can grow and maintain an economic and environmental integrity. It suggests opportunities for growth and change which will enhance the natural beauty of our setting. Changes in our economy and technology will exert pressures and the Plan will take advantage of them, maturing and growing with the years. But the very foundation underlying the Plan, the principles responsible for its creation, must never change. For all foreseeable time, those principles will be as valid as they are today, and should be the bases for judgment of all efforts to reshape and altar the Plan.

THE HEART OF THE CITY

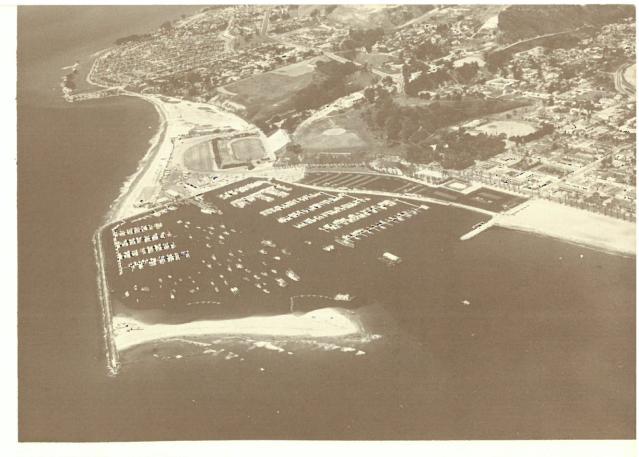
The bulwark of Santa Barbara's economy is its tourist industry and its attractiveness as an area for retirement. The cause and sustenance of these economic forces is, in large part, concentrated in and typified by the waterfront area and the civic, historical, cultural and business center of the community. This is the heart of the community—the image envisioned when one thinks of Santa Barbara. It was the site of the Canalino Indian village and the Presidio. The Old Mission was founded on a gentle hill overlooking these rough beginnings. In modern days it is the focal point of most of the City's activities—the area in which most of the efforts to retain the meaning of Santa Barbara have been concentrated.

It follows, then, that this area is the heart of the Plan. Here will be found the more dynamic proposals—the major re-evaluations—the most significant challenges for the future.

THE HEART OF THE CITY.

MARK HURD AERIAL SURVEYS PHOTO





SANTA BARBARA—MAY, 1963.

MARK HURD AERIAL SURVEYS PHOTO

THE WATERFRONT

The expanded harbor shown on the Plan is approximately the same size and configuration as that shown on the Army Corps of Engineers plan, adopted by the City Council in principle. Commercial activities, with necessary services to boats, situated on the ocean side of Cabrillo Boulevard, are shown in their present location adjacent to the westerly breakwater.

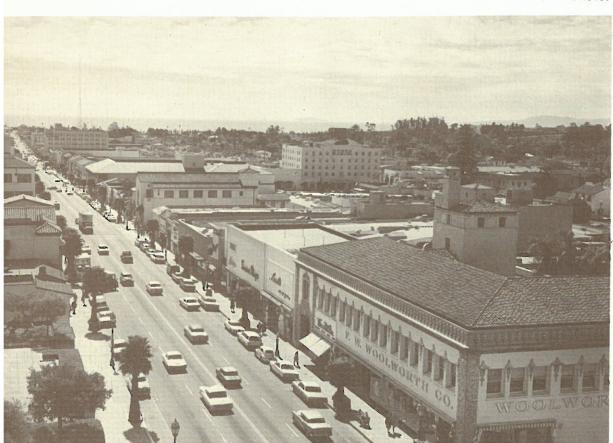
The use of the northerly frontage on East Cabrillo Boulevard extending from Santa Barbara Street easterly to the approximate location of the Southern Pacific Company's Roundhouse to a depth limited by the present main line and spur tracks of the Southern Pacific, should be oriented to beach park use. It is recommended that this area be acquired by the City at some future time and be developed as a landscaped public park, opening the same to view from the Boulevard and moving the screen planting to the rear of the area, thus screening the railroad from view of the beach. The use of Palm Park could thus be expanded to the north of Cabrillo Boulevard, and complement the public use of the East Beach as a greater resort attraction.

DOWNTOWN — THE CENTRAL BUSINESS DISTRICT AND CIVIC CENTER

The downtown area of Santa Barbara provides for two distinctly different functions. First, the Central Business District (CBD) offers regional shopping facilities to the South Coast area, and to a limited extent for the rest of Santa Barbara County. Second, it is the center of governmental activity. Combined with these two essential urban functions are others which give the area a basic unity and depth not inherent in the commercial and governmental activities themselves. With the notable exception of the Old Mission, this central area contains the evidences of our Spanish and Mexican heritage and has been the focal point of efforts, over the last 40 years, to preserve these as historical landmarks. Efforts have been made to give the area an atmosphere reminiscent of the early days of Santa Barbara. It is the historical center of Santa Barbara, and as such, an important tourist attraction. In addition, the area contains cultural facilities and attractions such as the Main Library, Art Museum, Lobero Theater, Adult Education Center, as well as numerous commercial art galleries, shops, and artists' studios.

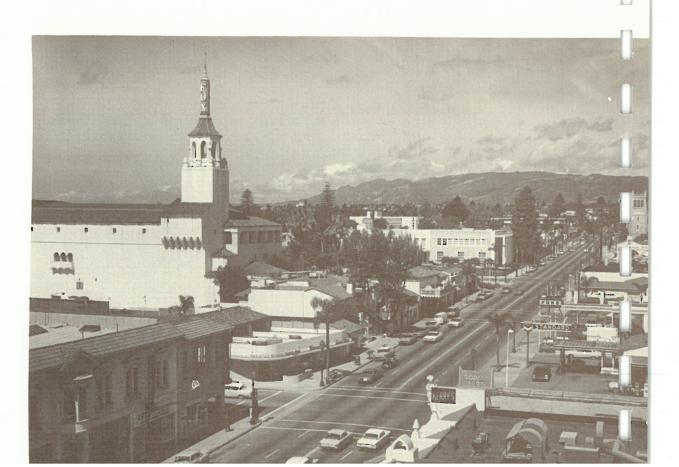
STATE STREET LOOKING TOWARD THE MOUNTAINS (RIGHT) AND TOWARD THE OCEAN (BELOW) FROM THE GRANADA BUILDING.

KARL OBERT PHOTOS



All of these activities combine to make a vital urban center unmatched in its diversity and interest anywhere on the Coast between Los Angeles and San Francisco. Because of this the central area entertains visitors and shoppers in large numbers from all parts of the State and, in fact, from all parts of the country and world. A survey made in December of 1962 (not at the height of the tourist season) revealed that 31.2% of the people who come to the central area to shop, visit or transact business are from areas outside of the South Coast. Of these, 22.4% are from areas outside of Santa Barbara County, and 6.3% are from areas outside of the State of California. These percentages demonstrate that the area is not just a regional shopping, business and governmental center, but that it plays a large role in our visitor-oriented economy. Just as the waterfront area provides its recreational attractions for the visitor, so too does the central area provide an interest to the visitor, on a different level.

Fortunately, the central area lends itself naturally to close definition in terms of boundaries. Most of the commercial activities which compose the CBD are concentrated into an 8 square block area between Anapamu and De la Guerra Streets, on both sides of State Street. The blocks north



and south of this contain fewer CBD uses, more commercial recreation and non-retail uses. In a similar manner, most of the governmental and civic uses are concentrated between Victoria and Cota Streets and between Anacapa and Garden Streets. The hard core of the downtown district is, therefore, comprised of the central business district in the 12 block area bounded by Chapala, Cota, Anacapa and Anapamu Streets, together with the Civic Center in the adjacent 14 block area bounded by Anacapa, Cota, Garden and Victoria Streets.

It is essential that future growth in the CBD be by way of a further concentration, intensification and more efficient use of the present area, rather than by following the usual pattern of outward growth, increasing the amount of land and decreasing its efficiency and effectiveness. There are two prime reasons for this:

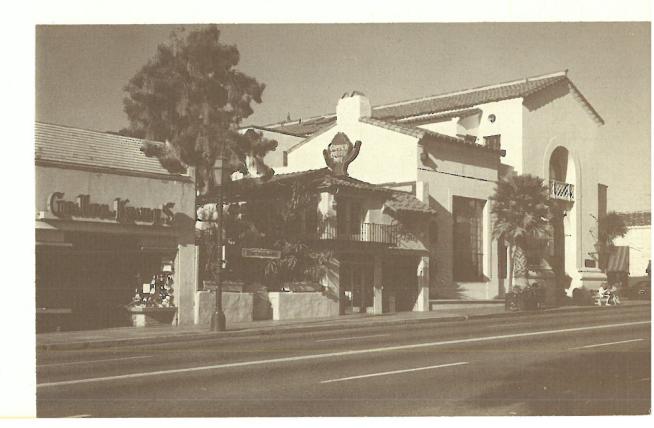
First, a pedestrian relationship must be maintained between all uses in the business area. If the area covered is too extended it becomes unattractive to the shopper as a pedestrian. He would be required to use his automobile to get there, and would have to use it to get around within the area. This further complicates the situation by creating pedestrian and automobile conflicts. Ideally, the shopper must be able to drive his auto into the CBD and directly to a parking facility with little or no conflict with the pedestrians. After parking his auto, he should be able to conduct all of his business or do his shopping, or both, as a pedestrian all within a reasonable distance of his auto. Just what this "reasonable distance" is depends considerably upon the environment in which the shopper must walk. Various standards have been used in the past for this "reasonable distance", but they are all relative. What might be a comfortable stroll under interesting and casual circumstances would be unreasonable in an undesirable, crowded, ugly and noisy one.

Second, the purchasing power of the families living in the trading area to be served by the commercial district will govern the amount of retail floor space which can be supported. A study of retail sales in shoppers goods establishments in the CBD between October 1, 1961, and September 30, 1962, shows a total of \$31,322,000 for the 12-month period. On the basis of population projections, and allowing for an increase in tourist and visitor activity in the central area, it is estimated that total sales will increase to \$77,000,000 by 1980. Applying known factors of supportable retail floor space per dollar of retail sales, a gross floor space of 1,332,000 square feet is indicated for 1980. Some of this floor space, such as general merchandise, furniture and appliances, and occasionally apparel, will be in multiple story buildings so that the actual land coverage by retail buildings will be somewhat less than the gross floor area. This land area coverage is estimated to become 948,000 square feet, or 21.8 acres, by 1980. In other words, approximately 5 square blocks.



STATE STREET IN THE CENTRAL BUSINESS DISTRICT. THE BASIC QUALITY OF THE AREA, THE IMPOSITION OF THE AUTOMOBILE THEREIN, AND THE STRIKING POTENTIAL FOR A UNIQUE SHOPPING AND BUSINESS ENVIRONMENT IS APPARENT.

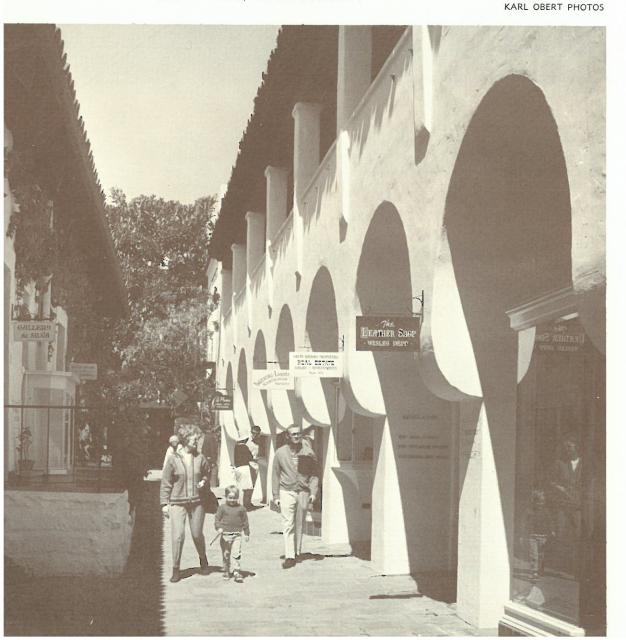
KARL OBERT PHOTOS



With this key figure, we can add up the number of total blocks which can be supported in the CBD in 1980.

Retail buildings 5	blocks
Retail parking3	blocks
Other uses, including parking3	blocks
Service access and facilities1	block
Total12	blocks

EL PASEO—AN IDEAL ENVIRONMENT FOR BOTH THE SHOPPER AND THE SURROUNDING SMALL SPECIALTY SHOPS AND ARTISTS STUDIOS. RIGHT, THE CENTER COURT. BELOW, "STREET IN SPAIN".





The total of 3 blocks for retail parking assumes that the efforts now in progress in the City to consolidate parking into municipal lots will go forward successfully, and that eventually some of the parking facilities will be multi-deck structures. The 3 blocks for other uses includes such public facilities as the Library, Art Museum, Lobero Theater, City Hall, De la Guerra Plaza, and other ground floor office uses not associated with a retail activity such as banks, title offices, stock brokerage houses, etc.

A MAJOR DEPARTMENT STORE

The South Coast area is rapidly approaching a population and purchasing power sufficient to attract a major department store. The location chosen by that facility will be critical to the future of the Santa Barbara CBD. If such a facility were to locate outside the CBD, a large share of the shoppers goods trade now captured by the district will be lost, and a significant decrease in the retail floor space supportable will result. In addition, uses similar to those now concentrated in the area will be attracted to the area adjoining this major commercial facility, further diluting the trade available to the district. This same result can be expected even if the major outlet were to locate in the downtown area, but removed from the core by a distance great enough to eliminate any pedestrian relationship between the two. Either the department store development would include the satellite uses, or they would move over from the core to be in easy walking relationship to the major facility.

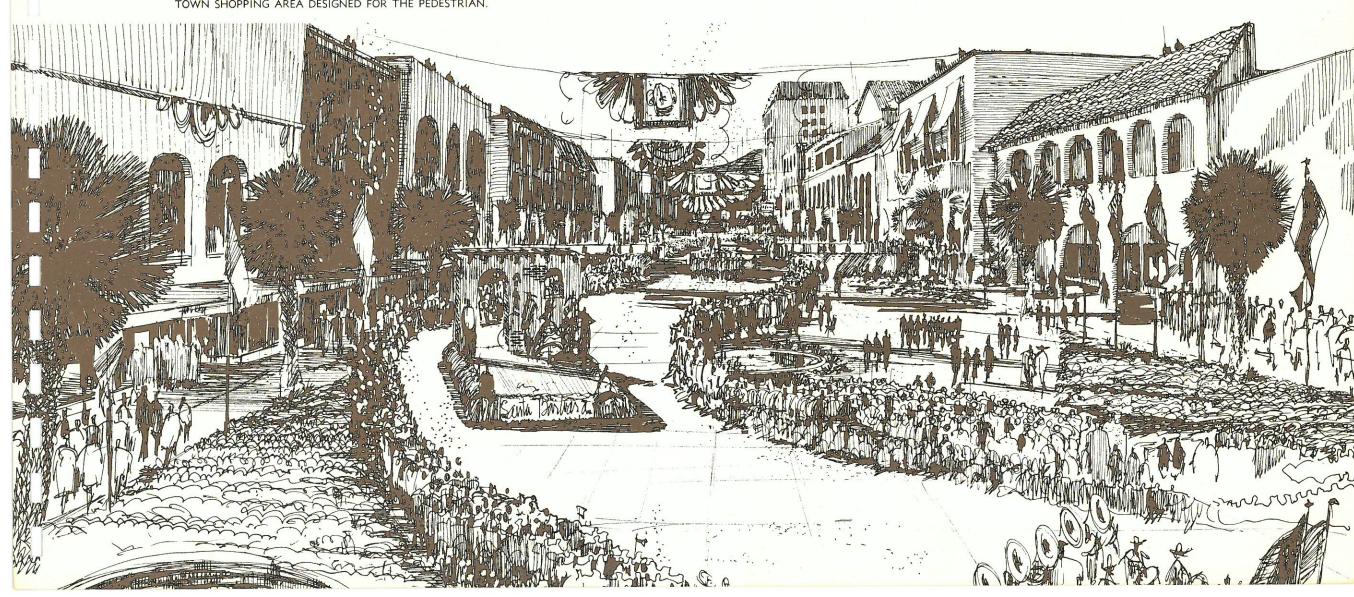
The Plan suggests the location of the department store be within or on the immediate periphery of the central core area. With the close relationship between the department store thus located and the rest of the CBD uses, the requirement for satellite stores around the major facility is satisfied. It will provide an anchor which will tend to draw and hold the CBD in its existing location, thereby encouraging intensification and continuing renewal of the core.

The proper location of this department store is, then, one of the significant challenges facing the downtown businessmen and the City, and a key to the future strength of this regional shopping center.

PASEO ESTADO. A SUGGESTION OF HOW THE FIESTA PARADE, AS WELL AS MANY OTHER ACTIVITIES, COULD BE PRESENTED MORE INTERESTINGLY IN THE DOWNTOWN SHOPPING AREA DESIGNED FOR THE PEDESTRIAN.

THE PASEO—AN ESCAPE FROM THE AUTOMOBILE

There is a growing awareness that the automobile is getting out of hand; that its influence on the urban scene is becoming dictatorial rather than beneficent. It is the instrument whereby free rein was given to urban sprawl and, now that we have sprawled all over the landscape, it has become the indispensable element essential to holding the whole loosely knit package together. With the increase in population and prosperity, the automobile is demanding more and more land for its exclusive use. In places like Los Angeles, it is demanding a lion's share of the very air—polluting it and rendering it unfit to breath. The quirk of nature that allows the automobile to steal the air in Los Angeles is called a "temperature inversion". Santa Barbara has its own temperature inversion. All we need is a few more cars to attain the unhappy distinction of becoming more like Los Angeles.



As traffic increases on our streets and threatens to reach the choking point, it is possible to see beyond the convenience of the automobile and recognize its limitations as well. In the past, when traffic was light, it was economically sound to locate businesses on a main artery so that people driving by could see the store, pull over to the curb, get out and shop. This is no longer possible, except for gasoline stations and other drive-in facilities. Particularly, it is no longer feasible in a concentrated commercial district such as the CBD. Merchandising is directed to the pedestrian, not to the driver. The driver does not become an actual customer until after he parks his car and becomes a pedestrian. If parking or access becomes difficult, he will go elsewhere.

Adequate parking facilities must be developed in each block of the CBD in such a manner that all stores front on the parking facility as much as they do on the pedestrian street. Access to the parking facilities from main traffic carriers outside of the district should be direct and with a minimum of conflict with pedestrian travel. Service access and facilities should be provided along with the parking facilities. The area contained in the CBD must be limited to provide for reasonable pedestrian relationship between all of its integral parts.

With the accomplishment of these preliminary steps, some of the streets will have been freed from the requirement to handle automobile traffic, and they can begin to be used in more productive ways—for the movement of people rather than things—to provide an enjoyable atmosphere in which the shopper can walk without the nerve and sense jangling competition with the automobile.

Most of the stores and businesses in the CBD front on State Street, and it is here that first consideration should be given to the creation of a Paseo—a pedestrian-oriented shopping street. The mere closing of the street to traffic and allowing the pedestrian to wander at will in the street is, of course, not enough. The same care must be given to the design of the Paseo as the storekeeper gives to the design and decor of his windows and store. The CBD is, in fact, one very large store in which each part is vitally involved in the prosperity of the whole as well as in the individual unit. The Paseo becomes the main aisle of this large store and must be treated as the integrating feature of the total merchandising effort. Just as it is smart business to have attractive sales people behind the counters to lend an air of good looks and quality to a shop, so it is good business to place points of interest and beauty in the Paseo, such as fountains and statuary, gardens and pools. The texture, color and pattern of the paving is similarly important. Places for people to sit in the shade or bask in the sun will provide the rest necessary for the shopper to remain in the area longer and to retain a far better and more relaxed frame of mind. Sidewalk cafes can add considerable charm to the scene as well as being a vital convenience.

It is well to keep in mind that it is not only the local shopper from the South Coast region that the CBD is catering to. Visitors contribute a very large share of the business. Much of the merchandise offered can be purchased in the area where the visitors live, but they come to the central Santa Barbara area to shop because they enjoy the excitement of shopping here more than they do at home. Many come here because of our other attractions and shop incidentally. The development of an interesting and exciting Paseo can be a prime drawing card for this important segment of business. The elements of the Civic Center have an ideal relationship to the CBD and will provide additional attractions to the visitor. The business community must seize these advantages. With relatively little effort and expense, the tide of potential shoppers will flow easily and naturally into the district.

THE NEW FIRST FEDERAL SAVINGS AND LOAN BUILDING AT CARRILLO AND STATE STREETS, WHICH RECENTLY REPLACED THE OLD BUILDING AT THE SAME SITE.

KARL OBERT PHOTO



THE CIVIC CENTER

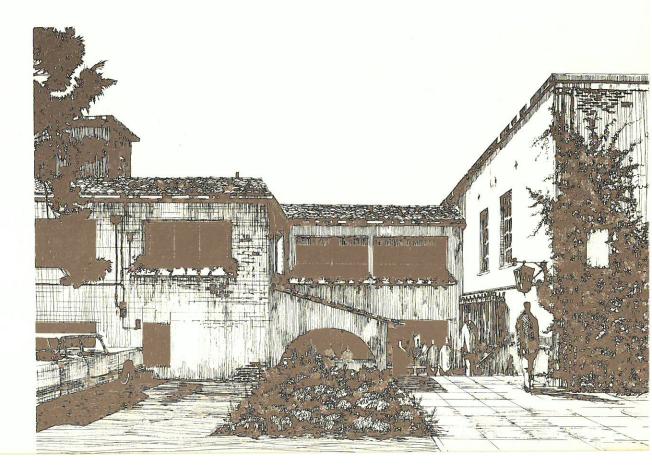
Immediately adjacent to the CBD and, in fact, overlapping in many parts, is the primary historical area of the City and the sites of most of the major government and civic activities. Old adobe houses are standing in or near the area, generally between State and Laguna Streets. The "El Pueblo Viejo" Ordinance applies to this area and preserves for all time these significant historical relics. This Ordinance also controls construction to assure that new buildings and developments in the area will be architecturally harmonious with the old. The Santa Barbara Historical Society has built its new museum at Santa Barbara and De la Guerra Streets. The State Division of Beaches and Parks is now studying the possibility of rebuilding the Presidio on its original site at the corner of Santa Barbara and Canon Perdido Streets, and a local organization of citizens has been formed to aid in the acquisition of property in the area to make the project a reality. The development, when completed, will cover most of the four square block area bounded by Anacapa, Garden, Carrillo and De la Guerra Streets. With such attractions as the County Court House, the De la Guerra Adobe and El Paseo, and all of the other contemporary and older features in the area, the town center of Santa Barbara will become one of the major tourist attractions in the State.

REMODELING OF THE REAR OF BUSINESS BUILDINGS IS NECESSARY IN ORDER TO TAKE ADVANTAGE OF THE EXPOSURE TO PARKING FACILITIES AND TO BRING THE TOTAL COMMERCIAL DEVELOPMENT UP TO THE STANDARDS OF THE FRONTS OF THE BUILDINGS, AS SHOWN ON PAGE 45.



Just as the Plan suggests that the CBD should be concentrated into its 12-block area, so should the Civic Center - Historical Area be consolidated into the 14 blocks adjacent to it. The entire 26 blocks can become a dynamic unit with each of its parts complementing the others to form a well-knit and thriving commercial, cultural and governmental core to the City and South Coast Region.

To accomplish this, immediate action is necessary to stop the gradual spread of governmental functions away from the central area. The Public Works, Water, and Park Department offices of the City should eventually be moved into an expanded City Hall, rather than being located several blocks away, out of the Civic Center, and remote from the necessary direct contact with other City Departments. The Santa Barbara School District, after evaluating alternate sites outside of the central area, is now contemplating relocating their administrative facilities in the Civic Center. This would result in a high degree of interaction and close contact between all levels of government. This intimate geographic proximity is far more important that the relative land cost.

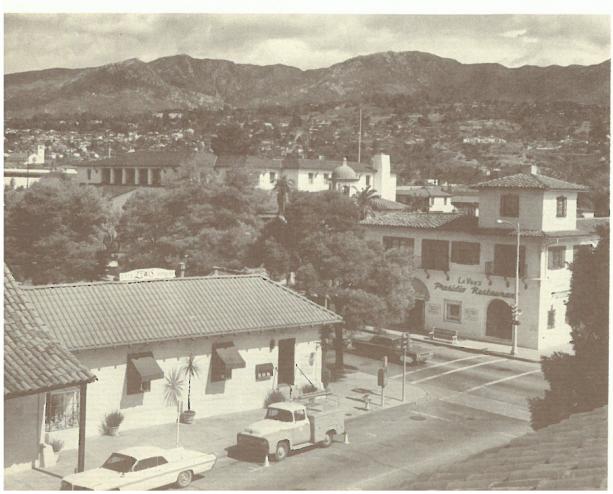


The State of California maintains its offices in leased facilities on Canon Perdido Street east of Laguna Street. Eventually, these offices should be relocated in the Civic Center.

Basic to this tendency to move outward from the center for all kinds of uses, (both public and private), is the high cost of land at the center, rather than any desire on the part of these various public agencies to be removed from the other functions of government. But the result of following this path of least resistance to lesser valued lands is the meaningless dispersal of the Civic Center. The saving gained by this philosophy is little in comparison to what is lost. The Civic Center is not just an aesthetic concept, but is meaningful to a citizen and taxpayer who wants his government where he can find it, watch it and talk to it. It is also sound business policy to have the public center of activity close to the most active private business concentration—close to the CBD, whose occupants are major users of the public facilities.

THE CIVIC CENTER AREA DISPLAYS AN ARCHITECTURAL HARMONY OF PUBLIC AND PRIVATE BUILDINGS.

