

Goal 13 *APPLY LAND USE PLANNING TOOLS AND STRATEGIES THAT SUPPORT THE CITY'S MOBILITY GOALS.*

Enhance the historic pattern of compact development. The City can facilitate this development pattern in a number of ways, including:

- *Allowing more compact development along major transit corridors (without increasing the City-wide development potential as provided for in the existing Zoning Ordinance and General Plan);*
- *Providing incentives for mixed use development;*
- *Establishing provisions that allow for creative site development and urban design standards;*
- *Studying neighborhoods to determine their service needs and creating mechanisms to address those needs;*
- *Encouraging development of schools, preschools and day care centers in ways which reduce travel demand;*
- *Encouraging and supporting neighborhood services and commercial uses in residential areas;*
- *Establishing social/neighborhood centers (in conjunction with neighborhood schools if possible);*
- *Reducing/eliminating parking requirements (residential and nonresidential) where it can be demonstrated as appropriate; and*
- *Evaluating proposed annexations to ensure that services/commercial needs and transportation linkages are adequately addressed.*

BACKGROUND

This Chapter addresses ways in which the physical development patterns can affect transportation modes. Land use patterns directly affect the transportation choices people make. The dominant land use pattern which has emerged in many U.S. cities since World War II tends to separate residential uses from commercial and industrial uses. This development pattern favors the automobile because of the greater distances between homes, schools, businesses, services and other activities. As a result, most people frequently rely on the automobile for daily activities. Reliance on the automobile negatively impacts the environment and quality of life. The amount of congestion, air pollution, and paving increases in direct proportion to the use of the automobile. As an example, the Land Use Element of the General Plan states that approximately 20% of the land in Santa Barbara is devoted to the automobile. Exclusively automobile oriented land use patterns create difficulties for those who cannot drive, or do not drive. A land use pattern which tends to favor one mode of transportation will limit the transportation choices available to all.

The City's relatively small size and historic pattern of compact development has resulted in less automobile orientation than in other communities. For example, high density residential uses are located in close proximity to Downtown and neighborhood services. Many neighborhood markets are located in residential neighborhoods even though some do not conform to zoning regulations. Because of consolidated parking areas and clustered businesses, the Downtown area has remained compact. The Zoning Ordinance encourages mixed use developments in commercial areas. The downtown grid system with relatively narrow streets reduces vehicle speeds, making people feel more comfortable.

CONSTRAINTS

Some places in the City are difficult to access by modes other than the automobile by virtue of their design. Limited opportunities exist for large-scale changes in areas where access is difficult because the City is approaching buildout. Compact development which encourages pedestrian use may result in conflicts between land uses. For example, a grocery store may result in increased noise, odors, lighting, and traffic for nearby residential uses. Alternatively, some land uses by their vary nature require large expanses of open areas to accommodate the automobile, impeding compact development.

OPPORTUNITIES

The General Plan Land Use Element contains policies that govern the physical development of the City. The Land Use Element encourages growth in established commercial centers, thus efficiently and effectively using existing resources. This type of growth could also facilitate the use of alternative transportation and could reduce the need for the automobile.

The City has a responsibility to create, continue, or enhance compact development patterns that allow alternative transportation modes in the Downtown and other commercial areas. New strategies could include incentives encouraging the transfer of development rights from outlying areas, such as hillside and environmentally sensitive areas, to existing centralized residential and commercial centers nearer to transit corridors (See Transfer of Existing Development Rights in Glossary). While new development occurs, opportunities for improvements should be identified. Where infill development occurs, opportunities for pedestrian, transit, and bicycle linkages should be identified.

In order facilitate a compact development pattern, Santa Barbara must actively encourage housing development within the Downtown core. One possible incentive for the development of residential units is to offer the use of space above parking lots (air rights) for housing. On a broader level, other City policies (e.g. Zoning Overlays, Ordinances) should be changed to encourage Downtown housing. The City may need to sponsor a project to demonstrate the success of Downtown housing to business and financial institutions.

New housing should be designed for a broad range of household income levels. Housing that would most benefit the parking system would be located between De La Vina and Garden Streets from Cabrillo Boulevard to Sola Street. By increasing the resident population of the Downtown and moving toward a jobs/housing balance, parking demand will be reduced.

An added benefit of this strategy will be an increase in customer base and an increase in the range of businesses operating Downtown. For example, new businesses and services that cater to household needs will develop, such as groceries, laundries, and house cleaning services. The Downtown business day will also expand to include the morning and late evening hours. People living Downtown will not require additional public parking, as residential on site or remote parking will be required. These benefits will help meet the Downtown Parking Program's goal to increase the economic vitality of the business district.

POLICIES AND IMPLEMENTATION STRATEGIES

GENERAL PLAN CONSISTENCY

- 13.1 The City shall integrate the goals of this Circulation Element with land use decisions.**
- 13.1.1 Encourage the development of projects that combine and locate residential uses near areas of employment and services.
- 13.1.2 Continue to require the review of proposed projects for consistency with the Goals and Policies of the General Plan.

