

## CHAPTER 4

### BUILDING A COMMUNITY

One of the major conclusions of all of the studies of what happened in Isla Vista in the years 1969 and '70 was that Isla Vista residents felt powerless to affect public policies both nationally and locally. They were perpetual victims of political and economic forces beyond their control. And the complicity of the UCSB administration and the County in creating these circumstances was too painfully obvious.

Thus, it wasn't the riots that created a community out of Isla Vista; it was what happened in response to the riots, as residents joined together to create and sustain organizations that insulated them from the harshest of outside political and economic forces. Across the nation, young people were developing an "alternative life-style" to a Corporate Amerika whose pollution was killing the planet and whose international quest for resources continually immersed it in imperialistic wars. "Youth Culture" is what UCSB Sociology Professor Dick Flacks termed this rapidly emerging alternative society in his widely read book by the same title.

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In Isla Vista, with its heavy concentration of young people, and with the solidarity among them forged in the intensity of the six months of civil strife, this idealism unleashed a community-building and self-determination movement that would characterize the town for many years.

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The vision was one of a community as a laboratory of social change: a training ground for its continually revolving citizens -- young, idealistic, with few vested interests -- who were coming in contact with the newest ideas in Western civilization at one of its better universities, and also getting a hands-on education building new institutions.

These residents (upon graduation) would be shot like missiles out into the larger society as experienced change agents -- harbingers of a new society in the making. This was a most radical, yet very peaceful plan for creating a new America.

Like a phoenix rising out of the fire that consumed the Bank of America building -- the most obvious symbol in town of the dominant culture -- Isla Vista's unique experiment began to be implemented.

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### IVCC Formed

Isla Vista was certainly a challenge for these erstwhile world-changers.

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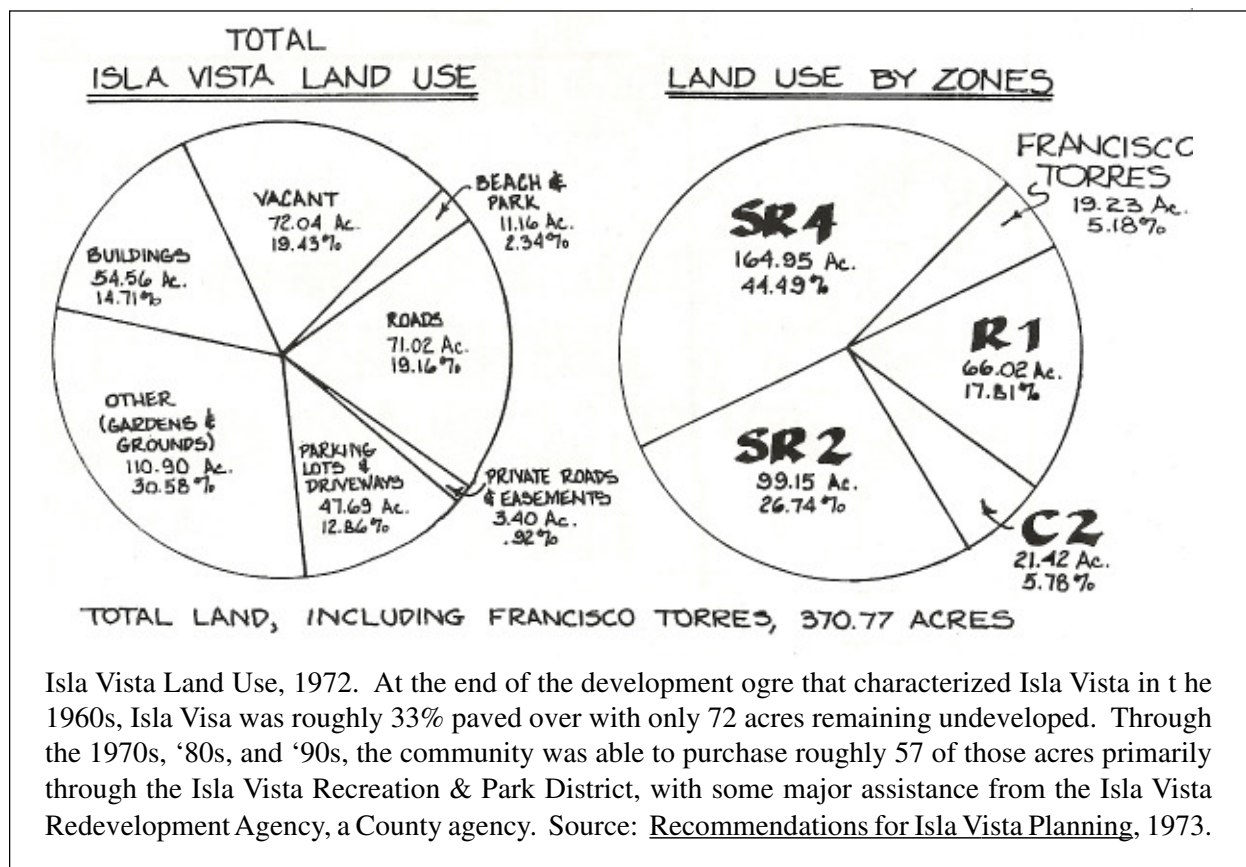
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<b>Isla Vista Profiles</b> (U.S. Census data, except where noted)			
	<u>1980</u>	<u>1990*</u>	<u>2000*</u>
Population	14,500 (excludes UCSB)	20,395 (includes UCSB)	18,344 (includes UCSB)
Dwelling Units	4,440	5,151	5,264
% renters	96.0%	96.0%	95.6%
Median rents	\$300/bed**	n.a.	\$842
ages: 18-29	79.1%		
ages: 15-24		77.5%	75.0%
Low-income HH	76.0%		
HH <\$25,000		72.4%	65.1%
Bikes/Capita	1.04***	n.a.	n.a.
* Beginning in 1990, the Isla Vista CDP included the UCSB campus and housing units between Storke & Los Carneros roads north to Hollister Ave.			
** highest in Santa Barbara County			
*** Isla Vista Community Council research			
Note: The County Planning Department estimated that as many as 5% of Isla Vista residents were missed in the 2000 Census. For example, only one homeless person was counted. Also, while the number of dwelling units increased from 1990, the total population estimate declined.			