KARL OBERT PHOTOS

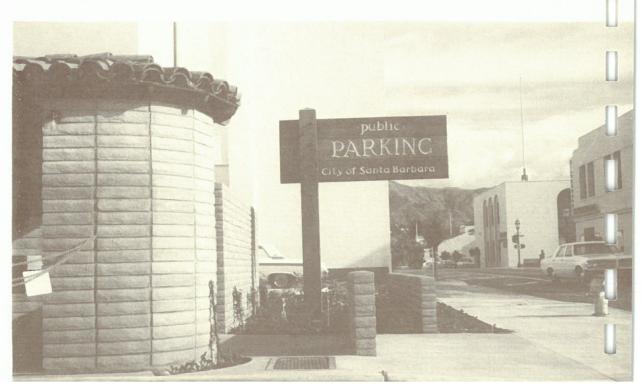


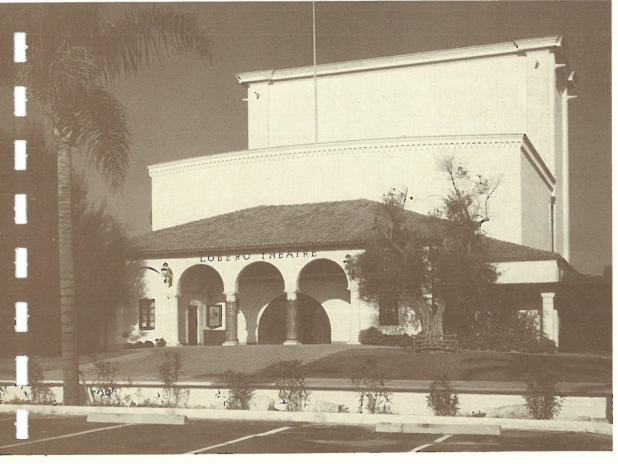
PARKING IN THE CORE

By 1980, it is estimated that the CBD alone will require over 5,200 parking spaces. This figure is based on the projected gross sales in the district in 1980 of \$77,000,000. This assumes 300 selling days per year, 80% of the customers arriving by car, a turnover of 3 cars per space per day, and 1.3 customers per car spending \$10.00 per customer per trip. If these parking spaces were to be provided at ground level, 36.3 acres would be required. It is obvious that multi-level parking structures will be required to satisfy this need. A projection of transient parking needs in the Civic Center is not as readily made as for the CBD, although it is safe to assume that the ultimate capacity can be somewhat less than for the business district.

The first priority for the eventual provision of off-street parking for all cars in the core and the elimination of all on-street parking, is the acquisition, by parking districts or by the City, of all necessary sites. This process has already begun by the formation of Parking District No. 1 covering four sites on Chapala Street, between Anapamu and De la Guerra Streets. Acquisition of additional parking sites should follow until adequate parking is provided.

EFFORTS ARE NOW UNDER WAY TO PROVIDE ADEQUATE AND ATTRACTIVE MUNICIPAL PARKING FACILITIES IN THE CENTRAL BUSINESS DISTRICT.





THE LOBERO THEATRE—AT ANACAPA AND CANON PERDIDO STREETS. THIS IS ONE OF THE BUILDINGS WHICH FORM THE NUCLEUS OF THE CIVIC CENTER.

KARL OBERT PHOTO

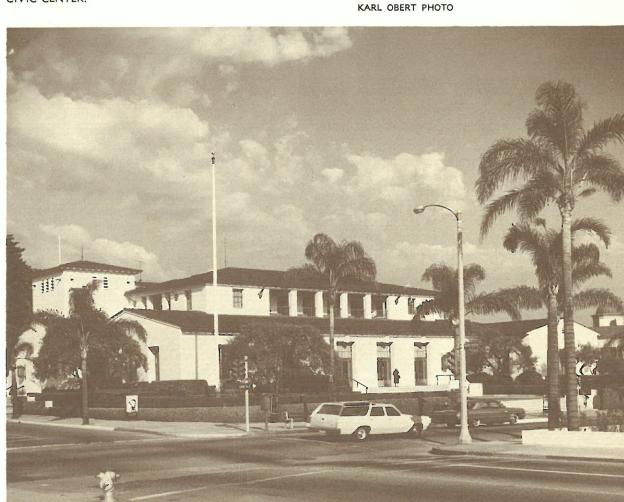
Even though the Civic Center will require fewer parking spaces ultimately than the CBD, it has further to go to reach its goal, for there is very little offstreet parking for transient vehicles in the area now. The Post Office, Library and Art Museum provide no transient parking at all, while the Court House, City Hall and many other uses provide very little.

Continuous efforts are being made by the employers in the Core to provide parking lots for the employees outside of the area. Ultimately, as the development of parking structures proceeds and an efficient local transit system is developed which will allow some of the employees to leave their cars at home, employee parking should then be provided within the central area.



THE SANTA BARBARA HISTORICAL MUSEUM AT SANTA BARBARA AND DE LA GUERRA STREETS. COMPLETED IN 1964. THIS TRADITIONAL BUILDING WAS CONSTRUCTED APPROPRIATELY OF ADOBE BLOCKS MANUFACTURED AT THE SITE USING MATERIAL FROM THE FOUNDATION EXCAVATION.

THE POST OFFICE AND FEDERAL BUILDING AT ANACAPA AND CANON PERDIDO STREETS. A SIGNIFICANT ARCHITECTURAL CONTRIBUTION TO SANTA BARBARA'S CIVIC CENTER.



THE ARLINGTON THEATRE DEMONSTRATES THAT A RELATIVELY TALL BUILDING CAN PRODUCE AN APPROPRIATE ARCHITECTURAL RESULT WHEN SENSITIVELY RELATED TO THE SURROUNDING BUILDING COMPLEX.

KARL OBERT PHOTO

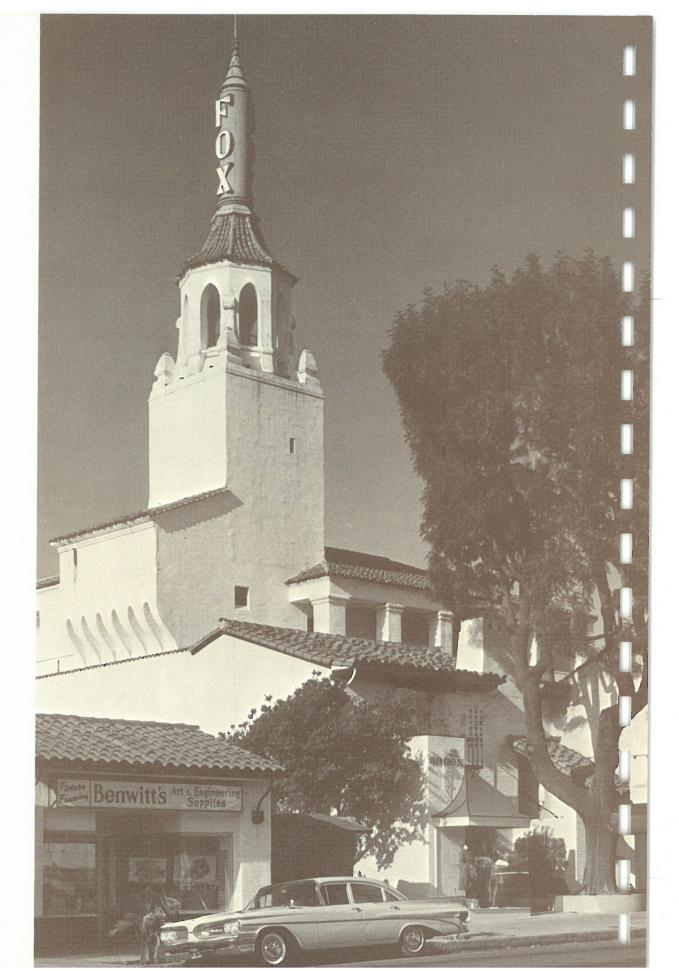
BUILDING HEIGHT IN THE CORE

As the CBD grows and continues to capture as much or more regional purchasing power, and increases the amount of visitor dollars which it attracts, the process of reconstruction within the core area will provide the additional floor space necessary to service this increased dollar volume. It is inevitable, however, that the time will come when the 12 block area set aside for the district may be too constricting with the building height limit of 60 feet firmly applied. This is not to say that every cubic foot of the zoning envelope will be filled, for there will be many buildings less than the height limit too valuable to raze for the construction of new buildings. The 1 and 2 story complex of El Paseo is an excellent example. But the demand for floor space could be such that a break-out will have to occur either in the form of building height, an increase in the 12 block land area, or a move away from the CBD of many of its most desirable land uses.

As stated before, and it is worth repeating, the maintenance of a pedestrian relationship between uses in the business district is a vital criterion and must not be violated. This means, simply, that any other solution is preferable to increasing the spread of the CBD. The 12 block area must be held tightly. Eventually, as the dollar volume of trade in the district goes beyond the 1980 figure, a second regional shopping center could be established, but it should, by its nature, play a secondary role to the Core. As this secondary center grows, so must the CBD grow to preserve its dominant position. The answer then lies in the modification of the current height limit.

We do not suggest a blanket lifting of the height limit. Rather, the City of Santa Barbara must exercise every prerogative within its power to be highly selective in its granting of permits for multi-story buildings. The keyword must be quality. It must be judged on the basis of its effect on the entire skyline of the Core as well as on its merits as a single structure. The lowest common denominator of high buildings that now exist in the Core should not be used as the quality criteria. This is an engineered structure performing a practical function within its walls, contributing little from without. Any dominant structure built in the Core, such as a high building, must be the result of an architectural effort in the highest sense of the art form, concerned not only with the particular property upon which it is constructed, but also with the total composition of the block and area within which it will be a part.

In addition to the aesthetic controls which must be applied to assure the architectural harmony of new buildings to the surroundings, a significant economic control will limit the construction of multi-story buildings, that is the demand for floor space in the business district. No developer is likely to build an unusually large building without a reason-



able certainty that there is sufficient demand for the floor space. The result of this natural control will be desirable variety in the skyline, rather than a monotonous regularity. It is apparent that the imposition of the present 60 foot height limit has not resulted in the construction of buildings uniformly to this height. This is true not only in Santa Barbara but even in such cities as Chicago and New York.

The regulations necessary, then, are aesthetic ones. The relative importance of aesthetics will depend on the degree of dominance of the proposed structure over the surroundings. This dominance is a function not only of the height of the building in question, but its mass, design and its relationship to other buildings and open spaces. Therefore, while it is well to maintain a basic height limit in order that the rights of the property owner can be defined in static terms, there must also be the legal machinery to permit the exceeding of this limit for a building or structure of suitable value. The existing limit of 60 feet serves this purpose, although it is apparent that a building of this height would be of major importance in the central area and should come under the more stringent aesthetic controls. Any proposed basic height limit should more closely reflect the nominal height of the existing buildings, with exemptions available upon review of individual proposals and explicit guarantees to protect the overall environment.

It is tempting to suggest that such buildings of unusual height can be allowed by the use of the "variance" procedure retaining the prerogative of a subjective judgment by the Planning Commission and City Council as to whether the proposed development has merit. The variance procedure, however, is established to grant relief from the provisions of the ordinances in the presence of an unusual hardship imposed on the property owner by the strict interpretation of zoning provisions. We are not concerned here with such hardships, but rather with gaining for the City of Santa Barbara a quality of development with greater values than might otherwise be obtained. The legal procedure used to accomplish this must state this objective in clear terms.

A procedure separate from any that we now have is indicated, and it should contain the following provisions.

1. A statement of intent, setting forth the objectives of the ordinance, and making it abundantly clear that no rights are granted or implied to any property owner for construction above the basic height limit, either by the existence of the ordinance or by any application of it which the City Council may elect to make. In other words, the granting of a permit under this ordinance for the construction of a building higher than the basic limit on a particular piece of land does not imply any similar rights to any other piece of land.

- 2. The establishment of a Board of Review, such as the Architectural Board of Review and/or an entirely new body.
- 3. Specific architectural criteria, such as the requirement that all sides of the building must be designed with equal architectural sensitivity.
- 4. Minimum standards for spacing, setbacks, landscaping, parking, access, etc.
- 5. Definition of the types of material required, for presentation before official bodies, to include models, perspective renderings, etc.

THE ULTIMATE GOAL

The end result of this proposal is the establishment of a "town center" as a focal point of the City's commercial, cultural and business activity. A place of beauty for people. A place where one can walk through broad paseos, courts and plazas—past gardens and pools, beautiful buildings and attractive displays. A peaceful and, at the same time, a vital place where one can spend a full yet untiring day in shopping and conducting business and civic affairs. In short, an adaptation and an improvement on the old concept of the village green and the market-place. More complicated, certainly, in this complex age, but fully as practical and attractive, and far more dynamic.

STATE STREET

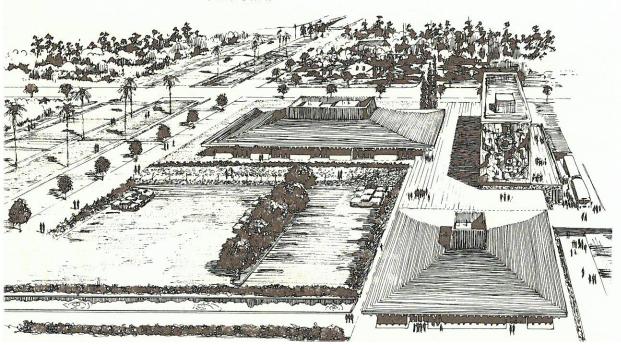
The Plan proposes that State Street be given particular and special treatment so that it, as the principal street in Santa Barbara reflects the character of the town. Rather than eliminating the center dividing strip which now exists between Mission and Constance Streets, as has been proposed by some as a means to expedite traffic on that portion, the center strip should be extended down to the proposed Paseo Estado and, below that, from the Paseo all the way to Cabrillo Boulevard. The basic circulation pattern, which we shall explore later, should provide the necessary vehicular capacity to alleviate problems which may arise by the changes in State Street as a carrier of through traffic.

The center strip is only one of the techniques available to make a feature of this important street. Renaming prosaic "State Street" to something more in keeping with the community would add something to it. A return to the original "Estado" would be a step in the right direction. Also, distinctive pavement and street furniture design, lighting and directional signs might be used to set the street apart as a place of special importance.

THE TRANSPORTATION CENTER

Basic to the effective interaction of all forms of transit and transportation is a central terminal—a focal point for connections and transfer from one level or form to another—a center for the travellers' convenience and service. Particularly important to a visitor and tourist oriented area such as Santa Barbara is the proposed Transportation Terminal. It will be the front door of the City for all who come to Santa Barbara by public transportation. Through it, the City has the opportunity of expressing its welcome to its guests. Intellectually, one should not judge a city on first impressions—but the fact remains that we all do.

A NEW TRANSPORTATION TERMINAL SHOULD BE LOCATED BETWEEN THE TOURIST AND RECREATION AREA AT THE HARBOR AND THE BUSINESS AND CIVIC AREA DOWNTOWN.



The Plan places the Transportation Center for the South Coast area in the ideal location between the waterfront and the central Core of Santa Barbara, adjacent to the railroad and the freeway. Germane to this feature of the Plan is the current dispute between the citizens of Santa Barbara and the State Division of Highways as to whether the new crosstown freeway should be grade-separated from the north-south local streets by means of an elevated section—favored by the Division of Highways, or a depressed and covered section—favored by many local citizens. There can be no question that the depressed and covered section would enhance the aspect of an already scenic area and that the elevated section would be an unconscionable intrusion on it. In addition, the depressed and covered section would open up an area for the Transportation Center and allow it to be placed in a landscaped setting consistent with the quality and aesthetic standards essential to Santa Barbara's economy.

The Transportation Center would be the terminal point not only for the existing railroad, intercity and local buses, and shuttle service to the airport, but would provide for other forms which will come. Helicopters are already being used as fast, short-range vehicles. It is conceivable that most air traffic between Santa Barbara and Los Angeles could be by something other than conventional aircraft. A terminal in the heart of the City would speed the introduction of this type of service. Even with the airport at Goleta, maintaining its current importance, a direct local service to the central city would be most convenient and desirable. Frequent shuttle service on State Street from Cabrillo Boulevard, through the Transportation Center and around the Paseo Estado, would attract many South Coast shoppers to use the regional transportation system and thus relieve the Core area of a portion of its automobile traffic and parking problems. To attract these regional commuters—the people in the Carpinteria and Goleta areas—the Plan proposes a high-speed, limited stop line, along the roadbed of the Southern Pacific Railroad. The ultimate building of an independent line, such as a monorail or other more advanced form of mass transit, must await the development of a much greater South Coast population than is anticipated in the near future.

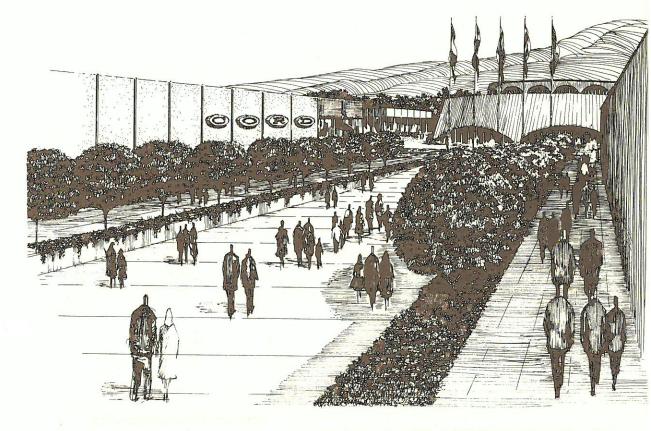
Convenience facilities in the Transportation Center should include such things as a restaurant and coffee shop, barber shop, information and guide center, travel and ticket agencies, small shops, lounges, and so forth. Through all of this, and fundamental to it, must run the Santa Barbara character—softening the necessarily quick-paced modernity of the transportation systems themselves with a quiet influence of open, landscaped areas, and the solid, timeless architectural forms which the community affects.

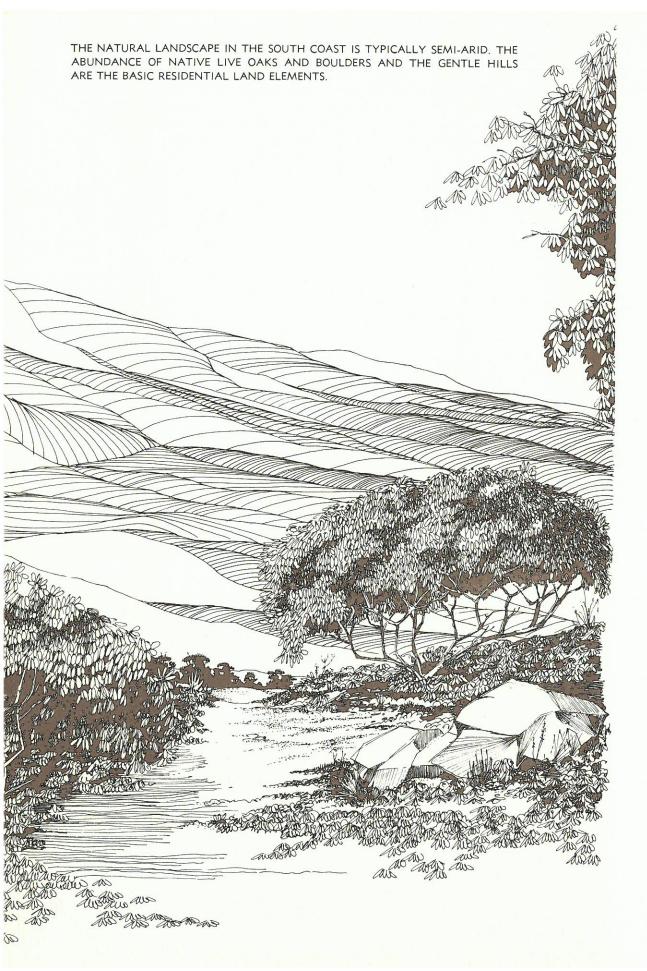
THE AUTOMOTIVE CENTER

Just as the automobile is our most important element of transportation, so is the sales and service of the automobile an important land use, both from the standpoint of the amount of land occupied and from its impact on surrounding uses. While other retail and service commercial uses can and do exist harmoniously with each other and offer mutual support, new and used car and trailer sales, along with repair garages and shops, exist well together but clash with other commercial activities. It is important to identify an area suitable for these uses, within which they can concentrate to the exclusion of non-allied commerce. Such an area is indicated on the Plan on the lower west side of the downtown area, bordered on the south by the freeway and on the west by the connection between De la Vina and Castillo Streets, the CBD on the north and Chapala Street on the east. The eastern portion of this district is now the location of many used car lots-the "used car row" of Santa Barbara. State Street, between the freeway and Cabrillo Boulevard, also has many automobile sales lots, but the continuance of such activities in the future would not conform with the potentials that this area has for more productive enterprises.

At the hub of such a complex there could be a new car pavilion—a permanent, year-round auto show displaying models for all the agencies in Santa Barbara, as well as special displays of antique and custom cars. There is no end to the promotional and marketing advantage such a cooperative development could provide. In a community with the tourist potential of Santa Barbara this could become a formidable economic asset. As a concentrated location for the potential car buyer to inspect and compare all of the different models it could attract customers from a considerable distance—business that the local car dealers would not otherwise realize. The opportunity to provide the auto shopper the same comfort, convenience and attractive atmosphere proposed for the CBD through the use of similar design devices is apparent here.

A WELL DESIGNED, UNIFIED AUTOMOTIVE CENTER CAN BE AN ATTRACTIVE, INTERESTING AND EXCITING EXPERIENCE FOR THE SHOPPER.





PRIVATE LAND USES

RESIDENTIAL AREAS

Among the many interrelated functions of a City, there normally can be found one which is the primary reason for the establishment of the City and the reason for its continued existence. Most other functions, while certainly essential, are secondary to it. New York, for example, with its strategic location on the Atlantic seaboard, was established and has grown as a center of international trade. This is its primary function. Chicago, because of its central geographic location relative to the Continent has become a focus of interstate trade. Pittsburgh, because of its geographic location relative to the coal resources of the United States, has become a center of steel production. The provision of municipal services such as transportation, communication, schools, recreation facilities, and so forth, while certainly essential to all cities, is the result of the primary function. In large part, these supplemental activities provide the people an environment in which they can reside safely and comfortably in order that they may participate in the major economic functions of their urban unit.

Santa Barbara has, as its primary function, the provision of a particularly desirable living environment. In our economic studies we have observed how the basic income derived from properties and pensions and from tourism is the primary base of the local economy. The elements which draw this income into Santa Barbara are its natural environmental qualities and the manner in which these qualities have been respected and enhanced by the people who have lived here. It follows, therefore, that the residential portion of the General Plan is of direct importance to the economic base along with the services, facilities and utilities which must be provided in order to adequately serve the ultimate population of the City. The device used to determine the ultimate population is the density pattern of the General Plan. To some degree this pattern is already established. First, by zoning which establishes, under law, zones of minimum lot sizes for residential dwelling units. Second, by the existing land use which reflects a density pattern based on growth trends and on the desirability of various areas for a certain character of living environment. Third, the expression by the citizens of the community of the kind of residential area which they wish their own environment to be. The land use studies support the contention of many citizens that the character of Santa Barbara calls for an overall low residential density. Even in areas that have been zoned for many years for a relatively high density of residential development, there has been very little construction approaching the maximum allowable. For purposes of calculating the ultimate holding capacity of land in the City of Santa Barbara under the proposed density patterns, GROSS DENSITY HAS BEEN USED. Six



THE PUESTA DEL SOL PROJECT FOR WEST COVINA, CALIFORNIA. SMITH & WILLIAMS, ARCHITECTS. A MEDIUM DENSITY RESIDENTIAL DEVELOPMENT IN THE SANTA BARBARA STYLE.

RESIDENTIAL ARCHITECTURE IN SANTA BARBARA HAS BORROWED HEAVILY FROM THE CALIFORNIA COLONIAL PERIOD IN BOTH MATERIALS AND STYLE.

KARL OBERT PHOTO



classifications have been established, based on studies of the individual areas, how land has been used in the past, and how certain topographic features are being developed under present technological practices. Densities of 1, 3, 5, 10, 15 and 30 dwelling units per gross acre have been identified. These densities provide for land devoted to residential uses and associated open spaces, streets, alleys, drainage features, schools, parks and other essential community elements.

Where these densities are indicated on the Plan, they are not intended to apply to the individual existing lot, or those to be developed in a given area. The latter densities are derived from the Zoning Ordinance which employs NET DENSITIES. It is concerned with the size of the parcel without consideration of the associated land use elements. As mentioned above, the density device is used for the purpose of calculating population and the determination of the types and numbers of public facilities. Exceptions exist in cases where large acreages of land are to be subdivided, or where land is to be gathered for development. In these instances, the density factors may be applied to the total land within the project area to determine the total number of families that may be accommodated.

THIS UNDEVELOPED ACREAGE ON TOP OF THE MESA HILLS IS CHARACTERISTIC OF OTHER LARGE VACANT PARCELS AWAITING RESIDENTIAL DEVELOPMENT.

KARL OBERT PHOTO



GENERAL PLAN DENSITY AND ZONING

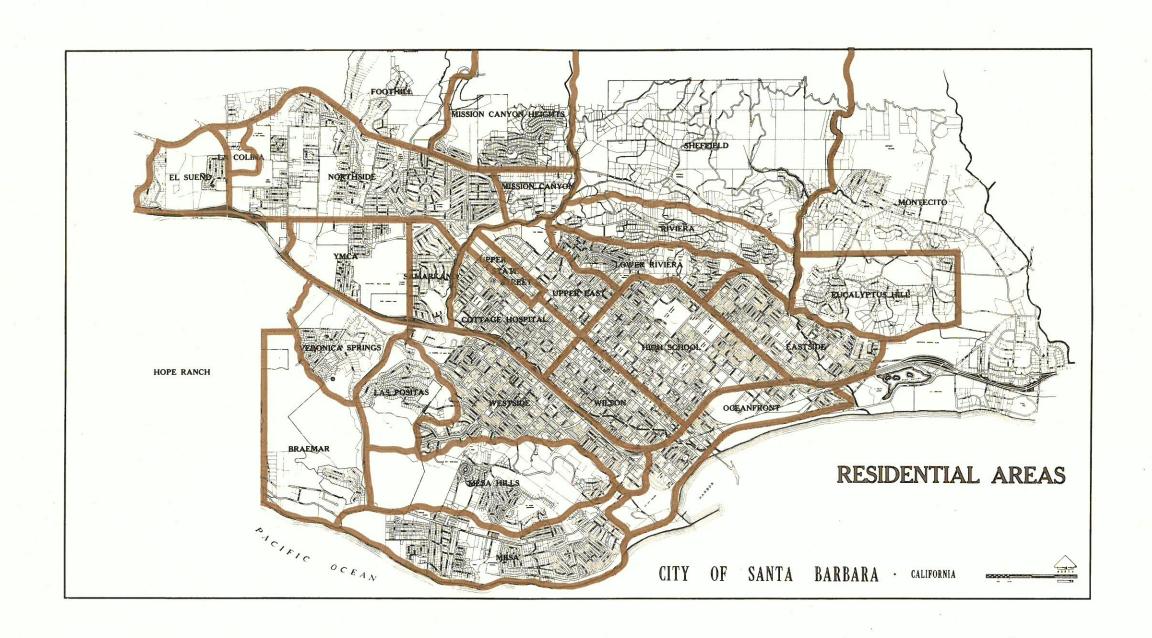
The General Plan densities do not intend to reflect the zoning directly. However, the density of one dwelling unit per acre may be compared to the existing zoning classification of A-1. Similarly, three dwelling units per acre would compare to the E-1 zone. Five dwelling units per acre would compare with the E-3 zone. Fifteen dwelling units per acre would compare with the R-2 zone, and thirty dwelling units per acre would compare with the R-3 zone. The ten dwelling units per acre classification has no comparison in existing zoning. It is at a density level between the R-1 and R-2 zones.

