



**COMMUNITY DEVELOPMENT DEPARTMENT**

# **STATE STREET ADVISORY COMMITTEE**

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October 27, 2022

# I. Roll Call: Committee Members

- Dave Davis, Chair (at large)
- Ken Saxon, Vice Chair (at large)
- Dianne Black (at large)
- Hillary Blackerby (at large)
- Roger Durling (at large)
- Nadra Ehrman (at large)
- Robin Elander (business)
- Peter Lewis (business)
- Kristen Miller (business)
- Susanne Tejada (at large)
- Michael Becker (alternate)
- Marge Cafarelli (alternate)
- Roxana Bonderson (Planning Commission)
- Ed Lenvik (HLC)
- Alejandra Gutierrez (City Council)
- Meagan Harmon (City Council)
- Mike Jordan (City Council)

# PRELIMINARY MATTERS

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Item II

# A. Opening Remarks and Announcements

# B. Agenda Review

- A. Summary of Stakeholder Engagement and Existing Conditions Analysis for the State Street Master Plan
- B. Discussion and Approval of a Revised SSAC Meeting Schedule and Public Engagement Opportunities

# C. Approval of the 8/15/22 SSAC Minutes



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# D. General Public Comment



# How To Make An Oral Public Comment

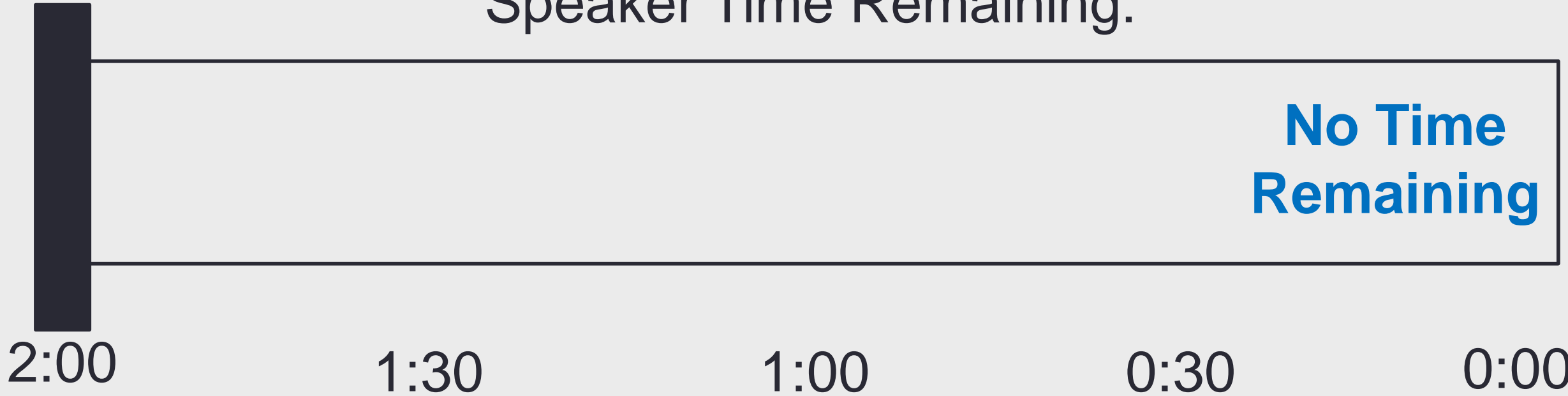
- To indicate that you would like to make a public comment, click the **Raise Hand** icon  in the Control Panel
- The Organizer will notify you when it is your turn to speak
- You will have two minutes to speak and no time may be donated from another speaker
- Click the Raise Hand icon  again to lower it
- If calling by phone, press **\*9** to raise/lower hand; press **\*6** to mute/unmute

# Item II.D

## General Public Comment

### You Have 2:00 Minutes to Speak

Speaker Time Remaining:



# STAKEHOLDER ENGAGEMENT & EXISTING CONDITIONS ANALYSIS

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Item III.A

State Street Master Plan



## State Street Advisory Committee Meeting #2

27th October 2022



With: Fehr & Peers | Strategic Economics | O'Brien & Wall

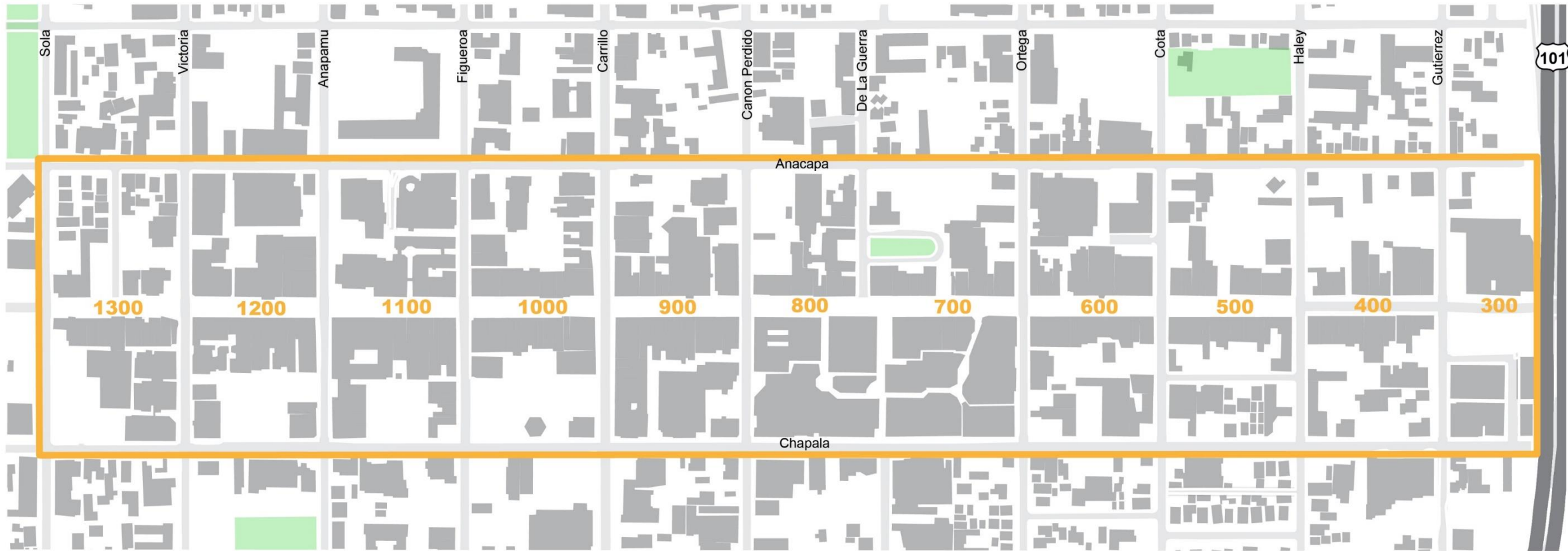
# Presentation Outline & Discussion

- 1. Project Update**
- 2. Summary of Community and Stakeholder Conversations**
- 3. Emerging Existing Conditions Analysis**
  - Economic
  - Multi-Modal Mobility
  - Urban Design
  - Infrastructure
- 4. Upcoming Community Engagement**
  - Community Engagement Activities
  - SSAC Meetings

The background is a solid blue color with several horizontal, curved lines of varying shades of blue. These lines are positioned on the left side of the image and curve towards the right, creating a sense of movement and depth. The lines are layered, with some appearing more prominent than others.

