

Attachment C

Isla Vista Pride Block - Housing, Land Use & Infrastructure

Overview

Santa Barbara County created an innovative "pride block" when painting a traditional rainbow crosswalk to honor the LGBTQ community in Isla Vista wasn't feasible.

Challenge

In 2022, then Second District Supervisor – and current State District 37 Assemblymember - Gregg Hart was approached by UCSB student leaders about using public art to celebrate the Isla Vista community's commitment to diversity, equity, and inclusion. The initial plan was to construct a traditional rainbow crosswalk at the intersection of Pardall Road and Embarcadero Del Norte. However, due to the road surface and the possibility of the design needing frequent maintenance at the intersection, a crosswalk was not feasible. The County also looked into constructing a rainbow path along Pardall Road, but this was also impossible due to utility covers and trees.

Solution

Santa Barbara County needed to develop a colorful, resilient solution that could be applied in the area. The County Public Works Department created a rainbow design that connected the curb-cuts on each corner. Colored thermoplastic – a durable and cost-efficient material used for road markings – was used instead of paint.

Innovation

This project was innovative both in the design and use of materials. This is likely the first use of this design in the nation, if not the world. The design was created in-house. Since each curb-cut has a different radius, staff measured the crosswalk using measuring tape and chalk. The Public Works Public Information Officer created the initial design in Adobe Illustrator, and a staff engineer produced the final design in CAD. The ThermLite markings from Geveko are durable, cost-efficient, and provide a long-lasting, high-performing material on roads with normal traffic loads. The product also has a high content of renewable and recycled materials and therefore has a low environmental impact.

Results

The "pride block" looks great months after it was installed in December 2022. The response to the installation was positive. Assemblymember Hart said, "Visibility matters, and I am proud to support the LGBTQ+ community with this project and hope to see similar projects Countywide." Public Works Director Scott McGolpin said, "Safety isn't just about good engineering and construction for the Public Works department. It's about promoting a culture of diversity, equity, and inclusion that preserves the health and well-being of every community member. Crosswalk delineators and traffic signals help reduce physical conflicts between vehicles and pedestrians. We hope these symbols on Pardall Road support a safe community for all." Photos of the installation

and ribbon-cutting ceremony can be found at <https://cosantabarbara.box.com/s/esrgp4tgaq18weo0l7g1mi8sopsmbg5y>.

Replicability

A relatively small amount of time was spent on the design. The design files could be shared with other jurisdictions, but they would need to be adjusted to ensure the rainbow arcs align with the curb-cuts. The materials were applied in under one day. The final cost for the materials and installation was around \$35,000.

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