

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

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

**BACKGROUND**

This chapter addresses transportation and parking issues in the Coastal Zone of the City of Santa Barbara.

Approximately 4.17 square miles of the City (including 1.5 square miles at the Airport) are located within the Coastal Zone and are subject to regulations contained in the California Coastal Act. The Coastal Zone stretches from the easterly to westerly boundaries of the City and roughly includes the Coast Village Road area, the Waterfront area, the area west of Cliff Drive, and the Airport area (see Glossary for precise boundaries). The Coastal Act contains policies to guide new development in the Coastal Zone in a manner that is protective of coastal resources. Of these policies, two in particular are relevant to transportation and circulation in the City's Coastal Zone:

***Coastal Act Section 30252:** "The location and amount of new development should maintain and enhance public access to the coast by (1) facilitating the provision or extension of transit service, (2) providing commercial facilities within or adjoining residential development or in other areas that will minimize the use of coastal access roads, (3) providing non-automobile circulation within the development, (4) providing adequate parking facilities or providing substitute means of serving the development with public transportation, (5) assuring the potential for public transit for high intensity uses such as high rise office buildings and by (6) assuring that the recreational needs of new residents will not overload nearby coastal recreation areas by correlating the amount of development with local park acquisition and development plans with the provision of on site recreational facilities to serve the new development."*

***Coastal Act Section 30253:** "New development shall. . .minimize energy consumption and vehicle miles traveled."*

Consistent with the Coastal Act, the City has a Local Coastal Program (LCP) which was originally adopted by the City Council and certified by the California Coastal Commission in 1981. The LCP contains policies and actions which are consistent with the Coastal Act and specific to conditions in the City's Coastal Zone. Chapter III of the City's LCP contains a number of policies and actions pertaining to transportation and parking. The relationship of these policies to the Circulation Element is discussed in more detail below.

In 1982, the City Council adopted a Local Coastal Plan for the Airport and Goleta Slough. This area consists of the Municipal Airport and supporting aviation facilities, the Goleta Slough, and the area north of Hollister Avenue devoted to non-aviation commercial and industrial uses. The City is currently developing an Airport Industrial Area Specific Plan for the industrial area straddling Hollister Avenue, as well as an Aviation Facilities Plan for the Airport operations area.

These documents will address circulation improvements in these two areas (see Chapter 15, Other Transportation Facilities, for more detail).

In 1996, the California Coastal Commission certified the City's Harbor Master Plan that provides specific policy guidance regarding development within the Harbor. The Harbor Master Plan recommends specific parking and access improvements within the Harbor to meet the needs of existing and future development.

In general, the Waterfront remains underdeveloped when compared to other areas of the City. However, several significant City projects are scheduled to be completed by the year 2000, including the extension of Salsipuedes and Garden Streets to Cabrillo Boulevard, the renovation of the Railroad Depot, and the expansion of Chase Palm Park and implementation of the improvements called for in the Harbor Master Plan. New development will dramatically change the City's Waterfront and its transportation, circulation and parking patterns.

## CONSTRAINTS

The Waterfront and Coast Village areas of the City contain high concentrations of businesses that cater to both tourists and local residents. However, there is limited public parking in the Waterfront and on Coast Village Road. During busy times (e.g. summer weekends), parking problems often exist in the West Beach area, along Lower State Street and along Coast Village Road. One of the problems associated with increasing the effective use of existing parking in these areas is that most businesses are required to provide their own parking and few private lots are shared by more than one business.

Further, there is limited transit and other access to the Waterfront and Coast Village Road from the Eastside, Westside, and Downtown areas of the City. Highway 101 physically separates the Waterfront from the rest of the City, leaving only a few access points. As a result, these access routes are becoming increasingly congested. It is important to ensure that coastal access is maintained in the most efficient manner possible.

Studies related to the Harbor Master Plan (1996) indicate that an adequate number of parking spaces exist to serve the uses in the Harbor, but the location and distribution of these spaces does not always meet the needs of the potential users. Further, Harbor users are often unaware of parking that is available nearby. Implementation of the Harbor Master Plan includes installation of signs directing people to the various Harbor activity areas, including available parking areas.

LCP policy 11.5 requires that, with the exception of Stearn's Wharf, all new developments in the

Coastal Zone must meet their parking demand either on-site or in other privately owned parking lots. This can be a constraint to the redevelopment of existing buildings because of limited available space for on site parking. Further, because few public parking lots exist, the Zoning Ordinance parking requirements in the Coastal Zone are greater than in the Downtown area.