In many cases the technique of grouping single family dwellings into smaller individual parcels of land in order to provide for open space can be used to great advantage. This technique should only be used, of course, in such locations where the larger land holdings make the groups of dwellings compatible with the surrounding single family development. The advantage of this technique in areas where there are considerable development difficulties is obvious. In some of the steeper hill areas where it would be undesirable as well as extremely difficult to develop all of the land, natural hillsides can be left unscarred. In other areas, vital usable open space can be provided by this technique. It is this sort of planned development which the existing zoning laws of the City of Santa Barbara now provide for, and which the General Plan seeks to encourage. The appropriateness of the use of such techniques must, however, be judged by the Planning Commission and City Council on the merits of each development as it is proposed.

For the purpose of this report, the City has been divided into residential areas that are identified by names somewhat descriptive of their location. The areas have been chosen primarily on the basis of those major factors which influence the residential character of the area. They are in a sense planning units.

PROBABLE POPULATION UNDER GENERAL PLAN DENSITIES

	Persons Per	CITY	LAND USE AREA	G.P. MAP
	G.P.D.U.	Population	Population	Population
Watershed	3.0			216
1/a	3.0	5,460	6,843	15,225
3/a	3.0	15,981	19,557	23,625
5/a	3.5	24,588	30,338	32,319
·10/a	3.0	11,970	11,970	11,970
15/a	2.5	29,232	30,995	36,020
30/a	2.0	17,868	18,828	19,398
$1/2 \times 30/a$	2.0	5,280	5,280	5,280
Resort	2.0	352	352	352
Totals		110,731	124,163	144,405
Average Persons Per D.U.		2.66	2.69	2.72



El Sueño

Area: 232 acres. Existing dwelling units: 473. Ultimate dwelling units: 1,384.

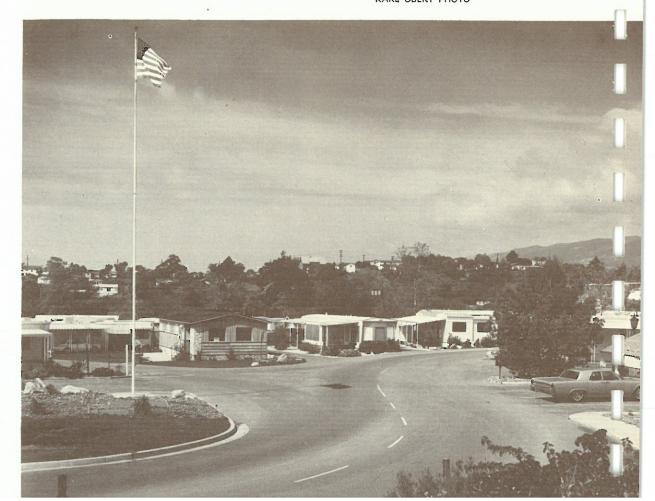
The El Sueño area is bordered on the south by U.S. 101, on the west by the county land currently serving as the County Sanitary Fill site, on the north by Cathedral Oaks Road and on the east by San Marcos Pass Road. Most of this district is not in the City of Santa Barbara. Its existing development is characterized by a disunity and lack of ultimate direction. There is now a single family tract of newer homes, a small development of duplex lots, an apartment development, St. Vincent's School, several large trailer courts, and an older single family development on rolling to steep terrain with very narrow and deep lots. The effect of the improper subdivision of land in this older area can readily be seen by the low valuation of property. There are a few large parcels of vacant land in the area.

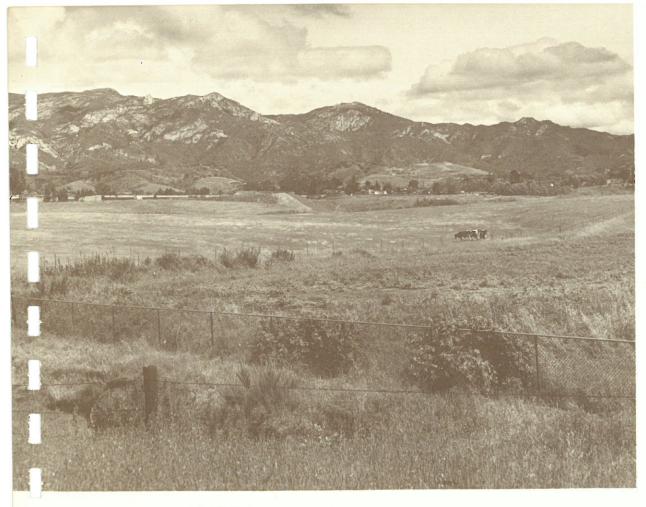
The General Plan suggests no radical change in the land uses. Various types of residential uses can live together, when close attention is given to the relationship between them. More intensive uses may be permitted in the apartment area when they do not impose their different atmosphere on the neighboring areas of lower density.

The major problem is the development on El Sueño Road. It is anticipated that after the County Sanitary Fill has reached its capacity, is closed, and developed as a park, that gradual change and improvements will occur. Certainly the basic land values will be enhanced. There will, of course, be future pressure to increase the density allowable. This pressure must be resisted, for the basic topography of the land does not indicate a higher density even with major re-subdivision, which will likely not occur.

There is a need for a neighborhood park and ultimately an elementary school.

THE STANDARDS AND QUALITY OF THE MOBILE HOME PARKS IN THE EL SUENO AREA ARE SUFFICIENTLY HIGH TO PROVIDE A DESIRABLE AND DIFFERENT RESIDENTIAL ATMOSPHERE.





LA COLINA.

KARL OBERT PHOTO

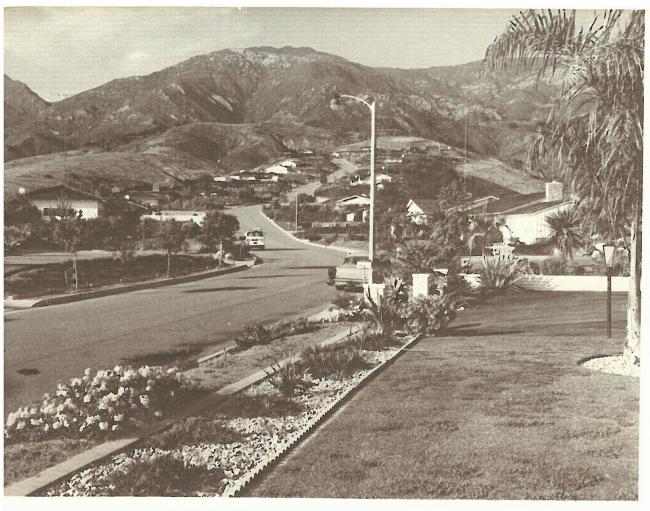
La Colina

Area: 47 acres. Existing dwelling units: 9. Ultimate dwelling units: 705.

The La Colina area is bordered on the east by the La Colina Junior High School, on the south by the Catholic High School, on the west by San Marcos Pass Road and Cieneguitas Road, and on the north by Foothill Road. Most of this small area is vacant and in large parcels. It is bounded by major land uses and primary arterials. A land use different from the surrounding single family development could be introduced and remain well containable within this small area. Recogizing the desirability of providing opportunities for apartment living outside of the central area of the City, the General Plan has identified this area at a density of 15 dwelling units to the acre.

In conjunction with such a medium density residential development, it is essential that convenience shopping facilities be within walking distance in order that automobile traffic be held to a minimum. The triangle formed by Foothill Road and Cieneguitas is ideal for this latter purpose and could serve well the La Colina, El Sueño and Foothill areas. Developmental standards for a neighborhood convenience shopping center placed in the middle of a residential area will be discussed later in the report along with other types of commercial centers.

A neighborhood park will eventually be needed in the area. It is understood that negotiations are now in progress to acquire a portion of the La Colina Junior High School land for this purpose.



FOOTHILL-NORTHRIDGE ROAD.

KARL OBERT PHOTO

Foothill

Area: 932 acres. Existing dwelling units: 261. Ultimate dwelling units: 964.

The Foothill area lies north of Foothill Road and west of the Lauro Canyon Reservoir. The figures given above refer just to that section shown on the General Plan map. Actually, the area may be considered to extend as far north as future development may take it.

The eastern portion of the Foothill area is within the City Limits and is partially developed with single family homes on ½ acre and larger lots. The southern portion of the area, between Foothill Road and the old Pueblo Line, is similarly developed with single family houses on ½ acre lots. The notable exception to this is the County area to the west of Cieneguitas Road and above Foothill Road which has been recently rezoned by the County to a DR-8 classification allowing 8 dwelling units to the acre. It will be difficult to hold this density development to the small area now represented by the DR-8 zone, but efforts should be made to contain it. The large area to the north of the old Fueblo Line is mostly vacant and unsubdivided.

The General Plan calls for a residential density of one dwelling unit per acre in the Foothill area with the exception of that small portion lying between the old Pueblo Line and Foothill Road. Here the General Plan calls for a density of 3 families per acre. It is important to maintain these low densities in order to prevent the excessive grading that generally accompanies higher density developments.

An elementary school and a neighborhood park will eventually be needed to serve this area.

NORTHSIDE-CANON DRIVE.

KARL OBERT PHOTO



Northside

Area: 787 acres. Existing dwelling units: 2,073. Ultimate dwelling units: 3,196.

The Northside area is bordered on the south by State Street, on the west by the La Colina School and Hope School, on the north by Foothill Road, and on the east by the City Limits line at Mission Canyon.

The Northside area is almost completely a single family development. The west half, which contains considerable unincorporated area, is partially developed, and the east half, which is entirely within the City, is almost completely developed. Progress has recently been made in annexing those unincorporated areas in the vicinity of La Cumbre Road and Hope Avenue. The General Plan calls for a density of 5 dwelling units per acre in this entire area, which represents no change from the existing pattern of development.

Although the topography is relatively level, the subdivision patterns have created, over the years, a local street system which offers very little east-west circulation possibilities. Because of this deficiency, traffic is forced to use either State Street or Foothill Road for east-west circulation even within the area. A precise plan of the local street pattern should be prepared at the earliest date in order that future development be geared to a workable circulation system.

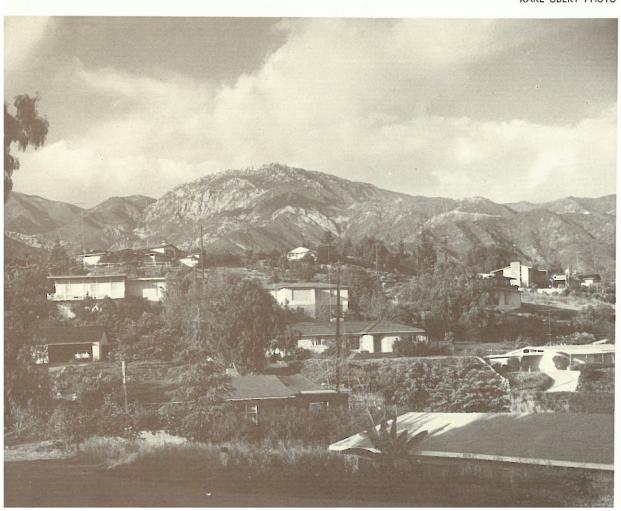
There are now two elementary schools in the area, Hope and Peabody. Another elementary school will be needed somewhere between these two. Also, a high school will be needed in or near this area. While it need not necessarily be located within the district, a major part of the enrollment for the new high school will come from the Northside.

At present there are two park properties in the Northside, Stevens Park and Willowglen Park. In the future, there will be a need for at least three other neighborhood park facilities. The General Plan indicates these as being located in the vicinity of La Colina Junior High School, the Rutherford area, and along Mission Creek.

There may be future pressures to increase the residential densities, especially in the areas adjacent to State Street, where homes abut commerce. It is recommended that the present densities be maintained, for piecemeal encroachments will be difficult to adjust with present developments and will thus tend to downgrade nearby properties. Proper buffering, with use of walls, landscaping and setbacks must be employed to separate the non-residential uses along State Street from abutting residential areas.

MISSION CANYON HEIGHTS.

KARL OBERT PHOTO



Mission Canyon Heights

Area: 545 acres. Existing dwelling units: 544. Ultimate dwelling units: 899.

The Mission Canyon Heights area is bounded on the south by Foothill Road, on the west by Lauro Canyon Road and Lauro Canyon Reservoir, and on the east by Mission Creek and Mission Canyon Road.

Most of the southern portion of this area is developed into single family subdivisions with small lots. This type of land development is inappropriate to the topography of this area, which is rather steep. Mission Canyon Heights is not in the City and does not, therefore, have municipal sewer service. Over the years, the result of this has been a major septic tank problem. The limited size of the lots, the steepness of the terrain, and the existence of impervious adobe strata have made the satisfactory leeching of waste a virtual impossibility. There is, consequently, a definite threat to public health. Attempts to annex this area have failed, but the health and safety problems remain, not only for sanitary reasons, but for other public services as well. Areas such as this, surrounded on three or more sides by incorporated territory, though not politically a part of the City, are certainly a part of the City environment.

The General Plan suggests no change in the existing pattern of residential density. Efforts should be made to regulate excessive grading of small lots and developers should be encouraged to build houses designed to fit the topography.

Facilities ultimately needed include an elementary school to serve the whole of Mission Canyon and some of the bordering City areas. A neighborhood park should be provided in Mission Canyon Heights, together with a junior high school.

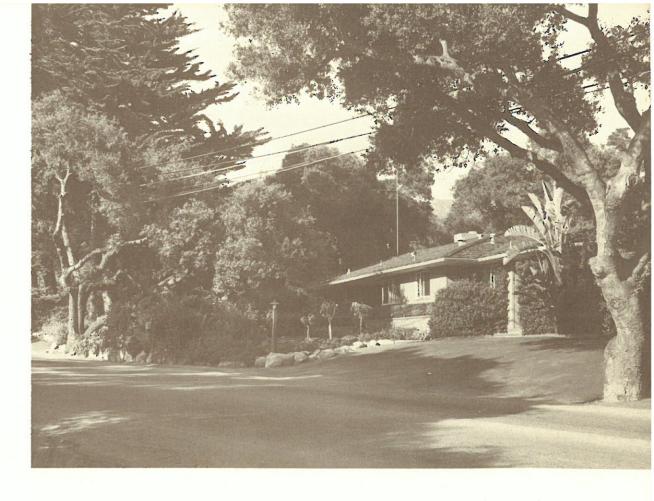
Mission Canyon

Area: 143 acres. Existing dwelling units: 178. Ultimate dwelling units: 215.

The Mission Canyon area is bordered on the north by Foothill Road, on the east by Mission Creek, and on the west by the City Limits.

This lower Mission Canyon area is characterized primarily by the high quality of its living environment. A diversity of residential building types has been built over the years on fairly large lots with an abundance of trees. The general atmosphere is one of quiet, peaceful seclusion. This quality, reflecting as it does the atmosphere cherished by the City as a whole, must be zealously guarded.

The General Plan shows an elementary school to serve this and Mission Canyon Heights. In order to serve both areas well, the elementary school should be located close to Foothill Road with a pedestrian grade separation so that school children crossing from one side to the other need not become involved with the automobile traffic on Foothill Road. This artery is destined to become a major element of the South Coast circulation system. The junior high school site has been shown on the old college playfield between Foothill Road and Mountain Drive. In addition to land now owned by the school district, there is adjacent land owned by the City Water Department which might conceivably be added to provide a site for a junior high school. While this site does not meet the standard of 20 acres for a junior high school, it seems to be the best available in the area.



THE WOODED CHARACTER OF MISSION CANYON AS COMPARED TO THE SUR-ROUNDING RESIDENTIAL AREAS IS APPARENT IN THIS AERIAL PHOTO.

MARK HURD AERIAL SURVEYS PHOTO



Sheffield

Area: 1,812 acres. Existing dwelling units: 319. Ultimate dwelling units: 1,075.

The Sheffield area is bordered on the south by the top of the Riviera, on the west by Mission Creek and Mission Canyon Road, on the east by Coyote Road and extends north to the rugged mountain terrain.

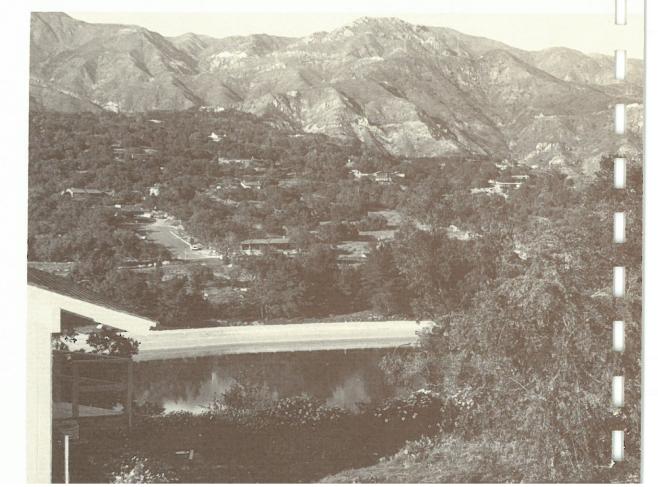
The existing development of single family houses is almost entirely on lots in excess of one acre in size and is limited to the north side of the Riviera hill and to the area west of Gibraltar Road. The topography varies from rolling to very steep. Existing development has taken place primarily on the rolling portions. Most of the steep land is undeveloped. The General Plan indicates that the entire area should be a low density residential area with one dwelling unit per acre.

The large undeveloped parcels and the steep topography provides an opportunity for planned developments using the technique of grouping dwelling units. In so doing, large natural or improved open spaces could be left, where topography warrants. An example of this type of development is now being constructed in the vicinity of Sheffield Reservoir. This development, El Cielito Oaks, is the first of its kind in the City. It should serve as an example to be followed by others now that the precedent has been established.

As development of the Sheffield area continues, there will be need for an elementary school and neighborhood park.

SHEFFIELD.





Riviera

Area: 388 acres. Existing dwelling units: 449. Ultimate dwelling units: 776.

The Riviera area is bordered on the north by the top of the Riviera hill, on the south by Alameda Padre Serra, on the west by the Old Mission, and on the east by Sycamore Canyon.

This is one of the most popular residential sections as it affords sweeping views of the City, harbor, ocean, Channel Islands, and the Mesa hills. It is approximately half developed with single family homes, generally on medium sized lots. The eastern portion is quite steep and is subdivided into small lots. A considerable number of these lots are still vacant. Care must be exercised in the future to encourage the use of special development techniques. The western portion of the Riviera, while not as steep as the eastern portion, is almost entirely subdivided into somewhat larger lots. Most of the land is in single family use. Notable exceptions to this are the old college campus on Alameda Padre Serra, now used by Brooks Foundation, and the El Encanto Hotel. The El Encanto Hotel. if continued at its existing level of activity, does not present an inordinate burden to the existing street facilities. However, should the old college campus be sold for use as a high density or even medium density residential development, the traffic needs of the area would be difficult to serve. The old college campus may represent a very difficult problem in developing to a low density residential standard. If proven so, then the General Plan would suggest that the best use for such a parcel would be as a place of employment in the research or administrative field.

The access problem, due to the limited possibilities of improving Alameda Padre Serra as a high volume traffic carrier, indicates how important it is to maintain the low density character of the area. This contention is supported by topographical features, the existing development and the stated attitude of the people who live there.

The Riviera is presently served by Jefferson Elementary School, which is separated from this area by Alameda Padre Serra. A pedestrian grade separation should be provided to allow safer access to the school, eliminating the conflict between school children and automobile traffic.

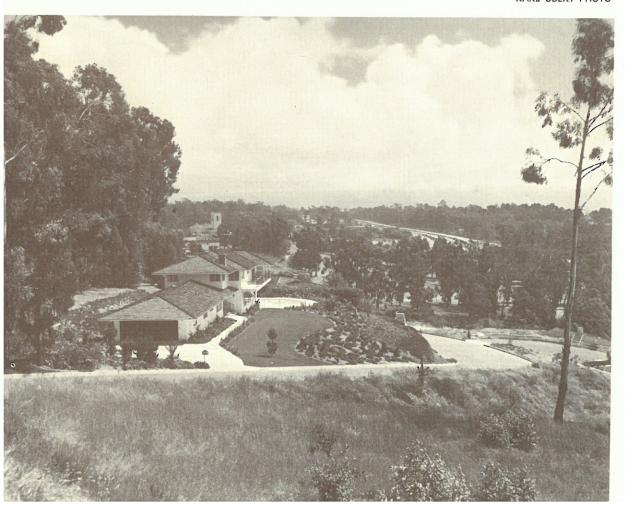


ALAMEDA PADRE SERRA.

KARL OBERT PHOTO

EUCALYPTUS HILL.

KARL OBERT PHOTO



Eucalyptus Hill

Area: 553 acres. Existing dwelling units: 418. Ultimate dwelling units: 713.

The Eucalyptus Hill area is bordered by the City Limits on the east and north, Sycamore Canyon on the west, and the bottom of the hill on the south.

This district is a very popular residential area because of its fine views and the quality of houses. There is considerable steep topography within the area that is subject to subdivision. Appropriate techniques must be used in order to avoid excessive grading. Most of the developed lots are medium to large sizes, in some cases containing one or more acres. The General Plan recommends that this pattern of density be maintained. It indicates the classification of three dwelling units per gross acre on the majority of Eucalyptus Hill with one dwelling unit per acre on the northern portion adjacent to Montecito.

An excellent example of the manner in which a place of employment may be integrated into a quality residential area exists on Eucalyptus Hill. The Center for the Study of Democratic Institutions, which occupies the Hale Estate on Eucalyptus Hill Road, must certainly be considered an asset. It has, as a necessary part of its function, left the majority of land open. With this type of activity, the peaceful and serene environment is as necessary to its function as it is to the enjoyment of those who reside in the area. This Center should be allowed to set the example for quality of others that may follow.

The Eucalyptus Hill area is served by the Cleveland Elementary School located on Alameda Padre Serra close to Sycamore Canyon. The existing location of this school is unfortunate, both from the standpoint of placement relative to the area it serves and to traffic hazards. While the one fault of its basic location cannot easily be corrected, the other, related to traffic, can be alleviated to some degree by the construction of a pedestrian grade separation across Alameda Padre Serra.

The Eucalyptus Hill area has the Hale Park property at the northern end which is mostly undeveloped. Another park facility is needed for the Overlook Lane area.

Eastside

Area: 382 acres. Existing dwelling units: 1,886. Ultimate dwelling units: 3,445.

The Eastside area is bordered by Milpas Street, U.S. 101, the bottom of Eucalyptus Hill, and Alameda Padre Serra and Canon Perdido Streets.

This is an area of modest homes with a scattering of duplex development. Although most of the area is now zoned R-2, there has been relatively little such construction. The area has rather a high single family density due to the small lots on which the single family houses are built. The General Plan proposes a density of 10 dwelling units to the acre, a classification which recognizes the small lot single family development now on the land. The General Plan seeks to preserve this type of development in order to provide an area for moderate cost single family housing situated within walking distance to shopping and the major employment center, the Industrial Park.

The area close to the freeway is now zoned for trailer parks and there is considerable development of this type. The General Plan proposes that this should continue, and in fact, expand. The location of this area close to the freeway, and within ½ mile of the beach, indicates that it is an excellent site for facilities catering to the weekend and vacation traveler. A pedestrian underpass beneath U.S. 101 and the railroad tracks would bring the area within easy and safe walking distance of the ocean and would do much to stimulate the construction of vacation trailer park facilities.

There is one existing elementary school and neighborhood park in the south half of the area. Another elementary school and adjoining neighborhood park will be needed in the northern half.

EASTSIDE.

KARL OBERT PHOTO



High School

Area: 228 acres. Existing dwelling units: 1,720. Ultimate dwelling units: 4,560. (These figures do not include the Industrial Park Area).

The High School area is bordered on the east by Milpas Street, on the north by Micheltorena Street, on the south by the Industrial Park, and on the west by the Civic Center and State Street.

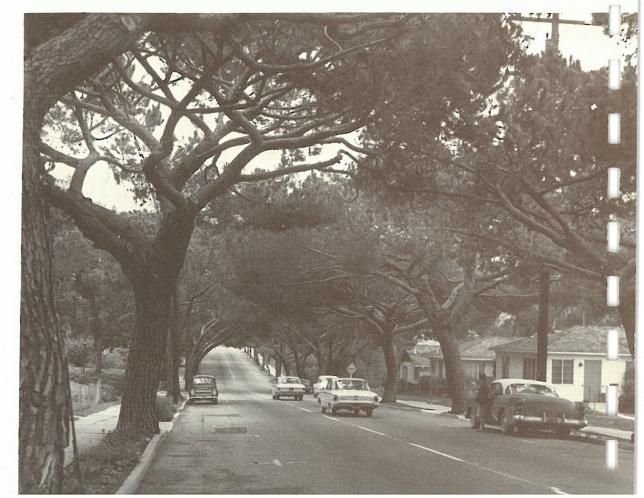
The location of the High School area within walking distance of the central Core, the high school and junior high school, and the major employment center in the Industrial Park is ideal for a high density residential area. Gradual re-use of the land for apartments is now in progress.

One of the major problems in this area is the extensive C-2 zoning in the southern portion. Although this commercial zoning has been on the land since 1925, very few commercial developments have taken place. The General Plan proposes the development of this area for high density residential uses. This would be in the best interests of the City as a whole, and also in the best interests of the individual property owners in the area. The present zoning for the area works against the best interests of the property owners for there is no demand for commercial activities in this location. There is little support for the development of appropriate multiple residential uses while there is the danger of poor commercial facilities coming onto the land on a lot by lot, scattered basis. The owners are thus in the middle of a "squeeze" that keeps the area stagnant.

Because Lincoln Elementary School which serves this area will ultimately be in a non-residential section, it is recommended that this school be relocated to the general vicinity of the high school. The General Plan also proposes a community level park between Cota and Ortega Streets from Santa Barbara Junior High School to Garden Street. More than half of this area is now owned by the City. This community park would also serve the adjacent residential district as a neighborhood park facility. A neighborhood shopping facility is also needed in the northern sector.

ANAPAMU STREET, DRAMATICALLY CANOPIED WITH ITALIAN STONE PINES.

KARL OBERT PHOTO



Lower Riviera

Area: 253 acres. Existing dwelling units: 773. Ultimate dwelling units: 1.087.

The Lower Riviera area lies between the bottom of the Riviera hill and Alameda Padre Serra. It is bordered on the west by the Old Mission and on the east by Canon Perdido Street.

The Lower Riviera is almost entirely subdivided and approximately 75 % developed. Lot sizes, in general, are rather small, considering the steep topography. The major problem exists in the western portion where the development is more complete. The lots here are small and the street pattern is characterized by very steep grades and inadequate cross sections. To complicate this basic difficulty where land is subdivided into a pattern unsuited to the topography, the area has been zoned R-2 since the very first zoning ordinance of the City went into effect in 1925. It is surmised that this zoning was placed on the land because of its location adjacent to the State Teachers College above Alameda Padre Serra. The campus later became the University of California Branch at Santa Barbara. It is now abandoned for school purposes. As a consequence of its location adjacent to the campus, the single family houses in the area were converted into small apartments for student housing. These apartments have continued in use as regular rental units. The effects are overcrowding of the land and automobile congestion. The latter problem is intensified by the lack of offstreet parking and the narrowness of the streets.