More than 11,000 people, over two-thirds of who were students at UCSB, lived in barely one-half square mile, not including the 1,325 who live at Francisco Torres (now Santa Catalina) Residence Hall, which went vacant in the early 1970s as UCSB enrollment dropped by one-tenth by 1972. More than 96% of these residents were renters, 33% of the town was paved-over, there were no social services, and neither the County nor UCSB had any presence in I.V. Where to begin was even a challenge.

First, residents came together politically with the formation of the Isla Vista Community Council (IVCC). At a time when County officials were actively resisting attempts by students to register to vote at their campus address, more than 4,000 residents voted in

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the first IVCC elections held May 5, 1970. Only 3,400 residents were officially registered to vote at the time, when the law still required people to be 21 to vote.

However, IVCC rules allowed any resident age 16 or over to vote for council members. IVCC elections were carried out by 70-80 volunteers, who were permitted to set up tables outside of County polling places during official elections. IVCC ballots were handed out to voters as they entered the County polling place, then returned to the IVCC tables out front. Ballots were hand-counted that evening, usually over beer and pizza donated by local merchants.

The Council saw its mission to be the establishment of a consensus on important issues facing the community through public hearings and referendums, then to lobby for adoption of such policies by the empowered governmental-bodies, that is, the UCSB administration and County government.

Secondly, while both the County and UCSB officials were vitriolic in their condemnation of the actions of individual demonstrators, the

### The First Isla Vista Community Council Elected May 5, 1970

Greg Knell  
Jon Wheatley  
Dan Kennedy  
Walter Chesnavich  
Bruce Macvicar  
Joe Cardinale  
Robert Conner  
Richard Duprey  
Chris Loizeaux  
Debi Graff  
Geoffrey Wallace

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several studies done on the causes of the riots so unanimously criticized the roles played by both of these governmental agencies, that each began to respond quite positively to suggestions on how to ameliorate living conditions in Isla Vista. The County even placed a moratorium on more building in Isla Vista — although this wasn't much of a concession because UCSB enrollment dropped in the fall of 1970 as some parents kept their children away from this politically unstable area.

### UC Regents Funding

Much to everyone's surprise, the UC Regents allocated over \$750,000 in a three-year plan to assist in getting several community organizations off the ground. "Tribute money," some people called it — an insurance premium paid to end the rioting. Nonetheless, it was through such Regents Opportunity Funds that the Isla Vista Open Door Medical Clinic, the Isla Vista Credit Union, and the Isla Vista Community Council (IVCC) obtained important start-up money, which continued for several years. See page 49. Also, the UC Regents and the County jointly funded an experimental "foot patrol" policing function in Isla Vista, although the County's share came from a federal grant. Even the Bank of America threw in \$15,000 toward the renting of an Isla Vista Service Center building at 970 Embarcadero del Mar, which housed many of Isla Vista's first community programs. See Chapter 11.

