SOCIO-ECONOMIC CONSIDERATIONS

LAND USE

EXISTING CONDITIONS WITHIN THE PLANNING AREA

There are approximately 897 acres of land within the Central City Planning Area. The approximate amount of floor space area is 5,000,000 sq. ft. The majority (68%) of the floor area is north of Ortega Street. The entire planning area has approximately 1,264,000 sq. ft. of industrial floor space.[1] Assessed value for the planning area is approximately $42,800,000 (1975-76).[2]

The planning area contains the major concentrations of commercial, business, administrative, rail-dependent industrial, recreational and tourist related land uses in the City and the South Coast region. In addition, such major public facilities as the City's Sewage Treatment Plant, the Harbor and Stearn's Wharf, the County Courthouse as well as City and County administrative offices, and a section of U. S. 101 are within the boundaries. There are residential areas west of the central core, south of U. S. 101, and west of State Street.

Because the planning area is physically divided by U. S. 101, it is described below as it exists within those divisions. The description is by the Land Use Designators proposed in the Redevelopment Plan.

North of U. S. 101

There are three major zoning categories north of U. S. 101. They are: (1) Multiple Residential (R-4) in Designator 3; (2) Commercial (C-2) in Designator 1; and (3) Commercial Manufacturing (C-M) east of Chapala and below Ortega Streets. There are also some very small pockets of Residential Commercial (C-P), and Residential Office (R-O), in the lower westside and upper east areas (respectively) of the Planning Area (see Figure for Land Use Designators and existing zoning).

The boundaries of Land Use Designator 1 encompass approximately 38 City blocks.[3] Approximately twelve blocks,east of Chapala Street, below Ortega Street,are zoned Commercial Manufacturing (C-M). Under the Redevelopment Plan all but two of these blocks would be rezoned to Commercial (C-2). The remaining area, with the exception of some minor pockets of C-P and R-O zoning, is zoned for Commercial Uses (C-2).

Though the boundaries of Designator 1 encompass slightly less area than the officially defined Central Business District (CBD), Designator 1 contains the land uses and activities that characterize any CBD, and, therefore, it can be defined as such.[4]

The Designator can be considered as two separate business areas, one "upper State Street," and the other "lower State Street," with the separating line running east-west along Ortega Street. South of Ortega Street the zoning is predominantly C-M, to the north it is C-2.

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1 "Choices for the Future," Chapter 3.

2 County Assessor's Office.

3 This includes the Auto Center area west of Chapala Street (see Figures 3 & 26) for Land Use Designators and Zoning.

4 As defined by the Public Works Department, 8/2/76, the CBD extends east to Garden Street. See Appendix I for CBD boundaries.

SANTA BARBARA

CENTRAL CITY REDEVELOPMENT PROJECT

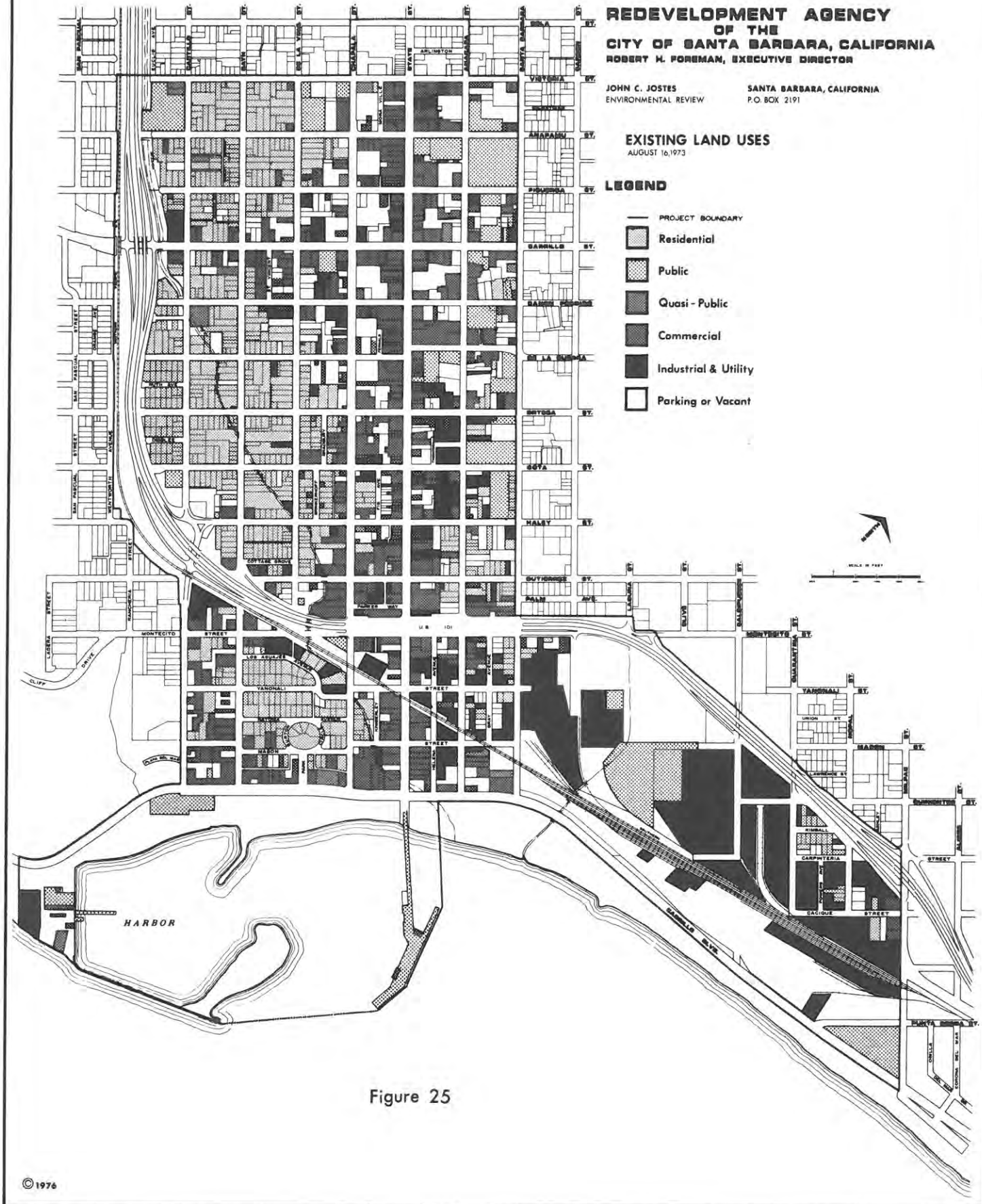

Figure 25

©1976

Upper State Street[5] is the downtown area where in 1967-68, merchants, reacting to the competition from suburban shopping areas, formed special assessment districts to provide free downtown parking and construct the "Downtown Plaza." The Plaza stretches along State Street from Victoria to Ortega Streets[6]; it is characterized by wide sidewalks, street furniture and ornamental plantings.

The major land uses in the Upper State Street area are large retail stores, office space, financial institutions, theaters, parking facilities and commercial services which cater to varied activities within the CBD. This is the downtown area where the greatest volume of consumer purchases for new goods are made, where the major concentrations of financial, insurance and real estate services are found, and where County and City administrative functions are performed.

The circulation system within the Upper State Street area consists mainly of the primary north-south arterials: Chapala, State and Anacapa Streets; and east-west arterials: Carrillo and Canon Perdido Streets. These arterials and other collector streets facilitate traffic flow and circulation into and out of the parking facilities serving Upper State Street.

A major portion of shopper and employee parking demands are met by the Parking District formed by property owners within the shopping district and financed by property assessments. The Parking District is administered by the Transportation Division of the Public Works Department. At present the District has 1302 stalls in nine separate parking areas, eight surface lots, and one parking structure. Another parking structure, the Lobero Parking Garage, is now under construction. This garage will have 260 stalls. Upon completion it will add 100 new stalls to the Parking District, increasing its total resource to approximately 1400 stalls.

Lower State Street extends from Ortega Street south to Cabrillo Boulevard.[8] Since Land Use Designator 1 extends only to U. S. 101, Lower State Street will be described below only as it exists in approximately eleven City blocks between U. S. 101 and Ortega Street.[9]

The zoning in Lower State Street is predominantly Commercial Manufacturing (C-M). A thin strip of C-2 zoning west of Chapala Street extends from Ortega Street to U. S. 101. Within this strip is the Brinkerhoff Antique area. The existing uses in the C-M zone are a varied mix of industrial, retail, and commercial service activities interspersed with single and multiple residential dwellings and semi-residential hotels.

In comparison with upper State Street, the lower section has deteriorated significantly. A primary contributor to the deterioration has been the

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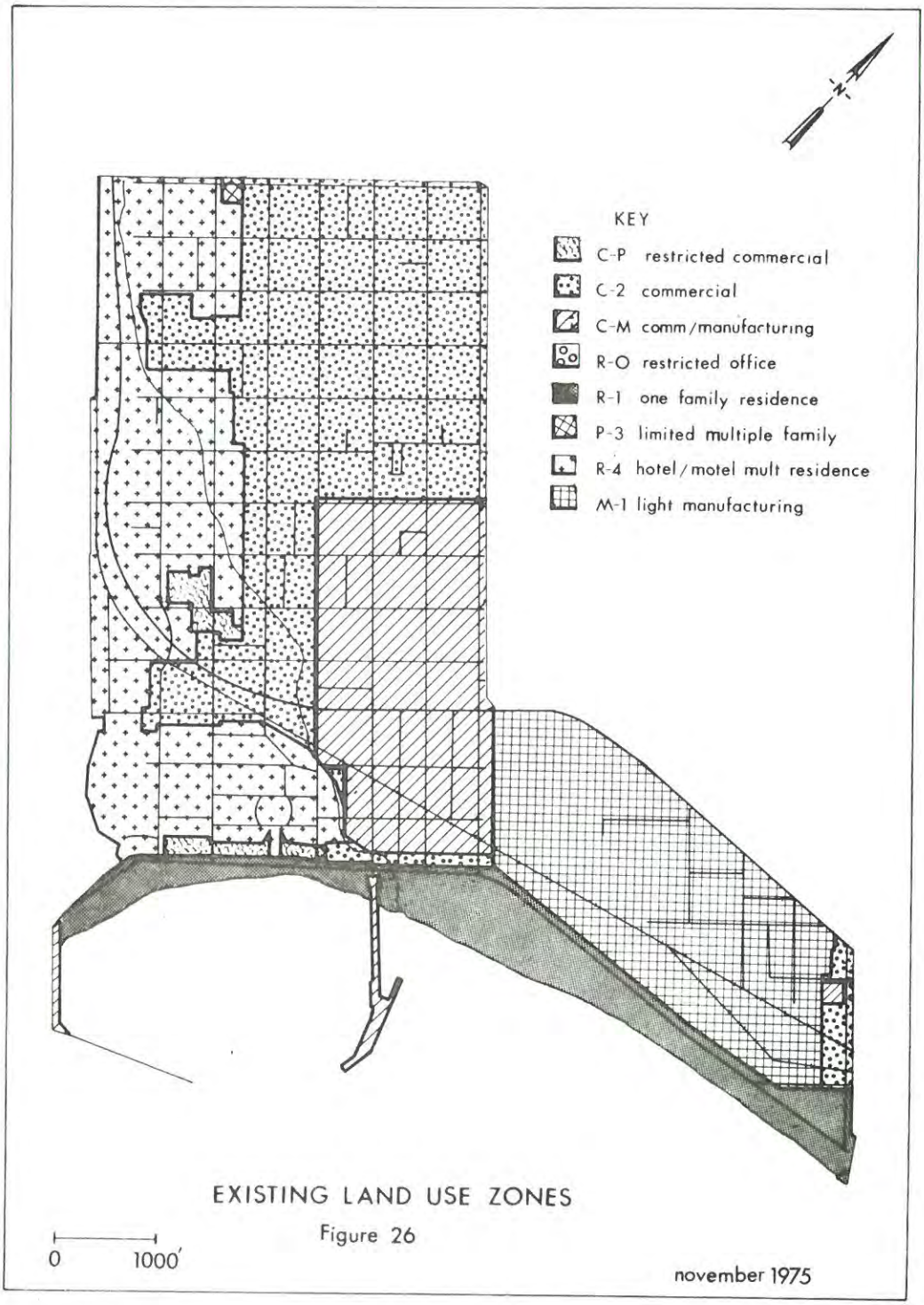
5 As defined in "Impacts of Growth."

6 Ibid., Vol. 2, p. 27.3.

7 City of Santa Barbara, Parking District, "Annual Report, 1974-1975," p. 2.

8 "Impacts of Growth," Vol. 2, p. 27.11.

9 Includes approximately two blocks west of Chapala Street in Land Use Designator 1 that are not included within the western boundary of "Lower State Street" as it is described in "Impacts of Growth" (Vol. 2, p. 27.11).



EXISTING LAND USE ZONES

Figure 26

november 1975

historic growth of the City northward away from the beach area,[10] leaving the businesses on lower State Street in decline. Because of its declining condition, the area has become a low-rent commercial and residential activity center. Auto dealerships, auto wrecking, auto parts, iron works, pawn shops, thrift stores, used tools, antiques, delicatessens, restaurants, an "adult" bookstore, facilities for the disabled, and a variety of other established or beginning businesses rent relatively low-cost space in lower State Street. One function of this area is its provision of incubator space for new businesses. Another function is its provision of low rent space for marginal enterprises; still another is the lower rent residential shelter provided by hotels such as the Savoy, Barbara, and Faulding. The net result of these functions is lower-priced goods and services, which benefit consumers who patronize the area.

Land Use Designator 3

This area is within the City's west downtown neighborhood. It is zoned Multiple Residential (R-4). The housing is an amalgam of large Victorian homes, California bungaloes, cottages, and newer, high density apartment complexes.

Designator 3 has 112.31 gross acres and 1,331 residential dwellings for a gross density of 11.16 DUs/acre. The total population is approximately 2,772. The majority of dwellings are renter occupied: 1,048, or 83% of the units. As of January 1, 1975, there were 78 vacant dwelling units. Table indicates the residential characteristics of this area as of January 1, 1975.

Table 4

Designator 3 Residential Occupancy as of January 1, 1975

Land Area Gross Acres	Existing Resid't'l Buildings	OCCUPIED DUs					POPULATION		Gross Density DU/Acre
		DUs	Total	Own	Rent	Vacant	Per DU	Total	
112.31	639	1331	1253	205	1048	78	2.2	2772	11.16

Designator 3 is bordered on its eastern side by the large commercial area of the CBD. U. S. 101 is its western boundary; the zoning west of U. S. 101 is residential. To the north of Designator 3 is residential zoning. The area of downtown immediately within and adjacent to the eastern boundary of Designator 3 (generally the blocks between De la Vina and Chapala Streets) has been undergoing a gradual transition to commercial uses along the east-west streets where the zoning is C-2. Small stores and shops, many in converted dwelling structures, are being established there. For additional information on existing land use patterns, see Appendix G, Land Use Information.

10 "Impacts of Growth," Vol. 2, p. 27.12.

The residential areas in Designator 3 have a locational relationship with the CBD that encourages downtown business and parking-related vehicular activity within the area. Many streets in Designator 3 are heavily used by CBD employees for all day free parking. De la Vina, Bath, and Castillo Streets are used as access routes to the CBD, and during peak traffic hours they are used as bypass routes for commuters moving north and south through the City. The result of these traffic characteristics is that Designator 3 has its residential environment adversely impacted by considerable volumes of traffic unrelated to its land uses.[11]

South of U. S. 101 (East Beach)

This part of the project area contains proposed Land Use Designators, 2, 4, 5, and 6B. It lies south of U. S. 101, north of Cabrillo Boulevard between State Street on the west, and Milpas on the east. It contains approximately 162 acres of land, the majority of which is zoned Commercial Manufacturing (C-M) and Light Manufacturing (M-1). Public recreation areas in East Beach are zoned R-1. A narrow strip of restaurant activity along the north side of Cabrillo Boulevard near State Street is zoned C-2. The M-1 zoning predominates, covering the area from Santa Barbara Street (approximately), east to Milpas Street. The C-M zoning extends west from Santa Barbara Street to an area one-half block beyond State Street. Since its adoption in 1964, the City's General Plan has designated this area for hotel and related tourist, residential, public, and recreational uses.

The area contains 190 businesses providing employment for approximately 1550 nonseasonal employees.[12] The businesses represent a wide variety of commercial activity ranging from construction equipment and storage to surfboard manufacturing, gift shops, and winery operations.[13] The most intensive use is within the C-M zoned area. Much vacant or underused land exists in the M-1 area.

The area contains several functionally significant manmade structures. The old Santa Barbara Roundhouse still exists near Milpas Street. It is an architecturally significant structure presently utilized as an industrial warehouse. The Santa Barbara Rescue Mission at State and Yanonali Streets services the low-income residents and transients of lower State Street. The new sewage plant is under construction in the area of Designator 5, and the City's largest warehouse (Vercal Building, over 200,000 sq. ft.) is located north of the railroad tracks on Salsipuedes Street, also within proposed Designator 5.

Cabrillo Boulevard (State Highway 224) is the primary east-west route in the East Beach area, traversing the southern boundary of the project area. It is a designated scenic highway frequented by travelers desiring an alternate route into the City leading to any of the north-south arterials linking the beach area to the Central City (Garden, State, or Chapala Streets). Drivers can also continue west beyond State Street to the West Beach area, the Harbor, or Shoreline Park. Montecito Street traverses the northern boundary of the

11 See Westside Street Closures, App. A, for the CCRP public service element intended to mitigate this adverse condition.

12 There are some seafood processing services with fluctuations in employment according to season.

13 See"Impacts on Commercial Space"for a description of the types of business activities and amount of footage for each (Appendix G).

area just south of U. S. 101. It provides many functions: Along it are restaurants and gasoline service stations for freeway travelers; it facilitates east-west movement to various freeway access points; and it services the industrial properties between it and Cabrillo Boulevard.

The existing traffic signals on U. S. 101 at Chapala, State, Anacapa, and Santa Barbara Streets discourage movement between the beach and downtown areas. This is especially true during weekends or holiday periods of heavy U. S. 101 traffic. During these periods the California Highway Patrol overrides the cross-street signal timing in favor of north and south movement on U. S. 101 and occasionally prohibits left turns from the north and south bound lanes. During these peak periods, areas along the shoreline are subject to heavy traffic volumes; the restraint to movement imposed by the signals distorts traffic patterns and causes congestion at Castillo and Milpas Streets, which are the only routes into the City from the beach that are not severely impeded by U. S. 101 traffic at these times.

Another restraint to mobility across U. S. 101 is the existence of the at-grade railroad crossings on Chapala, State, Anacapa and Santa Barbara Streets just south of U. S. 101. When there is train activity, movement north or south on these streets is effectively blocked just south of U. S. 101. This also affects traffic.

South of U. S. 101 (West Beach)

This is the area proposed as Designators 2, 4, and 6C. It extends from State Street to the Harbor and Pershing Park areas. The existing zoning is C-P, C-2, R-4 and R-1. The C-2 zoning is along the west side of State Street. Uses in this area consist of fast food, boat sales and service, restaurant, auto sales and rental, and hotel. The C-P zoning extends westward in a thin strip along the north side of Cabrillo Boulevard. Uses in this zone are generally tourist-oriented, restaurant and motel. An additional C-P area exists in the vicinity of the Castillo-Montecito Street intersection. The land uses there are primarily the retail sale of convenience goods. The R-4 zoning is essentially the residential area along Burton Circle. Existing residences are primarily multiple units though some remaining single-family structures are dispersed throughout the area. The beach area is zoned R-1, as is the Harbor, with the exception of commercial area near the breakwater. This area is zoned C-M. Stearn's Wharf is also zoned C-M.

The major portions of this area (West Beach) have established land uses. Visible signs of active transition are absent. Some multiple residential construction is continuing in the R-4 area and changes in the nature of some commercial activities along State Street do occur, but in general the area exhibits stable land uses.

Cabrillo Boulevard is the major east-west arterial in this area. It provides access to tourist facilities and the Harbor. Montecito Street provides access to the area from the north. State, Chapala, and Castillo Streets are the major north-south arterials. Movement on State and Chapala Streets is hindered by the railroad tracks and the U. S. 101 signals. Movement along Castillo Street plays a major role in facilitating traffic circulation into and out of the West Beach area. Movement into the area from the west is also facilitated by Cliff Drive, a four-lane arterial.

CONSISTENCY WITH PLANS AND POLICIES

County General Plan (Existing)

The CCRP is in substantial conformance with the existing County General Plan. However, there are some inconsistencies, due primarily to the fact that the new County Comprehensive Plan has not been adopted and the existing plan has not been updated to reflect the recent changes in the City's General Plan. Some inconsistencies do not arise from this cause, however; they relate instead to the locations proposed for many of the considered CCRP elements. These inconsistencies with the County Plan are listed below.

1. Project elements such as the Low and Moderate Income Housing, Transportation Center, Auto Center, and Market Housing have their presently considered locations within the 100-year floodway plain (see Figure 22). The County General Plan "...strongly recommends that no development be permitted in those areas where intermittent flooding is a matter of record, or where serious damage to public or private property could be expected until all engineering safeguards have been employed to eliminate the potential hazards."[14]

2. The General Plan states, "All land between the freeway and the ocean should be devoted to uses related to the tourist economy."[15] The Market Housing Element of the CCRP is not tourist-related.

3. The General Plan states that, "An area of approximately 200 acres is indicated as an industrial park located north of the freeway and west of Milpas Street."[16] Under the proposed uses for Land Use Designator 1 of the CCRP, industrial uses could be prohibited in a ten block area (south of Ortega between Chapala and Santa Barbara Streets) presently zoned for Commercial Manufacturing (C-M).

Proposed County Comprehensive Plan[17]

The CCRP and its considered project elements are consistent with the various elements of the County Comprehensive Plan except in the following instances.

Land Use Goals and Policies

1. Some CCRP construction could occur in areas potentially subject to flooding, seismic hazards or tsunami inundation. The proposed Comprehensive Plan has policies pertaining to these areas. In order that CCRP construction activities in these areas do not conflict with the policies, recommendations of the Santa Barbara County Flood Control and Water Conservation District as well as the County Public Works Department should be considered.

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14 County General Plan, p. 82.
15 Ibid., p. 100.
16 Ibid., p. 101.
17 The Proposed Comprehensive Plan is incomplete at this time. Its Land Use Element does not reflect the recent amendments to the City General Plan regarding the CBD.

2. The Land Use Element of the proposed Comprehensive Plan does not yet reflect the City's General Plan Amendments regarding zoning in the commercial areas or downtown.

3. The City's airport property in Goleta is considered a possible relocation site for dislocated industrial uses. However, the proposed County Comprehensive Plan States, "Commercialization of airport lands should be postponed until government jurisdiction over the airport is finally resolved."[18] This could complicate the CCRP's relocation program for industrial uses.

Santa Barbara City General Plan

During the past few years the City General Plan has been amended to be in substantial conformance with the Redevelopment Plan. At present, the General Plan and the CCRP are virtually synonomous. There is a possible inconsistency between the General Plan density limitations and the densities being considered for the residential elements of the CCRP. The General Plan limits residential densities within the City to a maximum of 12 DUs/acre. The Low and Moderate Income and Market Housing elements of the CCRP could involve densities of up to 50 units per acre for elderly units, with an average density of 20 to 25 DUs/acre.

The CCRP's relationship to various elements of the City General Plan is outlined below.

Proposed Housing Element

An inconsistency of the CCRP and its potential actions with the proposed Housing Element is derived from the potential of the Low and Moderate Income Housing and Auto Center elements to substantially diminish the existing supply of private low and moderate income rental housing. It is the supply of this type of dwelling that the proposed Housing Element identifies as the most critical housing need.

The CCRP is consistent with the proposed Housing Element in that it includes programs to rehabilitate existing owner-occupied homes and construct new low and moderate income housing units in excess of the number needed for relocation. It would also cause the elimination of many substandard structures in "blighted areas." These CCRP actions are objectives of the proposed Housing Element.

Proposed Major Creeks and Open Spaces Element

The CCRP is consistent with and would further the goals and objectives of this element. Possible spinoff elements of the CCRP, such as Mission Creek Linear Park and Palm Park Expansion are such goals and objectives.

18 "County Comprehensive Plan," p. 11.

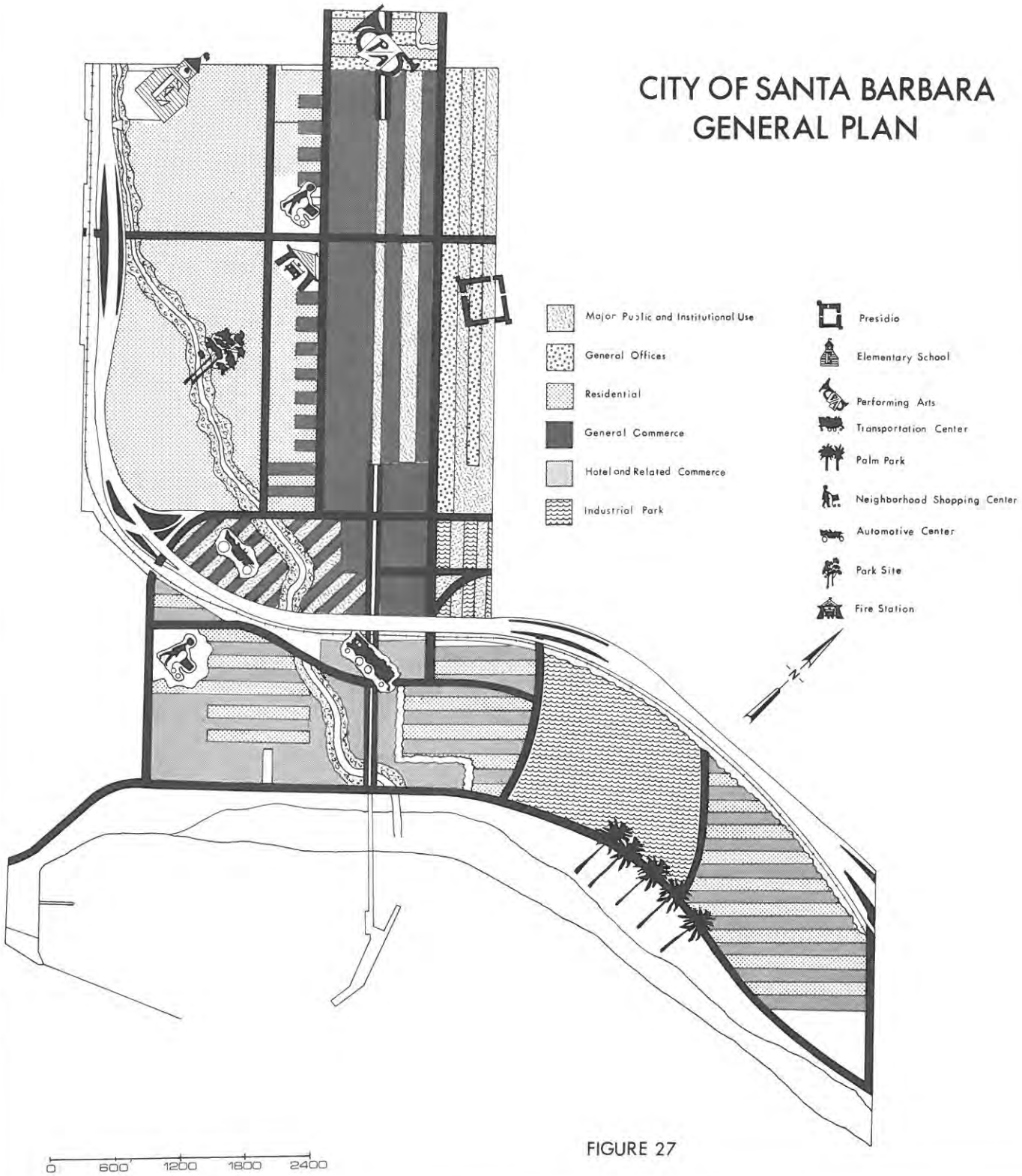
CITY OF SANTA BARBARA
GENERAL PLAN
Major Public and Institutional Use
General Offices
Residential
General Commerce
Hotel and Related Commerce
Industrial Park
Presidio
Elementary School
Performing Arts
Transportation Center
Palm Park
Neighborhood Shopping Center
Automotive Center
Park Site
Fire Station
N
0
600
1200
1800
2400

FIGURE 27

Scenic Highways Element

This element recommends that land areas directly north of Cabrillo Boulevard be developed with hotel, residential, and tourist-related uses designed to compliment the shoreline environment. It also recommends the expansion of Palm Park and the upgrading of Mission Creek near its mouth. These elements of the CCRP could result in implementation of these recommendations. Proposed CCRP actions include (1) rezoning of East Beach to R-4 from C-M and M-1; (2) construction of hotel and residential facilities in the East Beach area; (3) expansion of Palm Park; and (4) implementation of portions of Mission Creek Linear Park.

CCRP LAND USE IMPACTS

This section delineates the adverse and beneficial land use impacts of the CCRP and its major project elements. The adverse impacts and their mitigations are presented first, then the beneficial impacts.

There are major community benefits to be derived from adopting the CCRP and implementing its project elements through the eminent domain procedures of the CCRP. Generally, these are beneficial economic and environmental impacts resulting from urban economics of improved land use patterns.

Adverse Impacts

There are also adverse impacts, or trade-offs, associated with achieving these benefits. The major trade-offs are: (1) The suspension of affected property owners' rights to dispose of their property in the market place as they see fit (consistent with normal zoning restrictions); (2) the potential off-site land use impacts of relocating relatively large numbers of commercial and/or residential uses; (3) traffic and parking-related impacts from elements that would be major generators of daily trips; and (4) reductions in property values for owners of land rezoned for other uses.

ADVERSE LAND USE IMPACTS, MITIGATIONS AND UNAVOIDABLE IMPACTS
GENERAL CCRP IMPACTS

IMPACTS	MITIGATIONS	EFFECTIVENESS/UNAVOIDABLE ADVERSE IMPACT
1. Private property owners within certain areas (such as Auto Center site or Market Housing site) may not be able to sell or develop their property (as normally permitted) once the decision to redevelop those areas had been made.	1. No mitigation available except abandonment of the eminent domain procedure.	1. This impact is unavoidable.
2. The rezoning of land in certain areas could result in a reduction of property values.	2. The area to the west of downtown rezoned from commercial to residential could be designated for residential densities higher than presently allowed. the higher densities could adjust property values upward to their original level. A downtown housing overlay as suggested by the Planning Commission could be applied to the area.[1] Techniques, such as Density Rights Transfers or Density Bonuses, could also enable higher densities in this area, which is very suitable for such densities.	2. This impact could be mitigated for some if the mitigation listed is implemented. For other property owners this may be an unavoidable adverse impact.
3. As a result of the relocations and changes in zoning associated with implementation of the CCRP, certain areas of commercial, manufacturing and industrial land could experience increased pressure for development leading to the potential for higher rental or purchase costs. This could influence the cost of consumer goods and services.	3. No mitigation available for increased land costs. However, to reduce the number of relocations, project elements (e.g., Major Retail Expansion) should be located in a manner so as to minimize the pre-emption of existing commercial and manufacturing uses. This should be a primary parameter in the site selection procedure.	3. Increased goods and service costs may be unavoidable but could be minimized.
4. If large numbers of businesses are relocated in relatively short periods of time, their parking and circulation demands could adversely impact conditions at and near relocation areas.	4. The Agency's relocation program for both residential and commercial uses should be coordinated with the Transportation Division of the Public Works Dept. to insure that parking and circulation capacities in relocation areas are not adversely affected. Where problems are identified, the Transportation Division could impose conditions to mitigate them.	4. This adverse impact could be substantially reduced with a well-coordinated relocation program.
5. Demands for commercial relocation space could cause the conversion of existing residential structures in commercially zoned areas to business uses, thus decreasing the supply of residential units in close proximity to the CBD.	5. The City should adopt a policy that would prevent the conversion of existing residential structures to commercial uses for CCRP relocation purposes.	5. This mitigation may not be effective if applied only to the Redevelopment Agency Relocation program. Conversions could still take place through private efforts responding to CCRP induced demands on commercial space. Some conversions may be unavoidable.
6. Residential relocation demands could stimulate the development of vacant or underdeveloped land resulting in losses of neighborhood open space or wildlife habitat.	6. Density bonuses could be given to private developers to stimulate the construction of low and moderate income housing in the existing urban area adjacent to or in close proximity to Mission Creek and with special attention being given to set back requirements and minimization of flood hazards. Details of such a program are found in Appendix G.	6. This impact could be substantially mitigated.
7. The potential exists for increased residential densities and their attendant impacts in neighborhoods where substantial relocations occur.	7. Densities of new multiple housing should be determined according to parameters affecting levels of residential related activity rather than dwelling units to the acre. Such parameters could be bedrooms per unit, persons per acre, or square feet per acre. New family units should be dispersed throughout the City. Elderly or other small units should be constructed close in to the commercial areas where high densities and larger scale buildings are an existing part of the urban environment.	7. This impact could be substantially mitigated.