The ideal solution calls for a decrease in density and the requirement of offstreet parking for both new and old residences. Since there is little possibility of complete re-subdivision and re-development of the area, no significant change in the street pattern or the cross sections can be anticipated.

The Lower Riviera is served by Roosevelt and Jefferson Elementary Schools. Mission Park and Hillside (Orpet) Park serve the district. The General Plan proposes one additional neighborhood park in the vicinity of the County Bowl.



LOWER RIVIERA.

KARL OBERT PHOTO



UPPER EAST.

KARL OBERT PHOTO

Upper East

Area: 266 acres. Existing dwelling units: 1,088. Ultimate dwelling units: 1,509.

The Upper Eastside is bordered by State Street on the west, Micheltorena Street on the south, Olive and Laguna Streets on the east, and Mission Creek on the north.

With the exception of the State Street frontage and the area within two blocks of Micheltorena Street, the Upper Eastside is a district of large and expensive homes on fairly large lots. The Upper Eastside has been of this character for many years. The presence of a number of large two and three story, older single family houses has generated pressure for the conversion of these structures to apartment use. This pressure has been successfully resisted by the Upper Eastside Improvement Association and by the City. As a result, the past ten years has seen many of these old houses demolished and fine new homes built in their place. In other cases, some of these older homes have been restored at considerable expense and are continuing in use as fine single family dwellings. The adherence to single family zoning has provided protection for the considerable investments made by residents who wish to live in a fine area close to town. Since this is the only area of its type with advantages of close-in location, it would certainly be well to preserve it. The General Plan therefore recommends no change in the basic density.

The southern portion is gradually developing with new, quality apartments at a medium density. Once again, this type of development is reflected in the density shown on the General Plan. The borderline between this medium density and the low density to the north must, however, be firmly established by law and rigidly adhered to.

At the present time Anacapa Street and Santa Barbara Street carry considerable through traffic. It would be well if this type of traffic could be kept out of the area. On the west this through traffic should be carried by State Street and De la Vina Street.

The Upper Eastside is served by Roosevelt Elementary School and by Alameda Park on the south and Mission Park on the east. The General Plan shows that a new neighborhood park is needed in the vicinity of Mission Creek and State Street. This proposed park would also serve the eastern portion of the Northside area.

Upper State Street

Area: 47 acres. Existing dwelling units: 207. Ultimate dwelling units: 453.

The Upper State Street area consists generally of a ½ block depth on either side of State Street between Mission Street and Mission Creek. With the exception of that small portion between Constance Avenue and Mission Creek, this State Street frontage is zoned and developed for single family uses. This district is being discussed separately because of the influence that State Street has on the present residential uses. Further, the future residential development can have an important effect on the quality of State Street and its utilization as an approach to the City Core.

State Street is to Santa Barbara, to use an example, what the Champs Elysees is to Paris. It is the show street. It is also an essential part of the City's traffic circulation system. This short seven-block section is the only exclusively residential area along its entire length. It must, therefore, ultimately represent the quality that the City wishes to display, for it will, by the fact of its critical location, be on display.

The General Plan indicates a medium density residential development of 15 dwelling units to the gross acre. In order to accomplish this, however, several existing conditions must be overcome. The first of these requires State Street to be widened eventually to provide adequate vehicular capacity while preserving the center dividing strip, which in part gives State Street its quality appearance. Second, most of the existing lots along this section of State Street are quite narrow and are only 100 to 125 feet deep. The type of medium density residential development which the General Plan visualizes could not be accomplished on lots such as these even without the necessity of the widening of State Street. It will be mandatory, therefore, that the City withhold medium density residential zoning on this land until such time as a potential developer can assemble sufficient property to be able to construct fine buildings with generous setbacks and appropriate open spaces and, at the same time, provide for the necessary street widening.

The existing apartments at Padre and State Street might very well be used as the quality criteria when considering future development proposals.

UPPER STATE STREET.

KARL OBERT PHOTO



Wilson

Area: 207 acres. Existing dwelling units: 1,628. Ultimate dwelling units: 3,660.

The Wilson area is bordered on the west and south by U.S. 101, on the north by Micheltorena Street and on the east by the Central Business District and State Street. This district is quite similar to the High School district. It is an area of older houses, many of which have been converted to apartments. Recently, there has been increased re-development activity with the demolition of older structures and the construction of new apartments.

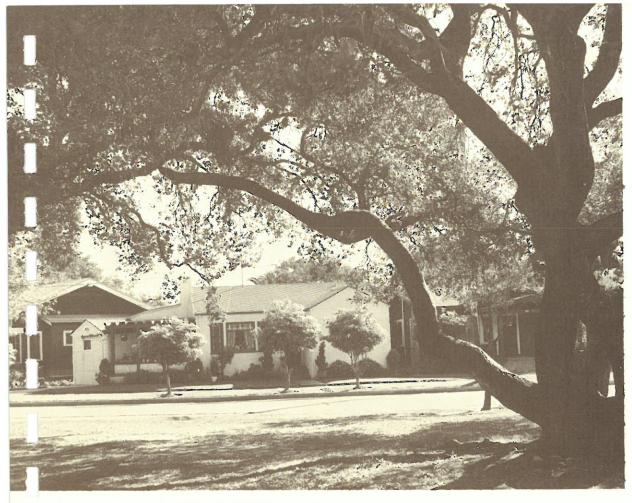
As an area for apartments close to downtown, it is an important part of the residential pattern of the City. At the present time, the areas bordering Carrillo and De la Vina Streets are zoned commercially. The Carrillo Street frontage is utilized for commerce, but the De la Vina Street frontage on the west side of the street is used primarily for residences. This section of Carrillo Street is destined to become one of the most travelled arterials in the City circulation system. For that reason the General Plan proposes that it should perform the principal function of carrying traffic from the freeway, the Westside and the Mesa into the Core and should not be used for access to commercial frontage. Such a double use of this section of Carrillo Street would be undesirable. The General Plan proposes, therefore, that the area bordered by the freeway and De la Vina Streets be used for residential purposes. Service and access to developments along Carrillo Street must be provided by way of streets other than Carrillo.

The area is served by Wilson Elementary School but has no neighborhood park. A neighborhood park is proposed in the southern half of this area, along Mission Creek.

WILSON.

KARL OBERT PHOTO





COTTAGE HOSPITAL AREA

KARL OBERT PHOTO

Cottage Hospital

Area: 335 acres. Existing dwelling units: 2,227. Ultimate dwelling units: 4,183.

The Cottage Hospital area is bordered by Micheltorena Street on the south, U.S. 101 on the west, Mission Creek on the north, and State Street on the east.

The Cottage Hospital district, much like the Wilson area, contains older houses that are gradually being converted to apartments. A considerable number of new apartments have recently been constructed. Development in the northern section above Mission Street has been influenced by the Cottage Hospital and medical complex surrounding it. The many rest homes and nursing homes are an appropriate use.

At present, the C-O zoning around the Cottage Hospital, which identifies the limits of the medical center, extends approximately ½ block in all directions from the Cottage Hospital. It is anticipated that in the future this medical center will require more land for doctors' offices, clinics, laboratories and the like. It is proposed on the General Plan that this future expansion of the medical facilities be in the direction of De la Vina Street and toward U.S. 101 rather than into the residential area to the north and south.

Because the location of this residential area is beyond a convenient walking distance of the central Core and the Industrial Park, it has been shown in a medium density, or 15 dwelling units to the acre. The ratio of vehicular movements to the number of dwelling units will be greater here than that in the close-in Wilson or the High School areas. The medium density proposed, therefore, is intended to minimize future vehicular congestion. As may be seen by the number of existing dwelling units, and the probable ultimate number of dwelling units in the area under this proposed density, there is potential room for future development. In addition, the density of 15 dwelling units to the acre is in conformity with most of the recent development.

The district is served by Garfield Elementary School and Oak Park. An additional neighborhood park is needed in the southern half.

Some neighborhood shopping facilities are provided in the vicinity of the intersection of Mission Street and De la Vina Street. This convenience shopping center shares a problem in common with those in the Westside and on the Mesa related to the spread of commercial uses on all four corners of the intersection of two primary arteries. This will be discussed in more detail in the commercial section of the report.

Samarkand

Area: 158 acres. Existing dwelling units: 671. Ultimate dwelling units: 948.

The Samarkand area is bordered on the west by Las Positas Road, on the south by U.S. 101, on the east by Mission Creek, and on the north by De la Vina and State Streets.

With the exception of the two small pockets now zoned R-2, Samarkand is a well-developed and maintained single family area. The General Plan recommends no overall density changes. The development in the R-2 sections is not detrimental to the overall objective of the General Plan, but is not identified since this type of use would not have been suggested if the area were presently undeveloped. By indicating an overall density of 5 dwelling units to the acre, the General Plan suggests that if these R-2 areas are to remain, that they not be allowed to spread beyond their present boundaries.

The Samarkand area is served by Adams School and by MacKenize Park and Oak Park. A pedestrian grade separation at Adams School across Las Positas Road is vitally needed.

YMCA

Area: 171 acres. Existing dwelling units: 455. Ultimate dwelling units: 1,403.

The YMCA area is bordered on the south by U.S. 101, on the west by La Cumbre Road, on the north by State Street, and on the east by the Municipal Golf Course.

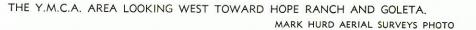
Over half of the residential portion of this area is entirely vacant. The other half is developed in single family tracts. Most of the undeveloped portion is not in the City and carries a zoning classification under County Ordinance 538. This Ordinance does not clearly set forth the residential density allowable on the land and has been interpreted to permit densities comparable to the City's R-2 zone.

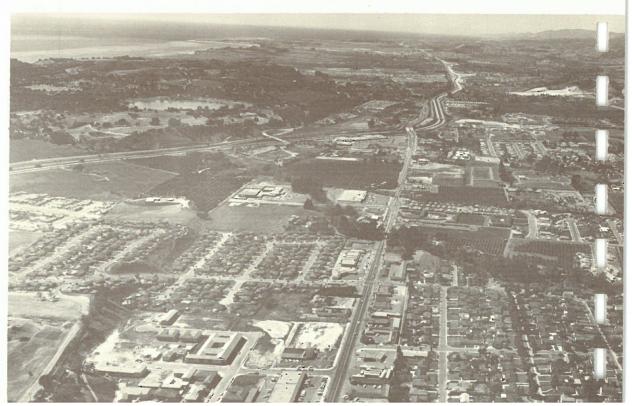
Beyond Arroyo Burro Creek, on the knoll now occupied by a defunct dairy, an excellent opportunity exists for a 30 family per acre high density residential development outside of the central section of the City. This possibility is indicated by the existence of a single, large undeveloped parcel, its natural topographic separation from the single family developments to the east, and by the proximity of the land to Five-Points Shopping Center.



SAMARKAND. NOTE THE DESIRABLE ABSENCE OF OVERHEAD UTILITY WIRES AND POLES.

KARL OBERT PHOTO





Veronica Springs

Area: 342 acres. Existing dwelling units: 224. Ultimate dwelling units: 854.

The Veronica Springs area is bordered on the west and south by Arroyo Burro Creek, on the north by U.S. 101 and on the east by Las Positas Road.

The eastern portion of the Veronica Springs district is subdivided into one acre and larger parcels and is partially built up with single family houses. Because of the nature of this subdivision with its very deep lots and a road system designed to serve just this light density, and because of the expressed desire of the residents to maintain this type of environment, the General Plan has shown this eastern portion in a density classification of one dwelling unit per acre.

To the west of Veronica Springs Road, one small lot subdivision has been developed and another is now in the construction stage. In addition, several large developments of retirement homes are anticipated. In contrast with the rolling land to the east of Veronica Springs Road, this western portion is generally flat and lends itself to this higher density development. The General Plan has therefore shown this section in a density classification of 5 dwelling units to the acre. This is the pattern that has been established by Hidden Valley subdivision and is the pattern that should be maintained in the ultimate development of the balance of the area.

A neighborhood park site has been acquired along Arroyo Burro Creek in the vicinity of Hidden Valley subdivision. As future developments take place along Arroyo Burro Creek, more land should be acquired to extend this open space north to the freeway and south to Arroyo Burro Beach Park.

The small area between Modoc Road and the railroad track and east of Las Positas Road is limited in size and is separated from other surrounding areas. The General Plan proposes this for residential use. This section is not in the City and is zoned for commercial purposes. Should it develop commercially, careful design must be utilized to eliminate conflicts between mixed types of traffic movements at the intersection of Las Positas Road and Modoc Road. The General Plan studies, however, can find no need for commercial uses at this point and suggest that the best development for the property be for a planned residential complex. A possible alternative to the residential proposal might include a place of employment.

Most of the Veronica Springs district is in the unincorporated area of the county.



VERONICA SPRINGS AREA.

KARL OBERT PHOTO

Braemar

Area: 681 acres. Existing dwelling units: 162. Ultimate dwelling units: 1,084.

The Braemar area is bordered on the north by Arroyo Burro Creek, on the west by Hope Ranch, on the east by Las Positas Road, and on the south by the ocean.

Most of this area is vacant and in large parcels. The exception to this is the Braemar Tract, a single family, small lot development on steep topography, which presents a vivid picture of improper subdivision techniques. Large areas of undeveloped land with steep topography exist within the City which are zoned E-2 and E-3 and on which this poor type of subdivision is possible. In order to prevent a recurrence of this sort of development, the City should take one of two steps and possibly both. These steep areas should either be rezoned to a larger lot area classification, or require the use of the planned residential technique where buildings are grouped and the topography is respected.

The northern portion of the Braemar area has been shown on the General Plan at a density of one dwelling per acre. This area is characterized by rather steep topography and is entirely vacant. The southern portion of the district, in the vicinity of Cliff Drive and Braemar Road, varies from gently sloping to flat terrain and is shown on the General Plan at a density of three dwelling units per acre. The existing covenants cover most of this Braemar area and restrict lot sizes to a minimum of 1½ acres. Neither the General Plan nor the zoning affect the contractual stipulations contained in the deed restrictions. The General Plan merely suggests that if these restrictions be lifted, it would be reasonable to develop the area to a higher density.

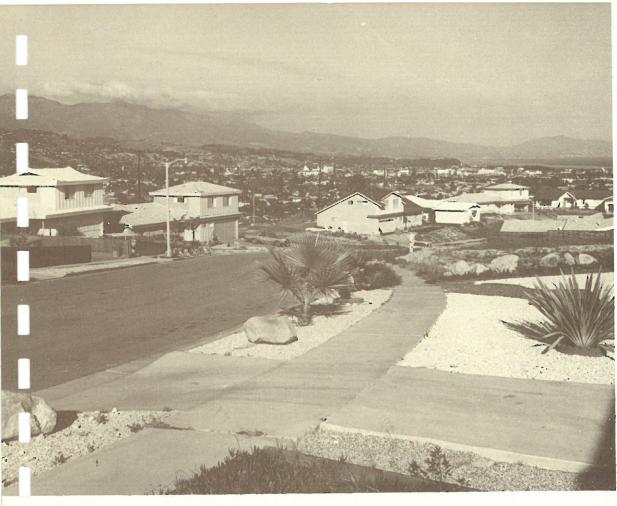
There will ultimately be a need for an elementary school and a neighborhood park to serve both the Braemar area and the eastern portion of Hope Ranch.

As in other areas surrounded on three sides by the City of Santa Barbara, the county pockets in this Braemar area should be considered for possible annexation to the City.

BRAEMAR, LOOKING SOUTH ACROSS SANTA BARBARA CHANNEL TO SANTA CRUZ ISLAND.

KARL OBERT PHOTO





LAS POSITAS.

KARL OBERT PHOTO

Las Positas

Area: 269 acres. Existing dwelling units: 85. Ultimate dwelling units: 807.

The Las Positas area is bordered on the west by Las Positas Road, on the north by Modoc Road, on the south by the City-owned Sanitary Fill, and on the east by a small lot single family residential district. Approximately half of this area is subdivided, but the subdivision is relatively recent and few houses have been built on the land. The General Plan suggests no basic change in the existing pattern of development and shows a density of three dwelling units to the acre.

There are several hillside areas surrounding the Las Positas subdivision which were not included as a part of this subdivision. It would be best if these areas remained as open spaces in the future. If, however, this is not possible, great care should be exercised in the design of these areas to adjust developments to the existing topography.

The site for an elementary school, in the vicinity of the Sanitary Fill, has been partially acquired by the school district. Park facilities will be provided to the area by the ultimate development of the Sanitary Fill site into a community level park.

Westside

Area: 684 acres. Existing dwelling units: 2,980. Ultimate dwelling units: 6,344.

The Westside area is bordered on the north and east by U.S. 101 and on the west and south by the Mesa hills and the Las Positas hills.

The portion of this area between U.S. 101 and the primary arteries shown on the General Plan composed of Modoc Road, San Andreas Street and Loma Alta Drive is presently zoned R-3 and is gradually rebuilding with new apartment houses. Most of the area is still in older single family houses. For the same reasons discussed in the Cottage Hospital area, the General Plan has shown this at a density of 15 dwelling units to the acre. In the past, the proximity of the railroad track to the dwellings has been detrimental and has had the effect of discouraging improvement. As future development takes place in the area, adequate buffering techniques and the orientation of new development away from the railroad can alleviate the effect of this detracting element.

The area west of San Andreas Street, including the development along Valerio Street up to the Sanitary Fill, is almost completely developed in small lot single family residences. In the area between San Andreas Street and Robbins Street, now zoned R-2, some multiple family development has taken place. The situation here is quite similar to that in the Eastside and the General Plan has placed this section in the same density classification, ten dwelling units per acre.

The Westside is served by Harding Elementary School which, though inadequate for the ultimate population, will be supplemented by the elementary school proposed in the vicinity of the Sanitary Fill.

One small neighborhood park site exists at Anapamu Park. The General Plan indicates three more neighborhood park facilities, one in the northern area on the Pilgrim Terrace land, one in the vicinity of Harding School, and another in the vicinity of McKinley School. The community park facility proposed for the Sanitary Fill site will supplement these parks to serve the population anticipated in this rather large district.

WESTSIDE.

KARL OBERT PHOTO



Mesa Hills

Area: 685 acres. Existing dwelling units: 467. Ultimate dwelling units: 1,593.

The Mesa Hills district is bordered by Loma Alta Drive on the east, by Las Positas Road on the west, on the south by the existing development oriented to Cliff Drive and on the north by the base of the steep hillside.

The topography in this entire area varies from rolling to steep. It is presently zoned E-2 permitting lot sizes as small as 10,000 sq. ft. The development trend has been to standard subdivisions in which lots too small for the topography have been created. Improved regulation of grading and lot size is needed in addition to the utilization of the techniques of planned residential developments for the remaining vacant land.

The Hoffman Science Center, located next to the television station, is a good example of how this type of topography can be used for a place of employment. It can fit in well with any kind of residential area. One of the essential elements of such a development is demonstrated here, the large open spaces surrounding the facility.

Access from the Mesa Hill area to the Core will be considerably improved with the construction of the Carrillo Street to Meigs Road connection, a project which should rank high on the priority list.

Monroe, Washington and McKinley elementary schools now serve the Mesa Hills area as well as the Mesa district to the south. An additional elementary school will be needed and has been shown on the General Plan in the vicinity of Marine Terrace. All four of these schools would be located on primary arteries and pedestrian grade separations should be provided at each of them so that they can serve an area to which they are centrally located, while at the same time avoiding the conflict between the school children on foot and the very heavy traffic flow of Cliff Drive and Shoreline Drive.

A high school has been shown in the western portion to serve all of the residential areas west of the freeway. A junior high school has also been shown to serve the Mesa Hills, Mesa, and Braemar neighborhoods.

Two neighborhood parks will be needed, one west of the Carrillo-Meigs road extension, and the other to the east.

THE MESA HILLS, 300-400 FEET ELEVATION, SHELTER THE CENTRAL AREA OF SANTA BARBARA FROM THE PREVAILING OFF-SHORE WINDS.

MARK HURD AERIAL SURVEYS PHOTO



Mesa

Area: 646 acres. Existing dwelling units: 1,842. Ultimate dwelling units: 2,996.

The Mesa area is bordered on the east by Oceano Avenue, on the west by Arroyo Burro Beach, on the north by the foot of the Mesa hills, and on the south by the ocean.

With the exception of the multi-family district in the vicinity of Oceano and Barranca Avenues, the Mesa area is uniformly developed to small lot single family residences. The General Plan reflects this with a density classification of 5 dwelling units to the acre. Despite the predominant single family development there has been in the past pressure for rezoning to allow multi-family developments along Cliff Drive. The General Plan has shown an area around the Mesa Shopping Center in a density classification of 15 dwelling units to the acre. Some of this area is now zoned for multi-family developments. However, there is practically none in existence at the present time. The General Plan studies find little need for medium or high density development in this neighborhood and the Plan recommends that if such development is permitted, it be contained within the districts immediate to the Mesa Shopping Center and Oceano and Barranca Avenues.

At the west end of the Mesa there is a large parcel of land presently being used as a garden nursery. Because of the natural seclusion afforded this site by its topography and its location relative to the ocean and to Arroyo Burro Beach, an opportunity exists to develop this unique site in a manner different from, yet compatible with, the single family nature of the balance of the area. The General Plan suggests, as one of several possibilities other than single family residential, a resort hotel in which the open quality of the land would be preserved. Should such a development be considered, care must be taken to make the separation between it and the single family area to the east an effective one. Primary access to such a development must, for example, be from Cliff Drive in the vicinity of Las Positas Road rather than from the east.

The elementary schools serving this area are the same as those serving the Mesa Hills area.

In addition to the Mesa Park adjoining Washington School, an additional neighborhood park is needed to serve the western end of the area and another to serve Marine Terrace.

The General Plan shows the completion of Shoreline Drive from the Harbor to the Mesa Shopping Center and joining Meigs Road at that point. Shoreline Drive will serve both as a neccessary element of the circulation system and as a scenic drive. The narrow strip of land be-



SHORELINE DRIVE ALONG THE 15-ACRE OCEANSIDE STRIP PROPOSED FOR ACQUISITION AS A PUBLIC PARK IN CONJUNCTION WITH THE SCENIC DRIVE ROUTE.

KARL OBERT PHOTO

tween Shoreline Drive and the ocean is proposed for a park. The opportunity to acquire this land for public purposes must not be passed by, for it usually is lost for its best use as soon as development takes place. Many years ago, the people of Santa Barbara had the foresight to reserve the ocean front for public use and local residents are now enjoying the benefits of such foresight. This philosophy of preserving scenic and recreational areas for future generations should be continued and reinforced by efforts in this generation, adding to our heritage and thus passing along greater resources to the future.

THE AMBASSADOR AREA.

KARL OBERT PHOTO



Ocean Front

The ocean front residential areas contain a total of 215 acres, 384 existing dwelling units, and an ultimate potential of 2,640 dwelling units.

The large vacant parcel between Oceano Avenue and Leadbetter Road is shown on the General Plan as a mixture of high density residential and hotel and motel facilities. Ideally, its best development would be as a large Harbor oriented hotel complex. Every encouragement should be given to realize such a project. Oriented as this area is toward Leadbetter Beach and the Harbor, provision should be made for a pedestrian grade separation across Shoreline Drive.

The Ambassador area is predominantly used for motels and apartments. Naturally enough, the areas closer to Cabrillo Boulevard are developed almost entirely with motels with very few apartments. The General Plan indicates that the small portion of the Ambassador area several blocks removed from Cabrillo Boulevard would be suitable for high density residential with some developments of motels, but without the commercial aspects such as restaurants and gift shops which characterize the Cabrillo Boulevard frontage.

The neighborhood shopping facility located on Montecito Street in the Ambassador area serves the ocean front residential and hotel and motel areas in the vicinity and is so recognized on the General Plan.

The Cabrillo Park district is almost entirely developed as a mixed motel and apartment area. No change is indicated on the General Plan. The types of commercial activities that are provided for in the Ambassador and State Street areas should be excluded from this residentially oriented section.

HOPE RANCH AND MONTECITO

Bordering the City on the east and west are the low density residential areas of Montecito and Hope Ranch. Both have strong associations composed of the residents to protect the character of these very desirable residential areas. Stabilized as they are, they form effective boundaries to the incorporated City.

MANY LARGE ESTATES WERE BUILT IN MONTECITO DURING THE EARLY PART OF THE CENTURY.

KARL OBERT PHOTO





LAS PALMAS DRIVE IN HOPE RANCH.

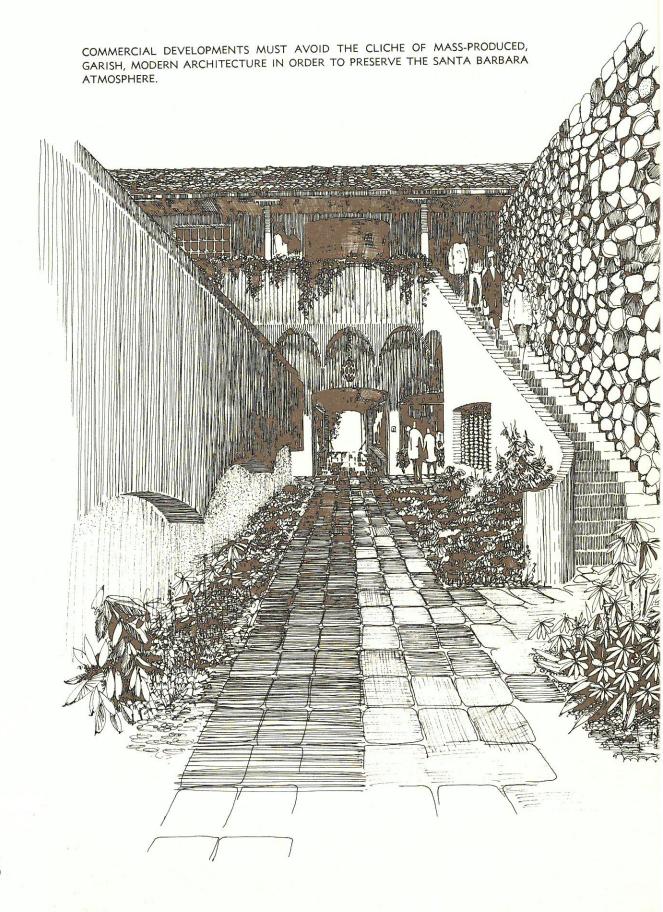
KARL OBERT PHOTO

COMMERCIAL

COMMUNITY SHOPPING CENTERS

The Central Business District, which serves the South Coast as a Regional Shopping Center, handles the more durable and less frequently purchased goods such as clothing, furniture, books and the like. In contrast, the Community Shopping Center serves a major section of the City as a retail outlet for the more frequently purchased items such as groceries, children's clothing, drugs, sundries, notions, etc. There is, of course, a considerable degree of overlap between the items which might be purchased in the Central Business District and those which would be appropriate to a Community Shopping Center. An example of this, which has already been mentioned, is children's clothing. Also a Community Shopping Center might well contain specialty shops which are also a valid part of the Regional Shopping Center.