In 1972, the County recognized the elected IVCC as the official representatives of the community (the Isla Vista Municipal Advisory Council) and proclaimed Isla Vista the official name of the town, recognizing it as a separate community from Goleta.

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*Following over 100 hours of public hearings, the body of work developed under the guidance of Henderson was approved by the 1972-73 IVCC and published in 1973 in a 120-page document with nearly 50 illustrations as Recommendations for Isla Vista Planning.*

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### Citizen Participation

Probably the most important aspect of the money provided by the UC Regents -- even more than the amount -- was the fact that most of it came without strings attached. A community group was formed to advise the University how this money should be spent, and the advice was followed for the most part. The IVCC was given an annual grant of \$25,000 to spend as its elected representatives saw fit.

In addition, the University paid the salary of a full-time architect, John Robert Henderson, the UCSB Campus Planner for the previous eight years, who moved into the IVCC offices and assisted the community to democratically develop a long-range plan for physical improvements and the eventual down-zoning of the town from a build-out capacity of 44,000 people to 24,000. This approach increased the sense of empowerment of Isla Vista residents and a broad base of the population felt a sense of involvement and ownership in the creation and maintenance of these new agencies and in the community planning process.

Following over 100 hours of public hearings, the body of work developed under the guidance of Henderson was approved by the 1972-73 IVCC and published in 1973 in a 120-page document with

# ISLA VISTA PLANNING VISIONS

## GOALS

## HOW

## NOW

Local government	Local, legal control over critical government processes, including police, planning, building and housing, and animal control.	Park and Recreation District, Municipal Advisory Council, choice by community of College Community Services District or cityhood.
To provide the privilege of being a non-polluting citizen in a non-polluting community.	Preserve open space, drastically reduce motor vehicles, promote recycling and greening, minimize resource depletion and energy transformation.	Implementation of Transportation Plan accepted by IVCC to minimize car traffic and encourage bike and pedestrian traffic; Ecology Action Recycling Center.
To provide a safe, beautiful and esthetic environment.	Noise reduction, car reduction, promote public transportation, tree planting, parks, murals, benches and prevent population growth.	Madrid Park, Window to the Sea, barrier parks, curb bulbs, street trees, murals, and working on bikeways, trams and zone changes.
To be a highly developed cultural and educational community.	Promote recreation, entertainment, instruction in the esoteric and the arts, and promote community participation and interest in local government.	Recreational Activities Office in IVCSC, People's Arts Program, Development of I.V. oriented classes at the University, IVCC Newsletter, pamphlets, posters.
To engender economic balance and maximize community self-sufficiency.	Local ownership and management of business and housing; crafts, services, and housing co-ops; non-polluting industry, home gardens, agriculture.	Isla Vista Community Service Center, I.V. Crafts Fairs, organic gardens, working on Community Development Corporations.
To fully interact as a mature community with all other communities.	Increased communication with other neighborhoods and communities, and increased interaction with local governments.	Participation in Goleta Valley Government Group, Goleta Valley Citizens Planning Group, County Water District.
To promote a heterogeneous population with amenities for all.	More single family housing, natural beauty, better public services and family oriented community activities, stable year-round population.	Approval of some buildings in R-1 area, I.V. Youth Project, I.V. Kids Korps, Well-Baby Clinic.

*Developed and adopted by the 1972-73 Isla Vista Community Council*

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nearly 50 illustrations as Recommendations for Isla Vista Planning. These recommendations are summarized in **Isla Vista Planning Visions**, reprinted here on page 59.

At the time, the IVCC offices were at 966C Embarcadero del Mar (where The Cantina restaurant is now). For several years, the IVCC office was the hub of community development activities. IVCC meetings ran past midnight each Monday, and Planning, Police, and Animal Control commissions met weekly. Literally hundreds of students took independent study courses, examining new schemes to rid the town of cars, create parks, new organizations, and new forms of governance. More than fifteen original studies of the community's physical layout, demographic profile, and proposed new programs were published during the early 1970s — most funded with UC Regents funds allocated by the IVCC.