**PROJECT  
UPDATE**

# Project Area



## Legend

- City Boundary
- Project Area
- Highway
- ||||| Railroad

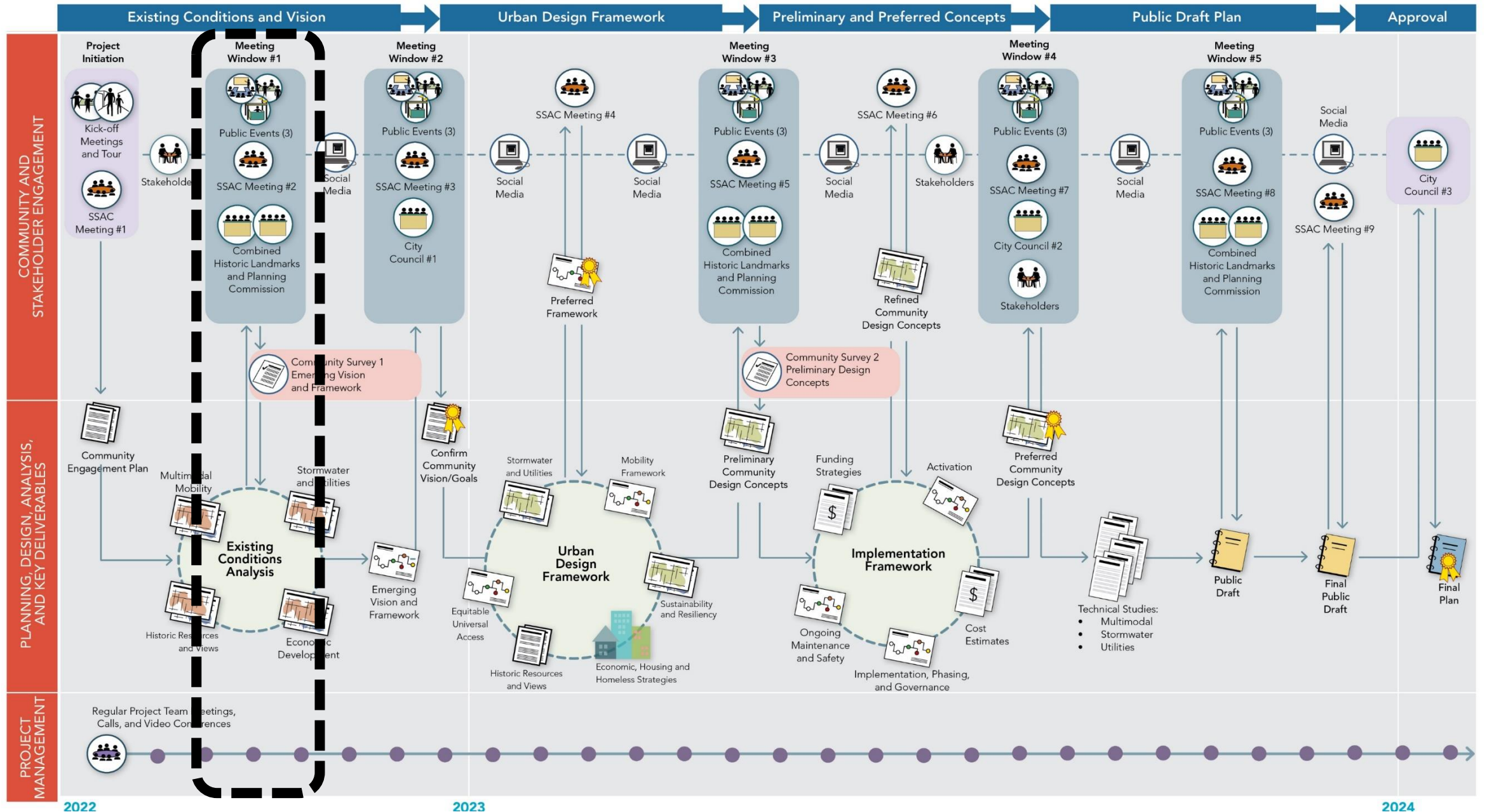


# City Council/SSAC State Street Visioning Principles

- To revitalize the Downtown
- To create a safe experience
- For economic revitalization
- To be people centric
- To facilitate housing Downtown
- To recapture/re-establish Downtown's identity
- To bring people Downtown
- To design for locals



# Project Schedule



The background is a solid blue color with several overlapping, curved, light blue lines that create a sense of motion and depth. These lines are arranged in a series of concentric, overlapping curves that sweep across the page from the top left towards the bottom right.