Footnotes:
1 Concept Draft: Housing Overlay Zones, March 6, 1975, see Appendix G for concept of D-H overlay.
2 See Appendix G for a possible site selection procedure for the Retail Expansion element.

ADVERSE LAND USE IMPACTS, MITIGATIONS AND UNAVOIDABLE IMPACTS: INDIVIDUAL PROJECT ELEMENTS

IMPACT	MITIGATIONS	EFFECTIVENESS/UNAVOIDABLE ADVERSE IMPACT
Major Retail Expansion		
1. Depending on the ultimate nature, design and scale of the Retail Expansion, a change in the character of downtown Santa Barbara and/or State Street could be possible.	1. New construction for Retail Expansion should be designed in a manner that is compatible with the scale and character specified in El Pueblo Viejo Ordinance Revision proposed by the Advisory Landmarks Committee.	1. Considerations of scale in the design process could fully mitigate this impact.
2. Increased parking demands are a certain concommitant to Retail Expansion. Valuable urban land would be committed to meeting those demands.	2. Parking facilities for this element should be designed as part of the overall downtown parking supply and not just for Retail Expansion. The number of parking spaces should not exceed three spaces per 1000 sq. ft. of floor area and, if possible, should be less than three. The number should reflect and be consistent with plans and policies to reduce auto use within the downtown area. To the extent possible, parking that is provided should be in multi-level structures or below ground level (see also "Transportation" section).	2. This impact could be substantially reduced, but to a certain extent may be unavoidable.
Hotel Conference Center		
1. This project element could block northerly mountain views from the Cabrillo Boulevard and Palm Park areas. The ultimate design of the Hotel Conference Center would be a major determinant in the degree of view obstruction.	1. Alternative designs having less impact on mountain views should be investigated. The design presented by the Stewart planning team in "Choices for the Future" is less impactive than the original American Communities proposal. Also, the conceptual design presented in the unadopted City Shoreline Master Plan draft would reduce view obstruction.	1. Depending upon the ultimate vertical scale of this project, this impact could be minimally to substantially avoided.
2. Given the construction of an initial phase of the Hotel before the railroad tracks are realigned, the tracks and the industrial uses to the north would have adverse aesthetic impacts on the Hotel and its design.	2. Industrial uses could either be moved or screened with vegetation.	2. The impact from adjacent industrial uses could be fully mitigated if they are relocated. The impact from the railroad tracks would be largely unavoidable if they are not realigned.
Market Housing		
1. The provision of housing within the East Beach area would designate a substantial piece of beachfront property for the exclusive use of upper income residents.	1. The Market Housing should include small one-bedroom moderate income units for elderly or small households. This would make the project less exclusionary.	1. This impact could be mitigated to an extent but is largely unavoidable given the nature of the proposed use.
2. It is likely that the vertical scale of the project could exceed the scale of existing buildings. Mountain views could be obstructed to a degree depending upon the ultimate project design.	2. Alternate design schemes should be investigated with the intent of developing one which minimizes view obstruction while still meeting open space requirements.	2. Depending upon the ultimate design and vertical scale of the project, this impact could be reduced but may be largely unavoidable.
Auto Center		
1. The Auto Center would remove land presently devoted to residential use. Though the land is zoned for commercial use and would gradually evolve to that use, the residential resource it currently provides is in high demand. Removing land currently under residential use and relocating the existing residents would require additional residential development or density elsewhere.	1. A portion of the proposed Auto Center site should be designated for residential use. Movable dwellings affected by other project elements could be relocated there (see "Alternatives: Auto Center").	1. This impact is partially unavoidable.
2. The businesses and residences presently on the site create a small heterogeneous commercial and residential neighborhood south of Haley Street. This neighborhood would be disrupted and dispersed by the proposed element.	2. There is no mitigation for this impact.	2. This impact is unavoidable.
Low and Moderate Income Housing		
1. Often, the exterior design of public housing units sets them apart from adjacent private dwellings and may be a negative element in the aesthetic character of the neighborhood.	1. Public housing units can and should be constructed according to design and aesthetic standards exceeding those evidenced by most public units constructed in the past.	1. This impact could be substantially avoided.
Transportation Center		
1. Under certain wind conditions noise and emissions from the Greyhound Bus Terminal and other proposed components of the Center may penetrate the residential neighborhood to the southwest of the proposed location (the Burton Circle area). Whether or not the noise and emissions from the Center would have a significant impact on that area has not been determined.	1. It is recommended that, under these wind conditions and at various times of the day and night, buses be run at the proposed location and along Montecito Street between the Center and Castillo Street, and decibel readings be taken from the residential area to determine if any increase in existing sound levels would occur.	1. It is not known if, or to what degree, this impact would occur. Therefore, a determination of the effectiveness of mitigation measures is not possible at this time.

Beneficial Impacts

General CCRP Impacts

- The implementation of project elements would allow effective community control over the constantly changing urban form. New developments, and redevelopment, could be planned and located in a manner which could improve coordination between land use development and natural and man-made urban resources.

- Land use could be managed to create private or public developments of a nature and size more responsive to future social and economic needs and trends of the City.

- The designation of specific locations within the planning area for specific land uses would provide important urban efficiencies beneficial to the environment. Uses could be grouped and located to shorten transportation and communication links, minimize public service costs, and reduce the potential for adverse impacts when incompatible land uses are located adjacent to each other.

- Provide the opportunity to reduce auto travel and resultant adverse impacts through the interdependent uses in appropriate areas within the City.

- Implementation of the CCRP Land Use Designators would provide the opportunity to influence the spatial distribution of land uses in order that they compliment and efficiently utilize the local and regional transportation network.

- The acquisition and assemblage of relatively large parcels of land for private developments could result in higher assessed values and increased property tax revenues to the City.

- Surplus tax increment funds as they accrue from certain project elements could be used to create financing for other projects involving beneficial land use changes.

Retail Expansion

Due to the uncertain nature of the Retail Expansion element detailed delineations of its land use impacts are not possible. General Descriptions of the element's potential adverse and beneficial land use impacts are listed below.

Beneficial Impacts

- Retail Expansion would allow an expansion of the City's economic base in an area already equipped with an existing urban infra-structure. In contrast, new retail space outside Land Use Designator 1 would likely require new commitments of financial and natural resources to create or expand a supporting infra-structure.

- Concentration of retail, service,commercial, and office uses within the CBD would allow for improved land use, transportation, communication, public services, and administration. Long term indirect beneficial environmental impacts would occur to the extent that additional commercial space within the area could preclude new commercial developments outside of it, the beneficial impacts could be increased.

- The opportunity to fine-tune land use within the CBD so that it more nearly maximizes its economic and aesthetic potential to the community would be available. The opportunity could be realized with a carefully formulated retail expansion site selection procedure.

- Retail expansion could provide surplus tax increment funds for the implementation of other private or public projects that would help achieve optimal land use benefits to the community.

Hotel Conference Center

- The Hotel Conference Center would provide a land use more consistent and complimentary to the natural amenities of Santa Barbara.

- The proposed use could improve the appearance of the site.

- It would be fully compatible with existing East Beach uses and result in the removal of incompatible uses.

- The land use would compliment the existing and planned transportation network. The element would be located on the major shoreline route just a short distance from the activity centers of Stearn's Wharf, the proposed Transportation Center, and downtown Santa Barbara.

Market Housing

- The Market Housing would generate surplus tax increment funds for other land use improvements, such as Palm Park Expansion, Mission Creek Linear Park, and Westside Street Closures.

- The element would replace many existing commercial uses that are incompatible with, and not reliant upon, a beach area location with more compatible uses.

- Residential development in the shoreline area would be subject to design and architectural controls resulting in an appearance substantially improved over present conditions on the site.

- A reduction in land coverage could result in more open space.

- Utilization of the site for residential development would add residential land to the City's deficient inventory of such land, helping to offset the loss of residential space in areas zoned commercial and undergoing transition from residential to commercial use.

Auto Center

- The proposed Auto Center would provide a facility where interdependent auto-related uses could be concentrated, providing more efficient circulation, communication, public services, and land use.

- The concentration of auto-related commercial activity in a center removed from other incompatible uses is beneficial.

- The proposed location would have direct vehicular access to and from U. S. 101 via the Haley-Castillo interchange and the State Street/ U. S. 101 intersection.

- Existing trips to presently dispersed auto uses could be reduced or consolidated.

- The Auto Center would replace a blighted residential area with commercial uses for which the site is presently zoned.

- The Auto Center concept would incorporate the Mission Creek riparian habitat and improve existing blighted conditions, as well as reduce land use intensity on the site.

- The Auto Center would be a land use compatible with the vehicular activity on adjacent U. S. 101. It would serve as a buffer between U. S. 101 and residential uses in the lower westside.

Low and Moderate Income Housing

- In a City with a limited supply of vacant land for residential development, higher density apartment construction can reduce the demand pressures on that land or on underdeveloped land with older rehabilitable, single-family dwellings.

- If densities are designed to coordinate resident demands with urban resources, or resource limitations, land use efficiency could be maximized for community benefit. For example, high density elderly apartments built close in to the commercial and retail area of the CBD could reduce living costs for the residents and public service costs to the taxpayer. This is also true for lower density low income family housing.

Transportation Center

- The location of the Transportation Center at the proposed site would provide a land use ideally situated to compliment a multi-modal transportation network. The location would also be within walking and bicycling distance of the CBD, beach activity areas, and hotel-motel facilities.

- To the extent that the Transportation Center could decrease personal auto use, a decrease in the demand for parking space could occur. This could help reduce the demand on valuable urban land for parking.

- The Transportation Center would provide a land use more visually and functionally compatible with the beach area than the uses that presently exist. A well-designed and landscaped facility would be a visual asset on State Street south of U. S. 101.

People Mover

- The People Mover would have the potential to reduce demands for parking areas in the downtown and beach areas.

- It may be an inducement for businesses to locate along its route(s), thereby serving to concentrate land uses. To the extent this may occur, ridership may be increased; an improved relationship between land use and the circulation network could occur.

- The linkages between land use at the beach and in the downtown area could be improved.

- To the extent that it would compliment the functional components of the Transportation Center, the beneficial land use impacts of the Center could be increased.

HOUSING

INTRODUCTION AND SUMMARY

The CCRP induced impacts on housing conditions in Santa Barbara and the South Coast area involve complex trade-offs between the negative impacts of responding to community housing and land use needs and the positive or beneficial impacts of meeting those needs.

Several major housing needs are evident in Santa Barbara today. It is estimated that 11%, or 3630, of the existing units are substandard and for health and safety reasons should be removed from the housing stock. Project elements such as the Auto Center and Low and Moderate Income Housing could eliminate substantial numbers of substandard housing units. It is also estimated that another 41%, or 13,075 units, are in need of rehabilitation; part of the CCRP involves the funding of a 500 unit owner-occupied home rehabilitation program. There are presently over 1,000 households awaiting public or publicly assisted housing on the City Housing Authority's waiting list; up to 500 new Low and Moderate Income Housing units are being considered as part of the CCRP. After CCRP relocation demands for an estimated 120 public units are satisfied, approximately 380 of the 500 new units could be available to house some of those currently on waiting lists. The above CCRP related housing actions would result in significant long-term benefits to the critically short, low and moderate income housing supply.

Adverse impacts would also occur as a result of these actions. Neighborhoods could be disrupted and impacted by increased densities, and households uprooted from long time residences. It is likely that most relocated households would incur long-term increases in housing costs.

In addition, the units eliminated would represent net losses to the existing supply of private low and moderate income housing. Net losses would mean a diminished supply in a market where demand could be increased by CCRP-related relocations and newcomer households. It is estimated that these households could demand in the neighborhood of up to 232 purchase, 316 rental, and 120 public housing units over a ten to fifteen year period. The public units would be provided by the Low and Moderate Income Housing Element. However, the remainder of the CCRP related housing demands would have to be met by the private sector. Given the existing short-fall in supply and relatively high cost of private units for low and moderate income households, it is expected that the additional demands created by the CCRP could cause an increase in housing costs both locally, and to a lesser extent regionally. The substantial financial payments made to relocating households by the Agency would also add considerable new money to the demand side of the market. This could further magnify the upward pressure on housing costs.

There are several mitigation measures that could be implemented to diminish the adverse housing impacts. The primary mitigations are: (1) An agency commitment to move and sell, rather than demolish, as many of the affected

housing units as is reasonably possible. It is recommended that a portion of the proposed Auto Center area be utilized as a temporary location for this purpose, as well as other appropriate vacant or under developed lots within the City; (2) the establishment of a policy directed at providing a new private unit for every relocated household with an adequate income stream and a desire for private, rather than public, relocation housing. This could be done with low interest mortgages and/or a cooperative housing program. This type of program, like the mitigation listed above, could lessen the CCRP created housing demand pressures on the existing housing supply. It would also enable some relocated households to turn their increased housing costs into homeowner equity; (3) the City Council should adopt and implement a housing program designed to encourage private developers to construct additional moderate income rental units and increase the supply of those units within Santa Barbara.[1] Such a program should include incentives such as density bonuses or reduced parking requirements accompanied by a residential construction permit system that would approve projects on the basis of their merit; i.e., whether or not they respond to community housing needs.[2]

EXISTING HOUSING CONDITIONS

Santa Barbara and the entire South Coast Region are experiencing a severe low and moderate income rental and purchase housing problem. The demand for housing exceeds the supply, and the volume of new construction is not adequate to meet increasing demands. This market disequilibrium has resulted in severely inflated housing costs. According to Data Communications, which publishes the Multiple Listing Service for the Santa Barbara area, the median selling price for a single family house (new or used), as of January 1976 was $55,515--19% more than the $46,600 selling price of January 1975, and nearly 100 percent more than the 1970 price of $28,000.[3] Table 5 indicates the decrease over the past four years of single family homes for sale in Santa Barbara for prices less than $40,000.

Rental rates have also experienced a similar, though slightly less rapid rise. In 1965 the monthly rent for one and two bedroom apartments in Santa Barbara was $80.00 and $160.00, respectively. In 1975 minimum rates for these units had risen to $180.00 and $225.00.[4]

The present vacancy rates for housing in the South Coast region are a good indication of the severity of its housing problem. Though vacancy rates vary

1 This would be a program requiring regional cooperation. Adjacent communities would have to embark on a similar program in order that the increased housing supply in Santa Barbara is not absorbed by demand from outside the City. In order that an adequate regional housing supply be established and maintained, adjacent communities would also have to limit their growth in employment opportunities.

2 A residential permit system based on merit similar to the system in Petaluma warrants investigation as an element in any future housing program implemented by the City.

3 Santa Barbara News-Press, January 25, 1976.

4 Source: Hal Thornton, City Housing Authority. These figures are for basic, "no frills" units, up to code.

Table 5

Yearly Decline in the Number of Houses
for Sale for Less than $40,000
in the City of Santa Barbara (a)

	1972			1973			1974	1975	1976
	Feb	Jun	Sep	Jan	Jun	Sep	May	May	May
$10-15,000	1	0	2	0	1	0	0	0	0
$15-20,000	11	10	2	3	4	4	0	2	0
$20-25,000	19	20	15	14	8	8	5	0	0
$25-30,000	40	44	39	36	26	20	17	12	1
$30-35,000	35	19	17	24	17	19	15	12	5
$35-40,000						20	12	11	7
TOTALS	106	93	75	77	56	71	49	37	12

(a) Data to 1974 taken from "Crosstown E.I.S.," p. II-17.

according to the source, all sources cite rates substantially below the 4.5% to 5% considered indicative of a normal market. For example, the 1975 HUD Area Postal Vacancy Survey of Santa Barbara listed 1.9% of all dwellings where postal deliveries are made as vacant.[5] The County Area Planning Council studies on South Coast housing indicate a vacancy rate of less than two percent.[6] A recent county-wide survey of large apartment complexes by HUD indicated a "negligible" vacancy rate in Santa Barbara, less than three percent in Santa Maria, and four percent in Lompoc.[7] According to the 1975 Census, the vacancy rate for the City was 2.17%.[8] Table 6 indicates the vacancy rates for single family, duplex and multiple units in the City and County as they are listed in the 1975 Census.

Many factors are responsible for the South Coast region's housing supply deficiency. Factors most apparent are: The region has an ideal climate and very desirable environment; it is subject to a continuous influx of retirees, students, and job seekers who place increasing demands on the housing supply; water and sewer hookup moratoria in Goleta, Summerland, and Montecito have

5 Santa Barbara Housing Element, Proposed Amendment to the General Plan, p. 2.

6 Mike Powers, Area Planning Council, personal communication.

7 Richard Dewald, HUD, Los Angeles, personal communication.

8 1975 Special Census. This vacancy rate includes only those units listed as for sale or rent in the Census. It excludes what the Census terms "Trailers and miscellaneous" units.

Table 6

Vacancy Rates for Single and Multiple
Units in the County and City of Santa Barbara[a]

Area	No. of Units	Number Vacant	% of Total
CITY			
Single Family	16,704	190	1.14%
Duplex - 4 plex	5,087	130	2.56
Five +	9,618	362	3.76
	31,409[b]	682	2.17%
COUNTY			
Single Family	62,135	773	1.2%
Duplex - 4 plex	11,555	323	2.8
Five +	21,664	1,219	5.6
	95,354[c]	2,315	2.4%

(a) Vacant meaning for sale or rent.
(b) This represents 96.9% of all units in the City. The 1975 Census lists 3.1% of units as trailers or miscellaneous. These have been excluded from the table.
(c) This represents 93.6% of all units.
Source: Community Land Use Associates, adapted from 1975 Census data.

restricted expansion of their housing supplies; and reduced allowable densities in Santa Barbara, combined with high land and interest costs, have caused a rise in construction costs of single and multiple housing to the point where low and moderate income unit construction cannot provide an adequate return to developers.[9]

The shortage of housing makes existing units more valuable. This, in turn, causes a rise in assessed valuation, which, in turn, increases the taxes and operating costs of owners. These costs are passed on to renters and purchasers.

Housing costs have now risen to the point where low and moderate income households have been priced out of the purchase market and are exerting unusually strong inflationary pressures on the rental sector. The price and availability of rental housing is Santa Barbara's major housing problem. One-third of the income of most households in the low and moderate income category now goes for rent.[10] The City Housing Authority reports that many of Santa Barbara's elderly citizens are paying up to 50% of their monthly

9 High land and interest costs for residential construction is a prime factor in Santa Barbara's housing problem. However, higher costs for these factors are a national phenomena related to national economic factors and cannot be related directly to South Coast municipal and regional planning or growth policies.
10 Proposed Housing Element, p. 3.

income for shelter.[11] This contrasts to the HUD standard which has set 25% of a household's monthly income as a household's monthly income as a maximum which should go to rent. The Housing Authority presently has in excess of 600 households on their applicant list for public or public assistance housing.[12]

Growth in Santa Barbara's Housing Stock

In 1970 there were 29,566 year-round housing units in Santa Barbara. Multiple family units numbered 12,743 and represented 43.1% of the total housing stock. Single family detached units numbered 16,823, or 56.9% of the total.

According to the 1975 Census (October 1975), the total housing stock in the City now numbers 32,473, an increase of 2,907, or 9.8%, over the 1970 supply. The composition of the housing stock has changed since 1970. The actual percentage of single family units has declined. Table 7 indicates these changes in Santa Barbara's housing stock from 1970 to 1975.

Table 7

Changes in Santa Barbara's Housing Stock
(1970-1975)

	1970		1975		Net Increase or Decrease	
Housing Type	Housing	Percent	Housing	Percent	Number	% of Total
Single Family	16,823	56.9	17,108	52.7*	285	-4.2
Multiple	12,743	43.1	15,365	47.3	2,622	+4.2
Totals	29,566	100.0	32,473	100.0	2,907	+9.8

* Includes 404 mobile homes.
Source: Compendium of 1970 and 1975 Census data.

Though single family homes still comprise the majority of the City's housing supply (52.7%), the average number constructed each year since 1960 has declined dramatically as a percentage of total housing additions. Table 8 indicates the multiple and single-family unit construction trends in Santa Barbara from 1939 to 1974. Combined, these two tables indicate that the number of units constructed from 1960 to 1975 has also gradually declined. The

11 Ibid.
12 Robert H. Foreman, Executive Director, Redevelopment Agency and Housing Authority, personal communication.

average annual addition of units from 1960 to 1970 was 878. The average from 1970 to 1975 was 581.

Table 8

Occupied Dwelling Units by Period
During Which Constructed

	Dwelling Units Per Building					
	Single Family		Multiple Family		Total Dwelling Units	
Year Constructed	Number	% of Total	Number	% of Total	Number	%
1939 or Earlier	6,130	62.7	3,640	37.3	9,770	100.0
1940 to 1949	2,056	70.7	851	29.3	2,907	100.0
1950 to 1959	4,625	69.1	2,062	30.9	6,687	100.0
1960 to March 1970	3,045	34.7	5,737	65.3	8,782	100.0
April 1970 to October 1974	481	17.8	2,222	82.2	2,703	100.0

Data compiled as part of Housing Assistance Plan application, 1974.
Source: Proposed Housing Element, p. 8.

Present Physical Condition of Santa Barbara's Housing Stock

The physical condition of much of the City housing stock warrants its replacement or rehabilitation. As of November 1974, 3,630 units or 11.4% of the total stock were considered substandard. Another 40.9% or 13,075 units were considered rehabitable, and 15,239 units, or less than half (48.7%), were listed as standard.[13] The Housing Element classifies substandard structures as those "exhibiting major structural, plumbing and/or electrical deficiencies, which to correct would cost in excess of 50% of the value of the building."[14]

Substandard housing in Santa Barbara exists largely in the rental sector.[15] Of the 3,630 substandard units, approximately 65%, or 2,450, are rental units.[16] Substandard units are located primarily in Census Tracts 8, 9, 10, 11 and 12.01. These tracts are targeted for various public and private housing programs directed at the rehabilitation of rehabitable units and the replacement of substandard ones.

13 Data compiled as part of the Housing Assistance Plan 1974. See Appendix G for definitions of rehabitable, standard and substandard.
14 Proposed Housing Element, p. 7.
15 Ibid., p. 8.
16 This excludes 312 vacant, substandard units from the 3,630 total figure. The Housing Element does not classify the 312 units as rental or owner.

Santa Barbara's Housing Needs

The proposed Housing Element to the General Plan identifies 7,103 households within the City who have low or moderate incomes and inadequate living conditions. This number represents 22.8% of the total number of households within the City (see Appendix G for definition of descriptive terms used in this section). It is households with income and housing conditions characteristic of these 7,103 that are likely to need, or apply for, housing assistance in the future. These households represent Santa Barbara's primary housing need. The majority are families with four or less persons, and elderly or handicapped households with one to two persons.[17] Of these households, 188 are owner occupiers, and 6,915 are renters.[18]

As described above, "need" is represented as the number of low and moderate income households with inadequate housing. Need also represents itself as necessary positive actions by the community to meet the demands made upon the housing supply. As long as these demands are not met, the number of households in need will continue to increase.

An increased vacancy rate would tend to decrease the inflationary trends in the costs of housing and potentially increase the availability of houses for needy low and moderate income families. A primary obstacle to the achievement of this objective is the influx of residents to Santa Barbara from Goleta, Summerland, and Montecito where moratoriums restrict housing supply expansion.

Public Housing Programs

Local efforts to meet Santa Barbara's present and future low and moderate income housing needs are facilitated through three major programs: (1) Construction of new public housing units; (2) rental assistance programs for leased units; and (3) rehabilitation of older, existing, owner-occupied, single family dwellings in order to preserve the existing housing stock. For an analysis and further description of these programs, the reader is referred to Appendix G.

HOUSING IMPACTS OF THE CCRP

This section presents the potential impacts of the CCRP on local and regional housing conditions. The section contains different subsections, each describing a different aspect of the impacts.

Because each element of the CCRP is part of a larger redevelopment plan intended to benefit the community, impacts often involve trade-offs between those that are adverse and/or beneficial. Where these trade-offs occur, they are identified.

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17 Proposed Housing Element, p. 22.
18 Ibid. p. 19.

Cumulative Residential Dislocations

From 227 to 456 private low and moderate income residential unit dislocations could occur as a result of the combined major project elements of the CCRP.[19] This displacement would involve from 701 to 1,350 residents over an eight to fifteen year period.[20] Table 9 lists the potential residential dislocations by the CCRP elements along with those dislocations that could occur as a result of the Crosstown Corridor Project. Combined, the two projects could dislocate from 563 to 792 private dwellings and from 1,540 to 2,189 residents, or 2% to 3% of the City's total population.

Estimated Housing Demands of Dislocated Residents and Newcomer Households

Table 10 indicates that CCRP-related actions could create additional housing demands for from 353 to 668 dwelling units. The demand would be exerted on the purchase, rental, and public housing sectors by both relocated and newcomer households.

It is estimated that of the 227 to 456 household relocations that could result from the CCRP, as many as 219 households seeking to rent and 117 seeking to purchase dwellings could be added to the open market housing demand. Up to 120 public housing units could be needed by the relocating residents. In addition, it is estimated that up to 97 rental and 115 purchase units would be needed for new households migrating to Santa Barbara for jobs created by various CCRP elements.[21] If the Crosstown Transportation Corridor were to occur simultaneously with the CCRP, an additional 336 relocation units could be needed. The total additional housing demand could then be from 689 to 1,004 units. (See Appendix G for method used to estimate demands of dislocated households.)

Estimated Net Increases or Decreases in Housing Supply by Project Element

Table 11 indicates the potential increases or decreases in the housing supply resulting from each major project element. The table indicates that the Low and Moderate Income Housing, Market Housing, and Auto Center elements would be those most significantly impacting existing housing conditions.

If all major project elements that would either add to or subtract from the City housing supply were accomplished, either minimally or maximally as indicated, a net gain of from 144 to 551 housing units could occur. This would represent an increase of from .4 to 1.6% in the existing housing supply.

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19 Up to 18 additional units could be dislocated by the proposed Neighborhood Facility and Neighborhood Shopping Center.

20 This does not include residential dislocations that may occur as a result of Retail Expansion. At this time a specific location for Retail Expansion is not known. When a location is chosen, it may or may not involve residential dislocations.

21 See"Growth Inducing Impacts."

Table 9

Potential Residential Dislocations by CCRP Elements and Proposed Crosstown Transportation Corridor

	Dwelling Units	Owner Occupied	Rental	Estimated Persons
PROJECT ELEMENT				
Low and Moderate Income Housing[a]	150-320	to 38	to 282	525-1040
Auto Center[a]	77-131[c]	to 19	to 112	176- 301
Retail Expansion	N/A	-	-	-
Market Housing[b]	5	-	5[d]	9
Transportation Terminal	0	-	-	-
Hotel Conference Center	0	-	-	-
Subtotal	227-456	to 57	to 399	701-1350
CROSSTOWN TRANSPORTATION CORRIDOR[e]				
Stage 1	24	-	-	85
2	102[f]	-	-	194
3	28	-	-	107
4	16	-	-	54
5	3	-	-	14
6	163[g]	-	-	385
Subtotal	336	N/A	N/A	839
TOTAL Displacement by both CCRP and Crosstown Corridor	563-792	to 57	to 399	1540-2189

(a) Source: Lyle Stewart AIP, Patterson, Langford & Stewart, Planning Consultants to the City of Santa Barbara.
(b) Source: Field Count, Community Land Use Associates.
(c) Includes 30 rooms in Senior Men's Home and 24 in Savoy Hotel.
(d) Whether these units are rental or owner-occupied is not known. They have been placed in this column for purposes of numbering consistency.
(e) Source: Raymond S. Bowden, Right-of-Way Agent, Caltrans, District 5.
(f) Includes 50 hotel rooms.
(g) Includes 113 mobile homes.

Table 10

Estimated Demand on Santa Barbara Purchase, Rental and Public Housing as a Result of the CCRP (Over the Life of the Project)

Type Occupier	Number of Newcomer Households Dislocated	Households Choosing to Rent Private Housing	Households Choosing to Purchase Housing	Households Choosing Public Housing
RELOCATING		(55%)	(15%)	(30%)
Tenant	193-399	106-219	29- 60	58-120
Owner	34- 57	-	34- 57	-
Subtotal	227-456	106-219	63-117	58-120
INMIGRANTS		(20% avg.)	(80% avg.)	
Management	72-115	-	72-115	-
Labor	54- 97	54- 97	-	?
Subtotal	126-212	54- 97	72-115	58-120
TOTAL DEMANDS	353-668	160-316	135-232	58-120

Source: Community Land Use Associates.

Table 11

Potential Net Increases or Decreases in Housing Units, by CCRP Project Element

CCRP Element	New Units to Be Constructed		Units Dislocated		Net + or -	
	Minimum*	Maximum	Minimum	Maximum	Minimum	Maximum
Low and Moderate Income Housing	204	500	150	320	+54	+180
Market Housing	172	507	5	5	+167	+502
Auto Center	None	-	77	131	-77	-131
Retail Expansion	N/A	-	-	-	-	-
TOTAL	376	1,007	232	456	144	551

* "Minimum" and "maximum" refer to the low and high number of units that are presently considered possible for each project element (see Project Descriptions).

Source: Community Land Use Associates

Potential Net Increases or Decreases to Private, Public, and Total Housing Stock under Various Possible CCRP Development Scenarios

It is possible that some elements considered in the CCRP would not be accomplished. Therefore, several CCRP development scenarios are possible. Table 12 lists four possible development scenarios. Each scenario excludes an element that would have major housing impacts. Depending upon the possible CCRP development scenarios shown in Table 12, from -23 to +682 new units could be supplied by the CCRP. Therefore, the CCRP would have the capability to supply as many or more housing units than it could cause to be removed. It should be emphasized that under all the scenarios shown, except Number 3, the net gains in housing would be in public or higher income units at the expense of a loss in existing private low and moderate income units. This is an adverse impact representing an inequitable tradeoff.

Some Implications of Supply and Demand Shifts

The demand for public relocation units could be easily satisfied by the low and moderate income housing element of the CCRP. Up to 500 new units are being considered. The demand for private low and moderate income relocation housing would be more difficult to satisfy. This is because the supply is already short and could be further diminished by the Auto Center and Low and Moderate Income Housing elements. Though the CCRP could result in a net gain of up to 182 private units, the gain would be in middle income or higher income housing.[22] These units would not satisfy CCRP relocation demands. Given the existing market conditions, it is probable that CCRP induced demand would adversely affect the price and availability of private low and moderate income housing. The degree of impact these demands would have on the private market would be dependent upon two factors: (1) the prevailing vacancy rate during relocation periods; and (2) the numbers of new low, moderate, and middle income apartment units constructed within the City and the South Coast region before and during the CCRP implementation period. These factors are discussed below.