### Other Community Organizations

The new Council began to create other options. For example, IVCC's Planning Commission developed and implemented the beginnings of a bikeway system and other auto-reduction programs. The Planning Commission also negotiated the student bus pass system with the Santa Barbara Metropolitan Transit Authority in which UCSB students pay a low fixed-cost per quarter through student fees and ride the bus free; the system still operates today. The Planning Commission also designed and oversaw the construction of Anisq'Oyo Park, which was funded primarily by the federal government but granted to the Isla Vista Recreation and Park District.



1972-73 Isla Vista Community Council. Bottom row, left to right: Trish Davey, Steve Logan, JoAnne Yokota. Middle: Leslie McFadden, Bill Wallace. Top: Carmen Lodise, Al Plyley, Bob Martin. Absent: Dr. Dave Bearman.

The Isla Vista Park District itself was also initiated by IVCC's Planning Commission. Established by a citizen-vote in late 1972, the Park District remains today the only official local government unit with taxing authority completely controlled by I.V. residents; its five-member board of directors is elected by the registered voters of Isla Vista (excluding residents of the UCSB campus and Francisco Torres [Santa Catalina] Residents Hall) to staggered four-year terms in Novembers of even-numbered years. When the district was formed, there was only one park in Isla Vista -- Ocean View Park on Del Playa Drive at Camino Corto Road. See Chapter 6.

These organizations eventually took on a life of their own:

\* Isla Vista voters in 1975 passed a \$1,150,000 park bond measure (coincidentally, or perhaps ironically, the same amount of money that Tom Storke was paid when he sold his land to the UC Regents for what is now Storke Campus) and the Isla Vista Park District, that is, the community, is now

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the biggest landowner in town.

Other organizations sprang up in that period, most resulting from a special committee of the IVCC:

\* The IVCC in 1976 obtained a grant that allowed the Medical Clinic to purchase the Isla Vista Service Center building at 970 Embarcadero del Mar, a building that underwent an expansion in the late 1980s that doubled its size. See Chapter 11.

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\* The Youth Project and Children's Center are now one organization, but it moved to Goleta in 2005.

\* The Human Relations Center

moved to Goleta but eventually transformed itself into the Carpinteria-based Pacific Institute.

\* The Isla Vista Food Co-op is still going strong, but the Credit Union discontinued operating in the early 2000s.

### CETA and CDBG Funding

In the mid-1970s, federal job-training (CETA) and community development (CDBG) funding became available through the County. At one point, more than 50 people had CETA positions working in Isla Vista's new agencies, getting important, hands-on employment experience in these democratically run organizations while helping to build the community.

Even the County got involved when they hired two I.V. residents as CETA workers to be I.V.'s dogcatchers in an attempt to curtail the packs of dogs that had become a danger to children. These animal control trainees were permitted to use special enforcement rules developed by the IVCC's Animal Control Commission. Dogs had to be within voice control of their owners, not leashed as required elsewhere in the county. Three citations for wandering

### Isla Vista's Earliest Community Institutions

**Isla Vista Association**  
(IVA) 1968

**Isla Vista Community Council**  
(IVCC) 1970

**Isla Vista Open Door Medical Clinic** 1970

**Isla Vista Community Federal Credit Union** 1971

**IVCC Planning Commission**  
1971

**Isla Vista Government Study**  
1971

**Isla Vista Recreation & Park District** (IVRPD) 1972

**IVCC Police Commission**  
1973

**IVCC Animal Control Commission** 1973

**Isla Vista Youth Project**  
1973

**Isla Vista Children's Center** 1973

**Isla Vista Food Co-op**  
1974

**Isla Vista Human Relations Center** (IVHRC) 1974

**Isla Vista Housing Co-op**  
(later the Rochdale Housing Co-op)  
1975

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without such voice control meant the dog had to be removed from town.

In less than a year, the two CETA-dogcatchers had the situation under control -- proving that, at least in some areas, Isla Vistans could do a better job running the town than the County.

It was both the initiation of these community institutions and the support they received from local residents that created the basis of the “community” of Isla Vista. In just a few years, a whole collection of new institutions were established that attempted to relate to residents’ basic needs and to represent their opinions and aspirations to outside authorities.

Isla Vistans were no longer powerless and for awhile there seemed no limit to the possibilities of what lay ahead.



Isla Vista CETA dog catchers K.C. Swartzel (left) and David Hoskinson. In 1975-76, the County allowed Isla Vista to establish its own rules for animal control enforcement and the problem of roving dog packs was solved within a year. UCSB *Daily Nexus* photograph used with permission.