# **STAKEHOLDER & COMMUNITY FEEDBACK SUMMARY**

# Community and Stakeholder Conversations

- Commissions (Historic Landmarks Commission and Planning Commission)
- City Staff (Fire, Parks, Planning, Police, Public Works, Transportation, etc.)
- Council Members
- Organizations (DSB, TBID, Santa Barbara Trust for Historic Preservation, etc.)
- Property and Business Owners
- Other

# Community and Stakeholder Conversations

- What's working / Not working
- Likes / Dislikes
- Hopes for the future
- One thing you would like to accomplish
- Effective community outreach and engagement strategies

# Community and Stakeholder Conversations

### STATE STREET SSAC

AUGUST 15, 2022

- + DESIGN FOR LOCALS, RESIDENTS & TOURIST
- + MORE UNIVERSITY CONNECTION (EASY GOAT FOR HOUSING DENSITY)
- + DOWNTOWN CHARACTER ARCHITECTURAL (CHARTER CONFLICTS)
- + SAFE SPACES ALL USERS
- + INFRASTRUCTURE, HOUSING, MIXED USE
- + FESTIVALS - CITY AS AN ARTS EVENT
- + CLOSING = OPPORTUNITY NEEDS THE RULES
- + WEATHER
- + ECONOMIC DRIVER

## WORLD-CLASS EXPERIENTIAL

TRAMP REFLECTS TIMES  
COMMUNITY BEED  
HOPE FOR THE FUTURE  
SAFE  
ART & COLOR  
EUROPEAN STREET CULTURE  
DISTINCT ZONES

WELL MAINTAINED  
ADEQUATE RESOURCES  
INCLUSIVE  
PEDESTRIAN ORIENTED  
DIVERSE MIX OF SPACES  
MULTI-MODAL  
CONTENT-UAL  
DIVERSE CUSTOMISED SOLUTIONS  
NEED DESIGN GUIDELINES

WELL PROGRAMMED  
TRUST SEA LEVEL  
TRAMP FESTIVALS  
PROGRAM FLEXIBILITY ON THE STREET  
SOME BLOCKS ARE CLOSER  
WALK IN THE MIDDLE OF STREET

WELL MAINTAINED  
ADEQUATE RESOURCES  
INCLUSIVE  
PEDESTRIAN ORIENTED  
DIVERSE MIX OF SPACES  
MULTI-MODAL  
CONTENT-UAL  
DIVERSE CUSTOMISED SOLUTIONS  
NEED DESIGN GUIDELINES

### COMMUNITY ENGAGEMENT & STAKEHOLDER

DOWNTOWN IS A NEIGHBORHOOD

TOO MUCH TOURISM FOCUS

SMALL PARCELS

STORMWATER ECONOMIC ENVIRONMENTAL

DECLINE IN AESTHETICS 'SHABBY' 'DIRTY'

HOMELESSNESS (NEEDS RESOURCES)

FEAR OF CHANGE

NOT SAFE TO WALK IN STREET

FEELS ALL ABOUT THE BIKES

TIDYING AESTHETICS

DISCONTINUOUS EXPERIENCE

ENERGY LEVEL

CAR IS STILL IMPORTANT

DECLINING TRANSIT

CONTENT POOR... (SURFACE LEVEL ONLY)

NOT RECREATIONAL

BEFORE SPEED

NOT CLEAN - SMELL

25 YEARS PREVIOUSLY COVID

NOTHING BUT FOR SOME PEOPLE

### State Street Master Plan Project Area Boundary

NOT ONE SIZE FITS ALL

DEAD ZONES = CURRENT FIGURE LENGTH

FOOD & BEVERAGE ZONE

ECONOMIC DEVELOPMENT STRATEGIES

| Project Area | Paseos          | Points of Interest         |
|--------------|-----------------|----------------------------|
| Boundary     | Existing Paseos | * Civic * Paseo            |
| Parcels      | Desired Paseo   | * Park * Point of Interest |

### DESIGN & PLANNING NOTES

- ⊕ CLOSED STREET
- ⊕ OUTDOOR DINING (COULD BE IMPROVED)
- ⊕ ALL MODES NEED SPACE
- ⊕ OUTDOOR ENVIRONMENT
- ⊕ COMMUNITY EXPERIENCE
- ⊕ DISTINCT ZONES/DISTRICTS
- ⊕ KINDS CROSS STATION (MATERIAL - HISTORY CHANGE)
- ⊕ PEOPLE
- ⊕ LOCALS COMING BACK
- ⊕ PARCELS
- ⊕ WHEELCHAIR - FUL
- ⊕ HISTORY, PLACE