A higher or normal vacancy rate (4-5%) would indicate a relatively equitable relationship between supply and demand. A certain availability of relocation units could be assumed if such a vacancy rate exists during the CCRP implementation period. Adverse impacts on the low and moderate income housing market would be less than with a low rate.

Conversely, a continuing low vacancy rate would indicate a lack of available low and moderate income housing units resulting in more significant adverse impacts from the CCRP. In addition, the lower the vacancy rate, the less accurate it becomes as a guide to assuming what the actual availability of of relocation housing may be. This is because as the market tightens, rental unit managers and owners have the increasing tendency to be selective about the characteristics of households they accept as renters.[23]

22 This gain would result from scenario #1, Table 12, which includes the Low and Moderate Income Housing element.

23 As the vacancy rate lowers and the market becomes increasingly a "seller's Market", rental owners exclude households with pets, children, smokers, teenagers, etc. Some owners actually accept only specific types of renters (i.e., "retired gentlemen," "working female," "quiet student," etc.). These are now common practices in Santa Barbara.

Table 12

Potential Net Gains or Losses to the Private, Public, and Total Housing Stock under Various CCRP Development Scenarios*

Scenario*	Private Units Dis-located(a)	Private Units Constructed	Net Gain Private Units	Net Loss Private Units	Public Units Constructed	Net Gain in Public Units	Net Gain/ Loss in Total Units
1. All projects except Auto Center accomplished:							
Maximum	325(b)	507(c)	182	0	500(d)	500	+682
Minimum	155	172	17	0	204	204	+221
2. All projects accomplished as considered:							
Maximum	456	507	51	0	500	500	+551
Minimum	232	172	0	60	204	204	+144
3. All projects except Low and Moderate Income units accomplished:							
Maximum	136	507	371	0	0	0	+371
Minimum	82	172	90	0	0	0	+ 90
4. All projects except Market Housing accomplished:							
Maximum	451	0	0	469	500	500	+ 49
Minimum	227	0	0	227	204	204	- 23

*These are not all the possible scenarios. The number of possible combinations is too many to list.

(a) This column does not take into consideration units that could be moved. It is, therefore, a high estimate.

(b) Numbers in this column were obtained by adding "units dislocated" under "minimum" and "Maximum" columns for Elements 1 through 6 in Table 9, and subtracting elements excluded in the scenario.

(c) Numbers in this column are the "minimum" and "maximum" numbers of housing units considered for Element #2, Table 11.

(d) Numbers in this column are the "minimum" and "maximum" numbers of units considered for Element #1, Table 11.

Source: Community Land Use Associates

This "selectivity" phenomenon, coupled with the fact that many, if not most, of the available units under a low vacancy rate condition are above the low and moderate income level, severely narrows the actual number of private units that would be available for relocation.

New Housing Construction

The number of new private moderate-income rental units constructed in the next few years will determine to a significant degree whether or not the area's present housing problem persists.[24] It will also have a direct relationship on the degree of adverse impact the CCRP would have on the local and regional housing market. Additional moderate income rental units would increase the housing supply and vacancy rate.

There have been approximately 525 multiple units constructed per annum since 1970 in Santa Barbara.[25] On the surface then, it appears that just one year's construction of multiple units would exceed all relocation and newcomer rental housing demands for the entire ten to fifteen year implementation period of the CCRP (353 to 668 units). However, with the exception of public units, the rent structure of recently built multiples exceeds the income capabilities of most low and many moderate income households. Units constructed in the future are likely to be similarly priced and out of reach to moderate income households. Unless legislative action at the local level implements a housing program and permit approval procedure that induces the private sector to provide housing that meets critical housing needs rather than developer and upper income housing desires, the existing moderate income rental housing problem is likely to persist and be aggravated by the CCRP, a potential condition indicating a significant adverse impact.

Adverse Impacts of CCRP

The primary and significant adverse housing impacts from the CCRP are:

- Relocating residents with Redevelopment Agency financial payments could foster increased demand in a low and moderate income private housing supply that had been diminished by redevelopment.

- Households subject to relocation could incur both short and long-term adverse impacts. These impacts are basically those of life style interruption and change. For most households the emotional or psychological impacts of relocation would be short term. For a few, especially the elderly who are moved from long-term residences, relocation impacts could be more severe.

- In many cases, the long-term housing costs of relocated residents would be increased. The Redevelopment Agency will provide financial payments to bridge the gap between the relocatees' old housing costs

24 Low income rental units are not mentioned here because under existing economic conditions in the housing industry, they just cannot be constructed in the private sector. Low-income housing has become a public responsibility.

25 It is not known how many of these multiple units were dwellings for rent and at what rates. This is a distinction that should be monitored by the City as part of its housing program.

and the costs at their relocation dwelling. These payments are short-term compensation. Once the payment is exhausted, the increased costs would be the burden of the resident.

- The increased demand for private relocation housing could stimulate the development of housing on existing vacant or undeveloped property. While such residential development may be needed and desirable, it would entail the adverse impacts of: (1) Increased density; (2) increased public service demands; (3) loss of urban open space and remaining pockets of natural habitat. It may also have growth-inducing impacts. With or without redevelopment, the right exists to develop these vacant lots in conformity with current zoning provisions.

Beneficial Impacts of the CCRP

The primary beneficial housing impacts of the CCRP are:

- The elimination of substandard unrehabilitatable housing. This impact involves a tradeoff in that even though much of the housing is substandard, it does provide private shelter for low-income households at costs they can afford. Its elimination would reduce the ability of the housing supply to accommodate the full spectrum of housing demands.

- Under redevelopment, the relocation needs of dislocated residents would be provided for. Except for the dwellings in Land Use Designator 3, most of the units that would be dislocated by the CCRP are in commercially zoned areas.

- Housing conditions would be upgraded for many relocated households.

- Urban land would be made available for highest and best use purposes consistent with the City General Plan and more appropriate land use; redevelopment of residential areas creates the opportunity to acquire the most suitable land assembled in parcels large enough for new residential projects such as Low and Moderate Income Housing, or commercial developments such as the Auto Center.

- Because the new housing would be constructed at generally higher densities than the dislocated housing, a net gain to the total housing supply would result. This is an area-wide beneficial impact.

Impacts of Individual Project Elements

Rehabilitation of Existing Housing

A program of rehabilitation would have environmental and socio-economic impacts that are almost entirely beneficial. It would upgrade the condition of older, and in some cases, unique residences and extend the life of those units. It would improve the housing conditions of the inhabitants and would, over time, increase the value of those dwellings both to their owners and to the City as a tax revenue source. According to the Draft Housing Element of the City General Plan, there are 3,630 substandard dwelling units within

the City housing supply. This is 11% of the total housing stock. A program rehabilitating 500 substandard dwellings,for example, would eliminate 14% of the total number of substandard units. This would be a significant and beneficial reduction in the number of such units.

Rehabilitation can also have minor indirect adverse impacts. These impacts would occur from: (1) Increased property tax assessments to the owners and possibly adjacent property owners; and (2) increased costs of the dwelling to prospective buyers or renters should the rehabilitated unit be sold or rented at a later date.

The adverse impacts stemming from the rehabilitation program are insignificant when weighted against the community benefits derived from the program. The maintenance of Santa Barbara's older, unique, single family housing supply is necessary from both functional and aesthetic perspectives. The costs of rehabilitation to owners and renters is the most significant adverse impact. This would be mitigated by the low-interest deferred loan plan.

Construction of New Public Housing

The construction of new low and moderate income public housing could have significant beneficial impacts on the City's critical low and moderate income housing shortage. The addition of from 204 to 500 new low and moderate income housing units would increase the existing number of public units by from 24% to 59%.[26]

Because the construction of this housing in numbers large enough to significantly improve the housing situation in Santa Barbara would also require the removal of existing private dwellings, significant adverse impacts to the private housing sector could also occur. The magnitude of these impacts, both beneficial and adverse, would depend upon the number of new dwellings constructed and the span of time over which the program occurred. This element of the CCRP involves a tradeoff between the supply of low and moderate income public housing and the supply of low and moderate income private housing.

The potential beneficial impacts of additional low and moderate income public housing are:

- A critical supply shortage of low and moderate income public housing in Santa Barbara would be alleviated to varying degrees, depending upon the number of units constructed. In addition to satisfying CCRP relocation needs, 500 new units could provide housing for over one-third of the households currently on the Housing Authority's waiting list.

- Housing conditions for many low and moderate income households would be improved.

26 Public housing here refers to actual or authorized and funded public units and rent supplemented private units.

- Existing units eliminated in order to provide land for the new construction would be those identified as substandard and predominantly unrehabilitatable.[27] From a public health and safety perspective, these units should be eliminated.

- Public housing constructed in relatively high density locations would decrease public service costs by consolidating the service demands of inhabitants in fewer locations. This is also true for the emergency service demands of the elderly.

- High density housing close to the central city service and commercial areas would decrease the transportation needs and demands of public housing residents. Many of these residents are elderly and/or transit dependent.

- To the extent that public housing were to be occupied by Housing Authority applicants presently living in private housing, additional private dwellings would be made available. For this beneficial impact to occur, a significant number of public units over and above what would be required to relocate CCRP displacees would have to be constructed. If the construction of those units required removal of existing private units, this beneficial impact would be, to a presently undeterminable extent, neutralized.

The potential adverse impacts of constructing low and moderate income housing units are:

- A net loss of from 150 to 320 existing private dwellings from the City's housing supply could occur.[28] Relocation of the residents from these units would represent an increase in housing demand for a diminished private low and moderate income housing supply. This circumstance could exert upward pressure on housing costs. This would be a regional as well as a local impact, though it would be concentrated primarily within the City.

- If major residential dislocations from the CCRP and the Crosstown Transportation Corridor project were to occur concurrently, this impact could be compounded. The magnitude of the above-mentioned adverse impact would depend upon: (1) The time span over which dislocations occur; (2) the manner in which CCRP and Crosstown Corridor dislocations are coordinated; and (3) the future supply conditions of the City and South Coast housing stock.

- Public housing requires subsidization by the public, both for construction and long term operation. The private land used for public housing represents a net loss of taxable property to the City.

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27 Lyle Stewart, Planning Consultant, personal communication.

28 A small percentage of the housing on sites selected for public housing construction may be movable, and, if so, at reasonable costs, would be moved.

- If the housing is constructed on high density sites in established residential areas, adjacent property owners may perceive their environment and property values adversely affected. This impact can be mitigated to a large extent by the type of housing constructed at high densities (elderly rather than family), and by project design.

- There are sociological and psychological impacts associated with public housing. High density public housing is not an optimal living situation for many families with children. Residents of public housing may feel a social stigma, especially if the housing is of poor quality, in a poor location, and appears to all, obviously, as public housing. Neighbors may feel negatively toward public housing and express this feeling in various ways in their relationships and communications with public housing inhabitants.

Market Housing Element

This element could dislocate up to five existing dwelling units. As presently considered, from 172 to 507 new family and elderly units could be constructed for a net gain of from 167 to 502 private housing units.[29] An increase of from .5% to 1.5% in the City's total housing supply could result. Given the existing housing market conditions in Santa Barbara, additions to the private housing stock must be considered a significant beneficial impact.

A major significant beneficial impact from this element is the surplus tax increment funds it would generate.[30] These funds would be used to finance the housing rehabilitation program and the low and moderate income units of the CCRP.

It is doubtful that the Market Housing units would provide significant numbers of relocation dwellings for households dislocated by various CCRP elements. The monthly rental costs would likely be too high, certainly for the family units. However, the elderly units may be available to middle-income elderly households. To the extent that elderly households in other City residences moved to Market Housing, they would vacate existing units which could provide relocation housing.

From a total housing supply perspective, the Market Housing element of the CCRP is almost entirely beneficial, especially if the project were to include elderly units with rents available to middle income households. The element would provide both additional private units, and surplus tax increment funds for additional public units. The units would be located close to the City's major recreation area and just a short distance from the downtown commercial district and the proposed Transportation Center.

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29 If the project were to contain the minimum number of units, few, if any, are likely to be elderly units. The fewer the units, the more expensive they would be.

30 See "Economics " This figure assumes 400 family units. Up to 507 units are considered with a mix of family and middle income elderly units possible.

A possible significant adverse impact from the Market Housing would be its population growth inducing impact. If the housing attracted new full or part-time residents, it could be growth inducing (see "Growth Inducing Impacts").

Auto Center

This element could dislocate from 77 to 131 existing residences. Approximately 54 of these would be sleeping rooms. The Auto Center would not provide on-site replacement dwellings. Therefore, its net effect would be a loss of private dwellings. Because of this, the element is considered to have a significant adverse impact on the supply of private housing within the City.

Many of the existing dwellings in the Auto Center area are in extremely substandard condition. The removal of these units would be a beneficial impact in terms of public health and safety.

Regional Implications

The major elements of the CCRP could result in a demand for from 353 to 668 housing units.[31] If the Crosstown Corridor project as proposed is approved and constructed concurrently with major CCRP elements, an additional 336 relocation dwellings would be needed. A total of from 689 to 1,004 housing units could be added to the housing demand as a result of the combined projects. While low and moderate income housing provided by the CCRP would provide for some CCRP relocation needs, there would be additional demands made upon the private housing stock. This demand would occur over approximately 15 years with demand in some periods heavier than in others. The demand would be exerted principally on the Santa Barbara housing supply, but would extend over the South Coast region, diminishing with distance from the City. Its primary impact would be to influence a rise in the rent structure and, to a lesser degree, the cost of purchase housing.

Goleta, Carpinteria, Summerland, and perhaps Montecito would have demands made on their housing supplies from the CCRP.[32] At present, the supply and demand conditions in the housing markets of these areas is similar to that within Santa Barbara proper, particularly for low and moderate income housing. According to Randy Stoskopf, Assistant Planner at the Carpinteria Planning Department, permanent household vacancies are "very low" in Carpinteria and demand is high. Carpinteria is expanding its supply of rental units slowly. There has been very little single family unit construction. The rental structure in Carpinteria has been rising due to increased demands from other South Coast communities with housing shortages.

31 From 126 to 212 new job seeker households and from 227 to 456 dislocated households.

32 It should be pointed out that the avenues of housing demand are not one way, all leading from Santa Barbara to adjacent communities. Santa Barbara's housing stock is under considerable demand pressures from Goleta and Montecito where public service moratoria are in force. The housing shortage is a South Coast regional shortage.

Goleta also has a current housing shortage. It has been brought about by the regional shortage, a previously expanding UCSB enrollment, and Goleta's water hook-up moratorium, which prevents expansion of the housing supply. It is estimated that Goleta's vacancy rate is less than one percent at present.[33] Increased housing demands in Goleta from the CCRP would adversely affect an already critical condition there. If Goleta is to expand its housing supply in the near future, an additional water supply is mandatory. There are several potential sources of additional water supply for Goleta and the South Coast region.[34]

The nature of the housing supply growth in the South Coast region would be a significant factor in the degree to which CCRP residential relocations would adversely impact the region's housing market. An expanding housing supply could absorb much of the demand and prevent significant adverse impacts. If the present nature of the housing market persists, impacts would be more adverse. The primary effect would be a rise in the region's rental structure, having the greatest effect on low and moderate income households.

Mitigation Measures: Housing Impacts

The CCRP's primary adverse impact on Santa Barbara's housing supply would be to influence a rise in housing costs in the private sector at the low and moderate income level. It should be pointed out that increasingly higher housing costs in Santa Barbara and the South Coast are an existing condition brought about by complex regional factors independent of the CCRP. The elimination of existing units and the relocation program that are parts of the CCRP would aggravate an existing condition, they would not create it. Therefore, mitigations listed here are only proposed as methods to reduce the incremental impact of the CCRP on an already adverse condition. They should not be expected to improve a regional problem that would result in disproportionately adverse impacts to any single municipality within the region that attempted to resolve it.

The City is presently preparing its Housing Element in order that Santa Barbara may participate in federal and state funding programs for public housing. The Element must comply with State Department of Housing and Community Development guidelines as to the content of the City's housing program and, further down the line, as to the methods of program implementation. To this date, the Housing Element is unadopted. Within it is a Housing Program listing several potential courses of action which, if they are included in the adopted element, may be applicable as mitigation measures or facilitators of mitigation measures for CCRP housing impacts. The reader is advised to turn to page 36 of the Proposed Housing Element for the Housing Program.

33 William Wallace, President of Board of Directors, Goleta County Water District.

34 See Public Services, "Water" section, for a discussion of South Coast water needs.

MITIGATIONS: HOUSING IMPACTS

Impacts	Mitigations	Effectiveness/Unavoidable Impacts
1. Possible rise in private low and moderate income housing costs from the elimination of existing housing and the relocation of displaced households.	1a. Those houses that are standard, rehabilitable and or of historic value should be moved to other locations. A portion of the Auto Center area should be dedicated to this use. 1b. Houses subject to destruction should be advertised for sale by the Agency at prices reflective of the costs of moving and bringing them up to code. 1c. The Agency should establish a policy whereby each relocated household having a sufficient income stream could have the option of purchasing a new private relocation unit. To accomplish this a cooperative housing program either administered by the Agency itself or in concert with an organization like the CAC should be instituted (see Appendix for description of cooperative details). The Agency could also sponsor households for low interest home loans. 1d. Mobile homes should be considered as a viable resource for long and short term mitigation of CCRP housing impacts. The mitigations listed would not just reduce CCRP housing impacts. They could protect and expand the existing low and moderate income housing supply.	1a,b,c,d. The implementation of mitigations a, b, c, and d could substantially reduce the adverse impacts of the CCRP on housing costs. Of course, not all dwellings subject to redevelopment actions could be moved or sold to other parties. Also, not all relocated households would have income streams capable of supporting the purchase of a new dwelling, even with Agency assistance or a cooperative housing program. Therefore, some adverse impacts would be unavoidable.
2. High density public housing in existing residential neighborhoods.	2. Highest density developments should be for elderly housing which produces the least impact on adjacent residential environments. Family units should be constructed in densities according to family size or number of bedrooms, e.g., two-bedroom units should be constructed at higher densities than three and four bedroom units. Every effort should be made to design public housing so that it is not physically identifiable as such.	2. The implementation of this mitigation would be very effective. It should be pointed out that even the highest densities within Santa Barbara are low relative to high densities elsewhere. Careful determinations as to density, site layout and building design could eliminate this adverse impact.
3. Loss of property tax revenues from tax exempt public housing.	3. No mitigation, except cooperative housing, which cannot meet all low and moderate income housing needs cannot be effectively met without the construction of public housing.	3. This impact is unavoidable.
4. Possible psychological effects on relocated residents.	4. Notice of relocation should be given as far in advance as possible.	4. Certain aspects of this impact are unavoidable.
5. Increase long-term housing costs for relocated households.	5. If cooperatively owned relocated housing is made available, relocated households would have the opportunity to turn their increased housing costs into equity.	5. For many relocated households this will be an unavoidable impact.
6. Increased density, public service demands, loss of open space, or natural habitat because of CCRP stimulated residential development on vacant or underdeveloped land.	6. These demands are provided for through the zoning of various areas for residential use. They should be considered adverse only when they conflict with General Plan goals and objectives, or when they pre-empt or exacerbate an existing need, such as park space for the West Side.	6. Residential projects should be designed to maintain optimal amounts of open space and/or natural habitat.

ECONOMIC AND FISCAL CONCERNS

EXISTING ECONOMIC INDICATORS

Private Sector Indicators

Per Capita Income

Per capita income is the average yearly amount of money that each resident of the area receives each year. It is largely a function of the types of employment generated in the area, the skills required to perform the work, and the supply of persons qualified to perform the work. The percent of income coming to Santa Barbarans from the City's basic economic sources in 1970 was as follows:

Property and pensions income	31%
Tourism - visitor expenditures	29%
Manufacturing - research and development	20%
University of California	8%
All other elements	12%

(Source: Keisker, 1970)

The relationship between these income sources remained stable over the 1960-1970 period and there is no reason to doubt that these relationships will continue into the future.[1]

With respect to median family income, Santa Barbara has shown a rise from 1950 to 1970, but at a lesser rate than national averages.

Year	Santa Barbara Median Family Income	% Increase	United States Median Family Income	% Increase
1950	$3,466	-	$3,073	-
1960	6,477	86.8%	5,660	84.2%
1970	9,505	56.8%	9,586	69.4%

While 1975 special census data is not comparable to 1970 data[2], several trends appear. The percent of those respondents with incomes of $4,000 or less has increased between 1970 and 1975 by 31.8% for the City and the percent of those with incomes of $25,000 or more has increased by 23.7%. These figures imply that the trend toward a polarity between income groups is continuing.

1 "Impacts of Growth," Vol. 1, p. 63.
2 Due to different wording of questions being asked (i.e., household income versus family income).

Unemployment

As noted in the "Employment" section of this report, employment conditions have been marked by increasing unemployment over the past several years. Within the County, average unemployment rates ranged from 5.3% to 6.3% between 1970 and 1974. In 1975, the average annual unemployment rate increased to 7.1%. Figures for City conditions reflect even higher rates (5.9% in 1970 and 8.3% in 1975). It is not known to what degree these indicators will change in the future. For additional information on past and present conditions see "Employment" and "Appendix J."

Cost of Living

The cost of living is related to the relative levels of expenditures for housing, convenience and shoppers' goods, services and health care as a portion of the level of personal disposable income (income after taxes). The U. S. Bureau of Labor Statistics regularly gathers cost of living information for a series of cities and SMSA's[3] in the United States, but Santa Barbara is not one of the places that falls within their sample. Therefore, there is no reliable interpretation of how costs have changed over the years and, as a result, interpretation of how costs have changed over the years and how costs compare with other areas have not been made.

Given the lack of such information, the only available indicator of local changes or trends in the cost of living is the price of housing. As indicated in the "Housing" section of this report, housing prices have averaged almost 20% annual increases since 1970. While rental costs have not showed such a marked increase, the average rent for a two-bedroom apartment is slightly over $235 per month. As costs rise, families do not simply expand that proportion of their income spent for housing. A plateau is reached at about one-third of income, with the rest reserved for food and other necessary expenditures. Beyond this level, families may double up, share facilities with parents or other relatives, or move from the area to places with lesser housing (and rental) costs.

Retail Market Trends - Past and Present

The development of regional shopping centers in outlying areas has had a detrimental effect on Santa Barbara's Central Business District.[4] They require a minimum threshold of population to draw upon for their high volume activity and tend not to enter a market until that population base is either present or is anticipated for the near future. However, the impact of Santa Barbara's one major center, La Cumbre Plaza, has been less adverse to the Central Business District than the effects of similar projects on the CBD's of other cities. Two major reasons for this include the type of unique shops in the downtown area and the fact that La Cumbre Plaza has a added to the total retailing of primary shopping goods in the City, thus partially lessening the amount of business taken away.

3 Standard Metropolitan Statistical Area.
4 "Impacts of Growth," Vol. 1, p. 68.

In 1967, before the development of La Cumbre Plaza, $26.63 million was transacted in the downtown area. In its first year of operation La Cumbre sales amounted to $21.6 million while downtown sales dropped to $22.7 million, a decline of 15%. Remaining City business locations experienced a similar decline of 14%.[5,6]

As Table 14 indicates, the downtown has regained its prior position in terms of present dollar distribution of shoppers' goods expenditures. The Economic and Marketing Analysis Study indicates that South Coast residents spend approximately 44% of their shopper goods expenditures in downtown Santa Barbara, 27% outside the downtown but within the City, and 21% outside the City but within the County. The remaining amount (8%) is spent outside the County and is considered to be "leakage" to other regional outlets such as Ventura-Oxnard and Los Angeles.

With no new development downtown or elsewhere in the South Coast, downtown shoppers goods expenditures are expected to increase by 11% by 1980.[7]

Public Sector Indicators

Property Tax Revenue Base

An analysis of trends in assessed value of property within the City, within the Redevelopment area, and within the downtown, indicates that the total assessed values of property within the Redevelopment area and the downtown have not been keeping pace with the totals for the City. As a percentage of the total assessed value for the City, the shares represented by those two areas have declined since 1967-68. When viewed in constant dollars the total assessed values (AV) for both the City and the project areas have been experiencing a real decline. The AV for the Redevelopment area and the downtown have experienced somewhat greater decreases than the total AV for the City. The total magnitude of the changes are not as important as are the trends, since the assessed value totals include all types of land uses.[8]

Tax Rates and Assessed Value for the
City of Santa Barbara (current dollars)

Fiscal Year	1976-77	1975-76	1974-75
Assessed Value	$320,143,350	$252,665,134	$240,168,124
Tax Rate	1.21	1.46	1.46

Fiscal Year	1973-74	1972-73	1971-72
Assessed Value	$215,286,446	$210,789,525	$206,067,269
Tax Rate	1.46	1.46	1.46

5 Keisker (1970), Table 15, p. 8.
6 For additional information, see pp. 6.8-6.12, "Impacts of Growth."
7 EMAS, p. 42.
8 Ibid., pp. 54,55.

Table 13

Present Dollar Distribution of Shoppers Goods Expenditures to General Shopping Locations: 1975 (in millions of dollars)

Trade Area	Total Shoppers Goods Expenditures	D = Downtown	C = City Excluding Downtown	R = County Excluding City	O = Outside County
1	$14.8	$ 6.1	$ 2.4	$11.8	$2.1
2	28.3	19.6	5.9	1.6	1.3
3	13.4	4.8	6.2	1.5	0.9
4	34.4	9.6	10.7	11.8	2.4
TOTAL*	$91.0	$40.0	$25.2	$19.2	$6.6

Total to City of Santa Barbara - $65.2 million
Total to outside City = $25.8 million
Total to County of Santa Barbara = $84.4 million
Total to outside County = $6.6 million

*Totals do not sum exactly due to rounding.
Source: Gruen, Gruen & Associates, EMAS, p. 17.

Table 14

Distribution of Shoppers Goods Expenditures

Present Percentage Distribution of Shoppers Goods Expenditures [1] (in current dollars 1976)		Distribution of Shoppers Goods Expenditures Assuming Retail Expansion Downtown
All South Coast Residents		
Downtown S.B.	43.79%	48.18%
S.B. excluding downtown	27.66%	24.86%
City as a whole	71.65%	73.04%
County excluding City	21.09%	20.23%
County as a whole	92.74%	93.27%
Outside County	7.26%	6.73%

1 Shoppers goods include clothing and accessories, household furnishings, and specialty items such as books, records, gifts and novelties. They exclude eating and drinking out and convenience goods, as well as automobile sales, repair and maintenance.

Source: EMAS, Gruen Gruen & Associates, pp. 11 and 33.

Table 15

Growth of Shoppers Goods Sales Downtown
and in the Rest of the City of Santa Barbara
as a Function of Expansion Options

Growth Expressed as Percentage of
1975 Shoppers Goods Sales[1]

Year	No Expansion Downtown and No New Regional Center Elsewhere in the Region[2]			Expansion Downtown and No New Regional Center Elsewhere in the Region[3]			New Regional Center Elsewhere in the Region and No Expansion Downtown[4]
	Downtown (%)	Rest of City (%)	City Total (%)	Downtown (%)	Rest of City (%)	City Total (%)	City Total (%)
1980	+11.0	+ 9.4	+10.4	+21.6	-1.8	+12.6	-17.7
Assuming No Water Supply Increase							
1985	+20.6	+17.9	+19.6	+32.3	+ 5.5	+21.9	-10.4
1990	+26.9	+23.9	+25.8	+39.2	+10.8	+28.2	- 5.8
Assuming Water Supply Increase							
1985	+23.2	+23.2	+23.2	+35.2	+10.6	+25.7	- 8.5
1990	+34.4	+37.4	+35.6	+47.6	+23.4	+38.2	0

1 "+" indicates percentage increase over 1975 sales.
"-" indicates percentage decrease over 1975 sales.
Calculations are based on increased sales in present dollars.
2 Assumes continuation of present distribution of expenditures by South Coast residents.
3 Assumes expansion completed by 1980.
4 Analysis not completed to the same level of detail for this option. Also assumes new center is completed by 1980.

Source: Gruen Gruen & Associates, EMAS, p. 72.

Table 16

Central City Redevelopment Area Assessed Values
(in current dollars)(secured, unsecured)

	1976-77	1975-76	1974-75	1973-74	1972-73 (Base Year)
Local Roll	$26,522,888	$26,433,628	$24,569,397	$22,797,502	$23,045,921
	8,104,897	7,016,070	6,205,407	6,454,863	7,405,036
State Utility Roll	6,819,930	6,593,215	6,615,295	6,643,036	6,784,440
	-0-	-0-	-0-	-0-	-0-
Net Taxable Value	33,342,818	33,026,843	31,184,692	29,440,538	29,830,361
	8,104,897	7,016,070	6,205,407	6,454,863	7,405,036
Homeowners	498,050	494,900	469,350	445,650	208,021
Exemptions	119,435	91,900	55,225		1,035,243
Business Inventory	73,716	87,137	85,940	72,667	Incl. above
Exemptions	2,207,355	2,082,878	1,871,934	1,591,055	Incl. above
Gross Value	33,914,584	33,608,880	31,739,982	29,958,855	30,038,382
	10,431,687	9,190,848	8,132,566	8,045,918	8,440,329

Table 17

Comparison of the Assessed Valuation
for the City of Santa Barbara,
the Redevelopment Area and the Downtown

Assessed Values[1] as a Percentage
of Total AV for the City

Tax Year	Redevelop-ment Area	Redevelopment Area Excluding State Assessments	CBD[2]	Downtown from Victoria to Ortega Streets[3]
1967-68	N/A	14.74%	7.06%	5.58%
1972-73	16.24%	12.64%	5.49%	4.34%
1975-76	15.04%	12.11%	5.23%	4.10%

1 Calculations are based on gross assessed values in current dollars after non-reimbursable exemptions. Net AV was not used because of changes in reimbursable exemptions over the analysis period.

2 Includes properties between Victoria Street and 101 Freeway and between Chapala and Anacapa Streets.

3 Includes properties between Victoria and Ortega Streets and between Chapala and Anacapa Streets.

Source: Gruen Gruen & Associates, based on AV data from the Deputy-Auditor of Santa Barbara County and Patterson, Langford and Stewart in EMAS, p. 56.

Table 18

Comparisons of the Growth of Assessed Valuation for the City of Santa Barbara, the Redevelopment Area and the Downtown

Real percentage changes in gross assessed value totals (calculated in constant dollars)[1]

Area	Percentage Change 1967-68 to 1972-73[2]	Percentage Change 1972-73 to 1975-76[2]	Approximate Annual Average Percentage Change 1967-68 to 1972-73[3]	Approximate Annual Average Percentage Change 1972-73 to 1975-76[3]
City of Santa Barbara	+ 1.03%	- 7.02%	+ .58%	-2.25%
Redevelopment Area	N/A	-13.87%	N/A	-4.25%
Without State Assessments	-13.35%	-10.88%	-2.50%	-3.50%
CBD[4]	-21.41%	-11.38%	-4.00%	-3.75%
Downtown to Ortega[5]	-21.40%	-12.18%	-4.00%	-4.00%

1 Calculations are based on gross assessed values converted to constant dollars with the U. S. Consumer Price Index.

2 + indicates percentage increase. - indicates percentage decrease. It should be noted that the percentages of change are for a five-year period and then for a three-year period so that comparisons between the two columns cannot be made directly.

