

**COUNTY OF SANTA BARBARA
REDEVELOPMENT AGENCY**

**Project Area Committee and
General Plan Advisory Committee Meeting**

MEMORANDUM

TO: Isla Vista PAC/GPAC Members

FROM: Jamie Goldstein, Deputy Director Redevelopment Agency

DATE: July 3, 2007

RE: July 11th PAC/GPAC Meeting

On **Wednesday, July 11th**, at 6:30 P.M., the Isla Vista PAC/GPAC will meet at the University Religious Center 777 Camino Pescadero, Isla Vista. Items for discussion will include:

1991 UCSB Mitigation Implementation Agreement and 2007 El Colegio Improvement Agreement:

Staff will present a summary of the agreements, which are attached for your review. The 1991 Agreement established mitigation efforts for the UCSB Long Range Development Plan (LRDP). The 2007 El Colegio Agreement reestablishes the division of responsibilities and funding for improvements to El Colegio Road. Exhibits for both agreements will be available for review at the meeting.

Isla Vista Master Plan: Planning Commission Incentives Program: At the May 23rd Planning Commission Hearing, the Commission recommended adoption of the Isla Vista Master Plan. In addition, the Commissioners requested that staff create an Incentive Program to encourage green building techniques, lot consolidation, and community infrastructure improvements for consideration by the Board of Supervisors.

The proposed program encourages developers to meet these community goals, and in exchange, will allow them an increase in the number of housing units in their project. Any project that participates in the program will require review and approval by the County Board of Supervisors. In no case will a project's density be allowed to exceed the density permitted in the Coastal Land Use Plan. Staff will present an overview of the proposed program at the meeting.

Private Development Project: Paradise Ivy Mixed-Use Project, 909 Embarcadero Del Mar: Staff and the project applicant will present plans for a mixed-used development at 909 Embarcadero Del Mar, the southeast corner of Embarcadero Del Mar and Pardall Road. The 24-unit project was last reviewed by the PAC at the October 27th, 2004 meeting as a Master Plan catalyst project. At that meeting, the PAC expressed support for the project as a first step in downtown revitalization and suggested some potential alternative parking solutions. The meeting minutes regarding the project are attached. Since that time, working with Agency staff and the County Board of Architectural Review (BAR), the site design has changed. To improve the project, parking has been relocated off site. By relocating parking off site:

- Site design and building street frontage is improved - shop windows and doors now face the street along almost the entire building frontage.
- Curb cuts are eliminated – curb cuts on Pardall Rd. decrease the viability of the roadway for pedestrians and bikes.
- Parking is centralized – parking lots that accommodate a variety of uses are more efficient than single use parking lots as peak hours vary by use.

The Agency is in negotiations to acquire an off-site parking lot. The parking site will be acquired prior to the issuance of permits for the Ivy Paradise project.

Pardall Road Improvement Update: Staff will give an update regarding the Pardall Road Enhancement Project, including the project concept plan and timeline. The project concept plan is attached for your review. The plan includes: wider sidewalks, new street trees, intersection improvements, and a relocated street barrier on Pardall.