### UCSB Over-Enrollment

The scramble for living space in I.V. became intense between 1972 and 1982 when UCSB began ratcheting up its enrollment, while the total number of dwelling units remained approximately the same -- due to a moratorium on new construction enacted by Isla Vista and Goleta voters in 1972 because the area had run out of water. See Chapter 10.

UCSB fall enrollment – the figure that establishes rental contracts for the full school year – which was just under 3,000 in 1959, had increased roughly 1,000/year to 13,733 in 1969. See the chart on page 64: UCSB Enrollment Levels, 1954-2006. However, UCSB enrollment fell back considerably after the 1970 civil disturbances to 12,300 by 1972. Therefore, the number of people (especially students) living in Isla Vista declined, which drove down rents considerably. During this period, many families and non-students moved into Isla Vista and the percentage of college students dropped from over 75% of

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the town to roughly 44%, much as the 1970 Trow Report had recommended.

But total enrollment increased by 751 in 1973 and another 1,307 students in 1974. Astoundingly, a special census conducted by the County in early 1975 found only five vacant apartments in Isla Vista out of a total of more than 4,400 household units, as vacancy signs became an endangered species. Rents increased in double-digit percentage points each year from 1974 through 1980.

And, of course, I.V.'s absentee landlords cashed in on the situation big-time. A study done by the UCSB *Daily Nexus* in 1978, the year following the implementation of Proposition 13, which limited property tax rates, found that total property

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*. . . vacancy signs became an endangered species [and] rents increased in double-digit percentage points each year from 1974 through 1980.*

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landlords a nifty \$4 million.

taxes paid went down \$2 million in Isla Vista that year, while total rents paid went up \$2 million—netting the absentee



Richard Jensen, whose enrollment projections for UCSB were always wrong. I.V. *Free Press* photo.

It didn't get any better in the 1980s. By 1989, UCSB's enrollment level exceeded 19,000, which was far in excess of the 13,750 limit recommended in the Trow Report and 3,609 over the level in 1978. Richard Jensen, the UCSB official in charge of projecting enrollment for the upcoming fall during that period, missed so badly on the low side each year that his estimates became a joke.

However, the only additional new housing construction in I.V. between 1972 and 1989 was the Santa Ynez Apartments on Storke Campus, which holds about 600 people, and the fifty houses in Isla Vista built during 1989 with Measure T water permits, which held perhaps another 500 people. And because three-to-four additional residents are added in the area by each added UCSB student (according to the UCSB Long-Term Development Report, 1974), these enrollment increases added a great deal of upward pressure on rental rates.

In 1977, the IVCC asked the County to hold public hearings on the enrollment issue during the period of rapid rent increases. But newly elected County Supervisor Bill Wallace, an I.V. resident who began his political career as a two-term member of the IVCC in the early 1970s, didn't support the request and the hearings weren't held. I.V. community leaders were shocked by Wallace's response.

By the mid-1980s, UCSB over-enrollment had become a major controversy throughout South County. Still, Wallace didn't take up this hot issue until his fourth re-election campaign in 1988.