COMPACT DEVELOPMENT

- 13.2 Without increasing the City wide development potential as provided for in the existing Zoning Ordinance and General Plan, the City shall allow more compact, pedestrian oriented development along major transit corridors (see Traffic Standards Chapter, Implementation Strategy 11.1.1).**
- 13.2.1 Coordinate with transit providers and the public to identify those streets and routes that could be designated as major transit corridors.
- 13.2.2 Consider amending the Zoning Ordinance to:
- allow increased residential densities and more compact, pedestrian oriented, non-residential development along streets identified as major transit corridors, and
 - reduce parking requirements for properties near major transit corridors if it can be demonstrated that a negative impact will not occur. In conjunction with this reduction, the City shall evaluate and aggressively monitor the results to ensure continued use of alternative means of travel and to justify reduced parking demands.
- 13.2.3 Identify commercial areas along transit corridors where opportunities exist for creating pedestrian access, such as paseos and paths.

INCENTIVES FOR MIXED USE

- 13.3 Provide incentives for mixed use development (see Glossary).**
- 13.3.1 Evaluate the effectiveness of the post 1992 Zoning Ordinance Amendments that were intended to encourage mixed use development.
- 13.3.2 Continue to identify and pursue new strategies to encourage the development of mixed use projects.
- 13.3.3 Continue to assist in the development of mixed use projects through such methods as, but not limited to:
- land use policies,
 - modified development standards, and
 - public - private partnerships and/or financial support, where a City Council finding of General Plan consistency has been made.

DESIGN STANDARDS

- 13.4 Establish provisions to allow for creative site development and urban design standards that support the City's mobility goals.**
- 13.4.1 Revise the Public Works street design standards, as appropriate, to:
- minimize the use of cul-de-sacs in new developments,
 - include properly maintained landscaping and street trees in public rights of way,
 - ensure access between cul-de-sacs and streets, and
 - allow narrower streets and intersections, wider sidewalks, and parkways where safe.
- 13.4.2 Ensure that all City design guidelines orient buildings toward pedestrian activities through such methods as:
- Commercial Areas:
 - creating attractive, interesting, and pleasing building facades that are oriented toward paseos, streets and sidewalks,
 - reducing or eliminating setbacks for non-residential or mixed use

- buildings,
 - placing parking lots behind buildings or underground, if feasible,
 - encouraging shared parking facilities,
 - incorporating paths and paseos between adjacent properties as new development, redevelopment and infill development occurs,
 - screening equipment and materials storage from public view,
 - incorporating lighting, seating, landscaping, newsracks, shade structures, etc., and
 - creating landscaped open spaces.
 - Residential Areas:
 - encouraging front porches,
 - encouraging garages to be placed behind residences to the rear of lots,
 - encouraging minimal use of new cul-de-sacs. Cul-de-sacs may be allowed where justified based on geologic or other significant features. Where allowed, provide access between cul-de-sacs and streets,
 - incorporating pedestrian and bicycle paths and connections between adjacent properties,
 - minimizing fences, walls, and private entry gates to separate large scale residential developments from the street (or use of private entry gates),
 - minimizing fences, walls, hedges and private entry gates along frontages of single family residential lots, and
 - allowing flexibility in design standards for residential development adjacent to transit corridors to ensure adequate buffering of noise and traffic.
- 13.4.3 Continue to prohibit new drive-through facilities.
- 13.4.4 Review the Transfer of Existing Development Rights (TEDR) Ordinance for consistency with the Circulation Element.
- 13.4.5 Explore the feasibility of the transfer of residential development rights from hillside and environmentally sensitive areas to transit corridors and commercial areas while preserving the residential development rights.

NEIGHBORHOOD SERVING USES

- 13.5 Determine the need for residential neighborhood services and commercial uses that support the City’s mobility goals. Provide opportunities to address those needs, while preserving and protecting the neighborhood character.**
- 13.5.1 Allow small scale neighborhood serving commercial uses in residential areas if supported by affected property owners. Ensure that the character of the surrounding neighborhood is protected.
- 13.5.2 Consider amending the Zoning Ordinance to:
- reduce or eliminate automobile parking requirements for small scale neighborhood serving commercial uses,
 - encourage the establishment of new social/neighborhood centers, and
 - grandfather existing non-conforming uses.

LOCATION OF EDUCATIONAL FACILITIES

- 13.6 Identify specific suitable areas and encourage the development of schools, pre-schools, or day care centers that are compatible with surrounding land uses and that minimize travel demand.**
- 13.6.1 Work with school districts, private schools, major employers, and appropriate agencies to:
- locate child care facilities near existing schools and major employment centers,
 - encourage parents and students to share trips, and
 - create employer incentives for sponsoring on-site child care facilities.

HOME-BASED BUSINESSES

13.7 Encourage and support appropriate home-based businesses in residential areas.

13.7.1 Revise the Zoning Ordinance to:

- allow home based business activities, and
- allow telecommuting centers (see Glossary) in appropriate areas.

ANNEXATION

13.8 Ensure that sustainable transportation linkages, public services, infrastructure, and commercial needs support the City's mobility goals and are evaluated in proposed annexations.

13.8.1 Complete the City's 1995 Annexation Policy Update that promotes sustainable development practices including development near existing services and use of alternative transportation and discourages urban sprawl and land use patterns which further the region's dependence on the automobile.