Any changes to the transportation or parking system in the Coastal Zone must take into consideration the policy framework embodied by the California Coastal Act and the City's LCP. The Coastal Act policies emphasize provision of public access to coastal areas, including provision of adequate parking facilities. Any proposal(s) to change transportation or parking provisions and requirements in the Coastal Zone must demonstrate that coastal access will not be adversely affected.

## **OPPORTUNITIES**

The Coastal Act policies listed above encourage increased public access through alternative modes of transportation and reductions in energy consumption and vehicle miles traveled. As a result, these policies are generally consistent with the Circulation Element Goals and Policies. Further, the City's Local Coastal Plan (LCP) encourages development of new multi-use parking facilities by both the City and private developers, the use of time limits and fees to generate revenue and divert drivers to peripheral lots, and the use of alternative modes of transportation.

The Waterfront is in a portion of the Redevelopment Plan Area which is less built out than other areas of the City. As a result, opportunities exist to create consolidated parking facilities. New opportunities also exist for the use of alternative transportation and connections to existing parking facilities.

The "park once" concept, which encourages people to access a variety of services and stores without having to move their cars, has been successfully implemented in the Downtown area. This concept should be incorporated into the Coastal Zone. This could be accomplished by moving away from requiring that parking demand be met on site and moving towards consolidated parking lots that are shared by a variety of users.

In 1996, Cabrillo Boulevard was deleted from the State Highway system and jurisdiction was transferred to the City of Santa Barbara. As a result, the City has the opportunity to study Cabrillo Boulevard and make changes as necessary to enhance its operation and appearance in a manner that is consistent with the City's vision for the Waterfront area and the Circulation Element Vision Statement.

## POLICIES AND IMPLEMENTATION STRATEGIES

### USE OF ALTERNATIVE TRANSPORTATION

#### **9.1 The City shall encourage use of alternative modes of transportation, especially non-motorized options, in and around the Coastal Zone.**

9.1.1 Improve pedestrian, bicycle, and transit access throughout the Coastal Zone. Improve access from the Wharf and Harbor areas to the La Playa (City College) lots, Waterfront, and State Street areas through such methods as:

- providing additional bicycle and pedestrian paths,
- working with transit providers to increase transit service,
- improving the existing beachway to increase safety for pedestrians, cyclists, skaters, and other forms of non-motorized travel,
- providing additional bicycle racks and/or lockers in public areas, including public parking lots,
- improving lighting along pedestrian routes to encourage pedestrian activity especially between Lower State Street, Stearns Wharf, the Harbor and the overnight tourist accommodations, and
- providing additional seating and resting spots in public areas for pedestrians.

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

- creating bicycle lanes between Rancheria Street and the Harbor area,
- widening and improving Castillo Street sidewalks from Downtown to the Waterfront,
- developing a walkway and improving existing bicycle lanes to connect Shoreline Park to Leadbetter Beach along Shoreline Drive,
- completing the Calle Caesar Chavez (Salsipuedes) and Garden Street extension projects,
- working with transit providers to increase transit service,
- creating access to the Waterfront from both a Cacique Street under-crossing at Highway 101 and a Voluntario Street pedestrian overcrossing at Highway

101,

- providing additional bicycle racks and/or lockers in public areas along State Street and throughout the Downtown area, and
- increasing the frequency of shuttle service along the State Street route.

- 9.1.3 Develop a paseo plan for the interior portions of the HRC-2 zone, especially along Helena and Anacapa Streets between Cabrillo Boulevard, and Yanonali and State Streets to improve pedestrian circulation in the Waterfront area and attract visitors to the interior areas. See Chapter 5 for a description of paseos. Utilize dedication and develop paseos with landscaping and pedestrian amenities.
- 9.1.4 Work with the Conference and Visitors Bureau and Chamber of Commerce to market the transportation system and promote travel to Santa Barbara through methods such as:
- marketing improvements to the transportation system to make the City more attractive to tourists and companies seeking to locate in Santa Barbara,
  - promoting and marketing the use of alternative transportation by visitors, especially between the Railroad Depot, Airport, and Waterfront hotels/motels, and
  - encouraging visitors to use alternative forms of travel such as the train.
- 9.1.5 Connect the Cabrillo Boulevard Bikeway to the Douglas Family Preserve, Arroyo Burro County Beach, and Las Positas Park with a link to the UCSB/Santa Barbara bikeway running parallel to Modoc Road.
- 9.1.6 Study the adequacy of the Harbor as a destination and departure point for interregional water transit methods such as hydrofoil, hovercraft, and high-speed catamaran, as well as ocean-dependent and ocean related activities that attract large numbers of people to the Channel Islands National Park.
- 9.1.7 Encourage the use of the Harbor as a gateway to the Channel Islands National Park.
- 9.1.8 Encourage continued and improved water taxi service in the Wharf and Harbor areas.