3 Approximate annual average percentage changes are shown so that comparisons can be made between the two time periods.

4 Includes properties between Victoria Street and 101 Freeway and between Chapala and Anacapa Streets.

5 Includes properties between Victoria and Ortega Streets and Between Chapala and Anacapa Streets.

Source: Gruen Gruen & Associates, based on AV data from the Deputy Auditor of Santa Barbara County and Patterson, Langford & Stewart, in EMAS, p. 57.

Table 19

Estimated Total Retail Sales[1] in
the City of Santa Barbara
Under Alternative Expansion Options
(1975 dollars)
(in millions of dollars)

Year	No Expansion Downtown and No New Regional Center Elsewhere in the Region	Expansion Downtown[2] and No New Regional Center Elsewhere in the Region[4]	New Regional Center Elsewhere in the Region[3] and No Expansion Downtown[4]
1975	$212.4	--	--
1980	230.2	$236.7	$193.0
Assuming No Water Supply Increase			
1985	250.5	254.1	207.9
1990	262.4	266.1	217.9
Assuming Water Supply Increase			
1985	255.4	259.0	210.8
1990	275.3	279.4	226.1

1 Includes shoppers goods, eating and drinking out, and convenience goods. Totals include sales by South Coast residents, sales from tourists and visitors, and sales from residents from other County locations. Further, they reflect total shoppers goods sales which include items in addition to those specifically discussed in the interviews. Auto and auto-related sales, as well as sales in the building materials group, are not included here. Further, retail sales estimates assume a constant proportion of tourist dollars to dollars spent by residents. Thus, the estimates are conservative if a new hotel conference center is built along the waterfront.

2 Assumes expansion completed by 1980.

3 Assuming no significant change in downtown Santa Barbara, a new regional center located in the Goleta area would be marketable. Assumes new center completed by 1980.

4 The sales shown above reflect consumer demand for each outcome. However, once one of these options is chosen, the additional new retail facilities will induce additional demand so that the sales in the City under expansion downtown would be greater than those shown (middle column) and the sales in the City under the shopping center option would be less than those shown (right-hand column).

Source: Gruen Gruen & Associates, EMAS, p. 45.

Other Tax Revenue Sources

Bed Taxes

The City levies a 6% tax on the daily price of motel and hotel rooms within the City limits. Bed tax receipts therefore indicate without differentiation the combination of number of yearly occupied rooms and their respective rates. The figures below indicate, on a calendar year basis, the bed taxes received by the City over the past five years:

	1971	1972	1973	1974	1975
Bed Tax Receipts	$268,712	$309,304	$322,793	$362,273	$424,641
% Increase	-	15%	4%	12%	17%

Sales Tax

The City of Santa Barbara receives one percent of the total taxable sales within the City limits. As indicated below, sales tax receipts have increased from approximately $2,263,830 in 1971 to $3,325,260 in 1975, an increase of about 47%. Retail store totals have shown an almost identical percentage increase over the same period.

Sales Tax Receipts for the City of Santa Barbara

Year	Total All Outlets	Retail Store Totals
1971	$2,263,380	$1,834,250
1972	2,506,100	2,062,490
1973	2,862,510	2,343,760
1974	2,948,010	2,363,120
1975	3,325,260	2,693,320

Source: State Board of Equalization, Statistical Research and Consulting Division.

City Costs

The costs of public services provided by the City are difficult to analyze and project without a detailed study of the variables and parameters which affect them. For this reason selected non-revenue producing public service budgets from 1970 to the present are presented below. While the figures do not reflect the effects of inflation, per capita expenditures for these services show average annual increases ranging from slightly less than two percent (for Streets) to 17% (for Library Services).

Selected Non-Revenue Producing Public Service Budgets

(current dollars)

	1976-77	1975-76	1974-75	1973-74	1972-73	1971-72	1970-71
Police	$3,101,726	$2,774,858	$2,765,914	$2,484,934	$2,120,320	$1,928,027	$1,716,870
Fire	1,967,370	1,773,644	1,730,987	1,592,748	1,445,660	1,367,985	1,311,340
Street	687,777	606,740	771,271	625,393	547,815	547,937	541,866
Library	748,506	855,840	802,762	674,709	592,645	496,626	449,566
Parks & Parkways	852,141	871,648	797,832	652,285	539,067	561,575	517,812
Recreation	580,695	560,878	529,168	468,789	391,079	381,293	364,386
TOTALS	$7,938,215	$7,443,608	$7,397,934	$6,498,858	$5,636,586	$5,283,443	$4,901,840

Source: Annual Budget of the City of Santa Barbara 1970-71 to 1976-77

Annual Per Capita Expenditures 1970 and 1975*

			% Increase
Police	$24.45	$38.41	57%
Fire	18.68	24.55	31
Street	7.72	8.40	9
Library	6.40	11.84	85
Parks & Parkways	7.37	12.07	64
Recreation	5.19	7.76	49
City-Wide Population	70,215	72,235	

* Figures not adjusted for inflation.

FISCAL AND ECONOMIC IMPACTS OF THE CCRP

Private Sector Impacts

Due to the generation of a significant number of short-term construction-related employment and full- and part-time permanent employment opportunities, it is probable that per capita income could be increased to a moderate degree. The magnitude of this change cannot be accurately predicted at this time except to say that a significant number of new basic and non-basic[9] jobs would be produced by the Retail Expansion and Hotel Conference Center elements. As noted in the "Employment" section of this report, the unemployment rate would most likely decrease as a result of the new employment opportunities. Indirectly this could add to the community income stream--the total amount of money circulating within a community.

The cost of living could be increased by implementation of the CCRP through its impact of increased housing costs, particularly to low and moderate income families seeking private rental or purchase housing. The effect on other components of living costs, such as the price of goods and services, is unknown.

The impact of the CCRP on retail market trends would be a beneficial one. The Hotel Conference Center is projected to generate in the neighborhood of $1,070,000 in annual taxable sales (1975 dollars) from on-site and off-site visitor activity.[10] Implementation of the first 220,000 sq. ft. phase of the Retail Expansion element is expected to generate in the neighborhood of $2,150,000 in annual taxable sales by 1980 (given no new regional shopping center is built elsewhere in the region). More important than the actual dollar volume is the likelihood that this degree of expansion could, for the immediate future, preclude the construction of a new regional shopping center elsewhere in the South Coast area. In addition, this degree of expansion is not expected to significantly reduce expenditures for shoppers goods at other marketing areas along the South Coast.

9 For a definition of Basic and Non-Basic employment, see "Employment" section.
10 Keisker, Economic Base Analysis (1970), and Tecolote Research, Inc., Fiscal Impact Analysis of Alternative Central City Redevelopment Proposals (1976).

Table 20

Summary of Projected Annual Fiscal Impacts of Alternative Redevelopment Projects[1]

Project	Tax Increment Accruing to Redevelopment Agency	Taxes Accruing Annually to City of Santa Barbara		Newcomer Revenues and Costs to City of Santa Barbara		School District Revenues		Net Revenues (Costs)
		Sales Tax	Bed Tax	Property Tax Revenues	General Fund Expenditures	Elementary	High School	
Hotel Conference Center	$834,320	$107,180	$312,645	$10,409	$113,488	$6,421	$ 14	$1,157,501
Retail Expansion	138,657	215,000	-	8,513	23,124	9,557	3,590	352,193
Market Housing	860,714	0	-	0[3]	114,800	0	0	745,914
Retail Expansion Outside City	0	(223,000)	-	(44,238)	unknown	N/A	unknown	(267,238)
Auto Center	(5,257)	0	-	0	0	0	0	(5,257)
Rehabilitation of CBD[4]	177,505	90,650	-	4,086	11,000	4,585	1,723	267,452

1 All figures are in 1975 current dollars; tax increment and property tax revenues based on 1975-76 tax rate.
2 Based on inmigration of newcomers to fill employment opportunities.
3 Increased property tax revenues included in Tax Increment Accruing to Redevelopment Agency.
4 Based on assumption of 10% increase in CBD sales.

Source: Tecolote Research, Inc., Fiscal Impact Analysis of Alternative Central City Redevelopment Proposals, 1976.

For additional information, the reader is referred to the Economic and Marketing Analysis Study and Fiscal Impact Analysis of Alternative Central City Redevelopment Proposals on file with the Redevelopment Agency of the City of Santa Barbara.

Public Sector Impacts

Adoption of the Redevelopment Plan and implementation of its major project elements could generate substantial tax increment flows for use either to retire bonded indebtedness, to construct low and moderate income public housing, to rehabilitate substandard low and moderate income owner-occupied dwellings, to construct other publicly sponsored developments, such as a West Side Neighborhood social facility, or a combination of some or all of the above.

Table 20 summarizes the projected annual fiscal impacts of the major elements and the selected alternatives of rehabilitation of portions of the Central Business District and construction of a regional center outside of the City. The figures presented are based on several study assumptions which should be mentioned.

1. All calculations are made in constant 1975 prices and tax increment revenues are based on 1975-76 tax rates.[11]

2. No attempt has been made to time-phase the fiscal impacts of the proposed project. The impact of this limitation, together with the assumption of calculating the fiscal impacts in 1975 prices, is that the fiscal impact of each proposed project is implicitly estimated as though that project was in place in 1975. To forecast the fiscal impacts at the time (or times) the proposed projects would actually be completed would not only require a detailed knowledge of each project's time phasing but would also require that prices and construction costs be forecast over that period as well as changes in City and Special District tax practices. Clearly, there is no way in which these tasks could be performed with any reasonable justification.

3. Due to time and budget limitations it was not possible to analyze the fiscal impact of the proposed projects on Santa Barbara County agencies even though there would undoubtedly be resultant fiscal implications.

4. Calculations are based on information contained in existing studies[12] meaning that estimates made are conditional upon the accuracy of those existing data sources.

11 It should be noted that the 1976-77 tax rate has been reduced to $10.5683 per $100 of assessed value (from the 1975-76 rate of $12.5321) a decrease of approximately 15% resulting in a similar reduction in incremental annual tax revenues and a more significant reduction in annual surpluses after adjusting for annual payments to amortize bonds.

12 Data sources include: Patterson, Langford and Stewart, Choices for the Future, 1974; Gruen Gruen and Associates, EMAS, 1976; Albret D. Keisker & Associates, Environmental Assessment Draft, Hyatt Regency Hotel Development, 1973; and John C. Jostes, Draft Environmental Impact Report for the Central City Redevelopment Plan, 1976.

The potential annual tax increment generated by the various project elements could support the construction of various numbers of low and moderate income housing units and/or rehabilitation of existing substandard dwelling units. These projections are presented below:

	Surplus (or Deficit)	Bonds Amortizable	Maximum Low & Mod. Income Housing*	Maximum Units Rehabilitable**
Hotel Conference Center	$834,320	$10,176,930	328	2,035
Retail Expansion	138,657	1,691,321	54	338
Market Housing	860,714	10,498,880	338	2,100
Auto Center	(5,257)	--	-	-

*Assumes no rehabilitation.
**Assumes no new construction.

As shown in Table 22, the tax increment revenues received by the Redevelopment Agency would be revenues foregone by certain other taxing districts within the area. While these would not be permanent shifts, they do indicate that the tax increment method of financing could have an adverse impact on those districts making assessments within the project area.

Other public revenues which could result from construction of the considered project elements would accrue major sources, retail sales and hotel and motel room occupancy. It is estimated that approximately $322,000 in annual sales tax receipts and $312,000 in bed tax receipts would be generated by the Hotel Conference Center and Retail Expansion elements. These increased revenues would have significant beneficial impacts, particularly when compared with the existing levels identified earlier in this section. Both elementary and high school districts would also receive net revenues from the two above-mentioned elements. However, these revenues are not projected to be significant.

City costs could be increased as a result of newcomers moving to the area to fill new jobs. It has been estimated that each newcomer would incur the same per capita costs as existing residents and would purchase or rent housing at their current rates, generating some revenues in the form of property tax receipts.

Net Fiscal Impact

The net fiscal impact of the three primary tax increment generators (Hotel Conference Center, Major Retail Expansion and Market Housing) would be to generate surplus revenue flows which could be used to construct or rehabilitate low and moderate income housing. Depending on the priorities of decision makers at the time the increment flow beings, the monies could also be used to make public improvements and/or expand existing public facilities. In the final analysis this is the major benefit of the tax-increment method of financing public and private improvements.

Table 21

Incremental Tax Revenues Generated by Various Project Elements

Variables (Floor Area, No. of Units, No. of Delaerships, etc.)	Hotel Conference Center (500 rooms)	Retail Expansion (220,000 sq.ft.)	Auto Center (5 dealers)	Market Housing (400 units, 1200 sq.ft.ea.)	Totals
Land Area (sq. ft.)	45 acres	198,653	774,738	20 units/ acre density	---
Market Value	28,309,866	14,987,500	7,203,153	28,768,000	79,268,519
Construction Cost to Developer	N/A	14,380,115	3,182,400	23,808,000	---
Residual Land Cost to Developer					
Total	0	607,385	4,020,753	4,960,000	---
Per Unit of Analysis		1.23	5.19	12,400	
Land Acquisition Cost to Agency					
Total	0	3,731,130	5,818,443	3,211,340	12,760,913
Per Unit of Analysis		18.78	7.51	8,028	
Land Write-down	0	3,123,745	1,797,690	0	4,921,435
Annual Payment to Amortize Bonds	0	256,088	147,377	0	403,465
Assessed Value of New Uses	7,077,464	3,746,875	1,800,788	7,192,000	19,817,127
Assessed Value of Old Uses	420,000	597,000	666,740	323,925	2,007,665
Increment in Assessed Value	6,657,464	3,149,875	1,134,048	6,868,075	17,809,462
Increment in Annual Tax Revenues	834,320	394,745	142,120	860,714	2,231,899
Annual Surplus (Deficit)	834,320	138,657	(5,257)	860,714	1,828,434

Table 22

Summary of Incremental Tax Revenues Initially Accruing to Redevelopment Agency
Foregone Revenues to Taxing Districts

Taxing District	1975 Tax Rate	Hotel Conference Center	Retail Expansion (220,000 sq. ft.)	Market Housing (400 units)	Auto Center (5 dealers)	Total
Santa Barbara County	$.033102	$220,375	$104,267	$227,347	$ 37,539	$ 589,528
S.B.*County Water Agency	.00323	2,150	1,017	2,218	366	5,751
S.B. County Flood Control & Water Conservation Dist.	.000295	1,964	929	2,026	334	5,253
Feather River Project	--	-	-	-	-	-
South Coast Flood Zone 2	.001350	8,988	4,252	9,271	1,530	24,041
S.B. Metropolitan Transit District	.000485	3,229	1,527	3,331	550	8,637
City of Santa Barbara (General Fund)	.014600	97,199	45,988	100,000	16,557	259,744
School Districts	.075166	500,415	236,763	516,254	85,241	1,338,673
TOTALS	$.125321	$834,320	$394,745	$860,714	$142,120	$2,231,899

*Santa Barbara.

EXISTING TRANSPORTATION AND PARKING CONDITIONS

Description of Existing Circulation Network

Santa Barbara's traffic circulation system is comprised of a network of major arterials and lesser collector streets laid out in a grid pattern. U. S. 101 provides access to both north-south and east-west major arterials. It is able to function in this way because of its unique alignment in relation to the City's street grid pattern.

Existing widths and rights-of-way of local streets are shown in Figure I-2, Appendix I. The usual right-of-way width within the CBD area is 60 ft. The normal width of the east-west collector streets is 36 to 42 ft., the exception being Carrillo Street, a major arterial, which has a 56-ft. roadway and an 80-ft. right of way. The normal roadway width of the north-south collectors is 36 ft. Santa Barbara Street is an exception with a 39-ft. roadway width. The major north-south arterials, State and Chapala Streets, have 60-ft. pavement widths and 80-ft. rights of way. In general, the existing widths of Santa Barbara's streets in the Central City area are adequate for existing flow volumes and driver attitudes.[1]

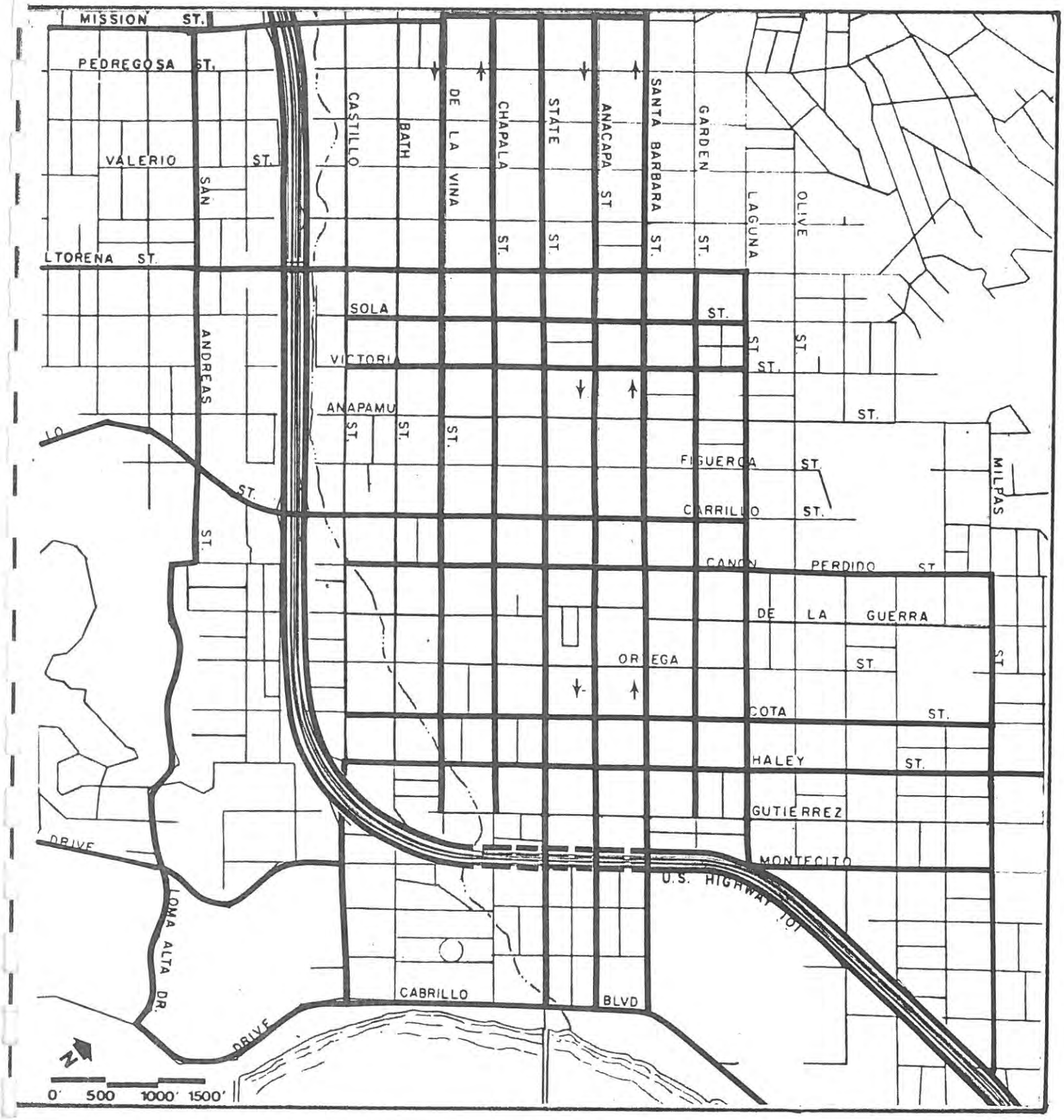
It is the policy of the City that the street system be adequate only to the degree necessary to serve the "projected population at a level of service below that which would allow the free flow of peak-hour traffic," and, additionally, that the removal of on-street parking be the first step taken "before widening or other physical improvements, to increase the capacity of any street."[2]

Flow Volumes - Past Trends and Present Problem Areas

The Vehicular Traffic Flow Diagram (Figure I-1, Appendix I) indicates the volumes of vehicular traffic over particular city streets. From this diagram it can be seen that the most heavily traveled streets within the City are Carrillo, Chapala, Anacapa and State Streets. The heaviest east-west volume occurs between State Street and U. S. 101 on Mission, Micheltorena, Carrillo and Haley Streets. The flow diagram, completed in 1972, does not accurately indicate today's volumes. Traffic volume has increased approximately 4% since 1972 on the major approach streets entering the CBD.[3] Although the average yearly increase is small (1%), the impact on peak-hour circulation efficiency, especially in the west and northwest sides of the CBD, has been substantial. Sections of Carrillo, Haley and Mission Streets east of U. S. 101, the major east-west arterials, are carrying a capacity volume during peak hours. Thirty-two percent of the traffic volume increase since 1964 has occurred within these west and northwest areas, much of it along these arterials. The increased volume is due primarily to the construction of relatively high-density multiple units in the west side and the increasing urbanization of the Mesa and Goleta areas. Although over-capacity conditions

1 Choices for the Future, p. 32.
2 General Plan, p. 30.
3 Barton & Aschman Associates, "Transportation Management Plan," p. 14. Based on one percent average increase per year.

MAJOR STREET SYSTEM



FREEWAY
ARTERIAI
COLLECTOR

FIGURE 28

do not normally exist on this section of the circulation system, above-average peak-hour flows result in longer delays at intersections. Table I-A Appendix I, lists the average volume over capacity ratios at various intersections along Haley and Carrillo Streets.

Efficient circulation of traffic is impeded at the intersections of U. S. 101 and several cross streets leading to the beach area. Those intersections with signals are major impediments to efficient traffic flow at the southern boundary of the CBD. During the peak hours of holiday weekends the flow volume on U. S. 101 reaches a level requiring on-site manual control of the signals by CHP patrolmen. When U. S. 101 volumes are extremely heavy, left turns from U. S. 101 at the signals are also prohibited.

Characteristics of Traffic Flow Volume into and Within the CBD

In 1975 the City Transportation Department determined that there were 187,000 daily vehicle trips crossing the boundaries of the CBD. They also found that an additional 37,000 intra-city circulation trips occur. Therefore, an estimated 224,000 daily vehicle trips occurred within the CBD in 1975.[4] The theoretical average daily volume capacity for vehicles entering and leaving the CBD is 337,500 trips.[5]

Each auto crossing the cordon was assumed to carry 1.4 persons. The passengers totaled 89,600 per day. This means that 313,000 persons were carried into and within the CBD each day by automobiles in 1975. Another 14,000 persons crossed the cordon via other transportation modes: bicycle, bus, motorcycle, or taxi. Including auto passengers, 103,000 non-driving persons, or 31.4% of all daily CBD visitors, did not drive an auto.[6]

The greatest number of those entering the CBD do so from northwest and west, 54% of all work trips approach from these directions, with 38% of these using U. S. 101. The heavy volumes from these directions are the cause of the strained volume capacity that occurs on West Carrillo and Mission Streets during peak hour periods.[7]

Non-work trips into the CBD are more evenly distributed in points of origin, although the majority still originate from the west (the Mesa area) and northwest along U. S. 101.

Santa Barbara's peak hour periods occur around 8:00 a.m. and 5:00 p.m. According to the Transportation Management Study[8], approximately 2,500 (37%) of the 6,758 CBD workers travel to work at 8:00 a.m. Approximately 2,900 employees (44%) of the CBD work force leave work for home at 5:00 p.m. In the evening, 69% of the downtown employees leave work at three specific times: 4:30, 5:00 and 5:30 p.m.[9] The traffic volumes generated by these travelers is the major single contributor to the heavy evening peak hour volumes.

4 Puddicombe communication (3/10/76).
5 Transportation Management Plan, p. 10.
6 Transportation Division of the City of Santa Barbara (source).
7 See Appendix I for directions of incoming work trips.
8 Transportation Management Plan, p. 33.
9 Ibid., p. 34.

Santa Barbara has a heavier volume of traffic during the noon hour than do most cities. Much of this volume consists of intra-city trips made by workers either conducting personal business, shopping, or going to lunch. At least one daily circulation trip in Santa Barbara is made by more than half of all persons within the CBD. The downtown worker averages 1.36 CBD destinations per downtown trip. The CBD shopper averages 2.35 destinations. The average number of destinations for all persons in the downtown area is 1.63. The parking surveys conducted by Barton & Aschman[10] indicate that approximately 30% of all people in the CBD re-park their automobiles during the day. This represents a major contribution to the City's daily traffic volume.

Existing Problem Areas within the Redevelopment Planning Area

There are several intersections and areas within the existing circulation system that are subject to daily peak hour or periodic traffic flow constraints. Generally the areas of daily constraint are the major access and exit points to the Central Core. The periodic constraints are related to tourist activities on weekends and holidays. These areas are listed below. For a further analysis of these areas, see Appendix I.

- Signalized intersections of U. S. 101
  - Chapala Street
  - State Street
  - Anacapa Street
  - Santa Barbara Street
- Southern Pacific Railroad crossings
- State Street/Cabrillo Boulevard intersection
- Cliff Drive/Castillo Street/Montecito Street intersection
- Milpas Street/Cabrillo Boulevard intersection
- Haley Street/Castillo Street intersection and Castillo Street/U. S. 101 interchange area
- Carrillo Street/Castillo Street intersection
- Milpas Street/U. S. 101 interchange area
- West Side residential area.

Public Transportation Services

Metropolitan Transit District

In the Santa Barbara area the major public transportation service is provided by the Santa Barbara Metropolitan Transit District (MTD). Bus service is

10 Transportation Management Plan, p. 34.

provided seven days a week with reduced service on Saturdays and Sundays. Presently, the MTD operates 41 buses, 22 of which are full size, 45-passenger vehicles; 19 are the smaller, 18-passenger "mini-buses."

The MTD services the area with eleven fixed bus routes consisting of approximately 246 route miles (see Figure I-4, Appendix I). Nine of the eleven routes serve the downtown Santa Barbara area. These routes originate and terminate at the MTD terminal on the 1000 block of Chapala Street, the major MTD waiting and information facility. The other two routes, Route 20 (Isla Vista-UCSB-Goleta mini-bus route) and Route 8 (Calle Real route) do not originate at or serve the downtown terminal.

Level of Use

According to Mr. Robert Yaco, Director of the MTD, approximately 10,000 patrons a day use the transit service.[11] The present service capacity of the system is approximately 15,800 seated patrons per day, with the average daily patronage of 63% of capacity. As of March 1976, approximately 25% (or 2,500) of the daily bus users had trip ends in the downtown area. Of the downtown-oriented riders, nearly one-third use the State Street line that serves the Hollister Avenue-State Street east-west corridor. Another 30% use the lines servicing the northwest and northeast areas of the City. Twenty-two percent use the lines to the northeast.

The annual patronage level of the MTD has been increasing steadily. The 1974 patronage, calculated in bus-miles traveled, was 75% above the 1970 level.[12] A 115% increase in bus-miles traveled occurred between 1973 and 1974, and passengers increased by 44%.[13] This increase occurred after the addition of the nine mini-buses to the service and the institution of a rider program for undergraduates at UCSB.[14]

Fare Structure and Operating Costs

The basic one-way fare for MTD patrons is 25¢, including transfers. Senior citizens can ride for 15¢.

During fiscal year 1973-1974 fare box revenues were $302,779. Total operating costs were $528,275 (including depreciation). The system's local operating subsidy was $222,292. The district's property tax of 5¢ per $100 of assessed value generated $228,316, more than covering the operating deficit.[15]

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11 Personal communication, March 18, 1976.

12 Draft, Systems E.I.R. for the Regional Transportation Plan of Santa Barbara County, p. 3-50.

13 Ibid.

14 For a $3.00 fee per student per quarter collected through the campus Registrar's Office and paid to the MTD, students were given unlimited access to the system.

15 Systems Environmental Impact Report for the Regional Transportation Plan of Santa Barbara County, Jan. 1975, p. 3-51.

Public Transit Patron Characteristics

Forty-three percent of MTD riders are from households with no automobiles. The more automobiles a household has, the less its members use public transit. Table 23 indicates the household auto-ownership characteristics of transit riders.

Table 23

Auto Ownership Characteristics of SBMTD Riders

Number of Cars in Household	Percent of Total Ridership
0	43%
1	34
2	17
3 or more	5
	100%

Source: "Systems Environmental Impact Report for the Regional Transportation Plan of Santa Barbara County" (Draft).

From this table it appears that use of public transit in Santa Barbara is based largely on necessity, not convenience.

Approximately 57% of the MTD riders are less than 24 years of age; 13% are over 60 years of age. Fifty-seven percent of the riders have incomes of approximately $6000 per annum--below the median income. Seventy-six percent of the riders earn less than $10,200 per year.[16]

Dial-a-Ride

A Dial-a-Ride program was in operation within the City limits in 1973-74. Yellow Cab Company provided the service with three radio-equipped, natural-gas-powered vans. Due to operational problems the service was discontinued in 1974. From 100 to 150 patrons were carried daily.

The MTD has recently received an $18,500 federal grant to study Dial-a-Ride feasibility in Santa Barbara. According to Mr. Yaco, Dial-a-Ride may yet be feasible here. He envisions a program in which limited geographic areas--ones not easily served by fixed routes and with concentrations of transit-dependent residents--could be served by Dial-a-Ride vans. The service would be either a many-to-one, i.e., passengers picked up at home and transported to a single destination, perhaps the MTD terminal on Chapala Street, or a one-to-many service, i.e., passengers picked up at one location and transported to their homes.

16 Ibid, p. 3-53.

Taxi Service

The taxi service in Santa Barbara is operated by Yellow Cab Company. Its terminal is located on East Haley Street. The company has 38 cabs, but the number is declining. According to Mr. Ernie Parks, manager of the company, the expansion of the MTD service in 1973 has caused a decline in the demand for cab service. Rising fuel, labor and maintenance costs have also contributed to the decline in cab use.

According to Mr. Parks, the cab service transports approximately 1,500 persons per day. Approximately 40 to 45 daily trips are made to or from the airport, while 100 daily cab trips are generated at the Greyhound Bus Terminal.

Cab use is seasonal in cities such as Santa Barbara. During June of each year, for example, the demand for taxi service at the airport increases 200% to 300%. During conventions the demand for cab service also rises substantially, especially in the evening hours.

Greyhound Bus Service

Interregional transit service is provided by the Greyhound Bus Company. Its terminal is presently located at the corner of Chapala and Carrillo Streets. The terminal receives an average of 36 scheduled arrivals and departures per day. Some scheduled runs use more than one bus, so that on weekdays and Saturdays as many as 46 buses may pass through the terminal; on Fridays and Sundays there may be up to 48 buses.

Greyhound provides two service routes through the county. The major route is via U. S. 101 serving Santa Barbara, the Santa Ynez Valley and Santa Maria. The other route stops at Lompoc and Vandenburg Air Force Base, as well as Santa Maria and Santa Barbara. Greyhound has terminals in Carpinteria, Santa Barbara, Buellton, Lompoc and Santa Maria. Carpinteria is served daily with seven northbound and nine southbound runs.

AMTRAK

AMTRAK provides an interregional passenger service to Santa Barbara with one daily southbound train (4:07 p.m.) and one northbound (12:15 p.m.). Santa Barbara is one of the route stops between San Diego and San Francisco. Between the two points, stops are provided at San Jose, Salinas, San Luis Obispo, Santa Barbara, Oxnard, Glendale and Los Angeles. The rail depot in Santa Barbara is located south of U. S. 101 between State and Chapala Streets. It is the only rail passenger terminal in Santa Barbara County.

In the early 1970's the real costs of automobile transportation began to confront the consumer in the form of rising energy, insurance, maintenance and vehicle costs. Other modes of regional transportation became increasingly used. Local AMTRAK patronage rose dramatically in 1972 and 1973, as indicated in Table 24.

Table 24

Recent Rise in AMTRAK Patronage

Year	On and Off Passengers
1970	9,000
1971	9,000
1972	13,500
1973	39,000

Source: "Regional Transportation Plan for Santa Barbara County," p. III-31.