# UCSB Enrollment Levels, 1954-2006.

Year	Three Quarter Average [1]					Fall Quarter			
	Lower Division	Upper Division	Under-Graduate	Graduate Level 1	Graduate Level 2	Total Graduate	Total Students	Percent Graduate	Total Students
1954-55[2]	1,008	850	1,858	25	--	25	1,883	1%	1,725
1955-56[2]	1,213	925	2,138	118	--	118	2,256	5%	2,021
1956-57			2,088	63	--	63	2,150	3%	2,220
1957-58			2,303	77	--	77	2,380	3%	2,480
1958-59			2,456	80	--	80	2,536	3%	2,722
1959-60			2,693	110	--	110	2,803	4%	2,879
1960-61			3,268	129	--	129	3,397	4%	3,511
1961-62	2,365	1,420	3,785	196	--	196	3,981	5%	4,130
1962-63	2,802	1,714	4,516	259	5	264	4,780	6%	4,865
1963-64	3,421	2,076	5,497	298	53	351	5,848	6%	5,938
1964-65	4,207	2,872	7,079	528	121	649	7,728	8%	7,879
1965-66	5,070	3,359	8,429	745	204	949	9,378	10%	9,570
1966-67	5,291	4,278	9,569	979	285	1,264	10,833	12%	11,245
1967-68	5,385	4,901	10,286	1,052	438	1,490	11,776	13%	12,201
1968-69	5,182	5,305	10,487	1,172	561	1,733	12,220	14%	12,619
1969-70	5,163	6,106	11,269	1,354	631	1,985	13,254	15%	13,733
1970-71	5,003	6,229	11,232	1,114	663	1,777	13,009	14%	13,644
1971-72	4,584	5,994	10,578	1,044	617	1,661	12,239	14%	12,916
1972-73	4,104	5,974	10,078	1,085	665	1,750	11,828	15%	12,300
1973-74	3,893	6,228	10,121	1,195	673	1,868	11,988	16%	12,526
1974-75	4,332	6,761	11,093	1,154	679	1,833	12,926	14%	13,277
1975-76	4,760	7,403	12,163	1,310	662	1,972	14,135	14%	14,584
1976-77	4,794	7,397	12,191	1,201	685	1,886	14,077	13%	14,691
1977-78	4,875	7,359	12,234	1,158	674	1,832	14,066	13%	14,588
1978-79	5,017	7,128	12,146	1,108	694	1,801	13,947	13%	14,473
1979-80	5,048	7,302	12,350	1,158	758	1,916	14,266	13%	14,785
1980-81	5,570	7,342	12,912	1,232	787	2,020	14,932	14%	15,451
New method of calculating levels of students begins in 1981-82 [3]									
1981-82	6,276	7,055	13,331	1,844	239	2,083	15,414	14%	15,711
1982-83	6,593	7,320	13,914	1,626	241	1,867	15,781	12%	16,163
1983-84	6,622	7,660	14,282	1,706	214	1,919	16,201	12%	16,753
1984-85	6,643	7,788	14,431	1,764	234	1,998	16,429	12%	16,936
1985-86	7,086	7,864	14,950	1,818	234	2,052	17,002	12%	17,415
1986-87	7,859	7,599	15,458	1,874	188	2,062	17,520	12%	18,005
1987-88	7,598	7,891	15,489	1,780	240	2,020	17,509	12%	17,879
1988-89	7,311	8,729	16,041	1,772	306	2,078	18,119	11%	18,571
1989-90	7,113	9,192	16,305	1,866	294	2,160	18,465	12%	19,082
1990-91	6,597	9,212	15,810	1,956	372	2,327	18,137	13%	18,391
1991-92	6,414	9,351	15,765	1,880	406	2,286	18,051	13%	18,519
1992-93	6,486	9,175	15,661	1,858	439	2,297	17,958	13%	18,655
1993-94	6,586	9,020	15,606	1,692	484	2,177	17,783	12%	18,581
1994-95	6,286	8,860	15,145	1,725	510	2,235	17,381	13%	17,834
1995-96	6,556	8,922	15,478	1,674	531	2,206	17,684	12%	18,224
1996-97	7,004	8,796	15,800	1,702	488	2,190	17,989	12%	18,531
1997-98	7,438	8,677	16,115	1,648	522	2,170	18,285	12%	18,940
1998-99	7,498	9,100	16,598	1,659	565	2,224	18,822	12%	19,363
1999-00	7,545	9,668	17,213	1,659	611	2,270	19,482	12%	20,056
2000-01	7,004	10,068	17,072	1,716	617	2,333	19,406	12%	19,962
2001-02	6,765	10,468	17,233	1,886	681	2,567	19,799	13%	20,373
2002-03	6,860	10,400	17,260	2,068	710	2,777	20,037	14%	20,559
2003-04	7,086	10,215	17,301	2,120	805	2,925	20,227	14%	20,847
2004-05	7,056	10,534	17,590	1,983	841	2,824	20,415	14%	21,026
2005-06	6,874	10,680	17,554	1,920	884	2,804	20,358	14%	21,016
2006-07	7,004	10,775	17,779	1,909	864	2,773	20,552	13%	21,082

[1] All numbers are 3-quarter (or 2 semester) averages unless noted otherwise.

[2] 1954-55 and 1955-56 are total students (unduplicated headcount) for the Fall and Spring Semesters.