**MANAGE PARKING IN COASTAL ZONE****9.2 The City shall maintain, improve, consolidate, and promote the efficient use of parking supplies in the Coastal Zone.**

9.2.1 Study and where feasible, implement methods to extend the "park once" concept in the Waterfront through such methods as:

- working with property owners to form a parking/transit assessment district in the Lower State Street area to consolidate existing parking resources while protecting low intensity/low density shoreline-oriented uses (see General Plan Land Use Element, page 29, Section III),
- considering Zoning Ordinance amendments that would encourage development of private parking lots to supplement the existing parking supply in the Coastal Zone, and
- considering Zoning Ordinance amendments that would reduce parking requirements for non-residential uses that share parking facilities.

9.2.2 Consider revising Local Coastal Plan Policy 11.5 to modify requirements that parking demand be met on site in the Coastal Zone. Amend the policy to allow property owners to propose alternative approaches to meeting parking demand in a manner consistent with other areas of the City, providing such modification does not reduce the number of public parking spaces available to the general public for the purposes of accessing the shoreline and beach in the waterfront area.

9.2.3 Prepare a long range Waterfront parking master plan, utilizing the Harbor Master Plan and traffic/transit studies as appropriate.

9.2.4 Preserve existing on street parking where safe, appropriate, and feasible.

9.2.5 Continue to work with the Santa Barbara City College to reduce the amount of drive-alone trips and the demand for parking through programs such as:

- transit passes for students,
- educational information about the benefits of alternative modes of travel,
- bicycle facilities such as bike lanes and bike storage systems, and
- pedestrian facilities such as paths, transit stops, landscaping, and benches.

## LINK TO ALTERNATIVE TRANSPORTATION

### **9.3 The City shall coordinate parking lot access and alternative modes of transportation.**

- 9.3.1 Develop a Coastal Zone linkage plan for bicycles and pedestrians among parking lots and points of interest through dedication, acquisition, easements, the purchase of property, and other applicable methods.
- 9.3.2 Use the Redevelopment Agency (RDA) to consolidate parking facilities and create new opportunities for use of alternative transportation to connect existing parking facilities for Coastal Zone areas in and within the RDA.
- 9.3.3 Assist transit providers in providing low cost shuttle service between public parking lots and other destinations.
- 9.3.4 Work with transit providers to provide attractive, shaded shelters at shuttle stops.
- 9.3.5 Improve alternative transportation connections from the Coastal Zone to existing parking facilities outside the Coastal Zone.

## SIGNAGE AND AESTHETICS

### **9.4 The City shall promote excellent signage and aesthetics.**

- 9.4.1 Implement Harbor Master Plan policies and programs that will:
- improve signage and aesthetics within the plan area,
  - provide information about the various forms of transportation available,
  - improve linkages between forms of transportation, and
  - resolve conflicts between various modes of transportation that occur within the plan area.
- 9.4.2 Develop a program for the entire Coastal Zone to improve parking lot aesthetics and provide signage regarding location and transportation linkages between parking lots and points of interest.
- 9.4.3 Work with Cal-Trans to improve freeway signage to and from the Downtown and Coastal Zone areas.

**CABRILLO BOULEVARD****9.5 The City shall develop a Master Plan for the entire length of Cabrillo Boulevard and interchanges that identifies potential operational and aesthetic improvements.****9.5.1 Create a Master Plan for Cabrillo Boulevard that explores the implementation of the following:**

- reducing traffic lanes on Cabrillo Boulevard to provide additional recreational areas, bike lanes, parking or landscaping,
- providing an all-way crosswalk at Cabrillo Boulevard and State Street to facilitate the movement of non-auto traffic. All-way crosswalks involve stopping vehicular traffic in all directions for a period of time to allow non-motorized travelers to cross intersections diagonally in addition to traditional street crossing,
- improving pedestrian access and crossing of Cabrillo Boulevard as new parking is developed on the inland side of Cabrillo Boulevard,
- maintaining on-street parking along Cabrillo Boulevard. No further development of off-street parking should occur on the ocean side of Cabrillo Boulevard, and
- relocating tour bus parking to an area designated and signed for that purpose and enforcing tour bus parking regulations.