Table 24 indicates that the number of passengers increased by 30,000 (or 330%) between 1971 and 1973. AMTRAK service would be an integral part of the multi-modal transportation services to be offered at the proposed Transportation Center.

Air Passenger Service

Santa Barbara's Municipal Airport is on City property located in the unincorporated area of Goleta approximately seven miles west of the central business district. The passenger terminal is served by MTD as well as limousine and taxi service. The airport is administered by an airport manager under Santa Barbara's Community Services Department.

Passenger airline service is provided by United Airlines, Highes Air West, Golden West Airlines and Apollo Airways. Twenty-three scheduled flights per day leave the area: United (8), Hughes Air West (4), Golden West (9), and Apollo (2).

According to the adopted "Regional Transportation Goals, Objectives and Policies," no major expansion of airport facilities or flight service is planned for the Santa Barbara Airport. Quoting the report:

> "(the airport) is to remain a secondary carrier airport providing regularly scheduled commercial air passenger service in the short and medium haul categories."

Transportation Goals and Objectives

The City's Transportation and Parking Commission has developed a list of Transportation Goals and Objectives and has recommended to the City Council that they be adopted as official policy to guide future Transportation plans and programs.

Generally, the intent of the goals and policies is to provide safe and efficient multi-modal transportation for all residents and to do so within the context of fuel conservation, air quality maintenance, and the preservation of the urban environment. The recommended goals and objectives are in Appendix I.

Characteristics of Parking Supply and Demand

Parking Supply

There are approximately 15,300 on- and off-street parking spaces available within the area defined as Downtown Santa Barbara.[17] Of these, 10,200 are off-street spaces, either public or private, paid or unpaid. Free, on-street spaces number 5,100; 3,300 are all-day and 1,800 of limited time (15, 30, 60 and 120 minutes). The number and types of available spaces are indicated in Table 25.

Approximately 1,300 of the off-street spaces are within the Parking District's nine lots located between De la Guerra and Victoria Streets in the single tiers east and west of State Street (see Figure I-6, Appendix I). When the Lobero Parking Garage is completed an additional 100 spaces will bring the District's supply to approximately 1400. These spaces offer shoppers 90-minute free parking. After 90 minutes, each additional hour or portion thereof costs 45¢.

Over-capacity conditions exist during the month of December in all the Parking District lots. At other times of the year, all but Lots 5 and 8 are periodically subject to parking demands that exceed their acceptable operating conditions. Unacceptable operating conditions are defined by the Parking District as excessive lot-full conditions, queues of traffic from entrances into the street, and resulting traffic congestion in parking facilities and on streets providing access to parking facilities.

Parking Demands

The nature of parking demand in the core of the city is the result of a complex relationship between core visitors and existing parking supplies. There are two primary types of parking demands: shopper and employee.

Employee parking demands are a function of the size, type and number of business establishments and remain fairly constant over time, assuming employment conditions remain constant. There are some peak periods of employee parking, most notably during major shopping holidays when retail and food service establishments hire extra personnel. The characteristics of employee parking demands are a function of many variables, the most influential being as follow:

1. Alternative modes of transit - bicycle, walking, local public transit and car pools; to the extent that these alternative modes are used by commuters, employee parking demands are reduced.

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17 See Appendix I for area defined as "Downtown."

Table 25

Downtown Parking Space (5/1/76)*

Type Space	Number
On-Street (all day)	3,300
On-Street (limited time)	1,800
Off-Street (Parking District, customer)	1,300
Off-Street (customer, patron)	2,800
Off-Street (employee, etc.)	3,600
Off-Street (residential, service, trucks, storage & other)	2,500
TOTAL On and Off-Street Spaces	15,300

*See Figure I-5, Appendix I, for geographical limits.
Source: City Transportation Division.

2. Cost and convenience - employees desire to park as close to their places of employment for as little cost as possible. Therefore, the demand for spaces nearest to the employment activities is greater than that for spaces more distant. Many employees find, or have access to, free parking; nearly 60% of all workers park free while downtown.[18]

3. The vehicle occupancy rate - for a given number of CBD employees commuting by car, the ratio of persons per auto determines the ultimate number of employee parking spaces demanded. The lower the ratio the more spaced needed.

4. Type of business or profession - some businesses or professions require the use of their vehicles regularly each day. These users require convenient parking locations, a resource supplied by private "company lots," private paid lots, or leased parking district spaces.

5. The turnover rate - the number of vehicles per day a parking space services is a determining factor in the number demanded. Employee, or long-term spaces generally, service 1.0 to 1.25 vehicles per day.[19]

Gross shopper parking demands are primarily a function of the parking generation rates of various commercial, retail, office, service, and other uses

18 "Transportation Management Plan."
19 Ibid., p. 39.

located in the downtown area, each of which has its own rate. The rates for some uses such as retail and restaurant fluctuate greatly according to season or major holiday periods. Peak demand for shopper parking occurs in August and during the winter holidays.

According to parking surveys, each customer space serves as high as eleven or as low as four occupants per day. The long term (all day) spaces serve 1.0 to 1.25 daily occupants.[20] The average occupancy rate for all spaces within the Downtown area is 70%. However, certain Parking District lots have demands that regularly exceed capacity and during Easter and Christmas periods, peak demands exceed parking capacity overall. A recent study conducted by the Parking District indicates a need for an additional 531 District parking spaces to meet the non-holiday peak demands.[21]

Another primary factor of gross shopper parking demand is the supply or availability of parking space; e.g., if parking space is readily available (supply exceeds demand), people tend to make greater use of it. This represents a latent demand which is related to user knowledge of an adequate supply of parking.

The characteristics of shopper parking demands are a function of many interrelated variables, the most apparent being:

1. Convenience - Shoppers desire to park as close to their destinations as possible for the least cost. The average walking distance for shoppers is 1.4 blocks from car to destination.[22]

2. Alternative Modes of Intra-CBD Conveyance - The existence of efficient public transit, downtown shopper hoppers, bicycle facilities, and paseos and ramblas for walking, encourage circulation modes other than the personal auto. If these encouragements to alternative mode use are absent, auto use, because it is more convenient, becomes extensively relied upon. To the extent that this occurs, parking demand increases.[23]

3. The Vehicle Occupancy Rate - The ratio of persons per auto for a given number of CBD shoppers directly influences the number of parking spaces demanded. The lower the ratio, the greater the parking demand. The current vehicle occupancy rate for CBD shoppers is 1.4 persons per vehicle.[24]

4. General Economic Conditions - The health of the national and local economies determines the amount of disposable income area residents have to spend on shopper's goods. When the economy is healthy, disposable income levels are high and shopping activity increases. Parking demand increases with it.

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20 Barton-Aschman Associates, "Transportation Management Plan," p. 39.

21 "A Preliminary Report on Parking Deficiencies and Possible Solutions," Santa Barbara Parking District, March 1976.

22 Barton Aschman Associates, "Transportation Management Plan."

23 Approximately 42% of CBD shoppers repark their cars at least once per CBD visit. "Transportation Management Plan," p. 44.

24 Ibid., p. 40.

GENERAL IMPACTS

Estimated New Trips

Approximately 31,000 average daily vehicle trips could be generated by the combined elements of the CCRP. These trips would occur over an estimated fifteen-year period. Because not all of the trips would be new to the area, e.g., some would be diverted from other uses, the 31,000 figure has been adjusted to indicate the net addition of new daily trips at approximately 18,000.[25] This would be a substantial addition to existing and future daily volumes--in terms of air emissions from additional Vehicle Miles Traveled (VMT) and increased vehicular activity within the urban area--and is considered a significant adverse local and regional impact. Table 26 indicates the total number of trips estimated and the number each element would generate.

Approximately 10,400 of the additional trips would occur early on in the CCRP implementation period, assuming project elements are completed as indicated in Table 26. These trips would occur by 1982: those generated by the Hotel Conference Center, Retail Expansion (Phase I), Transportation Center (Phase I), and newcomer households.

These additional trips are of primary concern because they would likely occur prior to the construction of the Crosstown Transportation Corridor project and would, therefore, be added to a circulation network with peak hour flow constraints at critical points of access to the central city.

Table 27 indicates the evening peak hour trips (PHT) from the project elements and newcomer households.[26] A total of from 2,100 to 2,800 PHT's could be generated.[27] Of these, approximately 940 are of primary concern because they would be generated prior to construction of the Crosstown Corridor project. This is not a significant number of PHT's in relation to the capacity of the entire ciruclation network. However, their distribution would adversely impact some presently flow-constrained points within the network.

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25 The assumptions on which these trips are projected are based upon existing vehicle occupancy rates and transportation system facilities and use characteristics. These characteristics could change in the future due to higher energy costs and governmental programs intended to reduce present automobile gasoline consumption. The end result of these changes would be a higher vehicle occupancy rate and greater reliance upon Transportation modes other than the personal auto.

26 All subsequent references to PHT's will refer to evening unless otherwise stated.

27 Actually, the total is slightly higher by about 100 inbound trips for Retail Expansion. These are not included because they are irrelevant to calculations for outbound impacts on critical intersections.

Table 26

Vehicle Trip Generation by Project Element

Project Element	Total ADT*	Percent New ADT	Net New ADT	Estimated Year Of Occurrence
Hotel Conference Center	5,530	90%	4,780**	1978-1979
Major Retail Expansion				
Phase 1	7,700	40	3,100**	1980-1981
Phase 2	7,700	40	3,100	1990
Transportation Center				
Phase 1	900	100	900**	1977-1978
Phase 2	1,860	100	1,860	1984-1986
Market Housing	2,400	75	1,800	1983-1990
Low and Moderate Income Housing				
Elderly	750	(35)	(810)	1981-1990
Family	1,500			
Auto Center	1,680	30	500	1981-1988
Subtotal	29,930	55%	16,750	
Newcomer Households	1,420	100	1,420**	
TOTAL	31,350	57%	18,380	

* Average daily (auto) trips.
**Trips generated prior to 1982: total 10,400.

Source: Community Land Use Associates and Wallen Associates.

Table 27

New P. M. Peak Hour Trips Generated by the CCRP

Project Element	Net ADT[a]	PHT[b]	Time
Hotel Conference Center	4,980	400*	4:30-5:30
Major Retail Expansion			
Phase 1	3,100	400*	4:30-5:30
Phase 2	3,100	400	4:30-5:30
Transportation Center			
Phase 1	800	Negligible	4:00-6:00
Phase 2	1,860	400-700	4:00-6:00
Market Housing	1,800	180	4:30-5:30
Low and Moderate Income Housing	810	80	4:30-5:30
Auto Center	500	100	4:30-5:30
Newcomer Households	1,420	140*	4:30-5:30
TOTAL (all elements and phases)	18,370	2,100-2,800	

* Peak Hour Trips likely to be generated prior to the Crosstown Corridor project. Total PHTs from these elements would be 940.

(a) ADT = Average daily (auto) trips.

(b) PHT = Peak Hour Trips.

Source: Community Land Use Associates.

General Parking Impacts

Expansion of the supply of retail space within the core area would foster an increased demand for parking space to be provided either in new garages, at-grade lots, or a combination of both. If parking spaces for the Retail Expansion element are provided at the ratio presently specified in the applicable zoning ordinance, 880 additional spaces could be added to the existing supply.[28] The provision of spaces at this ratio may satisfy current shopper demand rates. It would also continue the trend of encouraging personal auto use into and within the core area, a trend which has significant adverse impacts on noise levels, air quality, and the desired pedestrian-oriented character of the downtown as stated in the General Plan.

In addressing the relationship of the automobile to the downtown pedestrian, the General Plan states:

> "There is a growing awareness in most communities 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 cities have sprawled all over the landscape, it has become the indispensible 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 breathe. 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 the city needs is a few more cars to attain the unhappy distinction of becoming like Los Angeles.
>
> "As traffic increases on local 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 service 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 a customer until after he parks his car and becomes a pedestrian. If parking or access becomes difficult, he will go elsewhere." (G.P., p. 36)

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28 The zoning ordinance requires four spaces per 1000 sq. ft. of floor area. Thus: 220,000 sq. ft. x 4 spaces per 1000 sq. ft. = 880 spaces.

Under the subheading of "Transportation" the General Plan states that:

> "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." (G.P., p. 112)

In the West Side residential area, long term employee and to a lesser extent, shopper parking demands, could aggravate an existing condition of excessive non-residential-related auto activity.

Specific Traffic Impacts North of U. S. 101

Combined, the first phase of the Retail Expansion, the completed Auto Center, and Low and Moderate Income Housing elements would generate an additional 4,410 ADT's and 580 PHT's (p.m.), north of U. S. 101. Of these elements, only Retail Expansion would generate high enough volumes of peak hour traffic to adversely impact traffic flow.

Depending on its location within the twelve-block area being considered for the site, Retail Expansion would have different impacts on adjacent streets and arterials. However, the area of critical concern is Carrillo Street at Castillo and the U. S. 101 ramps. Peak hour traffic flow in this area is presently capacity-constrained and could be adversely impacted by the additional traffic from the project, wherever the specific site location.

The proposed West Side Street Closures and Modifications would reduce peak hour traffic volumes in this critical area: Castillo and Bath Streets would be closed to through traffic north of Carrillo (see Appendix A). Without these street modifications, it is doubtful that the adverse peak-hour impacts on Carrillo Street from the Retail Expansion Element could be mitigated.

Other plans or projects being considered may influence a reduction in overall peak hour flow volumes in the City, thereby indirectly improving the flow on Carrillo. The multi-modal Transportation Center, expanded MTD service, and a possible car pooling program could reduce peak hour volumes by increasing the vehicle occupancy rate and transit ridership of commuters. The Crosstown Corridor project would improve vehicular movement at the south end of the business district.

IMPACT OF INDIVIDUAL ELEMENTS

Major Retail Expansion

A precise location for this element is not known at this time. The general location proposed is north of Ortega Street, south of Victoria, between Chapala on the west and Anacapa on the east.

Wherever the ultimate location within this larger area, the general dispersion of the project generated trips should remain relatively constant given the existing U. S. 101 conditions at the signals. Table 28 indicates the estimated directional dispersion of the project's trips.

Table 28

Estimated Distribution of Retail Expansion Generated Trips

Direction	Percent of Total	ADT (a)	PHT (b) (P.M. Outbound)
1. To freeway north (west along Carrillo Street)	35%	1,085	140
2. To local streets north (Chapala, State, Bath)	25	775	100
3. To freeway south & east (Anacapa Street)	10	310	40
4. To local streets east (Anacapa, Carrillo, Canon Perdido, Ortega, Cota, Haley)	15	465	60
5. To local streets west (De la Guerra, Canon Perdido, Carrillo, Victoria, Sola, Micheltorena, Mission)	10	310	40
6. To local streets south (State, Chapala, De la Vina, Anacapa, Castillo)	5	155	20
TOTAL	100	3,100	400

(a) ADT = Automobile Daily Trips.
(b) PHT = Peak Hour Trips
Source: Community Land Use Associates

The significant adverse traffic impact would be on Carrillo Street in the vicinity of Castillo Street and the U. S. 101 ramps. The project could generate up to an additional 1,395 ADT's and 180 PHT's (week-day P.M. outbound) through this point[29], which presently has daily capacity constrained conditions at the peak hour.

Existing daily flow in this area is approximately 2,500 vehicles per weekday, indicating a peak hour flow of 2,500 vehicles.[30] The project generated traffic would raise the average weekday peak hour volume by 0.72% to 2,680, an incremental but significantly adverse addition, considering existing conditions.

Other traffic impacts from the project would be an incremental increase in the number of peak hour vehicles using intersections such as State, Anacapa and Chapala at U. S. 101, or Haley and Castillo at the U. S. 101 interchange. Conditions at these points would not be improved until the "barrier effect" of the signals is removed, or unless a transportation management plan directed at substantially decreasing the number of personal automobiles is implemented. Increased vehicle occupancy and other mode ridership rates would have to be significantly increased, possibly through the implementation of a severe incentive-disincentive program.

Depending upon the precise location of the project within the larger area considered, other significant traffic impacts could occur. If the project were located east of State Street, daily and peak hour flows from the major market areas to the west and north generated along Carrillo, Canon Perdido and other east-west aligned streets would conflict with vehicular and pedestrian cross traffic on State Street. The larger shopping district environment would be adversely affected. In addition, more inbound traffic may use Santa Barbara or State Streets as an access route from the south. Increased traffic on Santa Barbara Street would adversely impact some residential uses and could present a major problem if and when street closures are considered as part of the Presidio reconstruction. A site east of State Street would be one most difficult to reach given the location of U. S. 101.

If the project were located west of State Street and north of Carrillo, the adjacent residential streets to the west could receive adverse impacts from increased parking and vehicular circulation. It is possible that Micheltorena Street or even Mission Street could receive significant increases in outbound volume.

Low and Moderate Income Housing

It is estimated that the new low and moderate income units in the West Side would generate 750 new ADT's.[31] The P.M. peak hour generation would be approximately 70 trips. These trips would not have a noticeable impact on traffic conditions in West Downtown.

29 These figures result from adding lines 1 & 5 in Table 28. Not all the trips in line 5 would use Carrillo, therefore, the volumes may actually be slightly biased to the high side.

30 P. M. peak hour flow calculated at 10% of ADT.

31 This assumes all the units are constructed within Designator 3. It is likely that some new family units could be dispersed over a wider area.

Auto Center

The Auto Center would result in a net increase of approximately 500 trips. It is unlikely that this project would be constructed if the Crosstown Corridor Project does not occur. With the Corridor, the additional traffic would not have a noticeable impact on traffic. Its location adjacent to the improved Haley-Castillo-U. S. 101 interchange would provide it with efficient and convenient access.

Traffic Impacts South of U. S. 101

With the Crosstown Corridor Project the completed Hotel Conference Center, Market Housing, and Transportation Center elements could cumulatively generate an additional 9,330 ADT's and from 980 to 1,280 PHT's south of U. S. 101. The completion of the Crosstown Corridor Project would result in access and circulation improvements adequate to carry additional flows.

Without the Crosstown Corridor the number of trips would be reduced because the second phase of the Transportation Center, which would be a major generator of automobile traffic for that project element would not occur. There would be an estimated 7,470 new ADT's and 580 PHT's. These trips would have incremental adverse impacts at critical intersections in the East Beach area and at the U. S. 101 signals and Milpas-U. S. 101 exchange area.

Primary impacts at the U. S. 101 signals would be increased crossing delay periods on Santa Barbara, Anacapa, State, and Chapala Streets. This would generate additional air pollution and increase the incidence of drivers circumventing the signals by taking alternate routes at Castillo and Milpas Streets. Milpas presently has conditions approaching capacity constraint at the peak hour and during holiday weekends. The Haley-Castillo route is presently constrained at the Haley-De la Vina, Haley-Castillo and Castillo-Montecito intersections at the peak hour. During summer afternoons and holiday weekends when U. S. 101 and beach area traffic is heaviest, CHP manipulation of the U. S. 101 signal delay periods and left turning movements from the freeway would aggravate these conditions.

Hotel Conference Center

The Hotel Conference Center would generate an estimated 4,770 ADT's and 400 additional PHT's (P.M.) in the East Beach-U. S. 101 area (see Appendix I).

The significant traffic impacts of the project would primarily be in the vicinity of Punta Gorda and Milpas Streets, Cabrillo Boulevard, and the Milpas interchange of U. S. 101.

Ingress and egress from the site could be accommodated by Punta Gorda Street. Access could also be accommodated by Milpas Street with the tracks in their present alignment, but egress onto Milpas Street would be difficult.

Assuming no egress at Milpas Street, a "worst condition" impact would be an increase of 5,530 (total daily trips) ADT's, and 550 P.M. PHT's on Punta

Gorda Street.[32] At present Punta Gorda has 1,100 ADT's. If all Hotel traffic used it, an increase of 400% in ADT's and PHT's would occur.

The large increase of traffic on Punta Gorda would not in itself be an adverse impact. However, it is recommended that Punta Gorda be widened to four lanes to accommodate this increase. The direction traffic would take once on Punta Gorda is the critical concern because traffic generated through the Milpas-U. S. 101 exchange area would have adverse impacts on the holiday and peak hour flows there.

An additional 1,935 ADT's and 200 PHT's from the project could be generated through this area. Existing ADT's on Milpas Street south of the interchange are 7,500. The additional daily trips would raise it to 9,435, an increase of 26%. The increased peak hour traffic volume from the project would represent a potentially significant adverse impact during that period when volume is heaviest and turning movements most difficult at the interchange area. Adjustments in the phasing of the signals should accommodate the increased volumes.

An estimated 830 additional southbound trips would be generated on Milpas at the intersection of Milpas and Cabrillo Boulevard. Capacity problems do not exist here, however, during peak flow periods on Cabrillo, east bound turns from Milpas are difficult. A signal is planned for this intersection. With it the additional traffic generated by the project represents no problem.

An estimated 2,765 additional daily trips and 200 PHT's would be generated on Cabrillo Boulevard west of Punta Gorda. It is estimated that the majority of these trips would be west bound. Daily volume would be increased from the existing 7,500 to 10,265, an increase of 36%. This volume is within the capacity of normal week-day conditions. However, the additional volume would add to congestion at Cabrillo and State Street on weekends and holiday periods when beach, wharf, and harbor activity levels are highest. Increased vehicle activity and congestion at these times detracts from the recreational and coastal zone environment and is considered a significant adverse impact.

Market Housing

It is estimated that this project would generate an additional 1800 ADT's in the area south of U. S. 101. Additional peak hour (P.M.) trips would be 180. These trips do not represent major adverse impacts themselves, but would be incremental additions to the flow constraint problems imposed in the East Beach- U. S. 101 area by the existing signals. The primary impact would take the form of increased delay times at the cross street signals and incremental air pollution emissions.

It is expected that the railroad tracks in their existing alignment would present some ingress and egress problems during periods of train activity. At present the most notable potential for this adverse impact is daily

32 For the purposes of analysis of this project's traffic impact on adjacent streets, the total daily peak hour trips are used rather than the net new trips.

during the noon hour when the AMTRAK arrives. If AMTRAK service is expanded in the future, ingress and egress problems at this project element could increase.

Transportation Center

Because a completed multi-modal transportation center is unlikely until the railroad tracks are realigned and U. S. 101 at-grade intersections eliminated, the Center could be constructed in two phases. The first phase would consist of a new Greyhound Terminal and possibly charter bus facilities east of State Street. It is estimated that this phase could generate from 900 to 1000 ADT's. Morning and afternoon peak hour trips would be negligible. Its impact on traffic movement in the adjacent area is expected to be insignificant.

The second phase of the Center would include major automobile trip generators such as a restaurant and a 450 space car pool parking lot. It is estimated that this phase could generate 1,860 additional ADT's and between 400 and 700 PHT's, depending upon the success of the car pool lot. Cumulatively, the two phases could generate approximately 2,800 ADT's and from 400 to 700 PHT's. These trips would be adequately carried by the improved circulation capacity provided by the Crosstown Corridor Project.

Impacts of Phase I

The Greyhound Terminal would receive and dispatch from 64 to 70 buses daily when completed in 1978. It would generate approximately 800 to 900 net automobile trips daily for a total bus and auto volume of 1000 trips. If charter bus service is included, total net trips would be reduced to from 600 to 900 trips.[33] Table 29 indicates the net addition of daily trips.

Table 29

Net New Trips from Transportation Center
(Phase I)

Generator	Trips
Greyhound Terminal	
Buses	64-70
Automobiles	1350
Minus existing uses	-400
Subtotal	1014-1020
Charter Service	
Automobile & Bus	200-500
Minus existing uses	-600
Subtotal	-400 to -100
TOTAL New Trips (Bus & Auto	614 to 920

Source: Community Land Use Associates

33 The reduction in net trips resulting from the inclusion of charter service is because an existing gaoline station would be replaced by the service. It is estimated that the station generates 600 daily trips, from 100 to 400 more than the charter service would.

The additional trips would not significantly impact the traffic flow or existing environments on adjacent streets. All affected roadways have adequate capacity. Yanonali Street, which would provide ingress and egress, presently has 1,200 daily trips with capacity for 7,000 per day in both directions. The additional traffic would raise the daily volume to approximately 2,100.

The major impact would be from the delay times for vehicles crossing U. S. 101. Additional air emission and gasoline consumption would result from this condition as well as from those drivers who wish to circumvent the signals by taking the longer route via Haley and Castillo and Montecito Streets.

A potential adverse impact of Phase I would be the inability of Greyhound drivers to make turning movements from U. S. 101 to the Terminal during periods when left-hand turns are prohibited at the cross-street signals. Drivers would have to select alternate access routes. Several routes are possible. They would all involve increased travel time and air emissions. The routes are described in Appendix I.

Phase II

This phase of the project could include: (1) construction of a new AMTRAK Terminal east of State Street; (2) construction of a car pool lot west of State Street; (3) possible use of the existing AMTRAK depot for tourist and travel information, car rental offices, airport shuttle, etc. These Center components would be constructed subsequent to the completion of Phases 1, 2, and 3 of the Crosstown Corridor Project.

The second phase of the Center is estimated to generate 1,860 ADT's. Morning and evening PHT's could range from 400 to 700, the majority of which would occur from the car pool lot, given its full use. Table 30 indicates the trips generated by second phase components.

Table 30

Trips Generated by the Transportation Center
(Phase II)

Generator	Trips	
	ADT	PHT
450 Space Car Pool Lot	760	400-700
AMTRAK Station	600	?
Other uses possible for Existing Southern Pacific Depot	500	?
TOTAL	1,860	400-700

People Mover

Beneficial Impacts

An effective people mover system as part of a central city parking and traffic management program has the potential to do more than increase intra-city mobility. A comprehensive program would provide the opportunity to:

- Encourage intra-CBD movement by means other than the automobile.

- Minimize the need for construction of new parking facilities by making existing parking more available to new development through the use of the People Mover as the linkage between parking supply and demand. This approach of using present supply to satisfy future demand has many possible benefits:

  a. Less intra-CBD auto movement resulting in environmental benefits;

  b. Encouragement to maximize public transit and bicycle use as modes of access to the CBD. This would result from a decreased need to expand the parking supply;

  c. Less capital investment in parking by developers;

  d. Possible transfer of parking investment to People Mover operation and maintenance. This has many financing and tax advantages to investors;

  e. Strengthen the linkage within and between existing retail, service and recreational-tourist areas. This could result in substantial socio-economic benefits; and

  f. The People Mover could be a catalyst for a comprehensive traffic and parking management strategy designed to decrease auto use within the downtown area.

At this point it is not possible to determine whether or not the People Mover would have adverse impacts. Its operation may influence changes in parking and traffic patterns. Therefore, certain adjustments in parking supplies may have to be made. In the short term there adjustments may be an inconvenience, but the end result should be an improved transportation system.

TRANSPORTATION MITIGATIONS

In order to protect the quality of the local and regional environment, the construction of project elements that would be major traffic generators will require the development and implementation of a Transportation Management Program (TMP) for the City of Santa Barbara. The program should be an innovative one with its major thrust aimed at transportation modes other than the low occupancy automobile. For employee travel, single occupant auto use should be strongly discouraged with a system of incentives and disincentives.

The use of bicycle, public transit, and high occupancy automobiles (i.e., carpools) should be actively encouraged as modes of access to and within the downtown. The use of a People Moving System, bicycles and walking should be encouraged as modes of intra-city movement.

The emphasis on other modes of transportation must be in the form of providing adequate multi-modal facilities at locations interfacing with established and future concentrations of people and with primary routes of movement should be constructed with conditions imposed that would functionally integrate land use and transportation planning. For example, employee carpool spaces should be a condition for development of retail expansion, which would be a major generator of employee automobile trips; inclusion of facilities for bicycle commuters should also be a condition, as should staggered work shifts to decrease in and outbound peak hour vehicular flow. Another condition should be that a centrally located pedestrian environment be designed as a part of the project to bring the shopper in contact with the People Mover.

A prototype People Moving System must be put into operation and evaluated prior to approval of the development of Retail Expansion. This is necessary because a successful system could alter the present characteristics of shopper parking demand, especially if a program of incentives and disincentives is implemented. Therefore, the number and location of parking spaces for retail expansion and other future projects may be more dependent upon the nature of intra-city movement as it is influenced by a Transportation Management Plan than upon historical parking rates as they are presently expressed in the Zoning Ordinance.

The parking resource should be actively managed to accomplish an increase in the vehicular occupancy rate for employee auto use. Free, unlimited time parking presently available to CBD employees should be gradually eliminated. Carpool parking lots should be supplied to accommodate employee demands. Incentives and/or disincentives to foster use of the lots could be applied.

There are many innovative incentives and disincentives that could be applied to influence the modal characteristics of inter- and intra-city movement of people once transportation support facilities, such as the People Mover, Transportation Center (Phase II), carpool lots, pedestrian ramblas and paseos, and an adequate bikeway system have been added to the circulation network. Among them are:

Incentives and Disincentives for the Use of Carpool Lots

Incentives

- Reductions of parking rates for vehicles carrying three of more occupants.
- Location of carpool lots close to the CBD employment areas or transit system linkages.
- Rebates from the Parking District to employers who successfully encourage their employees to carpool, thus reducing demand on potential shopper parking supplies.

Disincentives

- Maximum rate charges for single occupant vehicles.
- Prohibition of all day on-street parking in the residential fringe (see Appendix I for possible methodology).
- Increased all day rates for conventional off-street facilities.
- Elimination of all day employee parking in public off-street lots or garages.

Incentives and Disincentives to Reduce Shopper Auto Use

Incentives

- Expansion of public transit service, e.g., shorter headways and expanded routes.
- Shoppers using public transit should be able to display their tickets for a discount on purchases.
- The above discount should be granted to bicycle users who display a parking district lot ticket marked "bicycle."
- An ordinance should be adopted requiring all public and private parking lots within a defined area to provide a specified bicycle/ auto parking space ratio.
- Each parking district lot should be modified to provide an area with bicycle facilities such as bike racks, storage lockers, showers, and compressed air.
- The proposed Bikeway Master Plan should be fully implemented.
- Street closures (pedestrian ramblas) should be accomplished wherever large pedestrian volumes exist and major interruptions in intra-urban circulation efficiency would not result over the long term. Ramblas would make auto access less convenient and the pedestrian environment more pleasant.

Disincentives

- Shopper parking spaces should not be provided in numbers to meet peak demands. It is General Plan Policy that the circulation system not be designed for such demand. To encourage peak parking activity within a ciruclation system incapable of carrying the resultant vehicle flows is to institute conflicting policies. A policy of limiting the supply of shopper spaces to normal or less than peak demand would require flexibility in the conjunctive use of employee and shopper spaces during peak periods (see Appendix I).

- Discourage reparking in the downtown; consideration should be given to reversing the parking rate schedule in Parking District lots so that users of spaces for short, single purpose trips would pay higher rates (see Appendix I for details).

There are other conditions (present and future) which may affect auto use: the rising consumption of energy for transportation, increasing dependence upon Middle East petroleum resources and continual degradation of air quality, to mention a few. Their influence may result in changes in federal, state and regional public policy as predicted by Transportation Consultant, Martin Wallen. His discussion of these influences and policy changes as mitigation measures is presented in Appendix I.

EMPLOYMENT

SUMMARY

Locally, employment conditions have been marked by increasing unemployment in the past several years. With greater numbers of persons seeking but unable to find work, the generation of local employment opportunities by major elements considered by the CCRP could have a substantial beneficial impact. Significant construction-related employment would be generated during the construction phases of major elements. Also, approximately 1,066 to 1,549 new full-time (non-construction related) job opportunities could be generated and filled by currently unemployed persons. This could result in appreciable reduction in local unemployment. Most of the opportunities created by CCRP-related elements would be low and moderate income jobs requiring minimal skills and/or training. Although many local persons who are seeking employment could fill CCRP generated opportunities, the existence of these opportunities could induce some in-migration by newcomers.