For planning purposes, the City is divided into four major sections. The Northside, which includes everything north of Mission Street and above the freeway; the Mesa, west of the freeway and the Ambassador area; the Eastside, east of Milpas Street to include the lower Riviera and Sheffield areas; and the Downtown area, between Mission Street and the ocean and between Milpas Street and the Westside Freeway. These dividing lines are, of course, not distinct as they apply to the shopping habits of any particular resident. They do, however, serve as a guide to the proper location and size of the needed Community Shopping Centers. Fortunately, the necessary nuclei for these centers now exist in locations well suited to the areas which they serve.



Northside

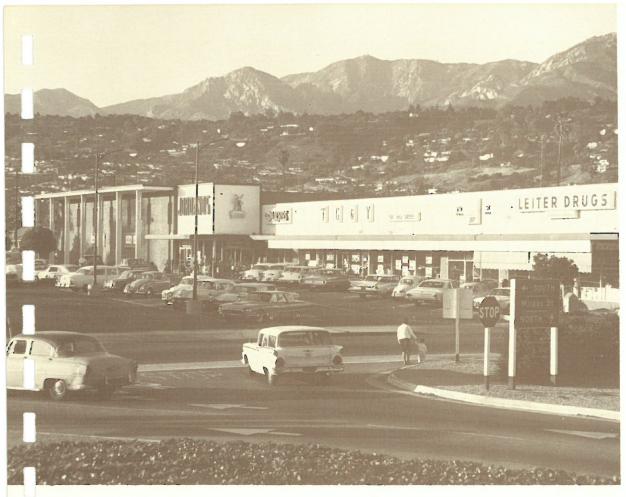
The Community Shopping Center for the Northside is shown on the Plan as being in two sections: one, at the existing Five-Points Shopping Center at the Hollister Wye, and the other in the vicinity of State Street and Las Positas Road. Because of the large amount of land on both sides of State Street now zoned C-2, there is a danger that the convenience shopping facilities for the Northside could be diluted and spread over an area too large to be effective and efficient either for the residents of the area or for the merchants involved. It is essential that the specific locations for these community level shopping facilities be identified on the Plan and contain sufficient area to serve the anticipated purchasing power. Further, that future shopping center development not be allowed outside of the established limits of the facility. The areas for these two community shopping centers in the Northside are supportable with the anticipated ultimate purchasing power of the area which they serve. It is not contended that the studies made today indicating the amount of convenience shopping facilities needed in the future are forever absolute and infallible. As development occurs in the future, the pattern of purchasing power distribution will undoubtedly change and a constant course of restudy must be maintained to provide an adequate amount of land available to satisfy the needs. It is essential, however, particularly with these two Community Shopping Center locations, that any decision to expand the area available to convenience shopping development be soundly based on whatever changes in the purchasing power pattern have occurred. Pressures for an arbitrary change should be resisted.

It will be noted from an examination of the General Plan map that an extension of either of these two centers would involve the location of shopping facilities separated and across a primary artery from the existing developments. Such a situation would create a conflict between the pedestrian and automobile traffic. This should be avoided. The existing locations of the shopping centers in the Northside are ideal from this standpoint, as they are concentrated in only one quadrant of the intersection of two primary arteries. The Five-Points Shopping Center is particularly well located in this respect in that it is actually surrounded on all sides by primary arteries and the freeway.

FIVE-POINTS SHOPPING CENTER, IN THE TRIANGLE FORMED BY STATE STREET, LA CUMBRE ROAD AND U.S. 101.

KARL OBERT PHOTO





MILPAS SHOPPING CENTER, AT CARPINTERIA AND MILPAS STREETS.

KARL OBERT PHOTO

Mesa

The Mesa Shopping Center, located at Cliff Drive and Meigs Road, has unfortunately been developed on all four corners of this major intersection. In order to promote as rational and functional a center as possible, the General Plan proposes the Community Shopping Center be located primarily to the west of Meigs Road and Shoreline Drive with a pedestrian grade separation across Cliff Drive connecting the two parts of the facility. The commercial developments to the east of Meigs Road and Shoreline Drive have been shown in the General Office category. It is suggested that future development in this area be of a non-retail nature such as offices and possibly some service commercial.

Eastside

The Community Shopping Center for the Eastside is now located along Milpas Street. The two major supermarkets in the Milpas Street complex, Safeway at Montecito Street and Jordanos with its accompanying shopping facilities at Carpinteria Street, form the major elements. It is proposed also that, for reasons mentioned previously, the shopping center facilities be encouraged to develop on the eastern side of Milpas Street and that the entire area of these blocks, to Alisos Street, ultimately be made available for development in conjunction with the shopping center. Special techniques must be used to make the Community Shopping Center development, as used and viewed from Alisos Street, compatible with the residential development on the east side of that street. The primary means to accomplish this will include effective design control of the facilities, and appropriate landscaping and screening of the commercial developments from the residences across Alisos Street.

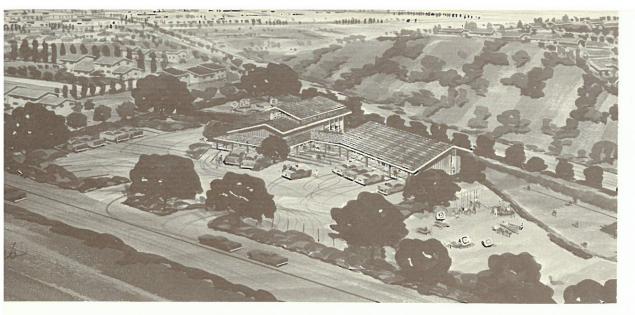
Downtown

The residents in the Downtown area are served by the Community Shopping facilities located in or near the Central Business District.

MESA SHOPPING CENTER, AT MEIGS ROAD AND CLIFF DRIVE.

KARL OBERT PHOTO





AN APPROPRIATELY DESIGNED CLUSTER OF CONVENIENCE SHOPS CAN PROVIDE A NEEDED SERVICE TO A NEIGHBORHOOD AND STILL BE WHOLLY IN KEEPING WITH THE RESIDENTIAL ATMOSPHERE.

DESIGN BY ROBERT I, HOYT A.I.A.

COURTESY MICHAEL TOWBES

NEIGHBORHOOD SHOPPING CENTERS

The Community Shopping Centers provide facilities that attract patronage from large portions of the City. They also serve as Neighborhood Shopping Centers for the residential areas in close proximity to them. Residential areas, however, at some distance from Community Shopping Centers are essentially unserved from the standpoint of meeting the daily convenience needs of the resident for such things as groceries and drugs. Normally, a housewife will make a trip about once a week to a community level supermarket to buy the majority of groceries that will be needed. During the week, however, there is a constant demand for small items for which the automobile trip of 11/2 or 2 miles to the Community Shopping Center is unjustified. To service this day-to-day need, the General Plan has shown neighborhood shopping facilities at Foothill and Cienequitas, at San Andreas and Micheltorena Streets, at Mission and De la Vina Streets, at Olive and Micheltorena Streets, and on west Montecito Street. In addition, similar Neighborhood Shopping Centers have been shown in the unincorporated area in accordance with the proposals on the County General Plan. These are at Hot Springs and Old Coast Highway, and at Modoc Road and Hollister Avenue.

Normally a Neighborhood Center contains uses such as a small market, a drug store, liquor store, small variety store, beauty shop and barber shop and perhaps several general offices and doctors' offices. An automobile service station can be located in such a Center, but it is not necessary, nor, in most cases, is it a desirable element in such close relationship to surrounding residential development.

Three Neighborhood Shopping Centers shown on the City General Plan now exist as commercial areas. The one at San Andreas and Micheltorena Streets, and the one at Mission and De la Vina Streets, while containing essential elements of a Neighborhood Shopping Center, unfortunately distribute commercial facilities on all four corners of the intersection of two primary arteries. In a Neighborhood Shopping Center particularly, pedestrians travel from one store to another quite frequently. The resultant conflict between pedestrians and automobile traffic on the primary arteries is undesirable. The General Plan has shown these two Centers oriented toward only one quadrant of the intersection. The particular quadrant on which the Center is ultimately developed is of no consequence, but the philosophy that to become a "center" this grouping must ultimately be accomplished is of considerable importance. The third Center now in existence is on Montecito Street in the Ambassador area. This Center is better related to the primary arterials. Care must be taken in the future to maintain this relationship.

Neighborhood Shopping Centers carry with them positive qualifications. They are usually located in areas which are residential in character. The service offered by such a limited facility will be of benefit to residents of the area. In order to provide the service, therefore, the facility must be designed and constructed in a manner that will make it entirely suitable to the surrounding residential development. Even this may not be enough; in order to offset the commercial nature of the development it must aesthetically become a positive asset to the residential community. The design controls which must be exercised by the City may, in part, take the form of specific standards for architectural type, materials, and landscaping. But beyond this the City should retain for itself the right to reject any proposed development which it deems undesirable or untimely. The establishment of these centers must be with the support of the residents in the area for the specific development proposed. The right of these residents to withhold their consent for any reason must be respected and upheld.

The facility which has been shown on the Plan at the intersection of Micheltorena Street and Olive Street is in somewhat of a different category than the others discussed. A Center is needed in the area, but there is neither an existing nucleus for it at the present time, nor is there available land on which to construct one. The symbol shown on the General Plan has been placed in the one block that would appear to have the best possibilities for such a development. There is a fire station in this block, as well as a small grocery store on Micheltorena Street. The balance of the properties in the block are all occupied by older houses, some of which have been converted to small apartments. There has been no new construction whatsoever.

GENERAL COMMERCIAL

In addition to the shopping centers of various kinds, there is always a need for a broad variety of retail commercial outlets that do not necessarily fit into the pattern of any specific type of shopping center. Such uses include appliance repair shops, used furniture stores, pet stores, plumbing and electrical shops, and so forth. Many of these, of course, can and do locate in Community Shopping Centers and in the Central Business District. There are, however, many more which do not, and it is necessary to provide areas for the accommodation of these miscellaneous commercial outlets. The General Plan has indicated two areas where this type of general retail commercial use should be encouraged to take place. One is on the eastern side of Milpas Street between Gutierrez and Canon Perdido Streets, and the other is along De la Vina Street and outer State Street between Mission Creek and Las Positas Road. Both of these areas are at the present time being used, in part, for this General Commercial use. Areas such as these tend to develop in a piece-meal and haphazard fashion with little unity of architecture or of development standards from one lot to the next. Co-operative parking facilities are seldom provided. In short, the small independent businessman operates on his lot and in his building entirely independently of those other businesses surrounding him. The net effect is usually lack of order, unattractiveness, lack of offstreet parking, traffic congestion, and an intense competition between the individual merchants to erect the most eye-catching and usually confusing signs and displays.

Unattractive and inefficient commercial developments, however, are not a necessary evil. They occur in areas where standards require nothing better, and not being required, individual property owners have no incentive to invest money for a better development if property owners next door are permitted to do things which render their efforts meaningless. As is true in many other aspects of community design, workable and meaningful quality controls must be uniformly established so that private investments will be protected and appearance, and hence the drawing power of each area, will be enhanced. The City has already made long strides toward the accomplishment of the framework within which such regulations can be exercised. The Architectural Board of Review is such a step. The next most important one would be the establishment of a Land Use Zone specifically tailored to these general retail commercial uses instead of their being included in the C-2 Zone, which should apply, basically, to the Central Business District.

THE CONFUSION OF WIRES, POLES AND SIGNS OBSCURES WHATEVER ARCHITECTURAL VALUES THIS SMALL COMMERCIAL COMPLEX MAY CONTAIN.

KARL OBERT PHOTO





THE RINCONADA BUILDING, AT SANTA BARBARA AND CARRILLO STREETS, IS A HANDSOME ADDITION TO THE CIVIC CENTER AND A GOOD EXAMPLE OF THE QUALITY OF ARCHITECTURE ENCOURAGED IN EL PUEBLO VIEJO.

KARL OBERT PHOTO

GENERAL OFFICE

The category of General Office uses includes administrative, business and professional facilities of all types. Essentially, it is non-retail in nature, a center of employment rather than of sales and service. In a General Office area there will, of course, be a certain element of service involved, but the traffic generated thereby will not be at the same level as that generated in the Central Business District.

The General Office area shown on the Plan is in the vicinity of the Central Business District and the Civic Center and is divided into two types. In the Civic Center and immediately surrounding the Central Business District, the General Plan suggests an exclusive General Office area in which residential development would be discouraged. The reason for this is not that multiple residences and offices are incompatible, but rather to permit these close-in office areas to be used to their fullest extent for this specific purpose. Outside of this immediate area, the General Plan provides for a mixture of office and high density residential uses. Standards for general office developments in this latter area must be as restrictive as those required in the exclusive high density residential areas in order that the mixture between residential and office uses be compatible. The area along State Street between Micheltorena and Mission Streets provides for this mixture of offices, hotels and motels. This conforms with the uses which now exist in the area.



WITH AMPLE HIGHWAY LANDSCAPING AREAS IN THE FOREGROUND AND A BACKGROUND OF TREES, THE HOLLISTER WYE HAS GOOD OPPORTUNITIES FOR ATTRACTIVE DEVELOPMENT.

COAST VILLAGE ROAD. HERE AGAIN, THE PRESENCE OF UNSIGHTLY UTILITY POLES AND WIRES BLIGHTS A COMMERCIAL AREA WHICH DEPENDS UPON ITS ATTRACTIVENESS TO DRAW TRADE FROM BOTH VISITORS AND RESIDENTS.

KARL OBERT PHOTO



HIGHWAY SERVICE CENTERS

The General Plan proposes the establishment of two Highway Service Centers to take care of freeway traffic at either end of town. The center at the east end of town, which would serve primarily northbound traffic, is the Coast Village Road area. At the west end, serving southbound traffic, is the Hollister Road area between the Hollister Wye and Modoc Road. Both of these areas are now oriented to this use. They should, however, be identified positively as transient service centers for the freeway motorist. Land uses permitted in these two areas would include automobile service stations, restaurants, and motels. Well designed and placed public directional signs should be provided on the freeway advising the motorist of the existence of the Highway Service Center in ample time for him to check his gasoline gauge and the desires of his passengers before approaching the off-ramp from the freeway to the service center.

The off-ramps from the northbound lane of U.S. 101 into the Coast Village Road are well located for this purpose. There is one between San Ysidro Road and Hot Springs Road, and another at Butterfly Lane. The off-ramp at the Hollister Wye is not as well located. The State Division of Highways should consider the redesign of the interchange between U.S. 101, San Marcos Pass, State Street, and Hollister Avenue. Contact should be made with the Division of Highways to insure the best possible off-ramp design from the southbound lane of U.S. 101 to allow the efficient use of this area as a Highway Service Center.

With the establishment of these two Highway Service Centers at either end of town, the necessity for the provision of service station facilities to serve freeway traffic at any of the interchanges or crossovers on the freeway between these two points is eliminated. Other interchanges can then be devoted fully to their primary function of carrying traffic smoothly from the freeway into the various districts of the City, and from the City back onto the freeway.

The Automotive Center in the Downtown area, in addition to its other functions, can also serve as a close-in highway related service center with its access at the Castillo Street interchange. As contrasted with the Highway Service Centers on either end of town, whose primary function is to serve the motorist travelling through the area, this centrally located Center would serve motorists whose destination or point of departure is the central area of Santa Barbara.



THE PEPPER TREE MOTEL AND RESTAURANT ON OUTER STATE STREET, AN ATTRACTIVE EXAMPLE OF THE NEW MOTEL DEVELOPMENTS IN THE NORTHSIDE.

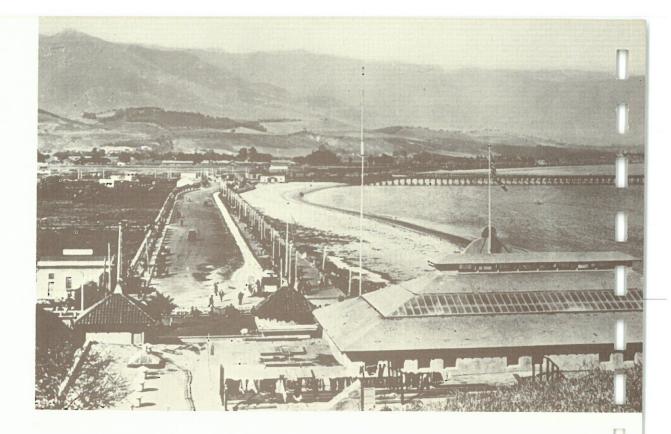
KARL OBERT PHOTO

HOTEL, MOTEL AND RELATED COMMERCE

This Land Use classification is oriented toward the visitor. Two basic areas are shown on the General Plan. One, the Ocean Front, generally fronting on the harbor and along State Street up to the Central Business District, has been indicated as the primary tourist oriented residential and commercial area. The other is on outer State Street between Las Positas Road and San Marcos Pass Road. Both of these areas are largely developed in the manner shown on the General Plan. The easterly and northerly portions of the Ocean Front area, however, are currently being used for General Commercial and industrial uses. As discussed before, this vital Ocean Front location is far more suitable for these tourist and recreation oriented activities.

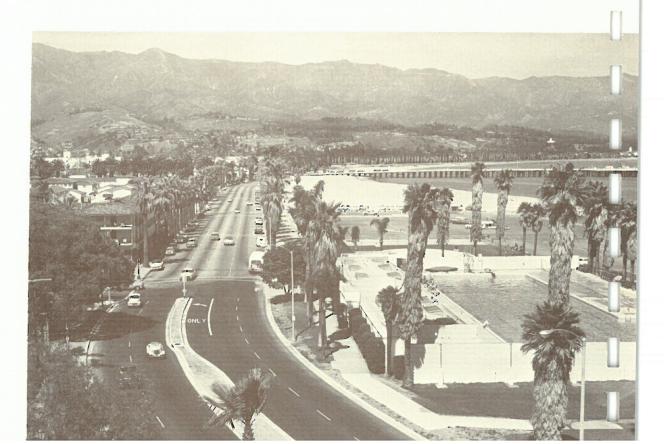
Commercial uses that can be considered to be related to hotels and motels are primarily of a non-retail nature. They include restaurants, commercial recreation facilities such as bowling alleys, miniature golf courses and the like, and automobile service stations. Specialty and gift shops might also be appropriate in such an area.

Discussions with motel owners in the City have revealed the opinion that there are more than enough hotel and motel rooms in the City at the present time to satisfy any demand that may be made upon them for at least the next five years. This contention might very well be correct. If so, it could be an indication that the City is not taking full advantage of its assets to attract the tourist business that is so essential a part of the economy of the area. The opportunity is here. The General Plan sets forth a pattern of development which reflects that opportunity.



THE HARBOR AND BEACH ORIENTED MOTEL AREA. ABOVE—CABRILLO BOULE-VARD IN THE 1880'S. BELOW—SAME VIEW, 1965.

LOWER PHOTO BY KARL OBERT

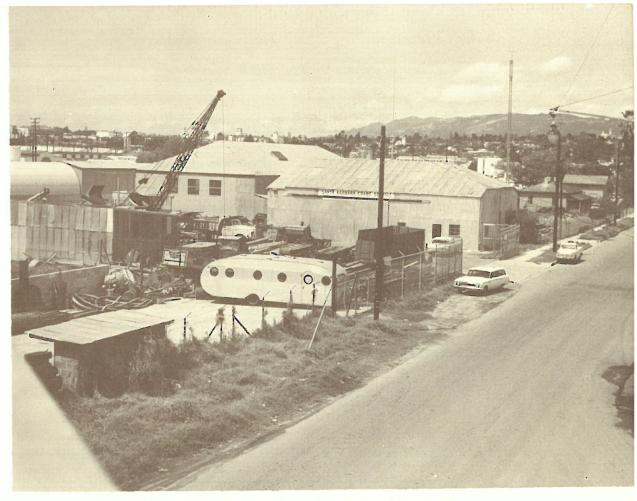


INDUSTRY AND EMPLOYMENT

In considering the economic base of the Santa Barbara area in a previous section of the report, we explored the meaning of the term "industry" as it applies to Santa Barbara. It is that activity which produces a net basic income into the area from outside. In the case of Santa Barbara, we have seen how this is Tourism and Property and Pensions. Manufacturing, the activity normally associated with the term "industry", is far down on the list. The land uses which occupy the industrial section of the City have, in general, very little to do with industry in the manufacturing sense of the word. Rather, they are service industries. Included in the category of service industries are warehousing and distribution points for merchandise, lumber yards, building material storage and supply, machine shops, gravel yards, iron and woodworking shops and so forth.

All of these uses are essential to the proper functioning of a city. The service provided by most of these industries is not limited just to the City of Santa Barbara, but serves the entire South Coast, and it is from this standpoint that their proper location and function must be viewed. There are some, of course, such as linen supply or restaurant supply houses which have their major service outlet within the central area of the City. However, the majority of the other service industries such as gravel plants and lumber yards serve the entire South Coast equally, and there is, therefore, considerable flexibility in the selection of an efficient location for them. Of one thing we are sure—that from the standpoint of urban design and proper land use related to potential, the area in which many of these service industries is now located is singularly inappropriate. Activities having to do primarily with construction, such as gravel yards, hot mix plants, building materials storage, open contractors yards, lumber yards and the like, should ultimately be relocated in another section of the South Coast more closely linked with where building is going on. A considerable area in Goleta has been set aside for industry. It would appear that this location for these construction industries would be more efficient than the present location in the industrial area of the City in view of the future growth potential in the Goleta area. The General Plan recommends that those service industrial uses which remain in the industrial area of the City be subject to both performance and development standards including controls on architecture, setbacks, landscaping, traffic movements and the emission of dust, smoke, noise and other obnoxious elements.

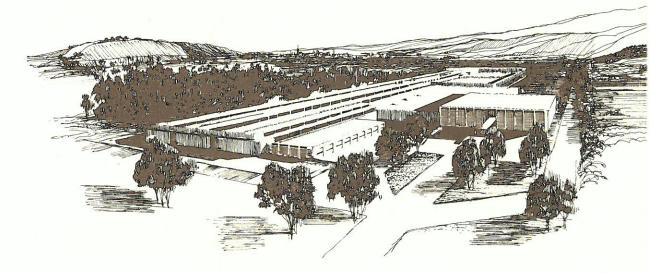
The goal is to realize the ultimate re-development of that portion of the industrial area north of the freeway and between Milpas Street, Cota Street, and Anacapa Street into an Industrial Park which will be in harmony aesthetically with the development along the Ocean Front immediately to the south of it and with the Central Business District, Civic



THE VIEW, LOOKING NORTH, FROM THE SALSIPUEDES OVERCROSSING AT THE SOUTHERLY ENTRANCE TO SANTA BARBARA. A SERIOUS INCONSISTENCY.

KARL OBERT PHOTO

INDUSTRIAL, HEAVY COMMERCIAL AND WAREHOUSE DEVELOPMENTS MUST CONTAIN THE COMPENSATING ELEMENTS OF GENEROUS LANDSCAPING AND SENSITIVE DESIGN IN ORDER TO BE ACCEPTABLE IN THE SANTA BARBARA SCENE.



Center and residential area to the north. Most of the properties in the area are rather small and in individual ownerships. They must, through public and private initiative, be grouped together into larger parcels in order that the quality of development suggested by the General Plan be realized.

Typical development standards for the Industrial Park would include architectural control through the existing Architectural Board of Review, minimum setbacks of 25 feet with complete landscape treatment of the open areas, provision of adequate parking and loading space suitable to the facility and fully enclosed by screening walls and planting, exclusion of any operation which emits smoke or fumes, and limiting of the noise levels. Performance standards for the maintenance of landscaped areas and building and operating conditions would also be set forth to insure the continued operation of these facilities in a manner fitting to the Industrial Park. The type of operation carried on within the walls of any of the buildings in the Industrial Park is not so important as the effect that such operation has on the surrounding property and on the City as a whole.

As stated before, the same temperature inversion conditions which exist in the Los Angeles area and which are responsible for the intense smog conditions there also exist in Santa Barbara. One has only to look out over the City on the mornings when backyard incinerators are in operation and to see columns of smoke rising to an elevation of several hundred feet and flattening out abruptly to realize that this potential smog condition is a threat to the living environment of Santa Barbara which is so highly prized. Smog, in any degree whatsoever, must not be tolerated here. This is a primary recommendation of the General Plan.



A LARGE PORTION OF THE AREA BETWEEN U.S. 101 AND THE OCEAN, PROPOSED FOR VISITOR HOUSING AND RECREATION, REMAINS VACANT OF ANY USE BECAUSE OF ADVERSE SOIL CONDITIONS AND POOR DRAINAGE.

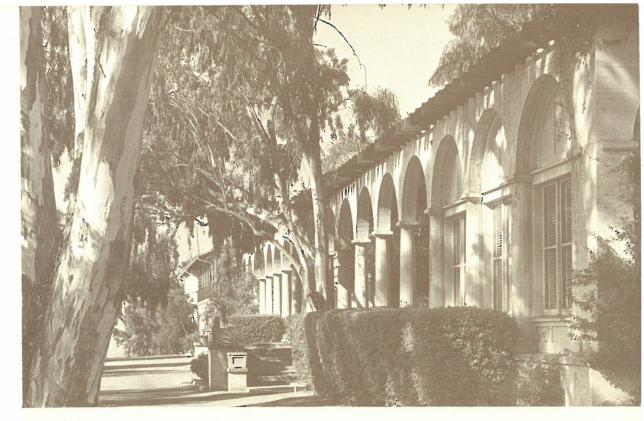
SMOKE TODAY—SMOG TOMORROW.



ADMINISTRATIVE AND RESEARCH CENTERS

The Center for the Study of Democratic Institutions on Eucalyptus Hill and the Hoffman Science Center on Miramonte Hill are good examples of Places of Employment located in a residential environment and completely compatible with it. The General Plan suggests that such Places of Employment as these can be located in many residential sections of the City and can provide the opportunity for employment close to the homes of those who work in the centers. This, to some degree, would relieve the traffic movements to and from the central area of the City. Standards for the development of such centers must be very high. The provision of an abundant amount of open space about them is mandatory and such problems as vehicular access for employees must be adequately solved. The facility would be appropriately located on a primary artery. If not, then it must be the responsibility of the developer to provide this access from an artery without the disruption of local residential streets. The site of any proposed Place of Employment should, ideally, contain at least 20 acres. It is obvious that architectural and landscaping controls and performance standards must secure a high quality for each such institution.

