



## IV. GOALS AND POLICIES

### Introduction

The City of Santa Barbara's goal is to increase walking by residents and visitors alike. Pedestrian activity translates directly into health, economic, environmental, and cultural benefits that touch every person in the City. Santa Barbara is already a world-renowned city for its livable and walkable Downtown. The objective of this plan is to address remaining obstacles to increased walking, such as deficient facilities, concerns about safety, attractiveness and appeal, and a lack of connectivity. The Pedestrian Master Plan, as guided by the goals and policies in the Circulation Element, sets forth specific obtainable strategies that will result in tangible improvements over the next 30 years.

Goals, policies, and strategies are principles that guide the development and implementation of the Pedestrian Master Plan for years to come. Goals and policies guide the way the public improvements are made, where resources are allocated, how programs are operated, how department priorities are determined, and how private development is designed. This Plan lays out a vision of how to continue and expand programs and improvements to increase walking.

Goals: Broad visions of what the City and its residents hope to achieve over time.

Policies: Statements that translate visions into the day-to-day language of local government.

Strategies: Specific steps that can be undertaken to achieve the policies and goals.

This chapter develops the goals of this Master Plan. Chapters V through X are each assigned goals of the Plan and further elaborate on the Policies and Strategies.

### Relevant Policies from City General Plan, Circulation Element

Goal 5 of the Circulation Element of the Santa Barbara General Plan is titled “Increase Walking and Other Paths of Travel.” As a precursor to this Pedestrian Master Plan, it identifies constraints and opportunities to increasing opportunities for pedestrian travel. It then outlines eight specific policies for improving, enhancing, and expanding the City’s existing pedestrian environment. They are:

1. The City shall create an integrated pedestrian system within and between City neighborhoods, schools, recreational areas, commercial areas and places of interest.
2. The City shall link pedestrian paths with other alternative modes of transportation.
3. Protect and expand existing paseos and acquire new paseos in the Downtown.

4. The City shall revise and enhance design guidelines and standards for the City’s pedestrian system.
5. The City shall create and foster a pedestrian-friendly environment through physical and cultural improvements and amenities.
6. The City shall make street crossings easier and more accessible to pedestrians.
7. The City shall amend the Zoning Ordinance to ensure that land use planning and zoning encourage pedestrian uses.
8. The City shall encourage community involvement in effectively promoting the benefits of walking and identify opportunities for improving the pedestrian system.

### Pedestrian Master Plan Goals, Policies, and Strategies

Based on existing conditions presented in Chapter III, public input, and the Circulation Element chapter on walking, six goals were developed for the Pedestrian Master Plan. These goals and their accompanying policies and strategies are listed in Table IV-1. Table IV-2 on page 40 shows how the six goals relate to the Circulation Element.

Since this document is intended to be a guide for the future, this table can be used as a “scorecard” to keep track of progress in completing each of the goals. To serve this purpose, this table is also included in Appendix E in order to reproduce it annually.

Table IV-1. Pedestrian Master Plan Goals, Policies and Strategies

| GOAL 1            | Improve the pedestrian system to increase walking in Santa Barbara                                      | Completion Status* |
|-------------------|---|--------------------|
| <b>Policy 1.1</b> | <b>The City shall expand the sidewalk network to increase walking for transportation and recreation</b> |                    |
| Strategy 1.1.1    | Use a systematic approach to developing, updating, and ranking the construction of sidewalks            |                    |
| Strategy 1.1.2    | Include a process to inform residents of on-going sidewalk design and construction                      |                    |
| <b>Policy 1.2</b> | <b>The City shall improve pedestrian safety and comfort at intersections</b>                            |                    |
| Strategy 1.2.1    | Identify the top ranked intersections that need improvements  |                    |
| Strategy 1.2.2    | Annually review pedestrian complaints and crashes to implement ongoing improvements at intersections    |                    |
| Strategy 1.2.3    | Adjust traffic signal operations as needs are identified  |                    |
| <b>Policy 1.3</b> | <b>The City shall enhance pedestrian corridors</b>  |                    |
| Strategy 1.3.1    | Identify the top priority corridor improvements   |                    |
| Strategy 1.3.2    | Tailor corridor improvements according to neighborhood character and public input                       |                    |
| <b>Policy 1.4</b> | <b>The City shall work to eliminate Highway 101 as a barrier to pedestrian travel</b>                   |                    |