EXISTING CONDITIONS

Data regarding employment and unemployment in this section is based on statistics provided by the Employment Development Department[1], the 1970 Federal Census and the 1975 California State Department of Finance Special Census.[2]

County Conditions

The average annual unemployment rates in the County between 1970 and 1974 ranged from 5.3% to 6.3%.[3] In 1975 the average annual unemployment rate increased to 7.1%, with February of that year experiencing record unemployment of 8.3% (9,400 persons unemployed). The labor force and unemployment data displayed in Appendix J includes data from 1970 through July 1976. February of 1976 was another record month with unemployment reaching 9.3% (10,800 persons unemployed). The average unemployment rate for the first seven months of 1976 was 7.8%.[4] Although unemployment in 1975 had increased for all occupational categories, the greatest increases occurred among clerical, sales, structural and miscellaneous occupations.[5]

The total civilian labor force (those employed plus those unemployed) and the total number employed have increased from 98,800 to 113,600 and 93,600 to 105,500 between 1970 and 1975, respectively.

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1 E.D.D. employment data is kept for the County only.
2 Census data related to employment on the County, City, and Census Tract levels and is indicative of the employment situation at the time of the Census rather than a monthly or yearly average.
3 Average unemployment rate for those years was 5.8%.
4 "Santa Barbara Labor Market Bulletin," Employment Development Department, Southern California Data and Research, and Sam Eriz, Santa Barbara E.D.D. Office, personal communication.
5 "Area Manpower Review," April 1976, p. 35.

EMPLOYMENT/UNEMPLOYMENT TRENDS 1970-1976

SANTA BARBARA COUNTY

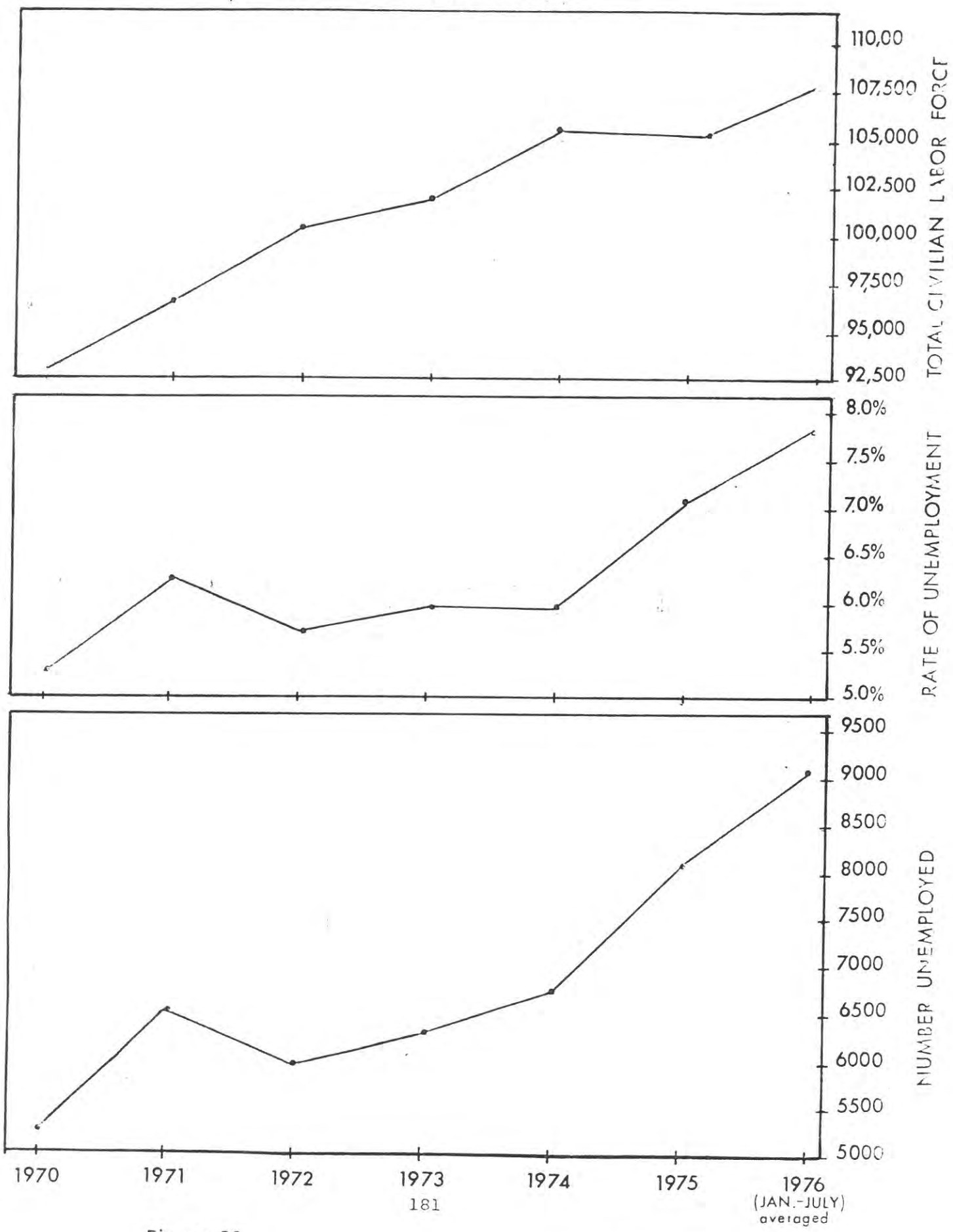

Figure 29

Source: Area Manpower Review

Increases and decreases in the total labor force, number employed, and number unemployed are in a large part dependent upon regional, state, and national economic trends. Labor market analysts anticipate that employment in the County will continue to register small gains and may pick up sharply if the proposed Space Shuttle Program (expected to be in operation in the early 1980's) is implemented at Vandenberg Air Force Base.[6] Unemployment is expected to taper off if general economic conditions continue to show improvement.[7]

City Conditions

Unemployment between 1970 and 1975 within the City (see Table 31, "Demography") has increased. In 1970 the Federal Census indicated an unemployment rate of 5.9% for the City (8.2% in Census Tract 9, 12% in Census Tract 10). In 1975 the Special Census indicated an 8.3% rate of unemployment for the City (12% in Tract 9, 14.7% in Tract 10). During this same period the percentage of the population in the labor force also increased.

Construction Trades

In Santa Barbara County the construction trades unemployment is approximately 25% to 30% (see Appendix J, "Telephone Survey - Unemployment in Selected Trades"). Some trades report a general loss of membership due to inactivity in local construction. Additionally, local union members are working elsewhere while retaining their homes and union membership in the local area. A Building and Trades Council representative[8] indicates that there would be no need to import workers from outside the County for construction of CCRP related projects because the supply of locally available workers is ample. Non-local construction specialists, involved in limited phases of construction, could be necessary and would be exceptions to the general statement that only local workers would be needed.

CCRP IMPACTS

The major CCRP-related impacts that could affect employment concerns are discussed below. See Appendix J for employment estimation methodology and other additional information.

Beneficial Impacts

Construction-Related Employment

Implementation of the major elements considered by the CCRP could have a beneficial impact on construction-related employment by providing the following opportunities:

6 "Area Manpower Review, April 1976, p. 30. Interested readers should consult this document for further discussion of employment outlook for 1980.

7 Ibid., p. 9. Unemployment rate for 1976 predicted to be approximately 6.8%.

8 Fermin Feuerborn, Secretary, Building and Construction Trades Council, Santa Barbara, personal communication.

ELEMENT	NUMBER OF OPPORTUNITIES
Major Retail Expansion	
220,000 sq. ft. option	100 to 150
Renovation option	Variable (see App. J)
Low and Moderate Income Housing	110 to 165
Market Housing	175 to 250
Hotel Conference Center	200 to 300
Transportation Center	Undetermined

Given consecutive, rather than simultaneous construction, the supply of local unemployed construction workers appears to be sufficient to meet potential CCRP-related construction demands. Local trade unions are committed to the employment of their local members and until the supply of locally available workers has been exhausted, non-local workers should not be necessary (except for certain specialists involved in some construction phases).

The major elements considered by the CCRP could substantially reduce unemployment in the building trades category. This reduction would be most effective during the construction of the Hotel Conference Center, Retail Expansion, and the Housing elements (see "Implementation Scenario" for timing). After elements considered by the CCRP were completed, construction unemployment would likely return to levels currently being experienced (assuming a continuation of current economic trends and no subsequent large projects unrelated to the CCRP).

Full-Time Employment

During their operation, major elements considered by the CCRP could have a beneficial impact on local full-time employment conditions by generating the following opportunities:

Major Retail Expansion	
220,000 sq. ft. option	605 to 660 (avg. 633)
Renovation option	300 to 725 (avg. 513)
Market Housing	26
Hotel Conference Center	384
Transportation Center	6 to 14 (avg. 10)
Low and Moderate Income Housing	Undetermined[9]
Subtotal (without Retail Expansion =	416 to 424 (avg. 420)
TOTAL (with 220,000 sq. ft. option =	1021 to 1084 (avg. 1053)
TOTAL (with renovation option) =	716 to 1149 (avg. 933)

9 See Appendix J for further discussion; it is unlikely that more than a dozen full-time opportunities would be generated by this element.

(Other minor, or "spinoff," elements could generate approximately 250 to 350 full-time opportunities; e.g., Neighborhood Convenience Center, Neighborhood Social Facility, and Palm Park Expansion, see Appendix J.)

In addition to employment opportunities generated in a direct manner, some opportunities could be generated indirectly. The Hotel Conference Center considered by the CCRP would be a new "basic" industry.[10] It would, consequently, be anticipated to generate additional opportunities in an indirect or spinoff fashion. Approximately 350 to 400 employment opportunities could be generated. See Appendix J for a further explanation of the generation of such opportunities.

The total number of full-time employment opportunities (not including construction-related or "spinoff" elements) would range from approximately 1,066 to 1,549.

The kinds of full-time opportunities generated would generally be sales and/or service related.[11] Approximately 10% of these opportunities could be anticipated to be administrative/management type opportunities (i.e., moderate or higher paying positions). The majority of the opportunities would be expected to be relatively low to moderate paying (e.g., sales clerks, hotel housekeeping/maintenance/restaurant personnel, etc.). The types of indirect opportunities that could become available are not known.

The majority of the full-time low and moderate income sales and service jobs suggest minimal requirements in terms of prior experience and/or training. This, combined with recent increases in local unemployment, led to the assumption that approximately ±95% of the lower level opportunities could have eligible local applicants. However, there is no legal means of assuring that only local persons would be hired or given priority in the hiring processes. Local persons would have the advantage of already having housing. Non-local persons seeking employment related to CCRP-considered elements could be discouraged from those opportunities due to the costs and limitations of the local housing situation.

Because the types of opportunities that could be generated in an indirect fashion are not known, the ability of the local labor market to fill such opportunities has not been assessed.

Approximately 10% of all potential employment opportunities could be filled by those classified as administrative/management type personnel. In the cases of the Hotel Conference Center and a Retail Expansion option which included department store(s), these upper-level management positions would probably be filled by persons transferred to the area by firms establishing those enterprises. Most of these upper-level positions would thus not be available to local persons in the short term.

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10 A "basic" industry is one which exports its goods and/or services and thus generates revenue new to the community. "Basic" industry gives rise to "non-basic" industry (i.e., those which service the "basic"). The creation of new basic industries generally generates employment in non-basic industries.

11 This may or may not be valid for "non-basic" opportunities as the nature of these jobs is not known.

Assuming that 15% of all the direct opportunities would be filled by non-local persons (10% for management-type jobs, 5% for other jobs), 609 to 977 opportunities could be filled by local persons.

Assuming 5% to 10% of the indirect opportunities could be filled by non-local persons, approximately 335 to 360 opportunities could be filled by local persons.

In total, approximately 942 to 1337 of the estimated range of all opportunities could be filled by local persons. Relative to the average number of County unemployed in 1975 (8,100 persons), the reduction in unemployment could be from 11% to 16%. If all these opportunities were filled by City unemployed[12], reduction of City unemployed could be from approximately 34% to 49%. It is unlikely that all opportunities would be filled by persons residing within the City limits.

In summary, employment opportunities related to implementation of major elements of the CCRP could have a substantial and beneficial impact on the unemployment situation in the Santa Barbara area.

Adverse Impacts

Loss of Employment Due to Dislocation

It is possible that some jobs related to businesses dislocated by implementation of CCRP considered elements could be lost. Based on a sampling of affected employers, Caltrans estimated that 10% of businesses dislocated by the proposed Crosstown Transportation Corridor would discontinue operations.[13] However, the locations and types of businesses which could be dislocated by CCRP implementation is not known, thus estimates as to the number of jobs which could be lost in this manner have not been made.

Mitigation

Beyond the provisions for relocation assistance included in redevelopment policy and the occurrence of dislocations over time, no other mitigation measures are available.

In-Migration of Newcomer Employees

The in-migration of persons seeking to fill employment opportunities is discussed in the "Growth Inducing Impact" section.

Inadequacy of Opportunities

Approximately 90% of the opportunities generated would be low and moderate paying sales and service jobs. Given the high cost of living (especially housing) in the Santa Barbara area, it is possible that families with only one adult working one of these jobs could still experience financial difficulties. Some families could qualify for public assistance in the form of food stamps and/or medical care while an adult in the family held a low paying sales or service position.

12 City unemployed as per 1975 Special Census was 2,752.
13 "Crosstown EIS," p. IV-48.

Mitigation

Lacking a decrease in the cost of living or an increase in wage rates paid to lower level sales and service personnel, no mitigation is available. It is important to note several things in regard to this impact:

- Given better paying opportunities (i.e., those requiring special skills and/or training), the potential for newcomer-employee in-migration would be substantially increased;

- Locally unemployed persons, lacking special skills and training, might not qualify for high paying positions and thus could not experience any improvement in their employment situation;

- Households with two or more employed adults and/or small family size would not be apt to be adversely affected by the generally low paying nature of CCRP-related employment.

Maximizing Local Benefit

Local benefits relative to CCRP employment opportunities would be greatest if all the opportunities were filled by persons presently living in the City and nearby areas. As the proportion of local persons filling the opportunities decreased, the degree of local benefit would also decrease and the potential for immigration of newcomers would increase. To what extent local benefit could be realized would be dependent upon hiring and job training policies followed by the potential employers. If hiring priority for all opportunities were given to local persons, and on-the-job training provided for those opportunities requiring few skills, the beneficial impact of CCRP-generated employment could be maximized for the community. There is no legal basis upon which the hiring of local persons can be assured but a policy in regard to priority in hiring and job training could be influential in achieving the greatest benefit for the community in regard to employment. Lacking an effective policy or program to maximize the employment of locals, some of the beneficial impact could be lost.

DEMOGRAPHY

SUMMARY

Population growth from 1970 to 1975 has been at relatively stable rates of approximately one percent. Within the population the proportion of young children has dropped significantly. Rent costs have risen sharply, as has unemployment and the proportion of the population with incomes of $4,000 or less.

Implementation of major elements considered by the CCRP could result in an increase in population, but this would not alter the general trend toward low growth rates. The CCRP impact on age distribution trends would also be minimal. Except for the provision of low and moderate income housing, the CCRP impact on the rent structure would reinforce the existing trend toward higher rates. Employment opportunities generated could provide occasion for some poverty level households to increase their incomes, as well as generally improve the local unemployment situation.

INTRODUCTION

This section highlights socio-economic characteristics of the community. Comparative statistics provided in recent Census surveys are used to indicate conditions and trends regarding: population, age distribution, rent cost, income, poverty level, and unemployment.

Census data from 1970[14] and 1975[15] for the County, City, and Census Tracts[16] 9 and 10 (see Figure 30), was examined and that data is displayed in Table 31. Examination of Table 31 will allow the reader to compare the selected populations (i.e., County, City, Tracts 9 and 10), as well as perceive changes within the population during the time elapsed between the censuses. Significant changes which were revealed by census statistics are considered to be indicative of trends. Potential impacts of the CCRP are also included in a similar format.

EXISTING CONDITIONS AND TRENDS

Population

County - Population in the County increased 6.2% (approximately one percent per year). During the 1960 to 1970 period, population increased approximately 5.6% per year.
City - Population in the City increased 2.8% (approximately .56% per year). Between 1960 and 1970 the average annual increase was 1.95%.
Census Tracts 9 and 10 - Population in Tract 9 decreased by approximately 14% (2.8% per year) and increased in Tract 10 by 0.6% (0.12% per year).

14 1970 Federal Census (conducted approximately April 1970); the 1960 Federal Census (this data is included to provide a fuller background to which 1970 to 1975 changes can be compared).
15 1975 California State Department of Finance Special Census (conducted approximately October 1975).
16 Tracts 9 and 10 were selected for examination because they comprise all but a small portion of the redevelopment area.

SANTA BARBARA

CENTRAL CITY REDEVELOPMENT PROJECT

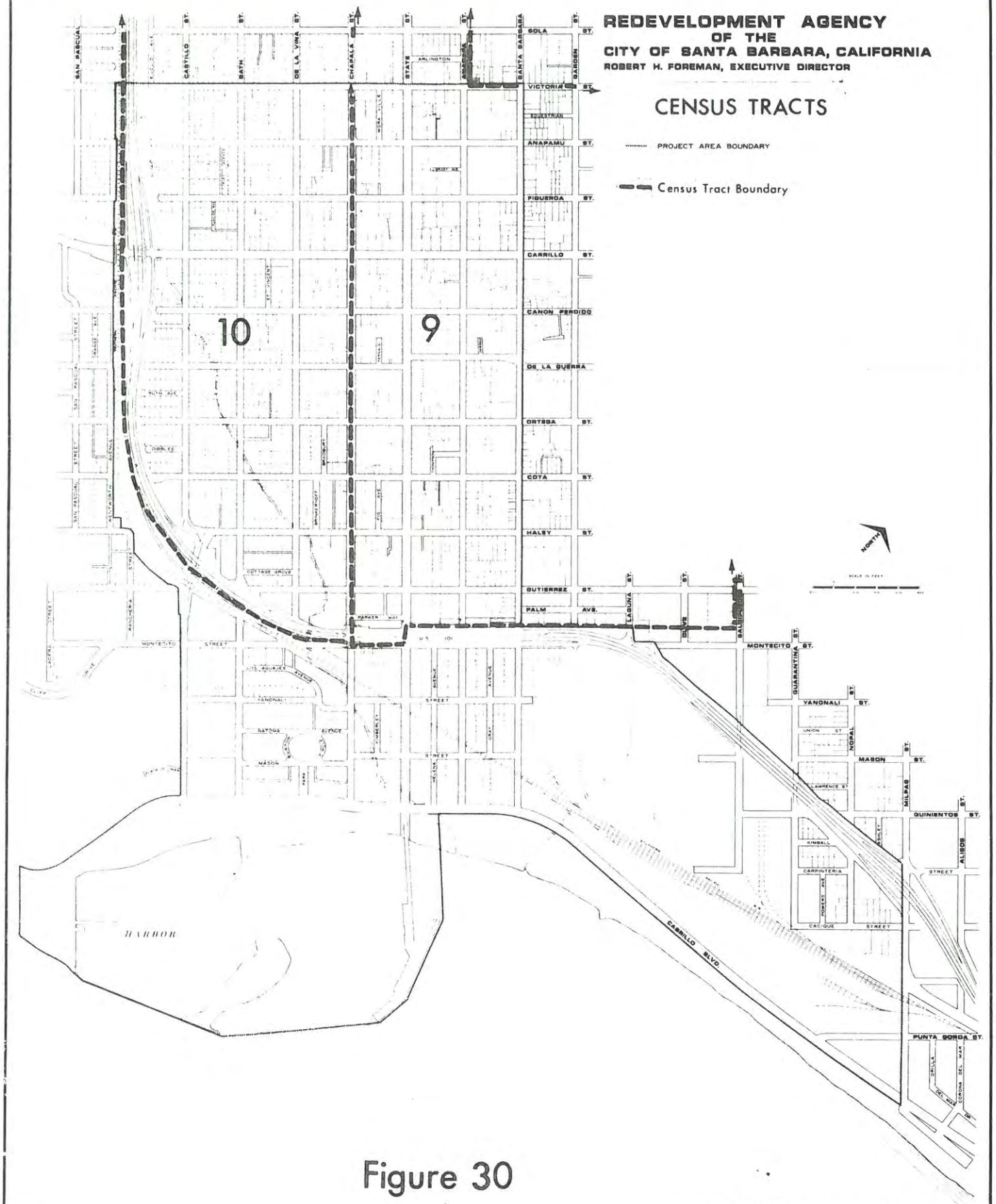

Figure 30

MAP PREPARED BY PATTERSON / LANGFORD AND STEWART

Age Distribution

County - The proportion of the population represented by those under five years old decreased 36.8% and the decrease in the proportion of persons under 18 years of age decreased 34.5%. The proportion of persons 65 years and older increased 17.6%. Between 1960 and 1970 the under-five population decreased 30.4% and the 65+ group decreased by 1.1%.
City - The percentage of those under five years old decreased approximately 29% and the 65+ group was increased by approximately two percent. During the ten-year period prior to 1970 the under-five group decreased 23.3% and the elderly group increased 12.5%.
Census Tracts 9 and 10 - The proportion of the population represented by young children decreased approximately 30% and 25% for Tracts 9 and 10, respectively. The percentage of elderly remained relatively stable in Tract 9 and decreased by approximately 12% in Tract 10.

Rent[17]

County - The median[18] rent increased approximately 41% (from $122 in 1970 to $172 in 1975).
City - Median rent increased 42% ($125 in 1970 to $177 in 1975).
Census Tracts 9 and 10 - An approximate 43% increase in median rent occurred in Tract 9 and almost 61% in Tract 10.

Income

Because the income question was phrased in different terms in the 1975 Special Census comparison to prior Federal Census data is not appropriate. Table 31 shows the relative difference between the study areas in 1975 median income.

Poverty Level (Income of $4,000 or less per year)

County - The percentage of the population in this group increased approximately 22% (from 12.1% in 1970 to 14.8% in 1975).
City - The $4,000 and less group also increased in the City population, by almost 32% (15.7% in 1970 to 20.7% in 1975).
Census Tracts 9 and 10 - In Tract 9 this group was approximately 34% in 1970 and was almost 49% in 1975 (an increase of 42.6%). In Tract 10 the proportion of the population in this group was 29% in 1970 and almost 41% in 1975 (an increase of approximately 38%).

Unemployment

County - The 7.8% unemployment indicated by the 1975 Special Census was 22% greater than the 1970 rate.
City - Unemployment in the City in 1975 indicated an increase of approximately 41% (from 5.9% in 1970 to 8.3% in 1975).

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17 The percentage of those who rented their dwellings increased 4.7% between 1960 and 1970 in the County, 15.9% in the City, 5.5% in Tract 9, 2.5% in Tract 10; between 1970 and 1975 the percentage of renters increased 1.7%, 16.2%, 9.4%, and 14.7% for the respective areas.
18 The term "median" refers to the midpoint (i.e., 50% are below this point and 50% are above).

CCRP IMPACT

Population

Employment and housing opportunities could result in an addition to the population ranging from 430 to 800 persons. See "Growth Inducing Impact" for further discussion. It is not known where in the area these persons would reside. See "Housing" section for information regarding the limitations to housing opportunities.

Census Tract 9 - Implementation of major elements of the CCRP would continue the existing trend of conversion from residential to commercial use. The commercial zoning of almost all of this area indicates conversion to commercial uses without CCRP implementation would also be likely.

Census Tract 10 - The population and number of persons per acre could be increased by implementation of Low and Moderate Income Housing elements in this area. The increase in multiple family units, loss of single family units, and increase in persons per unit would be the population changes anticipated. The zoning of this area for multiple family units (R-3) indicates that similar population changes could be anticipated over time as a result of market forces without implementation of the CCRP.

Age Distribution

The trend toward a lower proportion of children in the population would be likely to be unchanged by implementation of the CCRP. The trend appears to reflect both a general lowering of the birthrate and an out-migration of families with young children.[19] Employment opportunities (management) and Market Housing opportunities could result in some in-migration of families with young children. However, the magnitude of in-migration of this type would have limited impact on the general trend.

The trend toward an increasing proportion of the population in the 65 years and older group could be impacted by CCRP in two ways. Those persons in this group with high incomes could be provided residential accommodations in the considered Market Housing element. This could result in a continuation of the general trend. However, if the CCRP implementation results in generally higher living costs, some less financially able older residents may find it necessary to leave the area. The CCRP considered provisions for low and moderate income housing could lessen this potential for out-migration to some degree.

CCRP considered elements which could increase the convenience of public transportation could be a benefit for those transit-dependent older citizens who reside in the Central City area. This could serve to add to the attractiveness of the downtown area for older residents.

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19 The out-migration could be the result of a combination of limited employment opportunities and high cost of living (particularly housing costs). It is hoped that future in-depth analysis of Census data by the County Planning Department will make the relationships involved more clear.

Rent

The improvements in land use and general appearance which could accompany CCRP development would serve to cause an increase in property values generally in the redevelopment area. Assuming that property tax assessment would also increase, rental rates could also rise. The trend toward increasing rents is evident and the CCRP implementation could contribute to that trend. However, without CCRP implementation, increases in rental rates would likely also occur. Housing costs are dependent upon supply and demand and land costs. Demand and land cost appear likely to continue upward with or without CCRP implementation.

For those of low and moderate incomes, the residential elements considered by the CCRP for those groups could serve to reduce rental costs and/or provide refuge from increases in those costs. This is particularly of interest in Census Tract 10, where conversion to multiple family units would appear inevitable and the development of market cost units would not provide any rental cost relief.

Income

CCRP generated employment opportunities could provide increased and/or supplemental income for area residents. Due to the low-paying nature of most projected CCRP-related opportunities, increases in income could be most effective in those situations where a second adult in the household becomes employed due to CCRP-related opportunities.

A long-term, indirect impact to income trends (i.e., City median income substantially below County median) could result if increased costs in the City resulted in the out-migration of some low and moderate income persons. If the cost of living was increased by CCRP implementation, some out-migration of persons unable to survive financially could result. There are indications that this phenomena is presently occurring and could continue without CCRP implementation. In the long term this could indicate a trend toward higher median income in the City as those with lower incomes are replaced by those with higher incomes.

Poverty Level

The proportion of the population in the low income category has grown. Explanation of this increase is difficult in light of rising housing and other living costs. The result of this increase could be a larger group of citizens less able to subsist in the face of continuing increased living costs.

The trend toward concentration of low-income persons in Census Tract 10 would, in all probability, be maintained by implementation of the CCRP. The provision for Low and Moderate Income Housing in Census Tract 10 could furnish housing cost relief for many present neighborhood residents in the low income groups. This could be a significant benefit for those low income persons.

Unemployment

A significant beneficial impact could result due to locally unemployed persons obtaining employment through CCRP related elements (especially Retail Expansion and Hotel Conference Center). National and State unemployment trends, which are reflected to some degree by the local situation, would continue to greatly influence local unemployment. However, substantial reduction in local unemployment could be a result CCRP implementation. See "Employment" section for further discussion.

Table 31

1970 and 1975 Census Data Comparison

	COUNTY			CITY			TRACT 9			TRACT 10		
	1970	1975	% Change	1970	1975	% Change	1970	1975	% Change	1970	1975	% Change
Total Population	264,324	280,605	+ 6.2	70,238	72,238	+ 2.8	3,498	2,998	-14.3	4,666	4,692	+ 0.6
Population Per Acre	-	-	-	6.1	6.3	+ 3.3	8.1	6.9	-14.8	14.6	14.7	+ 0.7
Median Age	26	28	+10.7	35	32	- 8.5	42	39.8	- 5.2	37	30.6	- 7.3
% under Five Years	7.8	5.7	-26.9	6.6	4.7	-28.8	5.4	3.7	-31.5	7.2	5.4	-25.0
% under 18 Years	32.9	27.8	-15.5	25.0	20.1	-19.2	18.7	15.0	-19.8	20.8	16.7	-19.7
% 65 years and over	9.1	10.7	+17.6	18.0	18.4	+ 2.2	25.8	25.6	- 0.8	24.1	21.2	-12.0
Number of Households	88,806	99,059	+11.5	29,566	31,214	+ 5.6	1,761	1,525	-13.4	2,496	2,425	- 2.8
Persons per Household	2.99	2.7	- 9.7	2.43	2.24	- 7.8	1.91	1.78	- 6.8	2.0	1.86	- 7.0
Percent Renter Occupied	46.1	46.9	+ 1.7	52.4	60.9	+16.2	80.6	88.2	+ 9.4	77.8	89.2	+14.7
Median Monthly Rent	$122	$172	+41.0	$125	$177	+42.0	$ 83	$119	+43.3	$94	$157	+60.6
Median Household Income	-	11,017	-	-	8,728	-	-	4,276	-	-	5,108	-
Percent with income $4000 or less	12.1	14.8	+22.3	15.7	20.7	+31.8	34.0	48.5	+42.6	29.4	40.7	+38.4
Percent with income $25,000 or more	5.1	9.5	+86.3	5.9	7.3	+23.7	2.2	0.2	-81.8	2.4	1.6	-33.3
Percent Unemployed	6.4	7.8	+22.0	5.9	8.3	+41.0	8.2	12.0	+46.3	12.1	14.7	+22.0

Sources: 1970 Federal Census; "Existing Conditions Data," compiled by Patterson, Langford & Stewart; 1975 Special Census; Computation of percent change and table organization by Community Land Use Associates; Santa Barbara County Planning Dept. abstracts and tabulations);

GROWTH INDUCING IMPACT

SUMMARY

Implementation of CCRP considered elements which could generate employment and/or Market Housing opportunities could potentially induce the in-migration of approximately 430 to 800 persons. This population growth would take place over time as those elements which could induce in-migration were completed. It is not known where in the area the newcomers would reside.[20] Given continuation of the existing area-wide housing shortage, newcomer employees would experience difficulties in finding housing and their presence could compound the present supply/demand imbalance in the housing market.

Potential population increases projected relative to CCRP implementation are not beyond the area's ability to absorb but could pre-empt in-migration of other persons who would otherwise move to the area in the future.

BACKGROUND

During the 1940's the City grew at moderate rates of an average of three to four percent per year. The rest of the South Coast also experienced moderate growth throughout these years. The growth was due, in part, to the attractiveness of the Santa Barbara area to retirees and to the growth of tourism.

During the 1950's and early 1960's the City maintained these moderate growth rates. Beginning in the early 1960's the rate of increase for the City began to decline. During the 1950's the rest of the South Coast grew rapidly, averaging almost ten percent annually throughout that decade, jumping in the 1960's to an average of 13% to 14%. Much of this growth occurred in the Goleta Valley, due to the establishment of a general campus of the University of California in Goleta. Student enrollment at UCSB quadrupled from 1960 to 1970, peaked in 1969-70, and again in 1975-76.

The Santa Barbara County population grew from 264,324 in 1970 to 280,605 in 1975. This was an increase of 16,281 persons during that period and resulted in a growth rate of approximately 6.2%. During the same five year period the City population increased from 70,215 to 72,238,[21] a growth rate of approximately 2.9% (annual rate approximately 0.58%). The past five years have shown a considerably slower growth pattern for the City than previous periods.

INTRODUCTION

This section deals with the potential of the CCRP to promote growth. Of greatest concern is the project's potential to induce persons to move to Santa Barbara and, thus, to increase population beyond that level which

20 In the case of Market Housing newcomer-residents, the population of the City of Santa Barbara would be affected.

21 1970 totals from Federal Census; 1975 totals from California Special Census.

would be anticipated without development of the CCRP. A brief summary of past growth patterns and rates has been included to serve as background. The bulk of the discussion of growth inducement revolves around the potential of the CCRP to generate employment opportunities that would attract newcomers to the community. Other topics discussed include the growth inducing impact of the Market Housing element and the impact of the project on tourism.