SENSE OF PLACE

SENSE OF PLACE

HISTORY OF MULTIPLE CULTURES

CONSIDER ALL MODES INCLUDING CAR

MULTI-GENERAL SOCIAL CAPITAL

OUTREACH = DESIGN

RICH NETWORK OF ARCHITECTS

YIELD OF HISTORY & WRITE

PLACE, HISTORY & CELEBRATION

SSAC Meeting #1 Wall Graphic Notes

# Community and Stakeholder Conversations Summary

## Strengths (What's working / Likes)

- Overall character
- Historic buildings
- Great physical setting
- Wonderful weather
- Outdoor Dining
- Street closure
- “More locals on State Street”

# Community and Stakeholder Conversations Summary

## Concerns (What's not working / Dislikes)

- Safety
- Cleanliness
- Vacancies and absentee property owners
- Parcel sizes and configurations
- Regulatory and development limitations
- Inactive 'middle blocks'
- Street closure .... Too long?

# Community and Stakeholder Conversations Summary

## Hopes for the future...

- Design for the locals, residents and tourists
- Design for families and children – “Main Street of (all of) Santa Barbara”
- Integrate housing and attract diverse users and institutions
- Remove barriers to new investment
- Program for wide variety of activities and temporal uses
- Integrate multi-sensorial experiences
- Create distinct zones or districts
- “A flexible, experiential, world class promenade”



# Community and Stakeholder Conversations Summary

## Community Engagement and Outreach

- Be inclusive and equitable: Engage people of all ages, incomes, races, etc.
- Go to people!
- Reach out to:
  - Downtown and non-Downtown neighborhoods
  - People who do not usually come to Downtown
  - People who are not usually engaged
- Bilingual
- Work with local organizations and groups

# Community and Stakeholder Conversations Summary

## Community Engagement and Outreach

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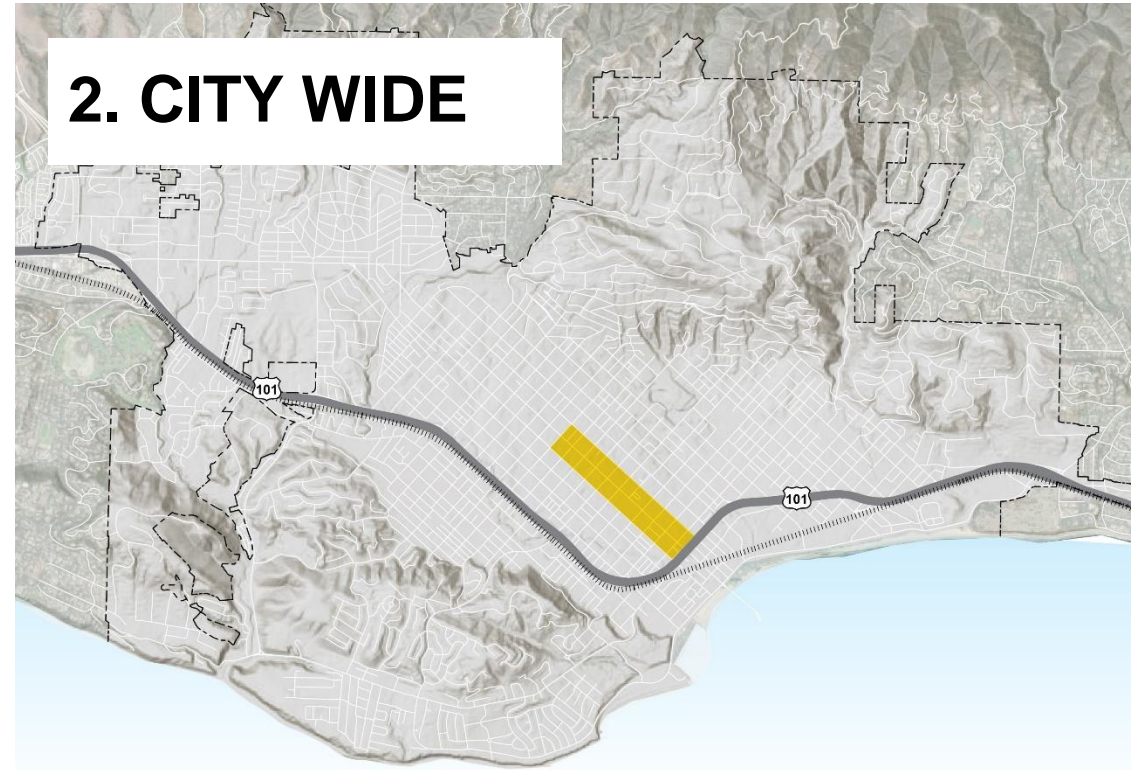
**EMERGING EXISTING  
CONDITIONS ANALYSIS**