\* To be filled in on an annual basis.

|                   |  |                          |
|-------------------|--|--------------------------|
| Strategy 1.4.1    | Identify opportunities to improve or add pedestrian crossings of Highway 101   |                          |
| Strategy 1.4.2    | Work with Caltrans to implement the projects identified in the Pedestrian Master Plan that enhance pedestrian safety and connectivity across the Highway 101 corridor and other State Highways |                          |
| <b>Policy 1.5</b> | <b>The City shall assist neighborhoods that desire to improve pedestrian access to, from, and within their neighborhood</b>  |                          |
| Strategy 1.5.1    | Develop a residential partnership program that enables neighborhoods to move forward with pedestrian access improvements   |                          |
| Strategy 1.5.2    | Develop flexible and accessible walkway options for neighborhoods to reflect their historical character and physical conditions  |                          |
| Strategy 1.5.3    | Protect, maintain, and expand residential connections including easements and historically used pedestrian short cuts that reduce walking distances and encourage walking                      |                          |
| <b>Policy 1.6</b> | <b>The City shall support the establishment and construction of urban trails to enhance circulation and provide recreational opportunities through parks and open spaces</b>                   |                          |
| <b>Policy 1.7</b> | <b>The City shall maintain, protect, and improve sidewalk facilities on an ongoing basis and during public and private construction projects</b>   |                          |
| Strategy 1.7.1    | Develop ongoing funding resources for sidewalk and pedestrian related maintenance  |                          |
| Strategy 1.7.2    | Provide or improve pedestrian facilities whenever there is road resurfacing, major repair, utility installations, new construction, or overpass construction                                   |                          |
| Strategy 1.7.3    | Facilitate pedestrian travel during and through public and private construction zones  |                          |
| <b>Policy 1.8</b> | <b>The City shall work with transit providers to develop high quality and pedestrian accessible transit stops</b>  |                          |
| <b>Policy 1.9</b> | <b>The City shall work to make the pedestrian environment accessible to those with disabilities, children, and the elderly</b>   |                          |
| Strategy 1.9.1    | Create an ADA Transition Plan  |                          |
| Strategy 1.9.2    | Retrofit street corners, crossings, and transit stops that do not meet current accessibility standards   |                          |
| <b>GOAL 2</b>     | <b>Establish and enhance routes to schools that will enable and encourage more students to safely walk to school</b>   | <b>Completion Status</b> |
| <b>Policy 2.1</b> | <b>The City shall assist in the development of a Safe Routes to School program</b>   |                          |
| Strategy 2.1.1    | Provide coordination between local organizations, schools, the community, parents, neighborhoods, and City departments   |                          |
| Strategy 2.1.2    | Implement citywide and school specific education and encouragement programs  |                          |
| Strategy 2.1.3    | Implement enforcement, operational, and engineering measures as feasible on identified routes  |                          |
| <b>Policy 2.2</b> | <b>The City shall develop and maintain maps that identify the most appropriate routes for children to walk to school</b>   |                          |
| Strategy 2.2.1    | Obtain input and buy-in by individual school principals for the walking route maps   |                          |

