Abstract. The unincorporated town of Isla Vista, like many college communities across the US, struggles to have a meaningful presence as a neighbor to one of the largest public universities in California. Likewise, UCSB strives to balance its role as an enclave for intellectual pursuit, while fostering a rich environment for student-community engagement. After half a century of growth and unregulated development, the case-study of Isla Vista presents a unique and challenging set of conditions. "Participatory Planning Towards Place making" continues a multi- year, public art research initiative to expand university investment within a local community context. Through the support of the UCSB Isla Vista Commission and the non-profit , Public Architecture, project lead, Professor Kim Yasuda, has invited architect and urban designer, Seetha Raghupathy to work in residence for one year to direct her planning expertise in the analysis and assessment of the multiple challenges facing this community and to make recommendations in the course of IV's future development. Through the first phase of her residency, Raghupathy conducted extensive, hands-on research, interviewing more than 75 university-community stakeholders to develop a group facilitation process that encourages civic inclusion and participation at all levels of planning. Her design of a community network and planning map serves as a platform to explore key issues that address both short and long term opportunities, ranging from the social (student life, economic and cultural sustainability) to the physical (housing and the environment). Currently, Raghupathy and Yasuda are developing the pilot demonstration phase of the project, working with multistakeholder advisory groups and existing university resources to catalyze a series of temporary student-hosted programming in key outdoor locations in Isla Vista. The effort taps the potential for creative cultural interventions to develop economically and socially sustainable initiatives within this community. Further, an interdisciplinary study of community capacity will draw from current research at UCSB in the geographic and social sciences through the use of emergent GIS (Geographic Information Systems) technologies in participatory mapping that can support the tracking and visualization of these experiments, while providing valuable demonstration models for community-driven change.

Kim Yasuda is a Professor of Spatial Studies in the Department of Art at UCSB and co-director of the system wide University of California Institute for Research in the Arts (UCIRA). For the past 5 years, Yasuda has activated university teaching with her public arts research, developing initiatives that forge partnerships between academic environs and the local/regional communities in which they are situated. Her recent work experiments with the potential intersections between institutional knowledge production, creative practice and community development. Since 2005, Yasuda has worked with her students on off-site projects, including a public art program developed with residents of a farm-worker housing complex in Oxnard, California, the repurposing of used shipping containers into mobile art studios and the recent storefront renovation and streetscape enhancements in the local college community of Isla Vista. Email: yasuda@arts.ucsb.edu.

Seetha Raghupathy is currently a designer-in-residence at UCSB. She received her Bachelors in Architecture from Anna University, India and a Masters in Urban Design from Harvard University. Prior to coming to UCSB, she has worked for multinational firms including Skidmore Owings & Merrill LLP and RTKL Associates Inc., in the United States and also has research and work experience in India and South Africa. Her interests include affordable housing, planning and design for low-income settlements and the dynamics of transformation of Asian cities to global cities. She is deeply committed to local/regional community design and a socially conscious practice. Email: seetha@post.harvard.edu.