CCRP IMPACTS (see Table 32)

Employment Opportunities

Better economic opportunities is the main cause for in-migration[22] and is of greatest interest for the purpose of this report. The major elements considered by the CCRP would have the potential to generate 1,066 to 1,549 direct full-time employment opportunities, a substantial number of construction-related opportunities and approximately 350 to 400 non-basic employment opportunities. The unemployed and underemployed persons living in the Santa Barbara area could fill many of the full-time employment opportunities generated by implementation of the CCRP, but the potential for in-migration would also exist.

The relatively large pool of available construction workers (see "Employment" section) indicates that workers from outside the area would generally not be necessary. This condition, combined with the short-term nature of construction employment leads to the assumption that the construction of the elements considered by the CCRP would not encourage any significant in-migration. Thus, the construction opportunities generated by the project have not been considered growth-inducing to a significant degree.

Assessment of the numbers of persons expected to migrate to Santa Barbara in response to full-time employment opportunities are made on a percent basis. In this method it was assumed that a percentage of the new employment opportunities could be filled by those currently residing outside the County of Santa Barbara. Several percentage estimates are used to reflect a range of potential in-migration that could occur. Table 32 shows the number of potential direct and indirect opportunities that could be filled by newcomers to the area based on a variety of percent ratios. (This growth inducement analysis does not include several minor/spinoff elements considered by the CCRP, see Appendix J for discussion of employment opportunities relative to those factors.)

The range of job opportunities that could be filled by newcomers would be from approximately 53 to approximately 387. The estimate varies with the rate at which newcomers could be expected to fill the opportunities. The highest rate considered in Table 32 is 25%; i.e., 25% of the opportunities to be filled by newcomers.

It is assumed that persons migrating to take advantage of employment opportunities would generally be accompanied by other family members. By multiplying the job opportunities available by an estimate of expected family

22 V. A. Stanbery, "Better Population Forecasting for Areas and Communities," reprinted in Urban Land Use Planning

size, a total number of newcomers can be calculated. A high in-migration would be indicated by a multiplication factor of 3.18 persons[23] migrating for each opportunity. A lower in-migration would be indicated by a multiplication factor of 2.24 persons[24] migrating for each opportunity. At the lowest rate of opportunities filled by newcomers (5%), and an assumption of 2.24 newcomers for each opportunity, the total newcomers would be approximately 117 to 175. A greater number of newcomers, approximately 1,231, was arrived at by assuming that 25% of all opportunities would be filled by newcomers and that each newcomer's average family size would be 3.18. Our best general estimate--15 percent[25] of the direct opportunities and five to ten percent of the indirect opportunities filled by newcomers, and an average household size of 2.24--indicates a range of approximately 282 to 430 newcomers.

Market Housing Opportunities

The creation of housing opportunities also has a potential to induce population growth. The Market Housing element considered by the CCRP could create from approximately 170 to 500 dwelling units. Appendix K describes the assumptions used to calculate the potential population growth relative to Market Housing. Newcomers in the range of approximately 150 to 370 persons could be anticipated due to these housing opportunities.

It is appropriate to note that apartments, condominiums, townhouses, etc., of moderate and higher prices are often used as "second homes" and as such are not occupied year round. The larger, family-type units included in development of a Market Housing element could have a significant proportion of "second home" rentals/ownership. Thus, newcomers involved would not all be full-time residents and their service demands could be proportionately less than other residential (e.g., single-family units of similar price and persons per unit) developments.

Low and Moderate Income Housing considered by the CCRP has not been analyzed for population growth. Those housing opportunities would be available for City residents dislocated by CCRP elements and any excess units could be readily filled by those on the Housing Authority's waiting list.

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23 Average family size for Santa Barbara derived from 1970 Census data (57,329 persons in families, 18,053 families).

24 Average household size for Santa Barbara according to 1975 Special Census.

25 Fifteen percent is thought to be the most likely rate at which newcomers would fill direct employment opportunities. This estimate assumes that most large businesses of the type that could develop the Major Retail Expansion and the Hotel Conference Center--potential employers of approximately 90% of all direct opportunities--would probably transfer management and other key personnel to Santa Barbara from their other establishments. It is estimated that approximately 10% of all the direct opportunities would be filled in that manner. Another 5% of the low and moderate paying sales and service direct opportunities would be filled by other newcomers. Five to ten percent of indirect opportunities to be filled by newcomers appears appropriate in light of existing local unemployment conditions.

Table 32

Potential for Employee In-Migration Due to Employment Opportunities
(in numbers of persons)

OPPORTUNITIES		PROPORTION OF OPPORTUNITIES FILLED BY NEWCOMERS				
Element	Total No. of Opportunities	5%	10%	15%	20%	25%
Market Housing	26	1.3	2.6	3.9	5.2	6.5
Hotel Conference Center	384	19.2	38.4	57.6	76.8	96.0
Retail Expansion	300 to 725	15-36.3	30-72.5	45-108.8	60-145	75-181.3
Transportation Center	6 to 14	.3-.7	.6-1.4	.9-2.1	1.2-2.8	1.5-3.5
Non-Basic Opportunities	350 to 400	17.5-20	35-40	52.5-60	70-80	87.5-100
TOTALS (rounded)	1066 to 1549	53-78	107-155	160-232	213-310	267-387
Potential Newcomers (Avg. Fam. Size 2.24)		119-175	240-347	358-520	477-694	598-867
Potential Newcomers (Avg. Fam. Size 3.18)		169-248	340-493	509-738	677-986	849-1231

Tourism

The Chamber of Commerce estimates that Santa Barbara currently is visited by 4.6 million tourists annually. If it is assumed that the proposed Hotel Conference Center would attract visitors who would not otherwise come to Santa Barbara, approximately 150,000 to 190,000 additional tourists annually could come to the City.[26] This would be a three to four percent increase in the annual number of tourists. On a daily basis, approximately 415 to 520 newcomers would be added to the tourist population (see further discussion in Appendix K).

Tourism is recognized as a vital part of the economy of Santa Barbara. In this regard a three to four percent increase in the annual number of tourists is considered a beneficial impact. Increases in the number of tourists also would result in increased tourist use of visitor-oriented sites and facilities, as well as public services. Impact of such an increase would be felt in the form of increases in maintenance of tourist "sites," CBD traffic and auto emissions, beach use, and use of all community resources. No official goal for an optimal tourist population consistent with community resources and quality of life has been established by the City. Thus, it is impossible to determine if the anticipated increase in tourism that would result from development of the CCRP would be within an optimal limit.

GROWTH IMPLICATIONS

The increase in resident population (excluding the factor of additional tourists)[27] could be in the range of 269 to 1,601. Our best estimate ranges from 432 to 800.

Newcomer Estimates
(in numbers of persons)

Newcomer Source	Range	Best Estimate
Employment Opportunities	119 to 1,231	282 to 430
Market Housing Opportunities	150 to 370	150 to 370
TOTALS	269 to 1,601	432 to 800

These estimates indicate the number of new persons which could be added to the area's population.[28]

26 Based on 1.6 guests per room, 65% occupancy, for a 400 to 500 room facility, respectively.

27 See Appendix K for tourist growth impact discussion.

28 The magnitude of in-migration could be lessened if some newcomer-employee households filled more than one CCRP-related employment opportunity (i.e., both husband and wife take CCRP-related jobs). The degree to which this could occur and the consequent reduction in total newcomer households is not known.

It is not known where in the area the anticipated newcomers would reside.[29] Area-wide housing problems indicate that all employee-newcomers would experience difficulty in finding housing anywhere in the vicinity. This would be especially valid for those seeking low to moderate priced rental housing.

The potential increase in population would occur relatively gradually as those elements which could induce in-migration were completed. The bulk of in-migration of newcomer employees would occur concurrent with the completion of the Hotel Conference Center and Retail Expansion elements. Newcomers associated with Market Housing would join the City's population in increments as phases of the project were ready for occupancy.

In order to put the CCRP-related population growth into perspective, it has been assumed that the growth could occur over a five year period.[30] Given this scenario, the CCRP population growth can be related to the actual growth experienced during the last five year Census period (1970-1975). The estimated range of newcomers is the equivalent to 0.7% to 9.8% of the population increase which occurred in Santa Barbara County between 1970 and 1975. (Our best estimate is equivalent to 2.6% to 4.9% of the County's growth during that five year period.) Given that same scenario relative to timing and assuming that all newcomers would reside in the City of Santa Barbara (an unlikely situation), relationships to the City 1970-1975 growth can be formulated. The range of newcomers would be equivalent to 13% to 79% of the City's 1970-1975 population growth.

Continuing the hypothetical situation which assumes all CCRP-related in-migrants become residents of the City of Santa Barbara, the impact on the City's maximum 85,000 person "holding capacity" in 1990 can be examined. If the City's population increased at the same annual rate experienced from 1970 to 1975 and the maximum estimated CCRP-related growth occurred, the total population in 1990 would be slightly less than 80,500. The projection of a past growth rate into the future--as in this hypothetical case--is far too simplistic to be interpreted as a reliable estimate of future conditions and is presented here for the purpose of illustration.

It is possible that the population growth which would accompany implementation of CCRP elements could take place instead of at least part of the increase that could otherwise occur. That is, the CCRP-related population increase may represent a trade-off--CCRP newcomer population instead of (some part) of an unidentified future newcomer population.

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29 Employee-newcomer households would require from approximately 53 to 387 dwelling units. The 1975 Special Census indicated over 600 available ("for sale" or "for rent") dwelling units in the City; consequently, it is in the realm of possibility that most employee-newcomers would try to find housing within the City. However, high costs and other housing market factors (see "Housing" for discussion) indicate that it is probable that some newcomers would settle outside the City.

30 Realistically, the growth would occur over the lifetime of the project and not in the span of one five year period. However, most employee-newcomers would arrive with the Hotel Conference Center and Retail Expansion elements which could be anticipated early in the lifetime of CCRP and could both be operational during the same five year period (see "Implementation Scenario.").

PUBLIC SERVICES

SUMMARY

Increased intensity of land uses resulting from CCRP implementation would increase demand for public services. The major concerns relative to each service are listed below.

Water - Demand for water of approximately 140 af/yr to 580 af/yr of the City's existing unused supply of approximately 2,650 af/yr; demand of this magnitude would not necessarily be adverse for the City, however, neighboring communities which depend upon purchase of surplus City water could be adversely affected.

Sewage Disposal - Demand for a portion of the capacity of treatment facilities under construction which would be within that facility's unused capacity; increase the amount of effluent to be discharged.

School Districts - Minor student population shifts and additions could occur with short-term adverse impact to affected school(s).

Police and Fire Protection - Increase in service demands which could result in general decrease in quality of service or necessitate increase in capacity to serve.

Parks and Recreation - Need for active recreation facilities on the west side of the City would be increased; need for expansion of beach area facility could be filled.

Library - Increase in service demand on facilities which are currently stressed.

Solid Waste Disposal - Incremental increase in demand for disposal within capacity of existing fill site, but could contribute, in the long term, to need to expand.

Utilities - Increased, but unspecified, demand for gas and electricity.

Flood Control - Increased area covered with impervious surface with consequent increased runoff; need to provide elevated lot pads for all structures within flood plain.

Public Assistance - Potential for increase in caseload due to in-migration.

INTRODUCTION

The maintenance of the general welfare and the identification of thresholds relative to public health and safety are environmental quality concerns.[1] The public service infrastructure is the management and administration of a community's health, safety and general welfare resource base. This section describes the local public service infrastructure in terms of its present capacity, future plans to alter capacity and the potential impacts of the CCRP on the public services.

Public services provided to the Redevelopment Area are as follows:

Responsibility	Entity
Water Supply	City of Santa Barbara Water Resources Division
Sewage Disposal	Santa Barbara Sanitation District
School District	Santa Barbara Elementary & High School Districts
Police Protection	City of Santa Barbara Police Department
Fire Protection	City of Santa Barbara Fire Department
Parks & Recreation	City of Santa Barbara Community Services Dept.
Library	City of Santa Barbara Community Services Dept.
Solid Waste Disposal	Browning-Ferris Industries (private)
Utilities	Southern California Gas Company Southern California Electric Company
Flood Control	Santa Barbara County Water Conservation and Flood Control District
Public Assistance (administration)	Santa Barbara Welfare Department

EXISTING CONDITIONS AND IMPACTS

Water

The regional nature of water supply questions are such that the water portion of the "Public Services" section is somewhat different than the other portions of this section. Two major variations included in the water subsection are: Information regarding the provision of this service in neighboring communities, and greater depth of analysis regarding potential impacts of the CCRP.

1 California Environmental Quality Act of 1970, Chapter 1, Section 21000 a, b,c,d.

Existing Supply and Capacity for the City[2]

Table 33 lists the sources and amounts of water from each source in acre feet per year (af/yr). The third column indicates the estimated number of persons served at a rate of 186 gallons per day (GPD) per person[3] for all uses. The supply estimates are based on the 1975-1980 time frame which is considered to be most indicative of the City's dependable water supply to be used for long range planning.[4]

Table 33

Water Sources and Amounts

Source	Amount (af/yr)	Persons Served
Mission Tunnel/Juncal	1,000	4,800
Gibraltar/Groundwater	7,000	33,600
Cachuma Contractual Entitlement	8,950	42,964
TOTALS	16,950	81,364
Amount Currently Used*	-14,319	-68,796
Unused Supply	2,631	12,568

*14,319 af/yr reflects the average actual water use for the past four years (1972-73 to 1975-76). Persons served currently reflects estimate from the "Optimum Water Use Study," Table 1-1, p. 1-2.

Source: Supply amounts from "Optimum Water Use Study," Table 2-1, p. 2.15[5] and includes that portion of Cachuma surplus to which the City is entitled if a surplus is declared by the Bureau of Reclamation (which manages the Cachuma Project). If no surplus is declared, groundwater basin is full and the management plan is to use additional groundwater to provide storage space in the groundwater basin.

2 "City" refers to that area served by the Water Resources Division of the Department of Public Works.

3 This 186 gpd/person water demand reflects dry weather conditions (the "worst case" situation) and is recommended to be used for assessment purposes. Source: R. W. Puddicombe, Director., S.B.P.W.D., letter to John C. Jostes, August 2, 1976.

4 Ibid.

5 See Appendix L for a complete copy of this table.

Future Supply and Capacity for the City

Future water supplies are dependent upon several variables, including the rate of siltation of Gibraltar Reservoir[6], the water supply contract with the U. S. Bureau of Reclamation for Cachuma Project water, and groundwater supplies. The "Optimum Water Use Study" completed August 1976 by Don Owen and Associates, states that,

> "With existing facilities and management practices, adequate water supplies are anticipated for the next fifteen-year period. After 1990, without modification of the water supply system and/or reduction in the water consumption rates through conservation programs, some deficiency might be experienced, with a maximum deficiency by the year 2000 estimated at 1,000 to 2,000 acre-feet per year."

The "Optimum Water Use Study" evaluated a base concept, eleven alternatives, plus four subalternatives, to determine their recommendation to the City as to the most viable water management program to be pursued in order to ensure adequate water supply to the year 2000. Projected water demands were based on a population "holding capacity" of 85,000. The consultants recommended a "Test Basin Management Plan." This would involve the drawing down of the ground water to test recharge capabilities. The ultimate goal of such a program would be to determine the ability of the basin hold recharge water which, in turn, could be used to increase the available supply to meet projected demands.[7] If the rechargeable volume of the basin is found to be in the range of 1,200 af/yr to 3,200 af/yr, as anticipated by the consultants, the deficit projected by the year 2000 could be avoided. This recommended program had not yet been given approval by the City Council for implementation at the time of this writing.

Beyond the year 2000, the need for supplemental water supplies are dependent upon demands. Given increased demands beyond those identified for the planning period studied, the need for an alternate source of water would exist. Presently, one of the most feasible sources of relatively large quantities of supplemental water is the State Water Project (i.e., the importation of Feather River water). See "Regional Implications" which follows for a further discussion.

Regional Implications

County Water Agency

This agency does not sell water to customers but is involved with county wide legal and administrative water matters. The County Water Agency functions include the administration of the Cachuma Project and county-wide water resources planning (including administering contracts and operations pertinent to State Project water).

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6 Siltation has averaged approximately 275 af/yr during the past 53 years.

7 See "Optimum Water Use Study," Don Owen and Associates, August 1976, for further discussion of this and other alternatives.

Neighboring Water Entities[8]

In general, the communities neighboring the City of Santa Barbara are experiencing an imbalance in their current water supply and demand situation. The existence of moratoria on new water hook-ups in several communities confirms this imbalance.

Neighboring water entities are: Goleta County Water District (GCWD), Carpinteria County Water District (CCWD), Montecito County Water District (MCWD), and Summerland County Water District (SCWD). The Goleta County Water District has both a moratorium and a water conservation program. Carpinteria County Water District has no moratorium and provides service on demand. Montecito County Water District has a moratorium on new hook-ups and delivers water on a rationing system.[9] The Summerland County Water District also has a moratorium on new hook-ups. Except for the Carpinteria District, all these entities have demands which are greater than the combination of their entitlements from surface water sources and yield from groundwater supplies. Generally, deficits in supply have been filled through the purchase of surplus water (usually from the City of Santa Barbara).[10]

All entities participate in and have legal entitlement to Cachuma Project water. All, except Summerland, also pump groundwater basins. Various other relatively minor sources also provide water (see Appendix L for sources). In all cases, Cachuma entitlements and/or groundwater provide the majority of the respective supplies.

Overlapping Service Boundaries

The City of Santa Barbara and the Goleta County Water District entered into an agreement regarding service boundaries in 1970.[11] Under this agreement some areas of the City would be served by the GCWD and some areas outside City limits would be served by the City. This agreement was formed to achieve equitable distribution of service demands and economical use of delivery systems.

Since the time of that agreement the situation has changed to the extent that the GCWD has notified the City of their intent to terminate the 1970 agreement effective June 30, 1979.[12] The GCWD now has a greater proportion of the demand than it did when the agreement was established. Due to the GCWD's water shortage situation they are seeking to redistribute some of the demand back to the City (which does not have the supply-demand imbalance being experienced by GCWD).

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8 "Entities" refers to water districts and other agencies which manage and serve water supplies to customers within their service boundaries.

9 Allocation to customers is based on the rate of use in the 1971-72 period.

10 The City's "surplus" means that the City has not had need, due to any combination of factors, to use all its legal entitlement from Cachuma and/or has not needed its entitlement of declared surplus from Cachuma. Thus, the unused entitlement can be sold to other entities.

11 "Joint Exercise of Powers Agreement Defining Service Areas and Providing Water Service Thereto," effective May 12, 1970.

12 Letter from William B. Wallace, President, GCWD Board of Directors, to City of Santa Barbara City Clerk, August 18, 1976.

The City and GCWD are currently in the process of studying the situation in order to arrive at some new agreement. As of the termination of the agreement in 1979, service responsibility would revert to the pre-1970 status unless a new agreement is adopted. Both GCWD and the City appear willing to find a solution to the service boundaries agreement problem prior to 1979.[13] It is unlikely GCWD would agree to a return to the status quo as reflected by the 1970 agreement, nor would they be able to support additional demands. At this time nothing is known in regard to what specific terms would be mutually satisfactory on this question.

Future prospects - Neighboring Entities

Neighboring entities all realize a need to expand their supplies. For those whose emergency supply conditions have caused moratoria, the need is an existing one. Future population growth, depending upon the extent and nature of that growth, will produce increased demands. The water entities are looking at the feasibility of various supplemental supply options--generally through the auspices of the County Water Agency. A study on conjunctive use is due late this year and the costs and other ramifications of the State Project water is also being examined. Other options include further development of local groundwater, desalting of seawater, and wastewater reclamation.[14]

All options have costs and benefits, as well as legal, political and physical constraints. Seawater desalting is, at this point in time, a relatively expensive and energy intensive option. Wastewater reclamation involves facilities necessary for treatment, has limited use potential[15], and health aspects are not yet clearly understood. Development of local groundwater basins has optimum physical limits which, once reached, provides no additional benefit.

Conjunctive use of surface and groundwaters is fraught with legal and political problems. Politically, unless an entity has both surface water and storage capacity in its basin, the problem is finding a mutually agreeable program with another entity. Often it is the case that three, four, and sometimes several more political entities must come to agreement. The rights of the watershed of origin must also be protected, adding further political and legal complication. The prior rights of property owners who overlie groundwater basins also is a complication. Unless the basins are adjudicated or groundwater basin laws are revised, property owners can pump their wells to the extent they wish, sometimes to the detriment of the water entities who have the responsibility to serve the public.

Conservation of water resources could reduce demands and prolong existing supplies. Water, a vital resource, should not be wasted regardless of supply-demand deficit or surplus. Relatively inexpensive and simple devices added

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13 Santa Barbara Water Commission meeting September 13, 1976.

14 Not all options are viable for every water district.

15 Ultimately wastewater could be reclaimed for domestic use. It is a difficult goal to reach and is yet to be successfully demonstrated in this country. Feasibility currently exists only for irrigation and possibly groundwater recharge.

to existing toilet and shower facilities, and installation of water-saving devices in new developments, could produce savings of five percent or more for inside domestic use. Sensible application of conservation measures and/or restriction of outside watering could provide additional savings. The potential savings through conservation would not solve water supply problems, but it is a sound and more reasonable approach than wasteful use.

State Project water[16] could supply an entitlement to the region of approximately 25,000 to 45,000 af/yr.[17] The County is working to identify the costs and feasibility of importation. A countywide bond issue is necessary to determine the willingness of residents to bear the costs of construction of a branch system to connect with the California Aqueduct. The earliest date for such a vote would be late in 1977 or early 1978.[18]

The amount of water that could become available through connection to the State Aqueduct is much larger than current deficits. Water shortages (i.e., moratoria) have served to limit growth in the Santa Barbara area. In this situation, potential for growth, given the availability of State Project water, is very great. The potential growth need not necessarily take the form of a "boom." However, without proper planning to provide reasonable limits to growth, the removal of water as the limiting factor for South Coast development could be accompanied by the significant adverse impacts of rapid urbanization. Planning and necessary zoning measures to control growth in a manner compatible with community desired goals of maintaining a quality environment and a viable economy must precede importation if adverse impacts are to be avoided.

None of the local entities experiencing supply-demand problems can solve their problems on the local level. Indeed, water resources are a regional concern. The establishment of a regional water resources planning, management, and administrative entity could provide the type of coordination and distribution that is impossible to achieve through several locally oriented entities. A regional entity would obtain supplies and sell to the local entities. Laws pertaining to groundwater give property owners prior rights to that water. In order for a regional entity to have effective authority to control and distribute groundwater, the basins would have to be adjudicated in favor of the entity (a prolonged legal involvement) or the laws changed.

Impact[19]

The major elements considered by the CCRP are dealt with in more depth in terms of water demands than are demands for other services. The conceptual nature of the elements precludes precise projections of water demands but the approximate ranges are indicated. The reader is referred to the "Project

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16 See the section on imported water in the "Water Resources Management Study," Toups Corp., July 1974, for more in-depth discussion of facilities, obligations, etc.

17 "Optimum Water Use Study," Technical Appendix, p. 5.34.

18 Robert Paul, GCWD, personal communication.

19 Rules of thumb used to calculate various types of demand are indicated in Appendix L, also tables showing demand ranges are found in that Appendix.

Description" section for assumptions regarding the elements. Relocation of existing uses within the City's water service boundaries has been assumed, thus the demands indicated are net figures. In the case of residential elements that would serve relocation needs of existing residents, the demand is assumed to be represented by the net increase in the number of dwelling units.

Generally, increased intensity of land use would result in an increase in water demand. The potential water demand of the five major elements considered by the CCRP is addressed below. Assumptions and methodology used to arrive at the ranges indicated are described in Appendix L , "Water Demand Estimates."

Retail Expansion

220,000 Sq. Ft. Option

Water demand for this size expansion could range from 5.05 af/yr to 14.14 af/yr (.19% to .57% of the current unused supply). The average estimate would be approximately 10.1 af/yr (.38% of the unused supply).

Renovation

Every 20,000 sq. ft. of new space created by renovation could result in a water demand ranging from 0.46 af/yr to 1.38 af/yr (.02% and .05%, respectively, of the unused supply). The average of this range would be 0.92 af/yr, .03% of the unused supply. Total demand for this option has not been determined because estimates of total new space that could be created is not known. (For example, if new space created would be 200,000 sq. ft., the demand estimate would be indicated by multiplying the increments cited above by 10).

Market Housing

Water demand estimates for this element vary relative to the number of units and the average number of persons who could occupy those units. The demand could range from 80 af/yr to 209 af/yr (.3% to 7.9% of the current unused supply). An average estimate would be 141.86 af/yr, 5.4% of the unused supply.

Low and Moderate Income Housing

Based on the number of new new units that could be created, the water demand could range from 29.16 af/yr to 97.49 af/yr (1.1% to 3.7% of the unused supply.) An average estimate would be approximately 63.33 af/yr, 2.4% of the unused supply.

Hotel Conference Center

Demand estimates vary for this element depending upon the number of rooms, the rate of consumption, and the average rate of occupancy. The low estimate would be approximately 26.88 af/yr (1.0% of the unused supply) and the high estimate would be 180.88 af/yr (6.83% of the unused supply).

Within this range 100.8 af/yr (3.8% of the unused supply) is considered the most likely situation. These demand estimates do not include the water needed to fill and refill an artificial lake considered as a part of this element. A six-acre lake would require 48 acre feet initially to fill and approximately 5.7 af/yr (.22% of the unused supply) annually to refill (see Appendix L for discussion of artificial lake refill requirement).

Transportation Center

This element could have a water demand of approximately 14.4 af/yr (.54% of the unused supply).

Auto Center

Water demand for the considered Auto Center element (five dealerships) could range from 5.5 af/yr (.2%) to 8.0 af/yr (.3%). Although the Auto Center would provide relocation sites for existing auto dealerships, increased water demand in this range is considered appropriate due to the concept of a park-like setting envisioned for this element.

Newcomers

Newcomer-employees and their families could have water demand in a range of from 24.75 af/yr to 256.05 af/yr,.9% and 9.7%, respectively, of the current unused supply). Our best estimate of the most likely number of newcomers (282 to 430) would indicate a range of demand of from 58.66 af/yr to 89.44 af/yr (2.2% to 3.4%, respectively, of the current unused supply).

Cumulative Water Demand: Impact of CCRP (see Table 34)

The cumulative demand for water for the major elements considered and the newcomers who could migrate in response to employment opportunities ranges from 186 af/yr to 779 af/yr, 7% to 30% of the current unused supply, respectively. The middle estimate of demand is 410 af/yr (16% of the unused supply).

The CCRP projected demand for water could be considered adverse if one believes that any demand which decreases unused supply is to be avoided. However, the use of a portion of the City's currently unused supply in the range projected is not necessarily adverse for the City. The water supply is obtained and administered to accommodate some growth in population and increased intensity of use. An increase in demand based on planned-for and desired changes in the community, as could be represented by the CCRP, could be neutral rather than adverse as the effect would be to pre-empt the demands of other future but not necessarily planned-for community changes.

A CCRP-related demand would be unquestionably adverse if, given project specifics, it was determined that the demand would be greater than that normally required by that type of land use. Lacking project specifics and an officially sanctioned "rule of thumb" for water demand relative to land use type[20], analyses on such a basis cannot now be made.

20 The City's Public Works and Planning Depts. are in the process of determining a schedule of typical water demand by various land use types which, once officially adopted, could be used for this type of analysis.

Table 34

Cumulative Water Demand

Element	High Estimate		Average Estimate[a]		Low Estimate	
	af/yr	% of Unused Supply	af/yr	% of Unused Supply	af/yr	% of Unused Supply
Market Housing	209.25	7.9	141.86	5.4	80.08	3.0
Low & Moderate Income Housing	97.49	3.7	63.33	2.4	29.16	1.1
Hotel Conference Center[b]	186.58	7.0	106.5	4.0	32.58	1.2
Transportation Center	14.4	0.54	14.4	0.54	14.4	0.54
Retail Expansion 220,000 sq. ft. option	15.2	0.57	10.1	0.38	5.05	0.19
Renovation Option	New demand is unspecified for this option--it is reasonable to assume demand would be within parameters indicated for the other option					
Employee-Newcomer Households	256.05	9.7	74.05	2.8	24.75	0.9
TOTALS	778.97	29.4	410.24	15.5	186.02	7.0

(a) These estimates are sometimes the "most likely" situation as indicated by our best projections (e.g., newcomers, Market Housing, Hotel Conference Center).
(b) Includes lake refill of 5.7 af/yr.

In a regional sense the CCRP demand could be considered adverse as it would effectively reduce the amount of water available for purchase by neighboring, water-short communities.

The City could determine that it would be in its best interests (and thus not an adverse impact) to devote approximately 30% (high estimate of CCRP demand) of its current unused supply for CCRP uses, and in doing so pre-empt some other future, undetermined uses. This would represent the City's choice to direct how a portion of its remaining uncommitted water supply will be used. However, if the City makes this choice (which would not be adverse from a City-only planning perspective), it would still have adverse impact on those neighboring communities who have come to depend upon purchase of the City's unused water supply to meet their demands.

Sewage Disposal[21]

Current Capacity

The City's wastewater treatment facility has an 8 million gallon per day (MGD) designed capacity. Current flow of 9 MGD exceeds design capacity, but discharge requirements are still being met. Polymers are currently being used to treat the wastewater. (Polymers act to bring together solids suspended in the wastewater and thus cause the solids to drop out faster. This speeds up the process and enables the plant to treat the excess flow and still meet discharge standards.) Infiltration of groundwater and storm waters through faulty pipes and pipe-joints contributes significantly to the amount of flow into the plant. A phased program aimed at reducing this contribution by improving the collector system has begun.[22] The present plant is considered adequate for the current population.

Planned Capacity

A new plant is currently under construction and is scheduled to begin treatment operations in September 1977. Completion of the new plant is anticipated by July 1978 (this final phase of new construction will involve the removal of existing facilities). The new facility will have a capacity of 11 MGD, with the capability of expanding to 16 MGD at a later date if necessary.

Population limits of the new 11 MGD plant range between 86,000 and 95,000, depending on the population growth rate and the yearly expansion of per capita consumption by residential users. Capacity of the expanded (16 MGD) plant would be exceeded at a population of approximately 120,000.

Subtracting out the current flow (9 MGD) from the future plant capacity (11 MGD) leaves 2 MGD as the "unused capacity" of the new facility.

Impact (see "Sewage Demand Approximations," Appendix L)

It has been assumed that implementation of part or all the CCRP would not occur prior to the new treatment facility becoming operational in Sept. 1977.

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21 Sewage disposal existing and planned capacity information source: Personal communication with Mike Hopkins, Chief Treatment Superintendent.

22 "Optimum Water Use Study," Technical Appendix, Supplement A.

Increases in the intensity of land use presumes increased human use and, consequently, an increase in the service burden of the sewage treatment facility. Existing uses which could be relocated due to CCRP currently contribute to the service burden and would not represent an additional service demand. Those new, more intensive uses, would generate additional wastewater flow to be treated and subsequently discharged. Developers of new uses would have the responsibility for providing connections into the system.

The new treatment facility will have the capacity to accommodate flows generated by the more intensive land uses related to the CCRP. The new treatment facility is designed to handle current demands and the additional demands produced by increased population and increased intensity of land use. In this light, the increase in service demand generated by implementation of the CCRP would not be considered adverse.