|                   |   |                          |
|-------------------|---|--------------------------|
| Strategy 2.2.2    | Provide maps to City schools for distribution   |                          |
| Strategy 2.2.3    | Review maps every five years and update if appropriate  |                          |
| <b>Policy 2.3</b> | <b>The City shall identify and fund programs and improvements that will make it safer and more attractive for students to walk to school</b>              |                          |
| Strategy 2.3.1    | Identify and develop education and encouragement projects working with the school community through the Safe Routes to School program                     |                          |
| Strategy 2.3.2    | Identify Capital Improvement Programs (CIPs), working with the school community through the Safe Routes to School program                                 |                          |
| Strategy 2.3.3    | Apply for Safe Routes to School state funding and other grants to construct and implement educational and encouragement programs and capital improvements |                          |
| <b>GOAL 3</b>     | <b>Protect and expand the paseo system</b>  | <b>Completion Status</b> |
| <b>Policy 3.1</b> | <b>The City shall protect, preserve, and enhance the paseo network</b>  |                          |
| Strategy 3.1.1    | Identify conditions of existing paseos that are at risk of being lost, are blighted, or require enhanced connectivity, access, or maintenance             |                          |
| Strategy 3.1.2    | Identify protective mechanisms and develop guidelines for optimal operational conditions including responsibility, control, access, and maintenance       |                          |
| Strategy 3.1.3    | Develop a legal or planning strategy to prevent the loss of existing paseos   |                          |
| <b>Policy 3.2</b> | <b>The City shall expand the network of paseos</b>  |                          |
| Strategy 3.2.1    | Identify opportunities to expand the paseo network  |                          |
| Strategy 3.2.2    | Identify mechanisms to require or encourage developers to provide paseos within Downtown and Waterfront land development proposals                        |                          |
| Strategy 3.2.3    | Work with Federal, State, and local agencies to identify current funding opportunities for paseo improvements   |                          |
| <b>GOAL 4</b>     | <b>Create public pedestrian environments that are attractive, functional, and accessible to all people (Pedestrian Design Guide)</b>                      | <b>Completion Status</b> |
| <b>Policy 4.1</b> | <b>The City shall establish and maintain pedestrian design guidelines</b>   |                          |
| Strategy 4.1.1    | Establish principles for good pedestrian design   |                          |
| Strategy 4.1.2    | Establish guidelines for sidewalk corridors   |                          |
| Strategy 4.1.3    | Establish guidelines for street corners   |                          |
| Strategy 4.1.4    | Establish guidelines for street crossings   |                          |
| Strategy 4.1.5    | Work with MTD to establish appropriate designs for transit stops  |                          |
| <b>GOAL 5</b>     | <b>Encourage more people to walk</b>  | <b>Completion Status</b> |
| <b>Policy 5.1</b> | <b>The City shall encourage people to walk through education and awareness efforts</b>  |                          |
| Strategy 5.1.1    | Conduct effective pedestrian awareness campaigns  |                          |
| Strategy 5.1.2    | Educate City residents in such a way as to enable a cultural shift that embraces the many benefits of walking   |                          |

|                   |  |                          |
|-------------------|--|--------------------------|
| Strategy 5.1.3    | Promote and conduct walk to work and walk to school days   |                          |
| Strategy 5.1.4    | Develop media to educate motorists regarding pedestrian right-of-way   |                          |
| Strategy 5.1.5    | Coordinate with the health community, schools, and other organizations interested in promoting walking   |                          |
| <b>Policy 5.2</b> | <b>The City shall work to enforce laws that protect pedestrians</b>  |                          |
| Strategy 5.2.1    | Emphasize pedestrian right-of-way especially in High Pedestrian Use zones through a combination of signage and enhanced enforcement                                      |                          |
| Strategy 5.2.2    | Conduct targeted enforcement of right-of-way violations that involved pedestrians, especially at crosswalks and on sidewalks   |                          |
| <b>GOAL 6</b>     | <b>Establish an institutional foundation that will promote the implementation of the plan</b>  | <b>Completion Status</b> |
| <b>Policy 6.1</b> | <b>The City shall incorporate the Pedestrian Master Plan into the land development process</b>   |                          |
| Strategy 6.1.1    | Use the Pedestrian Design Guide in the project approval process  |                          |
| Strategy 6.1.2    | Consider connections between streets and pedestrian pathways in land development review  |                          |
| Strategy 6.1.3    | Encourage land development patterns that increase walking, provide connectivity between buildings and sidewalks, and allow for short trips between multiple destinations |                          |
| <b>Policy 6.2</b> | <b>The City shall pursue revisions to the zoning ordinance that will help implement the Plan</b>   |                          |
| Strategy 6.2.1    | Incorporate proposed design and zoning changes into updates of the zoning ordinance  |                          |
| Strategy 6.2.2    | Develop requirements and incentives for private property owners to provide pedestrian features into new projects   |                          |
| <b>Policy 6.3</b> | <b>The City shall incorporate pedestrian projects into its Capital Improvement Program (CIP)</b>   |                          |
| Strategy 6.3.1    | The City shall draw on the Pedestrian Master Plan when selecting priority pedestrian projects  |                          |
| Strategy 6.3.2    | The City shall monitor potential pedestrian projects and update feasibility, cost, need, and other information as necessary  |                          |
| <b>Policy 6.4</b> | <b>The City shall maximize the amount of financial resources available for pedestrian projects</b>   |                          |
| Strategy 6.4.1    | Develop and update a 20-year Financial Plan  |                          |
| Strategy 6.4.2    | Apply for local, State, and Federal grants for major pedestrian projects   |                          |