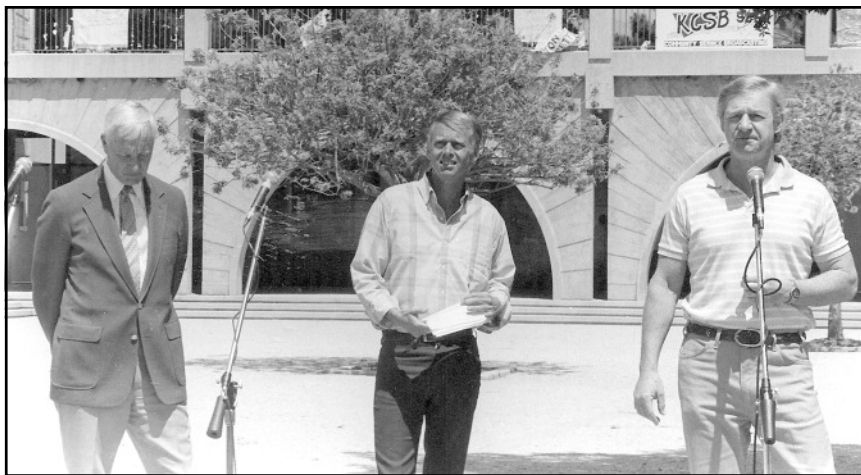
[3] Method of counting graduate students in the G2 category changed after 1982, requiring "advancement to candidacy." Prior to 1982 the G2 classification required only 36 graduate units or a Master's degree. Minor changes were also made in the number of units required for advancement from Lower Division to Upper Division.

Note: Credential students are admitted and classified as Graduate Students at UCSB, but beginning in 1988-89 are reported by the Office of the President to the State of California as "Post-baccalaureate" students. On this table we have continued to report credential students in the Graduate Level 1 category, to remain consistent with internal UCSB reporting.

Note: Enrollment counts include students in the Education Abroad Program and all off-campus studies programs.

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Also during Wallace's first term, a plan to turn Camino Pescadero Road, a major North-South artery in I.V., into a pedestrian mall was rejected by the County when Wallace's only "environmentalist" ally on the Board of Supervisors at the time, Bob Hedlund from Lompoc, failed to provide the third vote needed. The plan had been supported by over 75% of the voters in two advisory elections conducted by the IVCC and by over 95% of the residents along Camino Pescadero Road, but strongly opposed by a coalition of I.V. businesses and homeowners.



A 1988 forum on over-enrollment in UCSB's Storke Plaza. Acting Chancellor Daniel Aldrich (left), County Supervisor Bill Wallace (center) and UCSB History Professor and former County Supervisor Frank Frost address a crowd on the over-enrollment issue in the spring of 1988. First elected to the board of supervisors in 1976, Wallace did not publicly oppose UCSB over-enrollment until his 1988 reelection campaign. Wallace was a resident of Isla Vista throughout the 1970s and early '80s. *Isla Vista Free Press* photograph.

Because this was the only time Hedlund didn't vote with Wallace on an environmental issue in his four years on the board, there was much speculation in I.V. that Hedlund had taken the fall on this issue for Wallace. Hedlund later said that Wallace had not asked for his support for the Camino Pescadero Mall.

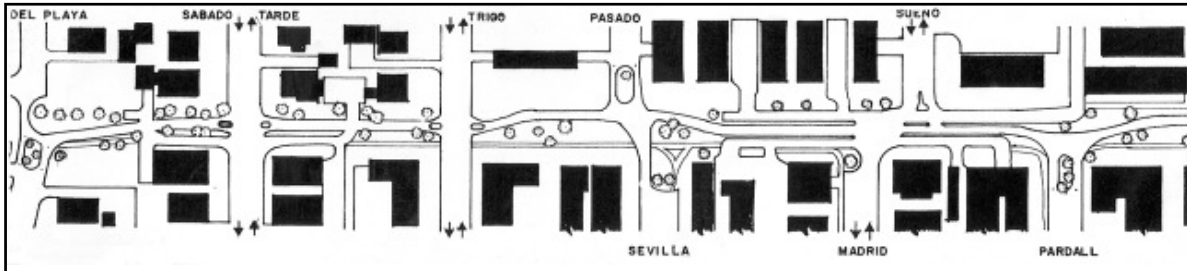
The community didn't bother to take another auto-reduction plan to the County for several more years. But in 1983, the IVCC was successful in lobbying the County to add painted bike lanes in the downtown area, over the heavy opposition of the owners of the Isla Vista Market (Verne Johnson) and the S.O.S. Liquor Store (Bob Lovgren), who complained about the loss of on-street parking spaces in front of their businesses.

### The 1980s

In 1983, the County stopped its funding of the Isla Vista Community Council. The vote was 3-2 against the \$10,000 allocation that the County had supplied since 1978. While Wallace voted for the request, he again was unable to secure the support of the other "environmentalist" on the-board -- this time Toru Miyoshi from Santa Maria -- for the third vote as one "pro-development" supervisor, Dwayne Holmdahl of Lompoc, voted in favor following some heavy lobbying from Isla Vista representatives.