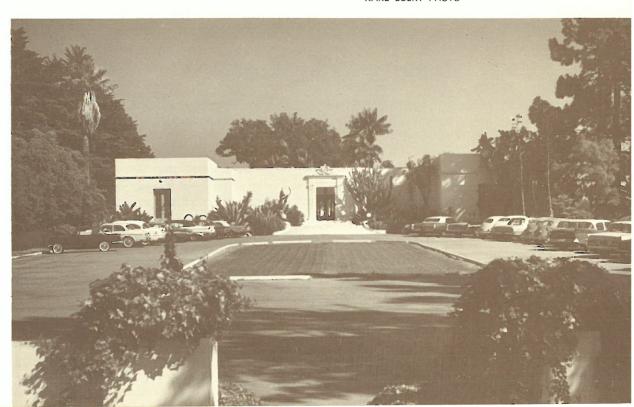
The General Plan indicates several possible locations. It does not, however, limit the possibility of such developments to only the locations shown. Each proposal for a Center should be considered completely unique and be treated on its individual merits. To do this, the City must retain for itself, much as has been suggested in the discussion of Neighborhood Shopping Facilities, the right to reject a proposal which it believes inappropriate for any reason. In other words, zoning to permit an administrative or research center should be granted only after complete development plans have been approved and performance standards established.



THE BROOKS FOUNDATION, A COMMUNICATIONS AND EDUCATION RESEARCH CENTER, HAS ACQUIRED THE OLD RIVIERA CAMPUS OF THE S.B. TEACHERS COLLEGE.

KARL OBERT PHOTO

THE CENTER FOR THE STUDY OF DEMOCRATIC INSTITUTIONS OCCUPIES WHAT WAS A LARGE ESTATE ON TOP OF EUCALYPTUS HILL.





ST. FRANCIS HOSPITAL ON EAST MICHELTORENA STREET.

KARL OBERT PHOTO

MEDICAL FACILITIES

The General Plan suggests no basic change in the hospital facilities now provided in the City by the Cottage Hospital and St. Francis Hospital. The General Plan suggests that independent medical facilities, such as doctors' offices, clinics, laboratories, etc. be permitted in the vicinity of both hospitals. It previously has been noted that the Cottage Hospital complex should expand east and west to De la Vina Street and U.S. 101, but not in a north or south direction. Similarly the St. Francis Hospital complex may be provided within the area westerly of the hospital.

Partly in response to the needs of the many retired people who come to Santa Barbara to live, the City has become a medical center of considerable importance. The future development of these facilities should be directly related to these two hospital areas.

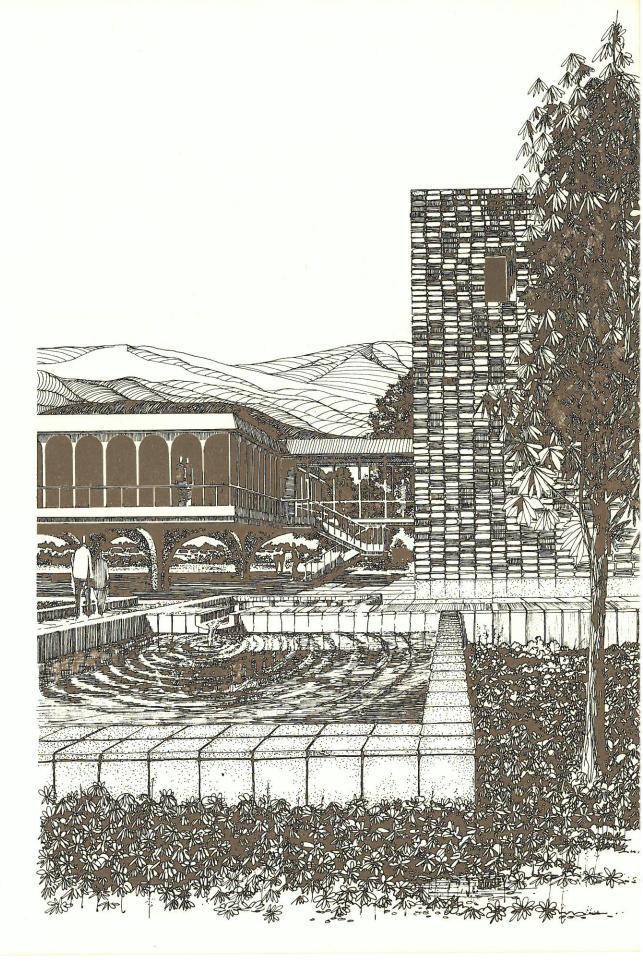
A MEDICAL OFFICE BUILDING IN THE VICINITY OF THE COTTAGE HOSPITAL. AN INTERESTING AND COMPATIBLE DEPARTURE FROM THE TRADITIONAL SANTA BARBARA ARCHITECTURE.

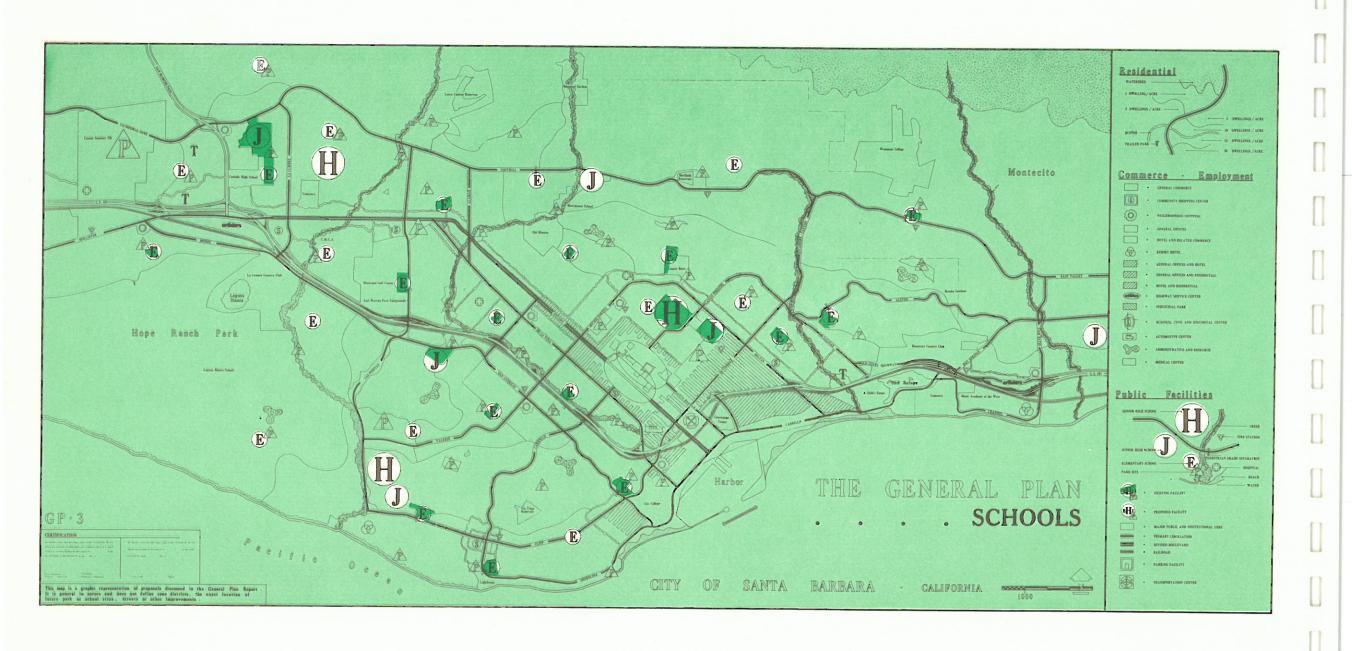
KARL OBERT PHOTO

PUBLIC USES

SCHOOLS

Education is such an important function of government and so vital to the welfare of the people that to insure its conduct free of interference and influence from other aspects of political life a separate and independent form of government responsible only to the State has been evolved to perform this function. This governmental unit is the School District. The General Plan is, basically, an instrument of policy for the municipal government of the City of Santa Barbara. The school system is such an important part of the City that every possible effort has been made in the progress of the General Plan studies to seek the advice and support of authorities of the Santa Barbara School System and to coordinate the General Plan with the planning program of the School System. The discussions of schools in the General Plan, therefore, must in all cases be tempered by the current policies and planning program of the School Board. It is hoped, however, that the school authorities can make effective use of the General Plan as a guide to their policy as does the governing body of the City. Close cooperation between the school authorities and the City will be essential in the years of rapid growth which lie ahead. The residential density patterns established by the City will have a profound effect on the facilities which the School District must provide. Reciprocally, what they are able to provide and the standards adopted by the School Board may become important factors in determining the density and type of population that is feasible.





Ideally, schools should be located at the geographic center of the areas which they serve. In accordance with the recommendations of the local school authorities, they should provide for enrollments of 400 to 600 students for an elementary school, 1,000 to 1,400 students for a junior high school and 1,800 to 2,600 students for a high school. The elementary school location should be away from a primary artery so as to avoid the danger of bringing young elementary school children in contact with fast, heavy traffic. A walking relationship between all homes in an elementary school service area and the school facility is, of course, ideal. In the case of junior high schools and high schools, location on a primary artery is less critical because of the age of the students, the larger service areas involved and the consequent impracticality of maintaining a walking relationship.

As an urban area grows, established elementary school district boundaries can be a significant impediment to the proper location of new schools and the formation of their service areas. Such a situation exists with the Hope School District in the north end of the City and with the Cold Springs School District in Montecito. In order to provide the most efficient use of school facilities it is recommended that these district boundaries be eliminated by means of unification.

The school symbols shown on the General Plan are located on the actual facility or site in the case of an existing school or selected site. In the case of a proposed school, the symbol is shown generally at the center of the area for which service will be ultimately needed. In some cases, these proposed symbols will be placed on a particular piece of property which seems to be suitable. In other cases, it is simply placed in the area to be served and carries with it no particular suggestion of an individual property.

The size of the circular symbols which identify an elementary school, junior high school, or high school respectively, are, at the scale of the General Plan map, the standard acreages for these schools; that is, 10 acres for an elementary school, 20 acres for a junior high school and 40 acres for a high school. In many cases, of course, existing schools do not contain this standard acreage, nor, in the case of many proposed schools, will it be possible to acquire it. In these cases, special techniques of construction must be used in order to compensate for the deficiency.

The following data on public schools indicated on the General Plan includes an ultimate enrollment figure for the proposed facility. These ultimate enrollment figures have been computed on the basis of the distribution pattern of age groups in the various density classifications as reflected by the 1960 census data both for the City of Santa Barbara

and for the State as a whole. The figures for the school-aged children in the various school levels, expressed as a percentage of the total population, is somewhat lower in the City than the State average. It has been assumed that this basic relationship between the City and the State will continue in the future, but that the difference may be somewhat less. For that reason, the percentages that have been used in arriving at the enrollments is slightly more than those found in the 1960 census in the City of Santa Barbara.

Based on the probable number of dwelling units in the residential areas previously discussed, the percentages of elementary school age children in the various residential densities are estimated as follows:

DENSITY	PERCENT OF	POPULATION	IN THE
	ELEMENTARY	SCHOOL AGE	BRACKET
1 & 3 per acre		12%	

1 & 3 per acre	12%
5 & 10 per acre	17%
15 & 30 per acre	5 %

Of these children in the kindergarten to 6th grade group, 88% will attend public elementary schools and 12% will attend parochial and other private elementary schools. At the junior high school level, 5% of the population in all residential densities has been used and at the senior high school level, 4% of the population in all residential densities has been used.

To arrive at the estimated ultimate population in the various service areas from the calculated ultimate number of dwelling units, the following factors for persons per dwelling unit in the various residential densities has been used:

DENSITY	PERSONS PER DWELLING UNIT
1 per acre	3
3 per acre	3
5 per acre	3.5
10 per acre	3
15 per acre	2.5
30 per acre	2

These factors of persons per dwelling unit are in accord with the findings of the 1960 census and it is not anticipated that they will significantly change.

A PORTION OF THE ADULT EDUCATION CENTER, AN APPROPRIATE USE WELL LO-CATED WITHIN THE CIVIC CENTER. KARL OBERT PHOTO



The ultimate enrollments listed below for the various proposed and existing schools is that which can be expected within the service areas if all schools on the General Plan are in operation. Needless to say, as future development occurs and as additional schools are built, the enrollment areas for each particular school will change from year to year. No attempt is made here to indicate any priority of construction for any of these proposed school facilities. Such a priority system must be based on current development trends and be guided by the pressures from year to year that are felt on existing facilities, as determined by the School Board.

It is strongly recommended, however, that a site acquisition program for all of the proposed school sites be instituted and pursued diligently. One fact is abundantly clear; open land will become less available in the future. If it should happen that land is acquired for a school site which later will not be needed, the disposition of such land will present no problem. In the case of several of the proposed schools shown in areas that are almost completely developed, it is recommended that site acquisition be accomplished at an early date in order to forestall the complete development of the area and the consequent inordinate increase in the cost of land acquisition.

ELEMENTARY SCHOOLS

El Sueño. Enrollment 436.

This proposed school may serve some County areas to the west of the Sanitary Fill as well as the areas to the north of Cathedral Oaks Road. It should not serve any areas to the east of San Marcos Pass Road.

Foothill. Enrollment 292.

This ultimate enrollment is only for the portion of the service area shown on the General Plan Map. In addition to that, this school would serve the areas to the north as far as future development may occur unless such future development indicates an additional school in the County area to the north.

Hope School. Enrollment 501.

Other than the ultimate reduction in the size of the Hope School service area, due to the proposed Hope Ave. School, no specific proposals relative to this school are made by the General Plan.

Hope Avenue. Enrollment 573.

As the vacant parcels in the northside area are developed, the need for this additional school will be strongly felt. The location shown on the General Plan is the only one that could be found which contained existing undeveloped land suitable to the ultimate enrollment area. It is therefore strongly recommended that acquisition of this school site be accomplished at an early date.

YMCA Area. Enrollment 418.

At the present time the single family developments in this area are not well served by elementary schools. It is necessary that an elementary school be built in the area. In order to develop the enrollment at a level in conformance with the standard set forth of 400 to 600 students, it will be necessary to maintain a type of residential development that will generate the desired number of school children. This necessity has dictated, to a large extent, the recommendation of the General Plan that the vacant land east of Arroyo Burro Creek be developed to the 5 dwelling unit per acre density, which is most apt to generate an efficient school enrollment.

Monroe School. Enrollment 525.

Here again, the only recommendation of the General Plan is that a grade separation across Cliff Drive be provided to serve the Mesa Lane area to the south.

West Valerio Street. Enrollment 525.

A portion of the site of this proposed school has already been acquired by the School District. It is anticipated that the balance of the site will be secured from the Sanitary Fill property when that operation ceases.

Braemar. Enrollment 419.

This proposed school would serve a portion of Hope Ranch in addition to the Braemar area.

Hidden Valley. Enrollment 410.

The site for this proposed school is already acquired. In order to assure adequate enrollment, residential development in the area should be of a type capable of generating the highest number of elementary school age children per acre.

Adams School. Enrollment 514.

Only one recommendation is made by the General Plan for this school, and that is the installation of the pedestrian grade separation across Las Positas Road.

Peabody School. Enrollment 624.

No specific changes are proposed by the General Plan for this existing facility.

Sheffield. Enrollment 321.

Even though it is not anticipated that a standard enrollment of 400 students can be met at this proposed facility, it is, nevertheless, recommended because the enrollment generated by this area, if dispersed to the elementary schools in adjacent areas, would overload those schools past the standard enrollment maximum of 600 and an unreasonable home to school distance relationship would remain.

Mission Canyon. Enrollment 571.

A survey of the area disclosed no particular site at which this proposed school could be shown. It has therefore been indicated in the vicinity of Foothill Road and could be either north or south of Foothill. Because its service area is bisected by Foothill Road, it will be necessary to place this school in such a location that a pedestrian grade separation across Foothill can be provided.

Wilson School. Enrollment 430.

The comments made for Garfield School are relative here.

Lincoln School. Enrollment 0.

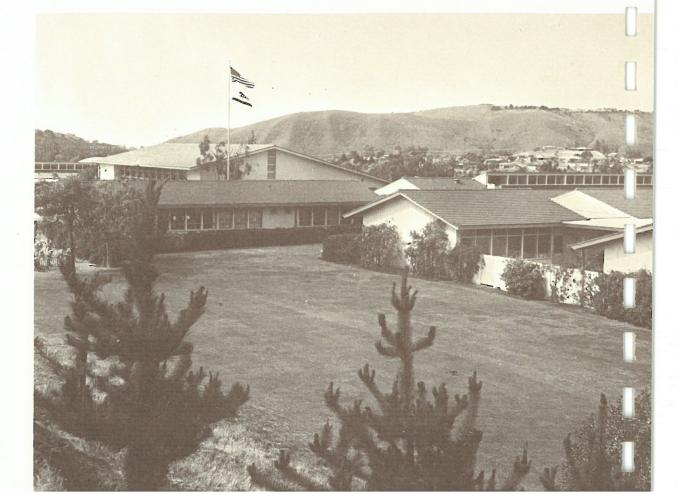
Because of the location of Lincoln School in a proposed non-residential area it is proposed that this existing facility be phased out and replaced by an elementary school in the high density residential area to the north.

Olive Street. Enrollment 470.

This is the school proposed to replace the facility at Lincoln School. There is no vacant area evident which can, at the present time, be acquired for this facility. The symbol on the General Plan has been shown just north of the High School. It could, however, be located almost anywhere within this high density residential area.

ADAMS ELEMENTARY SCHOOL, ON LAS POSITAS ROAD NEAR THE GOLF COURSE.

KARL OBERT PHOTO



McKinley School. Enrollment 406.

As before, the General Plan recommends a pedestrian grade separation as a part of the ultimate improvement of Loma Alta Drive as a primary artery.

Harding School. Enrollment 583.

With the ultimate connection of West Micheltorena Street with Valerio Street and on through to Las Positas Road, a pedestrian grade separation should be provided for that portion of the service area to the south of Micheltorena Street.

Washington School. Enrollment 425.

Here again, to provide a service area which is meaningful in terms of location of the existing facility, it is necessary to cross a primary artery, Shoreline Drive. A pedestrian grade separation to serve the portion of the service area to the west is a necessity.

Cliff Drive. Enrollment 547.

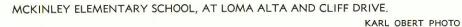
The service area is unavoidably divided by Cliff Drive, and therefore, the facility has been shown on Cliff Drive. The situation is unique, for there is a vacant parcel on either side of Cliff Drive at this location close to Marine Terrace, which probably will be the source of the majority of the enrollment for this school. The General Plan suggests that this proposed facility might be located on both parcels, connected by a pedestrian underpass, with the buildings perhaps on one side of Cliff Drive and the playfields on the other. If, however, the school is located to the north, which is certainly possible, then a pedestrian grade separation across Cliff Drive must still be provided to serve the large enrollment living in Marine Terrace.

Roosevelt School. Enrollment 552.

No specific changes are proposed.

Garfield School. Enrollment 567.

The site area of this school is quite small and may have to be expanded in the future. The General Plan makes no positive recommendation that this be done because it is recognized that the lack of adequate land space can, in many instances, be compensated for by construction techniques. It is the function of the School District to make this determination as the result of precise studies relative to the individual school facility.





Jefferson School. Enrollment 306.

Serving the Riviera as it does, a pedestrian grade separation across Alameda Padre Serra is necessary. The site of this existing school is somewhat limited by the rather steep topography and would not, therefore, be able to accept the ultimate enrollment generated by the Sheffield area.

Voluntario Street. Enrollment 511.

The symbol for this facility on the General Plan Map has been shown on the only large vacant parcel in the area. Acquisition of a site for this school is recommended at the earliest possible date.

Franklin School. Enrollment 583.

No specific changes are recommended by the General Plan for this existing school.

Cleveland School. Enrollment 392.

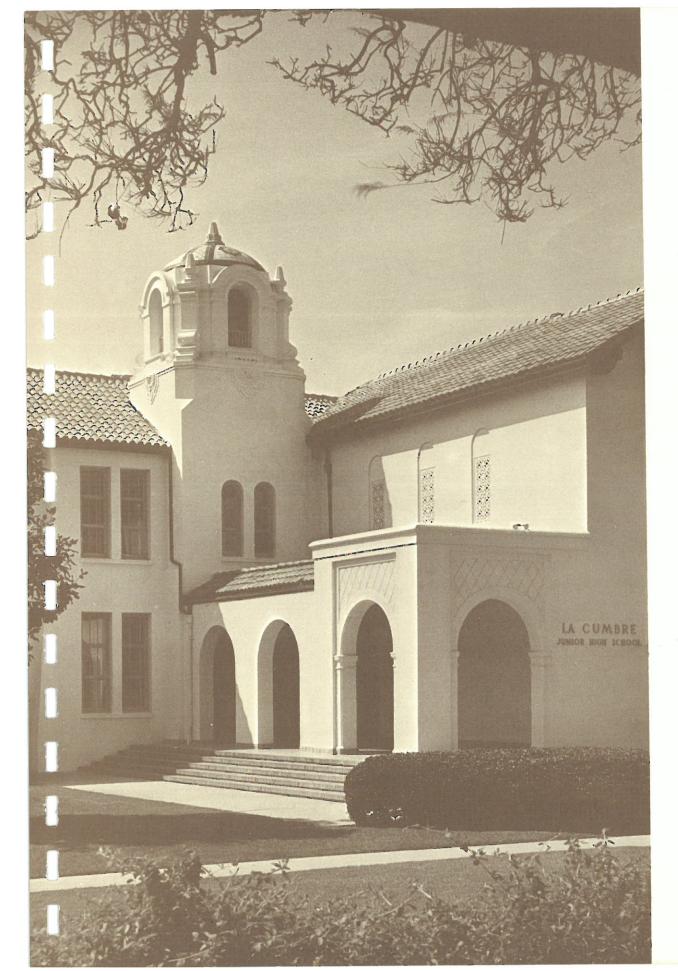
Here again, a pedestrian grade separation across Alameda Padre Serra must be provided in order to serve safely those areas to the north. Serving Eucalyptus Hill as it does, the location of this school is an unfortunate one. As a practical matter the General Plan has shown the facility at its existing location. However, should any future circumstance make possible its relocation to a site more central to its service area, such an opportunity should be exploited. An example of such a circumstance might be the destruction of the existing facility by fire, land slippage, earthquake or other natural causes.

Cold Springs. Enrollment 437.

Other than the expansion of the service area into a small portion of the City in the vicinity of Eucalyptus Hill and Coyote Road, no specific change is recommended by the General Plan for this existing school.

Vieja Valley. Enrollment 474.

This school serves the residential areas south of the freeway and west of Las Palmas Drive in Hope Ranch.



JUNIOR HIGH SCHOOLS

La Colina. Enrollment 1,123.

No specific changes are recommended by the General Plan relative to this existing facility.

Mission Canyon. Enrollment 1,228.

Only one potential site for this proposed junior high school has been found appropriate to the ultimate service area. That site is between Foothill Road, Mountain Drive and Mission Creek. At the present time the major portion of this land is owned by the School District and a small portion is owned by the City of Santa Barbara. It is recommended that both of these parcels be earmarked for the future construction of this junior high school. From the standpoint of the established standard of 20 acres, the site suggested is not entirely adequate. It will be necessary therefore, to employ special development techniques involving perhaps multistory buildings in order to provide the necessary building floor area, playfield, parking and landscaping, or to acquire additional property.

Santa Barbara Junior High School. Enrollment 1,349.

No specific changes are recommended by the General Plan relative to this existing school.

La Cumbre Junior High School. Enrollment 1,451.

No specific changes are recommended by the General Plan relative to this existing school.

Mesa. Enrollment 1,389.

The proposed site is on the only large, undeveloped parcel of land in a location suitable to the ultimate service area of this junior high school.

San Ysidro Road

The enrollment for this junior high school generated by that portion of its service area shown on the General Plan Map is 569. Although the Eucalyptus Hill area could be served by Santa Barbara Junior High School, it is shown as ultimately being served by the facility on San Ysidro Road. The ultimate development of primary arteries to facilitate the transport of the students in the Eucalyptus Hill area to San Ysidro Road will determine the feasibility of this recommendation.

SENIOR HIGH SCHOOLS

San Roque. Enrollment 1,709.

The High School symbol has been shown on the General Plan Map at a site suited to the service area of this proposed school. On the east side of Hope Avenue there exists approximately 30 acres of very lightly developed land in large parcels. The acquisition of this land for the ultimate construction of the high school would be the very best possible choice from the standpoint of location. The site is, however, not located on a primary artery and adequate access would have to be considered as a part of the development.

Mesa. Enrollment 1,645.

This proposed school has been shown on the same large parcel of land as the Mesa junior high school. This location is ideal from the standpoint of its service area, and because of its location relative to both Las Positas Road and Cliff Drive and its proximity to the Sanitary Fill site which is proposed as a Community Park.

Santa Barbara High School. Enrollment 1,843.

No specific changes are recommended by the General Plan relative to this existing school.

Montecito

The eastern portion of Sheffield and Eucalyptus Hill areas is included in the ultimate service area of a high school facility in Montecito as proposed by the County General Plan. The enrollment to the Montecito High School developed by that portion of its service area shown on the General Plan Map is 483.

SANTA BARBARA HIGH SCHOOL, ON ANAPAMU STREET EAST OF THE DOWN-TOWN AREA.