Schools

Current Capacity[23]

Table 35 shows the present capacity and enrollment of the elementary and secondary schools. Both elementary and secondary schools have unused capacity.

Table 35

School Enrollment and Capacity
(as of 9/16/76)

	Enrollment	Capacity	Unused Capacity
ELEMENTARY 13 schools (and special education)	4,624	5,925	1,301
SECONDARY 4-year high schools 3-year high schools 1 continuation high	12,386	13,250	864

Source: Personal communication, Pupil Personnel, Santa Barbara City Schools, Sept. 22, 1976. (Total enrollment = 17,010, down 835 from 1975-76.)

An enrollment increase of up to fifty students would be within the capacity of any elementary school, except Franklin School, where such an increase in enrollment would not be within present capacity.[24] With the exception

23 Ken Johnson, Pupil Personnel, Santa Barbara Schools, personal communication.
24 Letter from K. A. Grahn, Business Manager, Santa Barbara City Schools, to Paul Nefstead, Environmental Hearing Officer, 10/9/74.

of La Colina Junior High, additional secondary enrollment up to 100 students would be within the capacity of any junior high[25], while an increase of up to 200 students would be within the capacity of Santa Barbara High.

Schools which serve the areas affected by CCRP considered elements are Wilson School, Lincoln School (grades K-2), McKinley School, Roosevelt School (grades 3-6), La Cumbre Junior High, Santa Barbara Junior High, and Santa Barbara High.

Planned Capacity

There are no plans currently being considered for expansion of facilities to accommodate increased enrollment. The school system anticipates a continued decrease in enrollment which would make expansion unnecessary.[26]

Impact

Because almost all schools have substantial unused capacity, implementation of elements related to the CCRP would not have a significant adverse impact on the school system. Those considered elements which would dislocate residential uses could cause pupil population shifts from individual school(s) to other school(s). Likewise, increased intensity of residential uses (i.e., Market Housing and Low and Moderate Income Housing units) would result in an increase in pupil population to school(s) serving those areas.

Individual schools could be required to adjust scheduling and/or staffing due to shifts in the pupil population. Such adjustments could result in short-term adverse impact on the quality of education for those pupils directly affected. This potential adverse impact would be partially mitigated as shifts in population would occur over time. Additional mitigation would be available when shifts would be more identifiable (i.e., given specific projects, schools could prepare for population shifts in a systematic manner and avoid short-term adverse impacts on the quality of education). No long-term adverse impact would be anticipated after the school(s) affected made appropriate adjustments.

Residential projects for low and moderate income families should be located in a manner which would not aggravate existing educational problems (e.g., low achievement due to adverse socio-economic conditions). Sites would have to be examined on a site-by-site basis to determine if they would contribute to existing problems and if, indeed, problems existed at the schools in question.

Library

Current Facilities and Capacity

The current library facilities include the central library (downtown) and the East Side branch library, with floor space totaling 34,665 sq. ft. The library attempts to maintain one employee and 1,000 sq. ft. of service area for every 2,000 residents. Currently, the number of employees is adequate, but the square footage is substantially below the standard the library

25 Ibid.
26 K. Johnson, Pupil Personnel, Santa Barbara Schools, personal communication.

attempts to maintain and of that recommended by the American Library Association. The current ratio is .35 sq. ft. of library space/person, the American Library Association recommends .50 sq. ft./person.[27]

Planned Capacity

The City has plans to construct a 13,000 sq. ft. addition to the central library and to construct North Side and West Side branch libraries.[28] The need and the plans exist; however, implementation of these plans is not expected in the forseeable future.

Impact

Increases in the intensity of land use which would result in increased population would have an incremental adverse impact on the presently stressed library facilities. This condition would exist until appropriate expansion of facilities occurred.

Solid Waste Disposal

Current Capacity

Solid waste collected by Browning-Ferris is transported to the County Transfer Station on Calle Real. Refuse is then taken to the Class 2 dump at Tajiguas (approximately 22 miles west of Santa Barbara) and used as land fill. Five to six hundred tons per day are dumped at Tajiguas. Mr. Allen of Santa Barbara County Public Works Department gives the dump a conservative estimated lifetime of 20 years.[29]

Planned Capacity

The County owns the canyon area behind the Tajiguas landfill area which could also be used as a disposal site. No estimate on the capacity of this canyon is available. New methods of solid waste disposal (e.g., comprehensive recycling program) could evolve within the lifetime of the currently used Tajiguas site, which would alter current land fill practices and lessen the daily amounts deposited which could prolong the lifetime of the present site.

Impact

Increased intensity of land use would generate greater quantities of solid waste. The incremental increase in solid waste due to increased land use intensity would not have a significant adverse impact.

Incremental long-term indirect adverse impact could also be a potential if the incremental increases in disposal demand resulted in the necessity to

27 Impacts of Growth, Vol. 1, pp. 7.11, 7.14, 7.15, 7.19; and personal communication, Dr. R. A. Hart, Library Director.
28 Impacts of Growth, Vol. 1, p. 7.11.
29 Loren Allen, Santa Barbara County Public Works Dept., personal communication.

expand the land fill into the canyon area mentioned previously. The location of land fill sites in the coastal zone has the potential for adverse environmental impact.

Utilities

Gas and Electricity

The Southern California Gas Company and the Southern California Edison Company are committed to providing utility service to all customers who request it. Increased intensity of land use would require the additional provision of gas and/or electricity. Elements considered by the CCRP would have to be evaluated on a project-by-project basis to determine the extent of additional service(s) required and the levels of impact such requirements would have.

In accordance with the General Plan goals (G.P., p. 12),if implemented, CCRP-related elements would include underground utilities wherever feasible.

Public Assistance

The Santa Barbara County Welfare Department administers public assistance in the form of food stamps, Aid to Families with Dependent Children (AFDC), assistance to boarding home and institutional care patients, medical care, and general relief. Other forms of assistance, administered through Social Security, include aid to the aged, blind and disabled. Appendix L contains a table showing recent welfare caseload for the City area. Appendix L also presents the caseload for most of the southern portion of Santa Barbara County. Total recent City caseload is 4,343, up from 3,919 in July 1974 for similar types of aid. The current caseload represents approximately six percent of the City population.

Although the total caseload had increased from July 1974 to February 1976, the only type of aid to increase was medical care. All other types of aid had decreased, but the decreases were more than offset by the increase in those receiving medical care assistance.

Impact

The only factor considered by the CCRP that could indicate a potential increase in the welfare load could be that proportion of newcomers who could not meet their expenses after migrating here to fill CCRP generated employment opportunities. Those newcomers who could fall into this category are those who would fill the low to moderate paying positions, not those in management and other key positions who would be transferred here by large employers (see "Growth Inducing Impact").

In the "worst case" situation, all the heads of households involved would have incomes not equal to the financial requirements for their necessities and, thus, would be eligible for some types of public assistance; i.e., food stamps and medical care. It is not likely that all newcomers would actually require public assistance. The potential for increases in the caseload could exist and would have an adverse impact.

The employment opportunities that could be generated by CCRP considered elements would also have the potential to increase the income of some local persons who are currently part of the welfare caseload. This could result in a decrease in the current welfare caseload because some households could increase their income to a level at which they would no longer require public assistance. Table L-6, Appendix L, indicates 207 recipients in the category of "unemployed fathers." It is impossible to determine the number of persons currently receiving assistance who would no longer require assistance due to employment opportunities related to implementation of CCRP considered elements. The potential for a decrease in caseload due to this could be substantial and could have a significant beneficial impact.

Public housing and public-assisted housing is also a part of public assistance. CCRP considered elements could increase the stock of publicly subsidized units and have a beneficial impact on this part of the local housing situation. (See "Housing" section for further discussion of this topic.)

Flood Control

Stormwater is carried by street gutters, storm drains and natural drainage channels. Much of the Redevelopment area drains directly and/or indirectly into Mission Creek. Figure 22 indicates that the flood plain of the lower reaches of Mission Creek overlaps with much of the redevelopment area. (See "Hydrology" for discussion of Mission Creek.)

Increased intensity of land use would be accompanied by an increase in the area covered by impervious surfaces and thus cause increased runoff. Implementation of CCRP considered elements in the East Beach area, which is presently relatively undeveloped, could result in substantial increase in the area covered by impervious surfaces. Drainage from these surfaces would have to be conveyed to established watercourses. Developments would also be subject to other conditions and regulations administered by the Santa Barbara Flood Control and Conservation District.

Currently, any CCRP considered element in the flood plain would be subject to an elevated lot pad requirement. This requirement does not reduce the area subject to flooding, but is intended to decrease the flood hazard to persons and property. Extensive development on lot pads would require large quantities of fill materials. Additionally, increasing the elevation of much of the current flood plain area would serve to displace flood waters when they occurred, which, in turn, could result in a broadening of that area subject to flooding. Such an approach would appear to be less than the optimal solution and could be counterproductive.

A more conclusive approach would be directed at reducing that area subject to flooding by increasing the capacity of Mission Creek to accommodate flood waters without overflow. Widening the channel, protection against erosion, bridge removal and/or modification, and restrictions on and/or removal of structures along the banks are some of the factors that could be involved in increasing the capacity of the creek.[30] In view of the

30 James M. Stubchaer, Flood Control Engineer, Santa Barbara County Flood Control and Water Conservation Dist., in letter to R. Foreman, 7/21/76.

City's goal of maintaining the natural qualities of the major creeks[31], an integration of flood safety provisions into a Mission Creek Linear Park plan would be indicated[32] (see "Hydrology").

In order for improved capacity of Mission Creek to have the maximum benefit, such improvement would be necessary prior to development of projects in the existing flood plain area. If the improvements to the Creek's capacity occurred prior to development, flood levels and hazard could be substantially reduced and elevated lot pad requirements could be avoided. Coordinated efforts between flood control and planning entities must occur to accomplish both public safety and recreation-aesthetic goals involved in this land use problem. Delay and/or lack of coordination in this regard would not be in the best interests of the community.

Fire Protection

Current Capacity

The Santa Barbara Fire Department currently employs 102 firefighters. The ratio of firefighters to City residents is 1:708. Although Deputy Chief Staneff considers this to be less than the desired number, he considers the Department to be adequately staffed for the current population.

Table 36

Fire Station Locations

Station	Location
#1	121 W. Carrillo
#2	701 E. Haley
#3	415 E. Sola
#4	3300 De la Vina
#5	2505 Modoc Road
#6	1802 Cliff Drive
#7	2411 Stanwood

31 "However, all such flood control work should be done in a manner that will maintain the natural qualities of the creek open space. Artificial channelization and/or lining, in any form, must not occur." General Plan, p. 105e.

32 See the "Major Creek Open Spaces" to be considered as an element to the General Plan (as yet unadopted) for discussion of possible design standards and regulations that could be considered for the development of a Mission Creek Linear Park.

Planned Capacity

The Department requests additional personnel, equipment, and other changes in response to community needs as they are recognized. Budgetary considerations are important determinants of whether or not department requests are filled. There are no other formal plans for any major expansion of service.[33]

Impact

Increasing the intensity of land use would increase the need for fire protection services. This would be most significant in areas where existing development is minimal or non-existent. That area between U. S. 101 and Cabrillo Boulevard within the redevelopment area would experience a significant increased intensity of land use if CCRP considered elements were implemented. This area is currently served primarily by Station #2. Access to East Beach from Station #2 is across U. S. 101 via either Salsipuedes or Milpas Street underpasses. Given the potentially significant increase in fire protection demands that could result due to East Beach development and the present location of Station #2, the potential for a significant adverse impact would exist. It could become necessary to relocate fire protection facilities at a location south of U. S. 101, in closer proximity to the potential demands. Decision regarding such a relocation would probably not be made until the extent and needs of East Beach developments were established by experience.

CCRP considered elements which would involve the replacement or renovation of older and more fire-prone structures would reduce fire potential for those structures. They would, consequently, have the significant beneficial impact of reducing fire protection demands. New structures and renovated structures would have to include appropriate fire safety provisions in the design-construction phases and during operation.

Residential development which would tend to have a concentration of young children could increase fire protection demands. Fire-careless youngsters are a source of fire hazard. Additionally, residential developments which would concentrate on elderly persons would be apt to increase resuscitator service demand to those locations. Assuming CCRP considered elements that could result in such concentrations would be provided to serve existing City residents, the potential service demands would not be new or additional demands for the Fire Department.

The readjustments of emergency response patterns could be necessitated by changes in street access. If new patterns increased response time it would be a short-term, and possibly in some cases a long-term, adverse impact on the quality of emergency service.

Station #1 currently experiences egress difficulties during peak driving hours. The location of CCRP considered elements in close proximity to the station which would compound the traffic situation there would be a significant adverse impact on that facility's ability to maintain the quality of their service to the community.

33 Current and planned capacity source: John Staneff, Deputy Chief, S. B. Fire Dept., personal communication.

Police Protection

Current Capacity

The Police Department currently employs 117 sworn officers.[34] With a 1975 City population of 72,238[35] the ratio of police to residents is one officer for every 617 citizens. The department considers the present staff adequate to serve the current population. A significant increase in population or service demands could necessitate either a decrease in service or an increase in police personnel.

Planned Capacity

There are no current departmental plans to increase or decrease policing capacity through addition or reduction of personnel. The Department expects that the present situation will continue for some time. However, any future cuts in personnel might result in an impairment of the Department's ability to provide adequate service to the community.

Impact

Increased need for police services would generally accompany increased intensity of land use. This generalization would be especially applicable for those CCRP considered elements that could become prime targets for money-motivated crime. The concentration of tempting targets (e.g., money, valuable possessions) could result in increased police service demands. When increased demand for service occurs, the Police Department must increase its capacity to serve or generally decrease the level of service to the community.

CCRP considered elements in the East Beach area could indicate a concentration of tempting targets. Assessment of possible adjustments and/or increases in service capacity by the Department would be undetermined until need for such changes became evident. The potential for an adverse impact on the ability of the Police Department's ability to maintain a desired level of service could be anticipated. Such an impact could be, at least in part, mitigatable by adoption of reasonable security measures as a part of any development.

CCRP considered elements that could provide privacy or camouflage (e.g., areas deserted at night or hidden from easy view of passersby) could be attractive sites for criminal activity--including violent crimes against persons. Such situations would demand frequent and diligent policing, to protect law-abiding citizens. Integration of compatible land uses which would provide high visibility and a greater degree of safety could discourage criminal activity, especially during hours of darkness. A mixture of compatible uses would be desirable to avoid the necessity for increasing police protection by minimizing potential demands.

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34 Lieutenant Correa, S.B.P.D., personal communication.
35 Based on 1975 Census.

Redevelopment-related elements which would organize land uses in a manner that could increase effectiveness of policing would have a beneficial impact.

Similarly, efforts that resulted in decreasing an area's attractiveness to crime-prone transients could also be beneficial to the community relative to police service.

Changes in emergency response patterns resulting from changes in existing street access could increase delay time for police service. Increased delay time would adversely affect the quality of police service. This impact could be short-term, and possibly long-term in some cases. Conversely, reduction of traffic on residential streets as a result of changed access could have the significant beneficial impact of reducing automobile accident potential on such streets.

Residential elements considered by the CCRP that would concentrate young persons in various areas could result in increases in vandalism and other juvenile crime in those areas. In this regard, scattering of such developments, rather than concentrations of a few large groupings, would tend to mitigate much of the juvenile crime potential.

Parks and Recreation

Current Capacity

A total of approximately 1,860 acres are currently used or reserved for parks and recreation use. About 1,000 acres are undeveloped and located in rugged terrain outside of the City limits. There is, in addition, an estimated 48 sq. ft. of beach per resident.[36]

The Recreation Division provides a broad spectrum of planned activities and events ranging from City-wide to very local participation. Programs are available for all age groups. The reader is referred to the booklet, "Recreation Programs; 1975-1976, Fall-Spring"[37], which serves as a representative listing of recreational events, activities, and classes. City parks, public schools, recreation centers, and some private facilities are utilized for programs and events.

David Conway, Parks Superintendent, indicated that despite Santa Barbara's reputation for many beautiful parks, the parks are not meeting the needs of the existing population. This is due primarily to an imbalanced geographical distribution of parks. The largest parks and open spaces are located on or outside the periphery of the City, while some residential areas, like the West Downtown neighborhood, have no parks at all.

One primary concern of the Parks Division is that the heavily populated West Downtown neighborhood is completely lacking active recreational areas.[38] This need is compounded by the deficiency of such facilities which also exist in the West Side and Lower West Side neighborhoods.

36 Impacts of Growth, Vol. 1, pp. 7.22-7.29.
37 This catalog was made available by the Community Services Department.
38 R. L. Cunningham, Park Planner/Landscape Architect in letter to D. H. Willsie, Community Service Director, August 31, 1976.

Planned Capacity[39]

The City's Parks and Recreation Master Plan is currently in draft form and unavailable at this writing. It is anticipated that the Master Plan will serve as an information resource and a guide for parks and recreation facilities planning. Until completion and official sanction of the Master Plan, no up-to-date program of expansion and/or modification of facilities is available.

General park and recreational needs of the community are (1) the need to upgrade basic facilities which are presently available and (2) the need to provide more active recreation space which is distributed in a balanced manner.

Impact

The potential for the CCRP to respond to the community's park and recreation needs is the focus of this section.[40] Generally, the CCRP would not be responsive to the need for improvement of existing facilities or the addition of active recreation facilities. The exception to this generalization would be the potential improvement and expansion of Palm Park. The addition of area and facilities to the existing park would be responsive to community needs.

The extent to which such changes in Palm Park would be responsive to community needs would be limited by its geographical location and the provision for active recreation space. The park site is influenced by its location south of U. S. 101. The highway impedes easy access for residents to the north of the highway. Given safe and more convenient access to the beach area, Palm Park would be a more usable recreational facility for the community than it is with the existing situation.

The tentative plans for the park design[41] indicate the realignment of Cabrillo Boulevard to the north to accommodate expansion. Such a street realignment is, at least partially, related to the realignment of the railroad tracks, which, in turn, is dependent upon the implementation of Crosstown Freeway plans. In this sense, the optimum use and benefit of Palm Park has a relationship to the proposed Crosstown Transportation Corridor.

Large areas, suitable for unstructured recreational activities, included in expansion of Palm Park, would be responsive to recreation needs. It could be anticipated that family gatherings and groups would be most served by the facility. The park would serve a community-wide user population rather than serving specific neighborhood needs.

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39 General information regarding "needs," source: Personal communication, D. H. Willsie, Director, Community Services Dept., and Robert Cunningham, Park Planning/Landscape Architect.

40 The creation and/or modification of passive recreation facilities (paseos, street sidewalk beautification, etc.) could be a beneficial impact.

41 The conceptual design for park expansion is included in the Draft of the "Shoreline Master Plan." No official design has been established, and the "Shoreline Master Plan" illustrations are more accurately considered suggestions rather than actual plans for development.

The CCRP could be generally more responsive to recreational needs if residential elements considered by the plan included provisions for recreational facilities. Those residential elements that would be intended to serve families, especially any that would be located on the West Side of town, should include active recreational facilities. A "tot lot," half basketball court in the parking lot, grassy area suitable for frisbee or ballgames, are examples of recreational provisions that could be included.

Elements considered by the CCRP which could add to the Park Division's service demand for maintenance would have an economic impact. To provide maintenance for public areas created by implementation of the CCRP, additional personnel could be necessary or less maintenance could be available for all areas.[42]

MITIGATION MEASURES: PUBLIC SERVICES[43]

The mitigation measures listed below could serve to reduce potential public service demands to more acceptable levels. More specific mitigation measures could be recommended on a project-by-project basis given project specifics. If mitigation measures are not included, adverse impacts cannot be avoided.

Water

1. For elements which would include toilet facilities, the installation of low-flush toilets (i.e., three to five gallon toilets) is recommended, rather than the standard toilets (five to seven gallons). Approximately 40% of the average annual indoor consumption of water by American families is used for flushing toilets. Installation of smaller toilet cisterns could markedly decrease the amount of water used for this function.

   Low-flush toilets are currently not allowed by local building code regulations. A change in the building code would be necessary to adopt this mitigation measure.

2. Install low-pressure showerheads to reduce water consumption for all elements that would include showers.

3. Native plants should be used extensively in all project landscaping schemes to reduce irrigation requirements.

4. A City-wide water conservation program should be enacted to extend existing supplies.

5. Relocation sites for businesses and residents dislocated by the CCRP should be provided within the City's service boundaries to avoid any potential increase in demand to be shifted to neighboring communities.

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42 The current maintenance situation is one person per 20 acres of maintained park land (this includes State Street Mall landscaping and similar areas). The optimum situation would be one person per 7 acres. Source: Robert Cunningham, Park Planning/Landscape Architect, personal communication.

43 Mitigation measures to be considered when project element specifics are detailed.

6. The amounts of water served by the Goleta County Water District to industries relocated to the airport area should be repaid by the City in kind (i.e., water credit). With such a repayment system, GCWD would not be burdened with additional water demand and relocation of industrial uses at the airport would be more feasible.

Sewage Disposal

Although the impact on this service would not necessarily be considered adverse, the installation of low-flush toilets would reduce the volume of wastewater from all elements with toilet facilities.

School Districts

Given timing and phasing information regarding specific projects, student population shifts should be estimated and this data provided to the schools affected with sufficient lead-time to allow the schools to make appropriate adjustments in anticipation of the shifts. This would significantly reduce or eliminate adverse impact.

Police Protection

Measures listed below could serve to reduce police service demands to a more acceptable level by providing more than usual on-site security.

1. All residential and hotel developments must include high-quality dead bolt locks on all exterior doors.

2. Solid core doors, or doors of other materials that could retard forced entry should be installed in all residential and hotel developments.

3. Provide fully qualified private security personnel for routine patrol duty for Market Housing and Hotel Conference Center to deter criminal activity.

4. Design site layout for all elements in a manner that facilitates security patrol service.

5. Provide energy-efficient, but effective, lighting for all elements to increase visibility and deter criminal activity.

6. At all residential elements, establish neighborhood associations capable of resolving police-neighborhood problems and maintaining crime-alert programs to notify police at first sign of criminal activity.

7. Use a mix of land uses that would result in eliminating "deserted at night" situations in commercial areas.

Fire Protection

1. Appropriate fire prevention and detection systems must be part of the design and implementation of all elements.

2. Adequate fire retardant materials must be used in the construction of all elements.

3. Install appropriate sprinkler systems in commercial, hotel and similar elements.

4. Adequate emergency access to all elements must be provided.

5. All residential elements should establish "fire alert" and emergency evacuation programs.

Library

1. Encourage potential employers of CCRP-related projects to hire local persons to decrease in-migration of newcomers.

Solid Waste Disposal

1. Officially encourage participation in existing recycling programs.

Utilities

1. The field of energy conservation is a dynamic one, and the state of the art changes almost daily. It is essential, therefore, that each element be carefully designed to incorporate the most efficient energy systems available at the time of development to lessen energy demands. See "Energy Conservation" for a listing of potential energy conserving measures.

Flood Control

1. Standard conditions specified by the Santa Barbara County Flood Control and Water Conservation District must be met.

2. Increase the capacity of Mission Creek to accommodate potential flood waters. Improvements of the channel must take place in a manner that integrates flood control provisions with design standards which would maintain the natural qualities of the creek. The development of a Mission Creek Linear Park could serve as the floodway if the park development was designed and implemented in conjunction with increasing the capacity of the Creek. These efforts must precede implementation of CCRP considered elements in the existing flood plain to provide optimal mitigation.

3. Pervious or semi-pervious surfacing materials should be used wherever feasible.

Parks and Recreation

1. Assign maintenance responsibility of paseo and similar passive areas to private concerns involved or assess those concerns for the cost of maintenance. Community, youth and/or school service organizations could also be enlisted to provide maintenance assistance on a volunteer basis.

2. Every residential element which would provide family accommodations must also provide active recreation facilities appropriate to serve at least some of the needs of residents (e.g., tot lot, half basketball court, lawn area).

3. Low maintenance plantings and facilities must be used in the development of park and recreation facilities.

Public Assistance

1. In order to reduce the potential impact (i.e., increase in caseload), employers of CCRP related elements should be encouraged to hire local persons which could reduce the magnitude of in-migration.

ENERGY CONSERVATION

The Central City Redevelopment Project has the potential to be an outstanding example of the integration of energy and resource conservation into a major development. Some CCRP elements conserve energy by the very nature of their concept. Other elements which are not inherently conserving should be designed and developed towards the end of energy and resource conservation. The potential to conserve energy is viewed on the basis of each element's general nature, rather than on design specifics which have not yet been established.

A Special Note on Air Conditioning

Local climatic conditions rarely require the use of air conditioning due solely to external temperature. Modern structures are often designed in a manner that requires air conditioning despite these mild external temperatures. Structures in mild climate areas can be designed, sited, and operated so that air conditioning is not necessary. Because air conditioning could be a substantial energy consuming feature of various CCRP elements, a basic energy-conserving provision of these elements should be the elimination or minimization of air conditioning use. It is not known at the time of report preparation whether or not specific project components will be developed in a manner requiring air conditioning, but only that avoiding such an energy consuming feature would be in keeping with good conservation practice.

Project Elements

Major Retail Expansion

The nature of Retail Expansion assumes a potential increase in the number and frequency of shopper visits to the CBD. Because most shoppers use private autos for transportation to retail centers, auto traffic and gasoline consumption would increase.

The destruction of existing structures and the construction of new ones (including parking facilities)by its nature would require a substantial investment of energy and materials and thus would be energy consuming. This is virtually unavoidable short of project denial. However, materials and equipment used should be those least energy intensive.

From an operational standpoint, air conditioning should not be considered or permitted as part of the final design.

Auto Center

Centralizing auto sales and service facilities would encourage multi-purpose trips by consumers and would thus be considered generally energy conserving.

Large, paved areas for vehicle display could require the investment of a substantial amount of materials. Some of the materials typically used for paving (i.e., asphalt) are dwindling in supply. Efforts should be made to avoid use of such materials. Advantage could be taken of already developed methods of using recycled materials for such purposes.

The preservation and relocation of residential structures currently within the project site would significantly conserve resources.

Hotel Conference Center

This element has the potential to be generally energy intensive and non-conserving. Specifically, energy consumption due to lighting, heating, and cooling could be substantial. Well planned energy conserving measures (see examples listed under "Energy Use Mitigation Measures") should be included to avoid wasteful energy use. See "Special Note on Air Conditioning" for discussion of this aspect.

A provision for transit connections to other waterfront facilities should be included to encourage the use of public transit rather than private automobiles.

Low and Moderate Income Housing

If congregate housing design of the senior citizen portion of this element is used, it would substantially conserve resources and energy. Additional and significant energy savings could be gained by installing solar space and water heating systems in all buildings in this development.

The location of the housing close to commercial facilities and public transportation channels would generally conserve energy.

The preservation and relocation of existing residential structures wherever feasible within the project sites would significantly conserve resources.

Market Housing

Location of housing close to existing and proposed transportation facilities would be energy conserving. This element must be carefully designed, sited, and operated to avoid wasteful use of energy for lighting, heating, and cooling. See "Special Note on Air Conditioning." The provision of solar space and water heating systems within this development would be a significant energy-conserving measure.

Energy Use Mitigation Measures

This discussion is not intended to be an exhaustive analysis of energy conserving mitigation measures and alternatives currently available. Instead, the intent is to briefly outline general suggestions, as well as specific measures which could conserve resources and reduce waste if integrated into the development of the CCRP elements.

In order to minimize repetition, the listing of suggested energy conserving measures is presented by type of energy use rather than by land use type. The types of energy uses considered are lighting, heating and cooling, as well as energy uses applicable to the design and construction phases of all elements. Not all suggested measures could be applied to every project element because some are mutually exclusive.

Design and Construction

1. Orient structures in relation to the sun and prevailing winds to limit the magnitude of heating and cooling needs.
2. Arrange plantings to provide shade and wind breaks to limit the magnitude of heating and cooling needs.
3. Employ window shade devices (awnings, blinds, positions, etc.) to control penetration of solar radiation.
4. Use proper fenestration and glazing to minimize heat gain and maximize natural light.
5. Reduce glass area to minimize heat gain and loss.
6. Weather-strip doors and windows to minimize heat loss.
7. Make energy-benefit, as well as cost benefit, analyses for all systems, materials, and equipment.
8. Use the most energy and cost efficient insulation.
9. Minimize "lifecycle costs" rather than "first costs."
10. Reduce amount of exposed surface area to a minimum level.
11. Employ light-colored walls (exterior and interior) to aid light reflection.

Heating and Cooling

1. Design heating and cooling systems to take advantage of light, people, and storage effects.
2. Recover waste heat from refrigeration units for space and water heating.
3. Design automatic or semi-automatic setback capability for heating and cooling system.
4. Use well placed, sensitive thermostats.
5. Employ total energy systems for large developments.
6. Centralize heating and cooling system and provide for closing off of unoccupied or seldom used areas.
7. Use optimal energy use equipment and systems for heating and cooling.
8. Maintain equipment in good working order.
9. Eliminate air conditioning except where absolutely necessary.
10. Include "economy cycle" in necessary air conditioners.
11. Make use of planned, functional fenestration to provide natural cooling rather than reliance on air conditioning.
12. Employ interior air-filtering devices to reduce odors and particulates.
13. Use heat pumps where feasible.
14. Use revolving doors to reduce interior heat and cooling loss.
15. Use solar-assisted space heating.
16. Use built-in appliances chosen from those with highest energy efficiency, e.g., avoid frost-free refrigerators.
17. Employ cooking range exhaust hoods with positive dampers.
18. Employ tight fitting fireplace dampers.
19. Limit or eliminate hot water to lavatory taps.
20. Install water-limiting devices in shower outlets.
21. Locate water-heating system(s) near areas of high hot water usage.
22. Insulate hot water pipes.
23. Reduce domestic hot water temperature to maximum 120°F.

24. Insulate hot water storage tanks.
25. Use solar water heaters.
26. Centralize laundry facilities near water heating system.
27. Decrease or eliminate chilled water in fountains.

Lighting

1. Design task-oriented lighting to make illumination appropriate to task areas rather than providing the same level of illumination throughout.
2. Use only efficient lamps and luminaires, as proposed in Standard 90-P of the American Society of Heating, Ventilating, Refrigeration and Air Conditioning Engineers.
3. Do not exceed lighting ratio of 2.3 watts (2.5 voltamperes) per square foot except where necessary for high visual acuity tasks and for public health and safety.*
4. Install selective switching to eliminate unnecessary lighting.
5. Use fluorescent lighting rather than incandescent bulbs. Where incandescent bulbs are needed, the new, long-life, low-energy bulbs should be used.
6. Employ no exterior or sign lighting during daylight hours.
7. Use time-controlled and light-sensitive switching in commercial, office and public buildings to eliminate unnecessary lighting.
8. Minimize or eliminate decorative lighting.
9. Have light-colored interior walls to increase reflected light.
10. Reduce night lighting of unoccupied buildings to a minimum level compatible with security.
11. Reduce exterior, architectural and parking lot night lighting to minimum levels compatible with security.
12. Take advantage of indirect natural light.
13. Perform maintenance work during daylight hours whenever possible.
14. Routinely clean lighting sources.
15. Use high intensity discharge (HID) lamps whenever practical (e.g., mercury vapor, metal halide, etc.).

Other Energy Uses

1. Recycle products used whenever possible.
2. Save and utilize older structures, refitting them to be more energy efficient.
3. Locate and maintain stairs in a manner to encourage use and minimize dependence upon elevators and escalators.
4. Install lids on large display freezers and refrigerators.
5. Minimize packaging and wrapping of retail goods.
6. Establish an energy conservation policy and appropriate ordinances as a part of CCRP development.

* "Recommended Standards for Lighting," California Coastal Plan, California Coastal Zone Conservation Commission, December 1975.