Table IV-2. Relationship of Master Plan Goals and Policies and Circulation Element Policies

| Master Plan Goals and Policies |   | Circulation Element Policies   |
|--------------------------------|---|--|
| GOAL 1                         | Improve the pedestrian system to increase walking in Santa Barbara  | CE Policy 1. Integrated pedestrian system                            |
| Policy 1.1                     | The City shall expand the sidewalk network to increase walking for transportation and recreation  | CE Policy 2. Paths linked with alternative transportation modes      |
| Policy 1.2                     | The City shall improve pedestrian crossing at intersections   | CE Policy 5. Foster a pedestrian-friendly environment                |
| Policy 1.3                     | The City shall enhance pedestrian corridors   | CE Policy 6. Street crossings accessible                             |
| Policy 1.4                     | The City shall work to eliminate Highway 101 as a barrier to pedestrian travel  |  |
| Policy 1.5                     | The City shall assist neighborhoods that desire to improve pedestrian access to, from, and within their neighborhood  |  |
| Policy 1.6                     | The City shall support the establishment and construction of urban trails to enhance circulation and provide recreational opportunities through parks and open spaces |  |
| Policy 1.7                     | The City shall maintain, protect, and improve sidewalk facilities on an on-going basis and during public and private construction projects                            |  |
| Policy 1.8                     | The City shall work with transit providers to develop high quality and pedestrian accessible transit stops  |  |
| Policy 1.9                     | The City shall work to make the pedestrian environment accessible to people with disabilities, children, and the elderly  |  |
| GOAL 2                         | Establish and enhance routes to schools that will enable and encourage more students to safely walk to school   | CE Policy 1. Integrated pedestrian systems to/from schools           |
| Policy 2.1                     | The City shall assist in the development of a Safe Routes to School program   | CE Policy 5. Foster a pedestrian-friendly environment                |
| Policy 2.2                     | The City shall develop and maintain maps that identify the most appropriate routes for children to walk to school   | CE Policy 6. Street crossings easier and accessible to cross         |
| Policy 2.3                     | The City shall identify and fund programs and improvements that will make it safer and more attractive for students to walk to school                                 |  |
| GOAL 3                         | Protect and expand the paseo system   | CE Policy 3. Expand paseos system                                    |
| Policy 3.1                     | The City shall protect, preserve, and enhance the paseo network   | CE Policy 5. Foster a pedestrian-friendly environment                |
| Policy 3.2                     | The City shall expand the network of paseos   |  |
| GOAL 4                         | Create public pedestrian environments that are attractive, functional, and accessible to all people   | CE Policy 5. Physical and cultural improvements/amenities (portions) |
| Policy 4.1                     | The City shall establish and maintain pedestrian design guidelines  | CE Policy 4. Design guidelines revision                              |

| Master Plan Goals and Policies |   | Circulation Element Policies                          |
|--------------------------------|---|---|
| GOAL 5                         | Encourage more people to walk   | CE Policy 8. Promotion and public involvement         |
| Policy 5.1                     | The City shall encourage people to walk through education and awareness efforts             |   |
| Policy 5.2                     | The City shall work to enforce laws that protect pedestrians                                |   |
| GOAL 6                         | Establish an institutional foundation that will promote the implementation of the plan      | CE Policy 1. Integrated pedestrian system             |
| Policy 6.1                     | The City shall incorporate the Pedestrian Master Plan into the land development process     | CE Policy 4. Design guidelines and standards revision |
| Policy 6.2                     | The City shall pursue revisions to the zoning ordinance that will help implement the Plan   | CE Policy 5. Foster a pedestrian-friendly environment |
| Policy 6.3                     | The City shall incorporate pedestrian projects into its Capital Improvement Program (CIP)   | CE Policy 7. Amend the Zoning Ordinance               |
| Policy 6.4                     | The City shall maximize the amount of financial resources available for pedestrian projects |   |

Chapter VI, Chapter VII, and Chapter VIII of this Pedestrian Master Plan are each meant to also function as stand-alone documents, printed separately and distributed to the appropriate audiences who need only the information contained in these individual chapters. As such, each of these Chapters includes its own cover page for separate printing.