KARL OBERT PHOTO





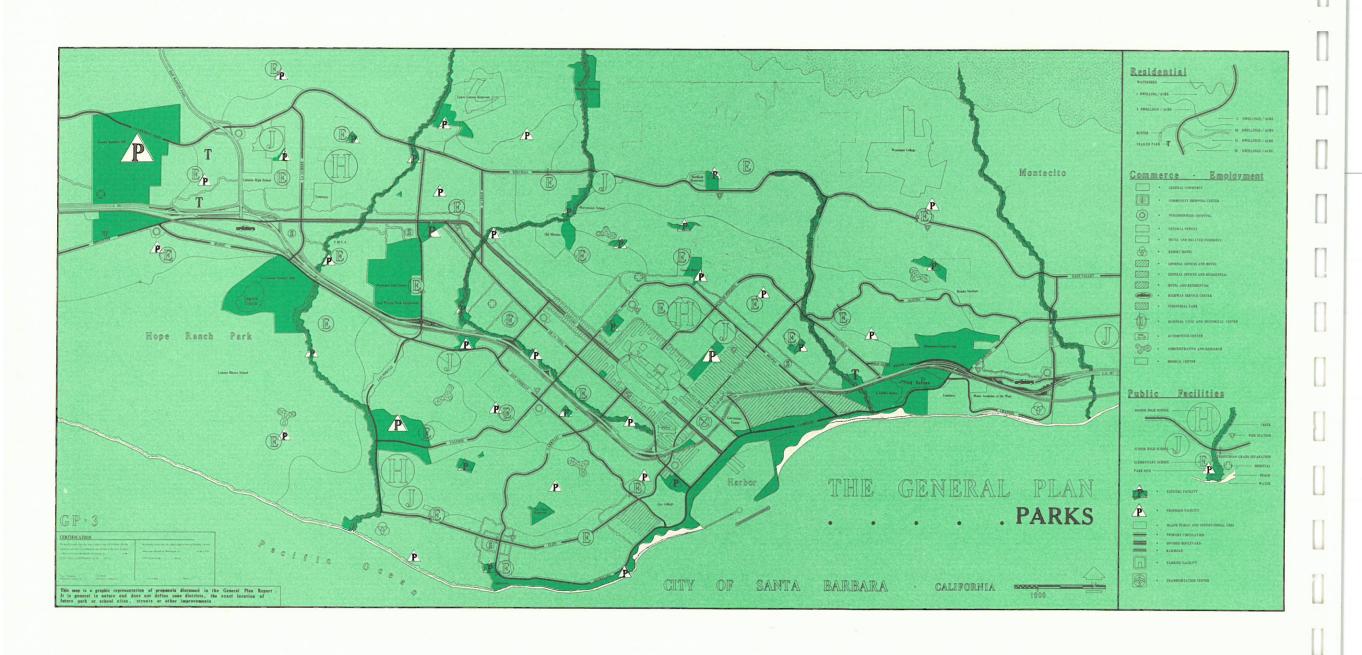
NEW BUILDINGS AT THE PARTIALLY DEVELOPED MESA CAMPUS OF THE SANTA BARBARA CITY COLLEGE.

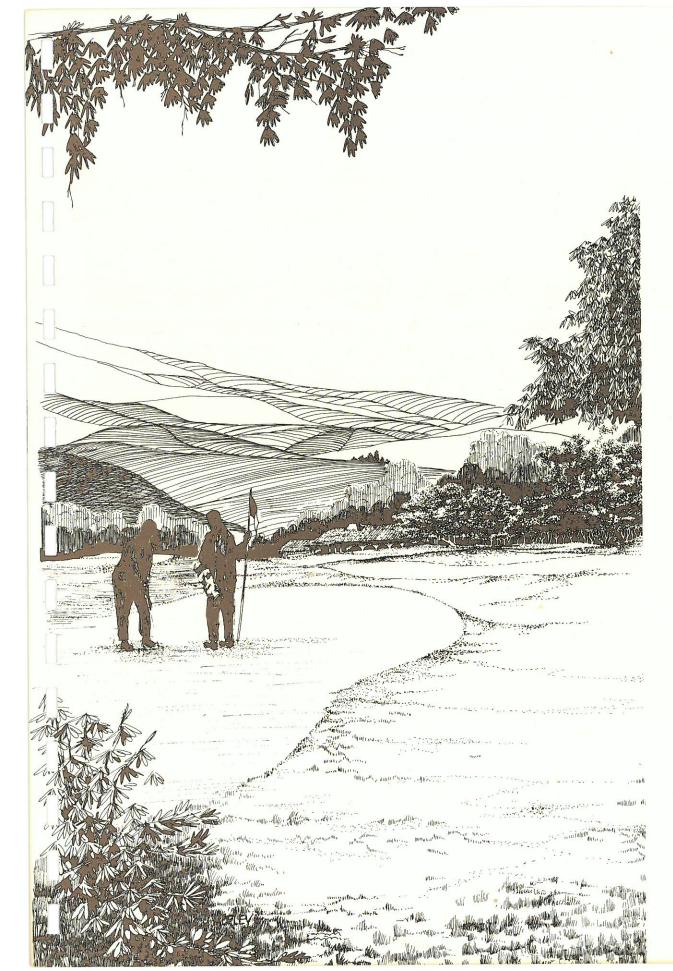
THE CITY COLLEGE

The General Plan indicates the City College on its present site over-looking the Harbor. It is doubtful that the Plan would have recommended the site if the College were not already located there, especially in light of the fact that the Santa Barbara School District anticipates the expansion of this facility to accommodate as many as 4,500 students. It is estimated that this enrollment will be reached by 1970.

The site is relatively small for the number of students planned for it. The traffic problems on Cliff Drive created by 4,500 students and the additional faculty and service personnel will become more intense as the College grows. The competitive relationship between the Stadium and the Harbor is but one example of how the expansion of the College and its requirements for space will limit other activities important to the local economy of the City.

The recommendations of the General Plan are two-fold. First, that the School Board consider the relocation of the City College outside of the urban center where land is more abundant and less expensive, rather than entering into the full construction program now contemplated at the existing site. Second, if the School Board wishes to retain the existing site for the City College, that its enrollment be limited to 1,500 students in recognition of the limitation of size of site and vehicular access, and that an additional facility ultimately be constructed in an outlying area.





PARKS AND RECREATION

The City of Santa Barbara, being primarily a residential community and a center of tourist activity, must consider Parks and Recreation as one of the most important elements of the General Plan. Some of the General Plan proposals relative to park and recreation facilities are far reaching ones which involve, in some cases, the acquisition of land that is now developed for private use. The General Plan makes such recommendations because of the prime importance of this element in the environment. At one time, in the 19th century, the City of Santa Barbara owned virtually all of the land in the basin. As time passed this land was gradually sold and otherwise disposed of to the extent that the City now retains much less than is needed for its orderly growth. The time to reverse the process is now as public officials and citizens recognize the ultimate need for additional lands to devote to the public use and welfare. Steps must be taken to regain some of this precious and irreplaceable asset.

The standards for Neighborhood, Community, and Regional Park facilities as adopted by the City's Planning and Park Commissions have been set forth in the research section of the report and are reasonable for the various types of park and recreation facilities. Detailed examinations of each of the park facilities shown on the General Plan must await future precise studies. The following comments, however, are relevant.

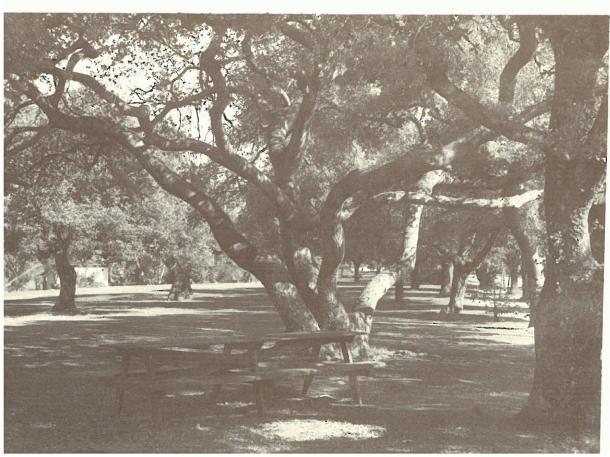
NEIGHBORHOOD PARKS

The General Plan Map indicates proposed Neighborhood Parks where no specific location is shown, existing neighborhood parks, and specific sites which are recommended. Whether or not adequate facilities exist on any of the neighborhood parks shown is not a subject for this General Plan report.

In many cases a proposed site is shown adjacent to an elementary school. This suggests a close relationship between the park and the school as a policy that should be maintained wherever possible. The park and the school serve approximately the same type and size of service area, and it is possible for the facilities of one to efficiently complement the facilities provided by the other. They both serve the same children. They could also provide for extended neighborhood services to both children and adults. In many cases, however, this close relationship does not exist where a park and school are both in existence. Garfield Elementary School and Oak Park illustrate this. In these cases the General Plan has accepted the location of these facilities as being separated and makes no recommendation for the relocation of either one.

OAK PARK, ON WEST ALAMAR AVENUE, FOLLOWS THE COURSE OF MISSION CREEK FOR ABOUT ONE-THIRD OF A MILE.

KARL OBERT PHOTO



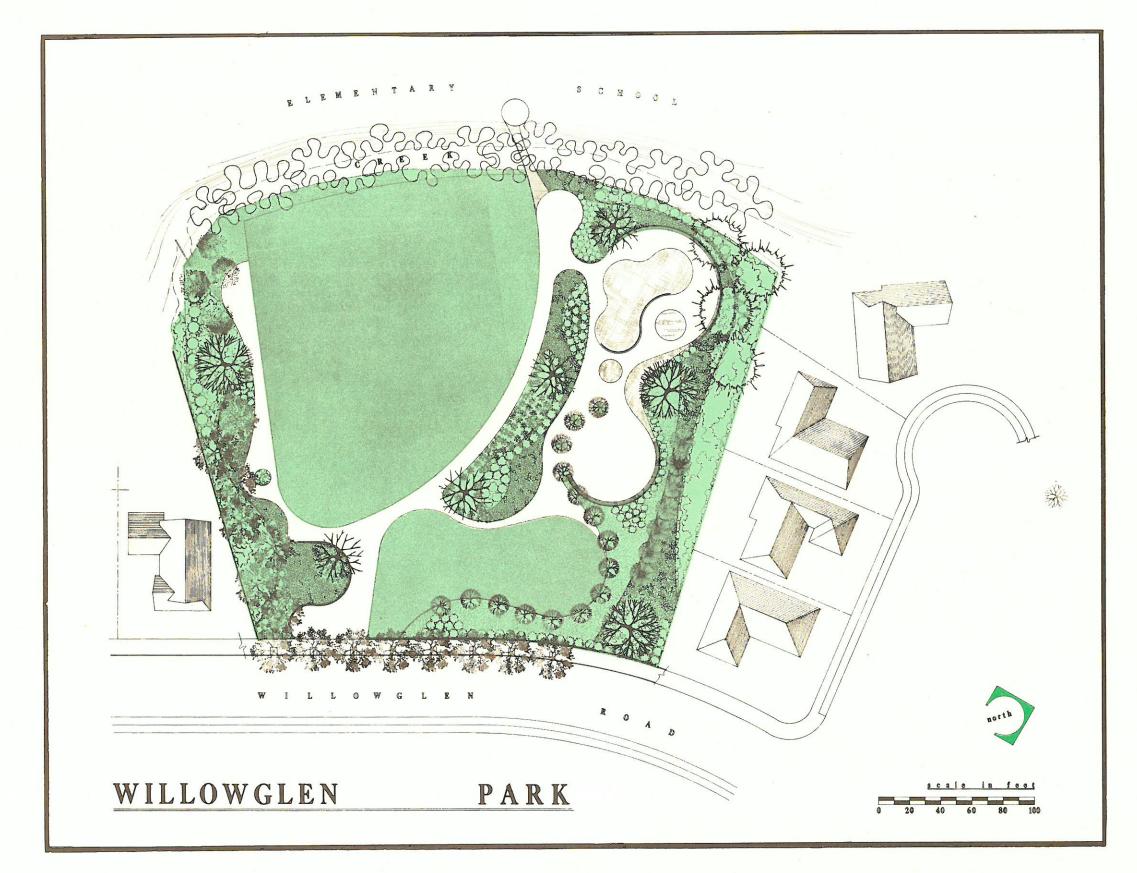


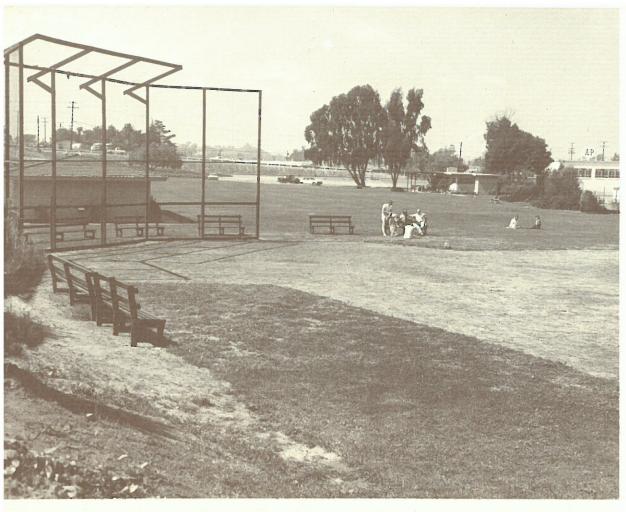
HILDA RAY PARK, OVERLOOKING THE CITY FROM THE MESA HILLS, TAKES ADVANTAGE OF A SMALL SITE WITH AN EXCELLENT VIEW TO PROVIDE SOMETHING MORE THAN THE STANDARD NEIGHBORHOOD PARK FACILITIES.

KARL OBERT PHOTO

It will be noted that many of the proposed Neighborhood Parks are along major drainage channels. Every opportunity to utilize these wooded drainage channels for park purposes should be taken. In the Wilson area, for example, such a location represents the best available opportunity for the provision of park facilities.

In medium and high density residential areas, the Neighborhood Park facilities should be supplemented by small, passive, landscaped parks oriented to the older citizen. These can be quite small, providing no more than benches in addition to the landscaping. De la Guerra Plaza is a good example of this level of facility.





MACKENZIE PARK, A COMMUNITY LEVEL PARK AT LAS POSITAS ROAD AND STATE STREET, SERVES THE NORTHSIDE.

KARL OBERT PHOTO

COMMUNITY PARKS

The Commuity Park serves an area coincident with that served by a high school. Its location adjacent to a high school or a junior high school is desirable from the standpoint of the complementary use of the facilities.

Three Community Parks are shown on the General Plan. MacKenzie Park at State and Las Positas Roads, although very limited in size, is shown as ultimately providing for this recreational function because it is the only land available that would serve the Northside well in terms of location. There may be possibilities that the Army Reserve property which occupies a portion of this land could ultimately be devoted to park use. The acquisition of this land for park purposes could involve a trade between the City of Santa Barbara and the Federal Government for another parcel of land suitable to the Army Reserve. Such a trade would not be disadvantageous to the City from an economic standpoint, for the existing buildings which now house the Army Reserve could be used as community buildings which are a necessary part of a Community Park.

The Sanitary Fill site on Las Positas Road has been shown as a Community Park. This is in substantial agreement with the policy now established by the City Council and City Park Commission. This park would serve the Mesa, Westside, Las Positas, Braemar and Veronica Springs areas.

The third Community Park, serving the Downtown area and the Eastside, is shown in the four blocks between Santa Barbara Junior High School and Garden Street, and between Cota and Ortega Streets. All but one and a half blocks of this area is now owned by the City. The two and one half blocks owned by the City are now used for a Neighborhood Park, Laguna Ball Park, the Fire Department training tower and the Water and Public Works Department building. This specific location for a Community Park is recommended not only because the City now owns the major portion of the land, but also because it is well located to serve the high density residential area to the north. Its location relative to Santa Barbara High School and Santa Barbara Junior High School, and its location between the high density residential area and the Industrial Park make it an outstanding location for park uses. The acquisition and improvement of this Community Park could do much toward setting an example of the atmosphere which must be achieved in the Industrial Park.

A Community Park in this location will involve the ultimate relocation of the Water Department and Public Works Department. This matter has been discussed in a previous section of the report dealing with the Civic Center.

REGIONAL PARKS

Although much of the Ocean Front park and recreation facilities provide many of the essential components of a Regional Park, this complex has not been shown as such. It is more accurately defined as an accumulation of Special Use park and recreational facilities. Only one Regional Park has been shown on the Plan; that is, one proposed by the County General Plan on the County Sanitary Fill site.

EAST CABRILLO BOULEVARD, BORDERED ON THE OCEAN SIDE BY PALM PARK AND THE BEACH, A POPULAR SEGMENT OF SANTA BARBARA'S WATERFRONT SCENIC DRIVE. NOTE THE CONTRIBUTION TO THE SCENE MADE BY ATTRACTIVE STREET LIGHTS.

KARL OBERT PHOTO



SPECIAL USE FACILITIES

The Special Use Facilities shown on the General Plan include the Municipal Golf Course, Earl Warren Park, County Bowl, the Senior Citizens Center, the Municipal Tennis Courts, Andree Clark Bird Refuge, "A Child's Estate", Dwight Murphy Field, Cabrillo Ball Park, the proposed Convention Center, all of the beach areas, the Harbor and related facilities, the Moreton Bay Fig Tree Park and the proposed scenic park between Shoreline Drive and the ocean on the Mesa. The following are comments relative to several of these facilities. If a Special Use Facility is not commented upon it is because the General Plan does not recommend any change in the existing development or in the policy for future development.

The large area which includes "A Child's Estate", Dwight Murphy Field and the adjacent beach areas is perhaps the most important of the Citywide park areas. It is enhanced by the Montecito Country Club to the north and the Santa Barbara Cemetery to the east, which provide additional open space to complement the park and recreation area. Three areas of privately owned land in this park complex are recommended for acquisition by the City for park purposes. The most important of these three is that parcel of land between "A Child's Estate" and Dwight Murphy Field. At the present time this land is vacant. "A Child's Estate" will become an excellent addition to the park and recreation facilities of the City. It's master plan calls for a use intensity which will require a large automobile parking area. The privately owned parcel is vitally needed for this purpose. In addition, land for automobile parking facilities is needed for East Beach. Further, the privately owned parcels adjacent to the westerly boundary of the Santa Barbara Cemetery and between the Bird Refuge and the Southern Pacific railroad tracks, while not as vitally needed as the piece adjacent to "A Child's Estate", are, nevertheless, desirable for the future protection of this park area.

The Moreton Bay Fig Tree is a major landmark in the City. The park areas surrounding this unique specimen should ultimately be expanded to provide an appropriate setting and protection. The General Plan proposes that the crosstown freeway design provide for the grade separations at State Street and Santa Barbara Street, but not at Chapala Street. It is recommended that Chapala Street be terminated at points above the freeway and below the railroad tracks so that additional land can be devoted to the park area around the Moreton Bay Fig Tree.

The strip of land between Shoreline Drive and the ocean from Leadbetter Beach to the Lighthouse property on the Mesa is shown on the General Plan for ultimate acquisition for park purposes. Shoreline Drive is the primary scenic drive in the City and the existence of any private development between it and the ocean effectively lessens its value.

ANDREE CLARK BIRD REFUGE AT THE EASTERN END OF CABRILLO BOULEVARD.

KARL OBERT PHOTO



BEACHES

In addition to the beach areas now provided between the Mesa and the Bird Refuge, the General Plan recommends that the tidal beaches at the base of the Mesa Bluff be made available to the public by means of pedestrian ramps or stairways down to them from Shoreline Drive, and that studies be made to explore the possibility of installing groins along this area to build up the beach width. The high level maintenance of City beaches as a tourist attraction will require special attention.

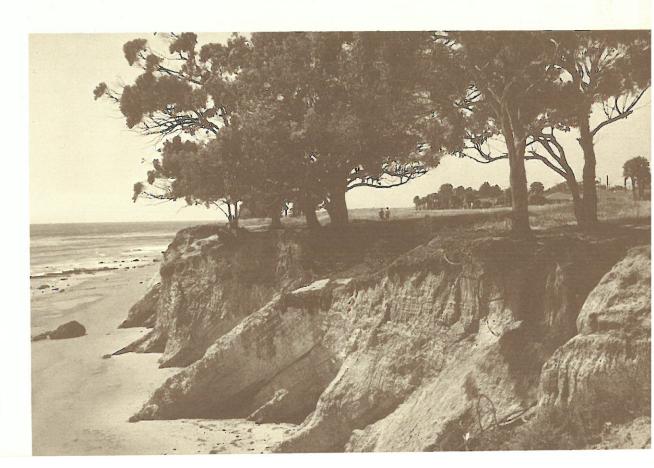
RIDING AND HIKING TRAILS

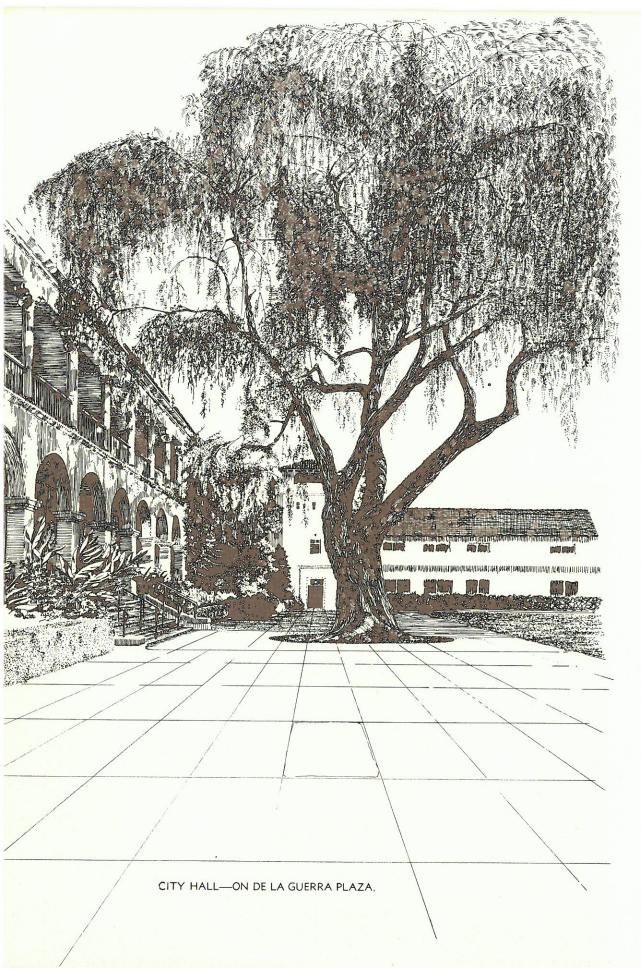
The provision of trails for horseback riding is more applicable to the County areas where low density residential and agricultural land uses are prevalent. Some activity of this nature is popular in the Sheffield, Foothill, upper Mission Canyon and Braemar areas. Of broader interest to the majority of residents of the City is the provision of hiking trails. Happily, both activities can be accommodated at the same time, so in providing the walker with trails, riders also can be accommodated. The primary objective of a trail system should be the provision of trails leading from the residential areas of town up into the foothills and down to the beaches. The major drainage channels shown on the General Plan provide the best locations to accomplish this. Those shown are Arroyo Burro Creek, Mission Creek, Sycamore Canyon Creek and Cold Springs Creek. Efforts should be made to set these natural areas aside not only for the trails and the important recreational activity which they provide, but also for the preservation of the natural open space as a diversifying factor in the urban scene. The modern techniques of channelling these drainage areas into a uniform and sterile concrete trough should be avoided. This intensity of urbanization is not characteristic of the Santa Barbara environment.



ONE OF SANTA BARBARA'S MAJOR RESOURCES.

KARL OBERT PHOTOS





GOVERNMENTAL FACILITIES

The discussion of the Civic Center covers substantially the same recommendations as those included in the General Plan relative to the location of administrative offices of government and most government facilities. There are some, however, which can find a more appropriate location outside of the Civic Center. The location of these elements should be governed by the particular type of land use which is involved, just as if they were private land uses. For example, the Street and Park Department yards should be located in the Industrial Park. The development standards for these facilities should conform to those set down by the City for private development in the area.



ABOVE, SOLA STREET FIRE STATION. PUBLIC BUILDINGS MUST SET A HIGH STANDARD OF APPROPRIATENESS AND STYLE. RIGHT, THE PUBLIC LIBRARY AND FAULKNER GALLERY.

FIRE STATIONS

The seven existing City Fire Stations are well located to serve all areas of the City with the exception of the Coast Village Road area. This commercial area is well outside the maximum allowable radius of one mile from the nearest fire station, which is on East Haley Street. The General Plan recommends that a new fire station be constructed in that vicinity. In the Northside it should be noted that any future annexations to the north of Foothill Road or to the west of San Marcos Pass Road might lie beyond the maximum standard distance of two miles from the fire station on De la Vina Street, and might, therefore, require the construction of an additional City fire station in the San Marcos Pass area.

LIBRARIES

The existing main library on Anapamu Street in the Civic Center is ideal, but consideration should be given to the location of branch libraries in other sections of the City. It is recommended that these locations be in, or adjacent to, the three community level shopping centers in the Northside area, on the Mesa and on Milpas Street.



CIRCULATION

THE PRIMARY CIRCULATION SYSTEM

The General Plan shows a pattern of Primary Arteries which constitutes the Primary Circulation System for the City. This pattern results from the General Plan studies of origin and destination of vehicular traffic within the City as well as to and from points outside of the City. Because of the lack of traffic data and the time limitations which were imposed on the completion of the General Plan studies, origin and destination investigations could not adequately cover the traffic volumes in this Primary Circulation pattern. The pattern shows, therefore, only the continuity of routes necessary to satisfy the circulation demands and does not reflect the intensity of those demands. The matter of right-of-way widths and number of lanes for each particular artery must await further precise studies.

Future studies of traffic volumes may reveal that the number of traffic lanes needed along a particular route cannot be satisfied within the limitations of a single right-of-way. In this case, two or more rights-of-way following the same general route will have to be used. The recommendation of the General Plan will still remain valid, for it shows the need for Primary Arteries from one point to another and only secondarily the particular routes which these Primary Arteries should follow. The routes shown on the General Plan represent a sound recommendation based on data available in current studies. Many of the realignments, extensions and street openings shown on the map are under consideration at the present time.

The symbol used on the General Plan Map to indicate the Primary Arteries is a solid black line on a green background. This symbol has been chosen to reflect the treatment which these arteries should be given. It is recommended that particular attention be given to the landscaping of these streets as well as to the standards for public and private development along them. The use of these arteries in the Primary Circulation System will be a daily experience for a great number of residents of Santa Barbara as well as for many of its visitors. They should, therefore, reflect the quality of the community we wish to maintain. Needless to say, limited right-of-way widths may impose a restriction on the type of landscaping treatment which can be accomplished. In these cases it will be even more important to maintain a high standard of visual quality of roadside uses, for this situation will probably occur on those arteries which are more heavily travelled.

The following discussions of the routes which make up the Primary Circulation pattern will combine, in some cases, two or more existing or proposed streets in order to show the route in its complete continuity.

La Cumbre Road

La Cumbre Road will be intensively used. At the present time it terminates on the north at Pueblo Avenue. A connection between this point and Foothill Road is necessary to complete the route.

San Roque-Las Positas Road

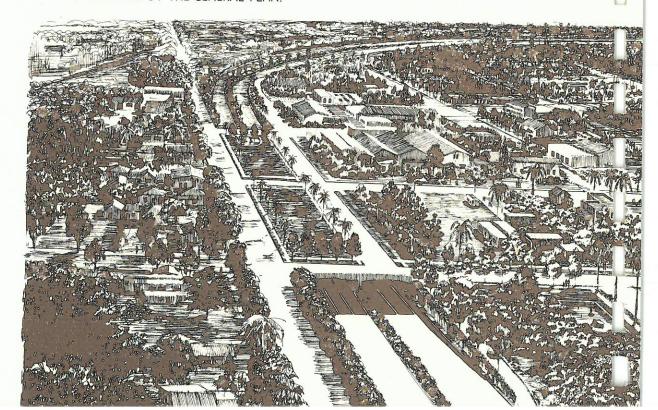
The portion of Las Positas Road from the freeway south to Cliff Drive is now a secondary State Highway. It has recently been realigned and redeveloped to the State's two lane secondary highway standard. The ultimate development of a community park, high school and junior high school, to be served by this artery, will probably necessitate an increase in the number of lanes on this route.

