

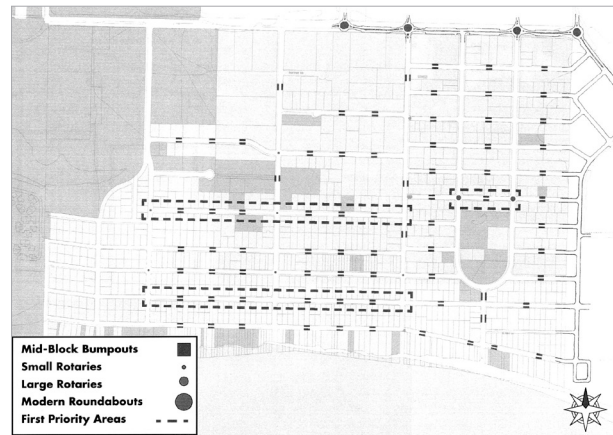
Santa Barbara, CA



Isla Vista Master Plan

As part of a team coordinated by Opticos Design, Nelson\Nygaard led the transportation component of the 2003 Isla Vista Master Plan. Adjacent to the University of California, Santa Barbara campus and part of unincorporated Santa Barbara County, Isla Vista supports a dense concentration of students and families—denser, in fact, than most of San Francisco. Despite its many advantages, Isla Vista has some challenges the plan seeks to address. Most of its narrow streets lack sidewalks, transit access is limited, parking demand greatly exceeds supply, and speeding car traffic creates safety hazards. Following an intensive community charrette process, the plan recommended:

- Traffic calming to allow pedestrians, bikes and cars to mix safely on Isla Vista's narrowest streets
- Parking management, parking pricing, carsharing and TDM tools to reduce and manage parking demand
- Increased transit service to key destinations, and residential transit passes, funded in part through a parking benefit district



Project Website: www.countyofsb.org/rda/index.asp

Project Duration: 2001–2003

Total Budget: \$500,000

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