The UCSB Administration, then under the leadership of Chancellor Robert Huttenback and Vice-

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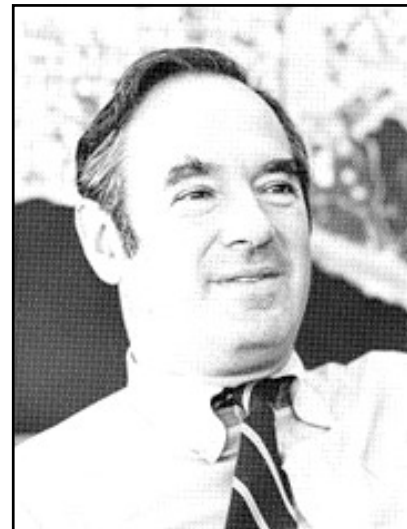
The Camino Pescadero Mall, 1975. A plan to implement a pedestrian mall along the length of a main north-south auto-traffic artery was developed by the Isla Vista Community Council and was heavily supported by local residents in an advisory election and in a door-to-door survey. The mall also included underground reservoirs to collect rainwater for Isla Vista's new parks during a period when there was a moratorium on new water hook-ups. However, the project was rejected in 1979 by the County board of supervisors. While I.V. resident and County Supervisor Bill Wallace voted for the plan, his failure to gather the vote of his strongest ally on the board, Bob Hedlund, surprised many. Hedlund later said Wallace never asked him to vote for the project. An IVCC Planning Commission drawing.

Chancellor Edward Birch, jumped on the bandwagon. Within a week of the County's decision to defund the IVCC, UCSB announced it was ending its \$9,000 annual grant to the IVCC, and that they were ending all of their funding of Isla Vista service programs except police. However, Huttenback shifted the payment of the University's one-half of the Foot Patrol costs from administrative sources to student fees. That meant that all UCSB undergraduates, even those who lived in Goleta and Santa Barbara, were now paying for I.V.'s Foot Patrol.

The County, however, continued funding Isla Vista social service programs, but at a reduced level of only \$60,000 per year.

So in twenty short years (1969-89), the County and UCSB Administration went back to largely ignoring Isla Vista. Meanwhile the university increased its enrollment nearly 40% while adding little student housing, causing rents to skyrocket to the point that the 1990 U.S. Census found median rents in Isla Vista to be the highest in Santa Barbara County.

By the mid-1980s, I.V.'s community-building movement had run out of steam, and in 1987, the Isla Vista Community



Robert Huttenback, UCSB chancellor from 1979 to 1986. Huttenback expanded UCSB enrollment too fast and cut off University support for Isla Vista services. He left in disgrace, but for other reasons. Isla Vista *Free Press* photograph by Keith Madigan.

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Council -- once the fountainhead of that force -- went inactive.

While many of the institutions spawned during the early 1970s have remained as viable organizations, the major goal of establishing a city in Isla Vista eluded the grasp of its elected leadership.

It is to the subject of Isla Vista Cityhood that we turn next.



The Last Isla Vista Community Council, 1987. Formed in 1970, residents were elected to one-year terms annually. They lobbied the County and University in support of community positions. *Isla Vista Free Press* photograph.



Bob Lovgren (left), who was known as “Pond Scum”, and Chuck “The Destructor” Eckert, once Isla Vista’s most notorious absentee landlords. Over 95% of Isla Vista’s dwelling units are absentee-owned. Lovgren’s units are known for their plentiful supply of roaches. The Roach Inn, one of his units, is pictured below. He was once fined hundreds of thousands of dollars for evicting some 40 low-income families from one of his large apartment complexes and lost most of his holdings as a result. Eckert created something called the Isla Vista Property Owners Association, whose members reportedly spent over \$30,000 to defeat a slate of students and community activists in an election for seats on the board of directors of the Isla Vista Park District in 1992. Eckert has been at the center of opposition to any kind of city government for Isla Vista, even the inclusion of Isla Vista in a new city of Goleta in 2001. *Isla Vista Free Press* photos.

Bob Lovgren (left), who was known as “Pond Scum”, and Chuck “The Destructor” Eckert, once Isla Vista’s most notorious absentee landlords. Over 95% of Isla Vista’s dwelling units are absentee-owned. Lovgren’s units are known for their plentiful supply of roaches. The Roach Inn, one of his units, is pictured below. He was once fined hundreds of thousands of dollars for evicting some 40 low-income families from one of his large