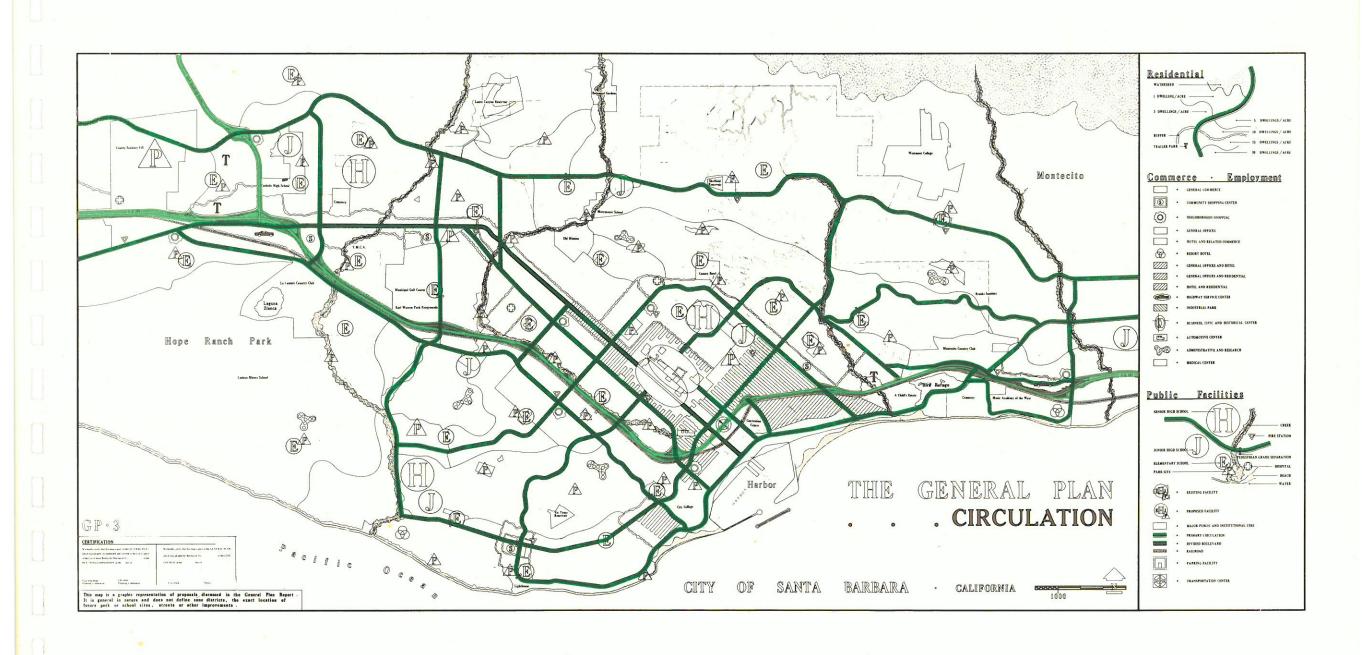
Las Positas Road between the freeway and State Street is currently a four lane street and San Roque Road is two lanes. No street opening or significant realignments should be necessary here.

Alamar

Alamar Avenue from Foothill Road to State Street and De la Vina Street exists substantially as shown.

THE CURRENT DISCUSSION OF AN ELEVATED VERSUS A DEPRESSED-COVERED SECTION FOR THE CROSSTOWN FREEWAY MUST BE RESOLVED ON THE BASIS OF LONG-RANGE BENEFIT. ILLUSTRATED HERE IS THE TWO BLOCK DEPRESSED-COVERED RECOMMENDED BY THE GENERAL PLAN.





Cathedral Oaks-Foothill-Stanwood-Sycamore Canyon-East Valley Road

This east-west artery runs through Montecito into the Carpinteria foot-hills and westward to Ellwood. It is the major intercommunity artery on the South Coast, second only in importance to the freeway. The County General Plan indicates that the traffic which this artery will ultimately be required to carry will be at a level requiring the improvement of the entire route to expressway standards. Considerable realignment and improvement will be necessary within the planning area of the City. From the intersection of Foothill Road with Mountain Drive on the west to the intersection of Sycamore Canyon Road with Barker Pass Road on the east, almost total realignment will be essential.

Sycamore Canyon-Gutierrez-Cliff Drive

The Cliff Drive portion of this route westward from Leadbetter Road has been recently improved by the State to four lanes. The existing secondary State Highway route, now established, goes eastward from this point at Leadbetter Road to Castillo Street, south on Castillo Street to Cabrillo Boulevard, and east on Cabrillo Boulevard to the freeway in the vicinity of the Bird Refuge. Discussions have been held with the State Division of Highways with regard to abandoning this route and accepting in its place the route shown on the General Plan crossing under the freeway to Gutierrez Street, thence to Sycamore Canyon Road and north to Foothill Road. The Division of Highways has indicated their agreement with this proposal but the matter is still under study. Of considerable importance to the Division of Highways in their favorable consideration of this route is the existing building setback on Gutierrez Street. It is possible that the improvement of this route prior to the construction of the Crosstown Freeway could provide the necessary detour during the several years of construction. This detour has been a problem during the many discussions held relative to the merits of a depressed covered section in the Crosstown Freeway instead of an elevated section. The recommendation of the General Plan related to the freeway design has been presented earlier. The freeway crossover from Castillo Street to Gutierrez Street should be designed so as to grade-separate this element of the Primary Circulation System from the railroad track as well as the freeway.

Modoc-San Andreas-Leadbetter

This artery parallels the Westside Freeway. With the exception of the Harbor at the south, it has no major traffic generator along its route. It will thus probably not be as intensively traveled as other elements of the Primary Circulation System. Some realignment may be necessary, however, in the vicinity of Mission Street where the continuity between Modoc Road and San Andreas Street is interrupted. Some realignment on Loma Alta will be required.

State Street

At present State Street exists as an element of the City's Primary Circulation System and has been discussed as a major feature of the City. As an element of the Primary Circulation System, State Street exists in two parts. One, from Downtown north to the Hollister Wye, and the other from Downtown south to the Ocean Front.

De la Vina-Castillo

The interchange of this artery with the freeway is now under construction, but a connection over to De la Vina Street must be secured in the approximate location shown on the General Plan. This will serve as a bypass route to the downtown area immediately to the west of the Core.

Salinas Street

This route serves as the Primary Artery between U.S. 101 and the Riviera, Sycamore Canyon and Eucalyptus Hill area.

Shoreline Drive, Cabrillo Boulevard, Hot Springs Road

This artery serves both as a Primary Artery and as the primary scenic drive of the City. The preservation of its scenic quality must, therefore, be of first concern. The connection between Shoreline Drive and Cabrillo Boulevard, in the vicinity of La Playa Field, is a project which has been delayed for many years because of lack of funds for its construction. It is, however, high on the priority list for expenditure of gas tax funds. At the east end of this route continuity is proposed from Cabrillo Boulevard to Hot Springs Road, thence in an easterly direction along the route of the Primary Artery proposed on the County General Plan. This continuity is most important to the orderly development of this portion of the City.

Milpas-Micheltorena-West Valerio

The Micheltorena Street portion of this artery provides the east-west bypass to the downtown area immediately to the north of the Core. The connection between Milpas Street and Micheltorena Street has been under study by the City for some time. Studies show that such a connection is feasible.

The grade separation of Milpas Street with the railroad is of primary concern and presents a considerable problem. The General Plan recommendation that the railroad be relocated may offer a solution to this problem. This relocation is currently under study by the Southern Pacific Railroad and future study of this grade separation should await the completion of these preliminary investigations.

Meigs Road-West Carrillo Street

This route will serve as the major access from the Mesa to Downtown. That small portion between the Westside Freeway and the Central Business District will also serve as the major access point from the freeway to Downtown. This short section of Carrillo Street will be expected to carry a considerable amount of traffic. Every technique available to expedite movement of traffic will undoubtedly have to be used to allow it to perform its primary function. This would include the elimination of on-street parking and limitation of access to abutting property. The connection between West Carrillo Street and Meigs Road is high on the priority list. A portion of the necessary right-of-way has already been acquired and the construction of this important link will undoubtedly be accomplished during the next several years.

East Carrillo-Canon Perdido Street

The crossover from East Carrillo to Canon Perdido between Laguna and Olive Streets has been contemplated for many years. The General Plan proposes this route as the most feasible connection between Milpas Street and Downtown. To the east of Milpas this route is projected along De la Guerra Terrace to connect to Alameda Padre Serra. East of Milpas, the existing right-of-way of Canon Perdido is quite narrow and considerable right-of-way acquisition will be necessary.

Santa Barbara Street

Santa Barbara Street is shown as a Primary Artery only in the section between the Civic Center and Ocean Front. The grade separation of Santa Barbara Street with U. S. 101 will be accomplished with the completion of the Crosstown Freeway. It must also be grade-separated from the railroad.

Alston Road

This road serves only to provide the Eucalyptus Hill area with access to the Primary Arteries on the east and west. It is shown on the General Plan primarily because of the need for an artery to serve the very large district in which it is located. The break in continuity at either end must be maintained so that this portion will serve only that limited function and will not become a through artery from Montecito to Downtown.

Mission Street

Mission Street is designated as the Primary Artery connecting the freeway and State Street, because of the existing interchange at U.S. 101.

SETBACKS

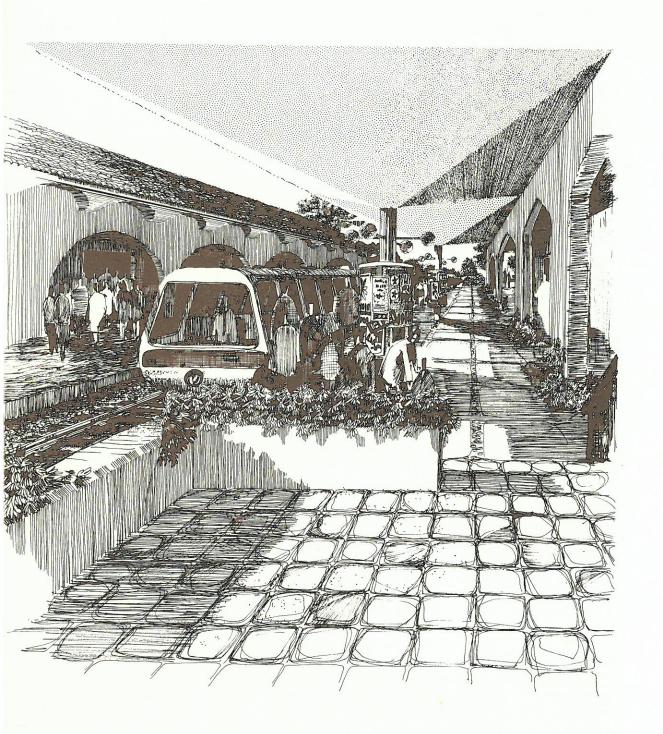
In the discussions of various routes which constitute the Primary Circulation System, little mention has been made of building setbacks. They do exist on some of these streets at the present time. It would, however, be advisable to establish setbacks on all portions of the Primary Circulation System where precise studies indicate that the existing rights-of-way will not be adequate for ultimate improvement. These studies and the adoption of necessary setback ordinances must be accomplished as soon as possible, so that new development occurring along these routes will not impede the ultimate acquisition of rights-of-way and the development of the arteries.

THE FREEWAY

The County General Plan proposes a freeway route bypassing the urban areas of the South Coast to carry through-traffic from the Los Angeles area to points north of the South Coast. A route in the vicinity of Camino Cielo at the top of the coast range has been suggested for such a new freeway. Should this be possible, it would relieve the existing freeway of a considerable volume of traffic. Even with this new route, the existing freeway would continue to carry a high volume of traffic generated by the South Coast.

LOCAL STREETS

The General Plan does not make specific recommendations as to the ultimate pattern of the local street system. Future precise studies will set forth the pattern of local street development throughout the City. The function of a local street is to provide access to individual properties. In order to perform this function the local streets need not, in all cases, be through streets. In fact, in most cases, it is highly desirable, from the point of view of safety and privacy, that they not be through streets. It has long been evident that the residential environment on a cul-de-sac (deadend) street is preferable to that on a street which has continuity from one Primary Artery to another. Such continuity encourages the use of these local streets for through traffic and renders them less safe and desirable for residential purposes. The opportunity to close some sections of local streets should not be overlooked. Not only do such closures enhance the residential environment, but they also free land for development and reduce the expenditure of funds for street maintenance.



TRANSPORTATION

The increase in the number and use of automobiles in our transportation system does not in any way decrease the importance of mass transit, either local or intercity. In fact, mass transit must play an even greater part in our total transportation picture as the population absorbs more and more of the land and densities are increased in many urban areas. The automobile represents, to put it simply, a machine that demands too much space per capita to handle all of our individual transportation requirements with any degree of efficiency, without, at the same time, destroying our very community itself.

Mass transit systems in urban areas of low density, such as Santa Barbara is and will continue to be, are a problem characterized by economic conditions that suggest infrequent service, widely spaced routes, and financial difficulties for the operators. One of the reasons is, of course, lack of patronage, primarily caused by low density residential development. The only real solution is to consider local transit as a basic public service for which a nominal charge may be made to the individual who uses it directly, but which is supported by the people through their local governments if these fares are not sufficient to maintain the service effectively. The definitive statement of what would constitute an effective system of local mass transit in terms of routes, time schedules, fares, rolling stock, bus stop facilities and so forth, must await a more detailed study of the problem than it is now possible to make. It is not suggested that the acceptable level of effectiveness would be such that it would lure a majority of the people from their automobiles. Even if the service were quite frequent, near at hand and free of charge, most people would still use their cars. Rather, the balance should be at a level where convenient and economical service is offered to most areas for those who, for reasons of age, health, economic circumstances or what have you, do not have the unlimited use of a car. It would provide for a reasonable alternative—a choice more realistic than that which now exists.

There are two levels of local mass transit—that within the urban center of the City of Santa Barbara, and the regional, or intercommunity, service in the South Coast. Beyond these is the intercity system, provided by rail, bus and air. All of these connect at Los Angeles and San Francisco to interstate and international terminals.

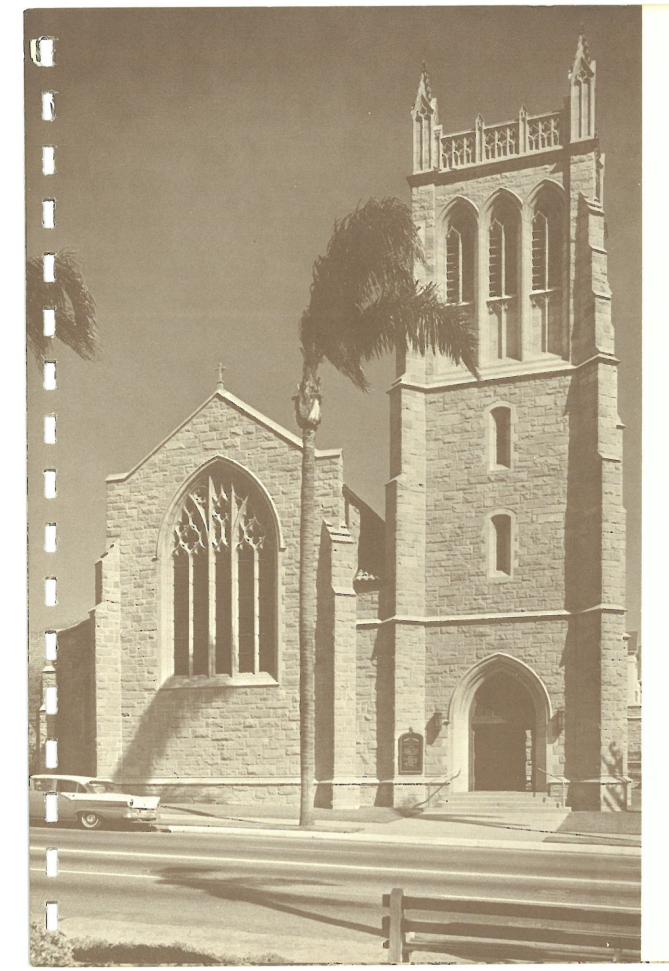


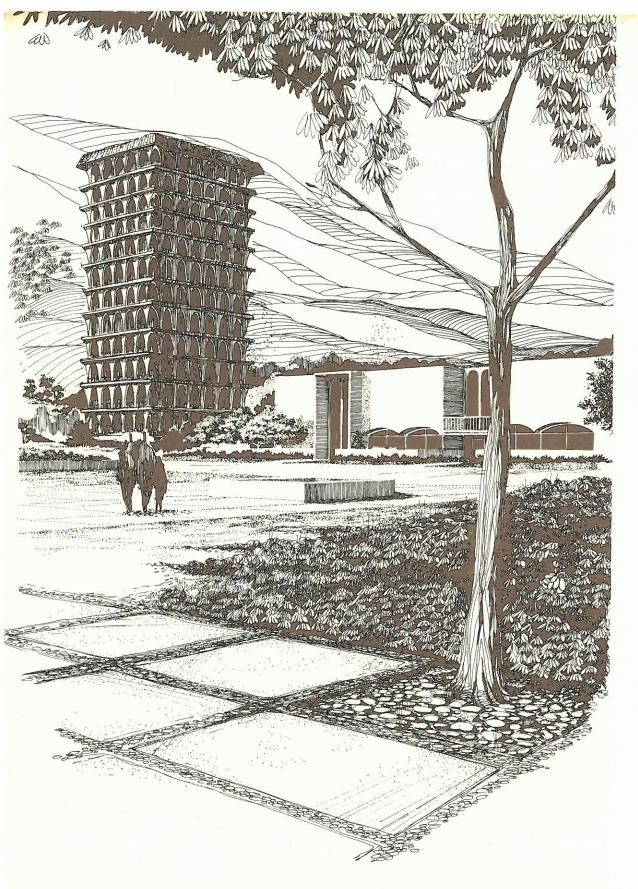
The General Plan indicates only those quasi-public uses which represent a significant land use. It does not attempt to identify all existing quasi-public uses and facilities, nor are any new ones proposed. Such facilities as private institutions of learning, churches, theaters, museums, art galleries, and private recreational facilities can and often do exist in appropriate locations in all sections of an urban area. Specific development standards of these quasi-public uses must be adequate to permit their inclusion within any particular area as an enhancement. In terms of land use, most of the quasi-public facilities are unique in that they are non-residential functions which, when properly located in a residential area, have the same relationship to the residential uses that a public school has. Development and performance standards must be held at a high level.

THE NEW Y.M.C.A. IN THE NORTHSIDE AREA.

KARL OBERT PHOTO







THE QUESTION STILL REMAINS WHETHER "HIGH-RISE" IS AN APPROPRIATE FORM OF BUILDING DEVELOPMENT IN SANTA BARBARA REGARDLESS OF THE DESIGN AND OPEN SPACE STANDARDS WHICH COULD BE IMPOSED.

HIGH-RISE

Much debate in the last several years has centered around the question of whether high-rise buildings should be permitted in the City of Santa Barbara. There have been at least two sides to the debate. Some say that Santa Barbara must face the inevitability of "progress" and must recognize and use the high-rise concept. Others claim that Santa Barbara must now and for always be a stronghold against such intensive use of land and that high-rise should be kept out of Santa Barbara at all costs. As with most arguments, there are points in favor of each side. Progress certainly will come and new techniques must be recognized. On the other hand Santa Barbara must hold its natural values sacred and not allow any man-made development (high or low) to overwhelm them.

There are some sections of Santa Barbara in which the introduction of tall structures would be an error because of the traditional nature of building in these areas. The Civic Center is such an area, for it is predominantly characterized by one and two story Spanish Colonial architecture. Any tall building would be foreign to such surroundings and would spoil the scale of the area. The local desire is to preserve the flavor of the Spanish Colonial period. This has resulted in the preservation of many old adobes as historical features.

In other areas of the City it may be possible to allow some high-rise development. The General Plan proposes that, if high-rise is to be allowed, the following minimum regulations should be exercised.

- 1. That a minimum setback be required from all property lines or other buildings on a site at least equal to the gross height of the building.
- 2. That all four sides of the building be treated with equal architectural sensitivity.
- 3. That full architectural control be exercised by the City.
- 4. That landscaping of all spaces related to the building be at the highest standards.
- 5. That performance standards be adopted to insure the continued fulfillment of whatever criteria are established.

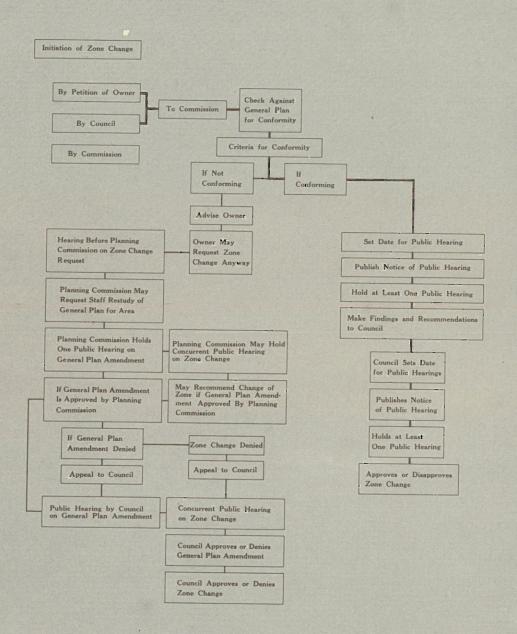
The above is but an outline for standards which should be considered in the development of a policy by the City toward high-rise development. The City should, at the earliest possible date, initiate a definite and complete policy regarding high-rise. There should be no piecemeal approach to this type of development. It must be clearly understood that high-rise structures must not be used as a means of exceeding the densities recommended by the General Plan.

TOPLED GAMATION

FIRE REGIEVED OF THE PLAN

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RECOMMENDED ZONE CHANGE PROCEDURE AS IT RELATES TO THE GENERAL PLAN



IMPLEMENTATION AND REALIZATION OF THE PLAN

The purpose of the General Plan and the guiding principles behind every policy of the governing body should be to serve the people; to improve their environment, and to enhance their economic and social opportunities. The General Plan, as a public policy, will perform its function if it inspires people to act in a co-ordinated fashion in their own interest, both publicly and privately.

The primary tools by which the General Plan will ultimately be effectuated are ordinances, public financial participation, private development, and public vigilance.

THE SUBDIVISION ORDINANCE

The subdivision ordinance should contain provisions making possible the construction of planned residential developments, rather than encouraging, as it does, the subdivision of land into single-family, minimum-lot-size developments which are responsible in so many cases for the inappropriate use of land relative to the natural qualities of that land.

STREETS AND HIGHWAYS

We have already mentioned the desirability of the enactment of building setback ordinances on those sections of the primary circulation system which do not at the present time have such setbacks imposed. In addition to this, the precise study of local streets leading to a Precise Plan of future local street development should be undertaken so that such a plan can be adopted and used effectively in conjunction with the subdivision ordinance to facilitate the orderly growth and development of those now undeveloped portions of the City.

QUALITY CONTROL ORDINANCES

Throughout this report emphasis has been placed upon quality. It is recognized that this is an area of governmental activity which has in the past been limited by the courts. It must be demonstrated that such quality controls are within the authority of the governing body to enact laws protecting the health, safety and general welfare of the people. Attention to quality, however, must be an integral part of all ordinances relative to urban development regulation. Furthermore, public works developments by the City must set the example for private enterprise in the matter of quality. Not only must the City follow its own ordinances relative to quality of development but it must make every effort to go beyond the minimum standards which it would impose upon private developments.

BOND ISSUES

The proposals of the General Plan, taken in total, involve a tremendous expenditure of public funds over the years. The extent to which current tax revenues could be appropriated to accomplish these objectives would be insignificant regardless of the amount to which these revenues were increased. At the same time land which ultimately must be acquired for the provision of rights-of-way for the primary circulation system, for parks, schools and other public uses, is increasing in cost and is being developed. The citizens of Santa Barbara should not hesitate to go to bond issues to acquire needed land at the earliest possible time and to allow the generations which follow to participate in the payment for these facilities as they are used. It is imperative that this generation have the foresight and the courage to take the broad steps forward in setting this land aside for future use and to pay for their share of it during their own use of the facilities. Any actions short of this will mean exhorbitant costs or substandard facilities, and probably both.

PRIVATE DEVELOPMENTS

Over the years, the majority of development will be the result of the investment of private capital rather than of public funds. The General Plan can be most effective in this function as it establishes the policies for

the development of public works. It is up to the private developer to take advantage of the opportunities that are defined in the General Plan proposals and to recognize the fact that the ultimate urban pattern proposed by the General Plan is that within which his investment will find its greatest stability.

PUBLIC VIGILANCE

It is inherent in the conduct of public affairs that a governing body will hear most from those private individuals and pressure groups which seek to secure their own interests by deviating in some manner from the existing codes and standards. Public hearings are filled from the top to the bottom of the agenda with petitions and proposals which run counter to the policy for orderly growth established by any General Plan. It is here that the citizens of the community whose interests lie in protecting the character and quality of the community can participate by supporting their governing bodies in efforts to uphold the sound policies which they have established. The petitions of those who want special consideration for themselves or some immunity from the enforcement of regulations which should be applied equally to all are many times convincing solely because of the lack of voice of the broad cross section of the public, rather than because of any rational qualities in the proposals themselves. Every citizen has a large stake in the future of his community and each must be willing individually and in groups to take an active part to assist their government, giving the men and women whom they have elected every possible aid so that representation can be accurate, effective and meaningful.

Throughout the course of preparation of the General Plan, citizen groups representing commercial, social and residential interests have been involved in the planning process and have been most cooperative and of inestimable assistance to the consultants and staff in the development of these studies. If this level of community interest in the planning process continues in the future, the General Plan cannot help but be well on its way to effectuation.

WHEN WILL FULL REALIZATION OF THE PLAN OCCUR?

If this question had to be answered in one or two words, the answer would have to be "probably never". The General Plan is a compilation of many elements, all of which can be accomplished in a lesser or greater degree. Some elements of the General Plan may be accomplished in as few as three years. This could very well be true in the case of the acquisition of land for future parks. Other elements, such as the complete Harbor development, could well take as long as fifteen or twenty years. The primary circulation system will be accomplished by a program of year-to-year acquisition of rights-of-way and development and widening of streets. The actual pace of this progress will be determined in large part by what the future holds in population, traffic volumes and the economic ability to pay for the improvements. Private actions guided by the Plan can be immediate and continuous. The General Plan must be continually studied and reviewed in the light of current trends and techniques and be constantly updated to reflect such changes.

IT IS NOT THAT CIVILIZATION MUST CREATE BEAUTY, IT IS SUFFICIENT THAT IT REFRAIN FROM DESTROYING THE BEAUTY GIVEN IT.

KARL OBERT PHOTO