# Existing Conditions Analysis Range of Scales

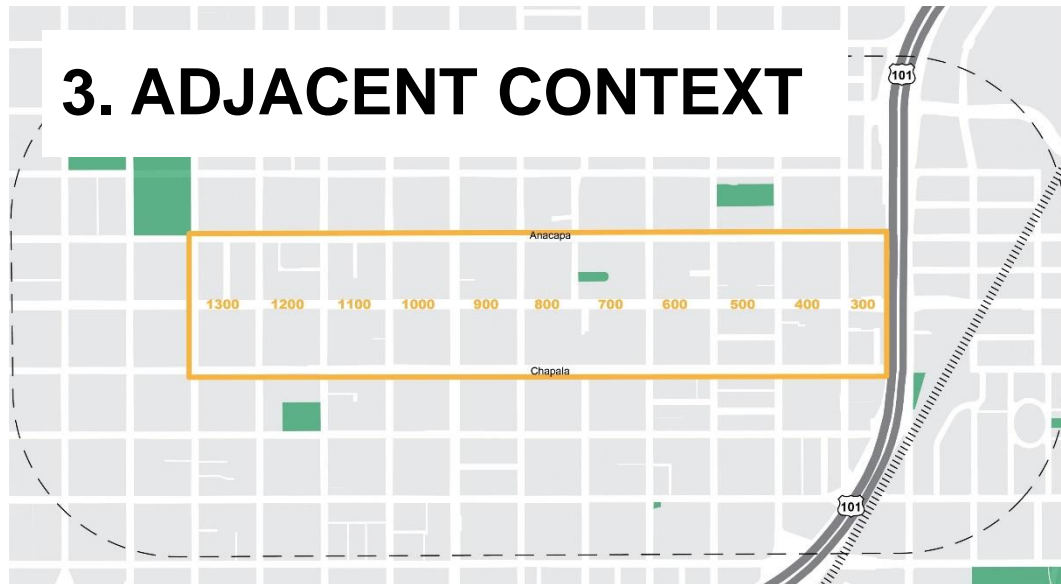
## 1. REGIONAL



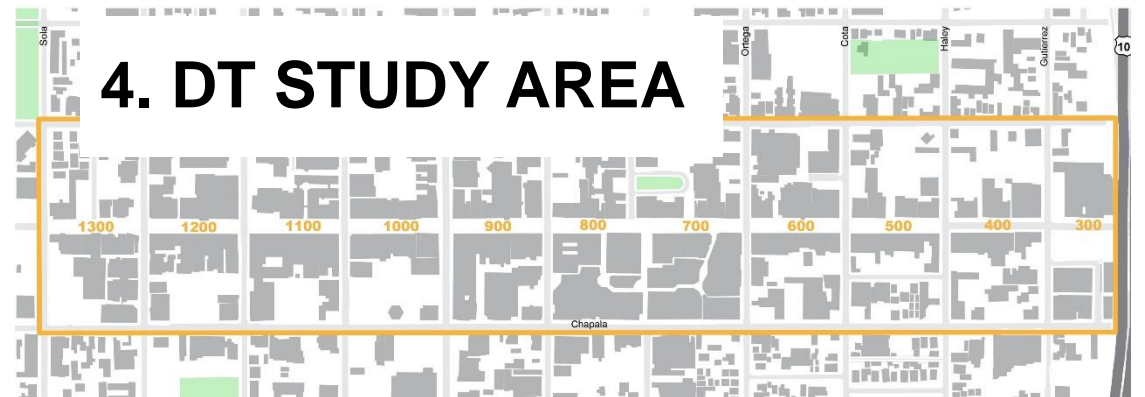
## 2. CITY WIDE



## 3. ADJACENT CONTEXT



## 4. DT STUDY AREA

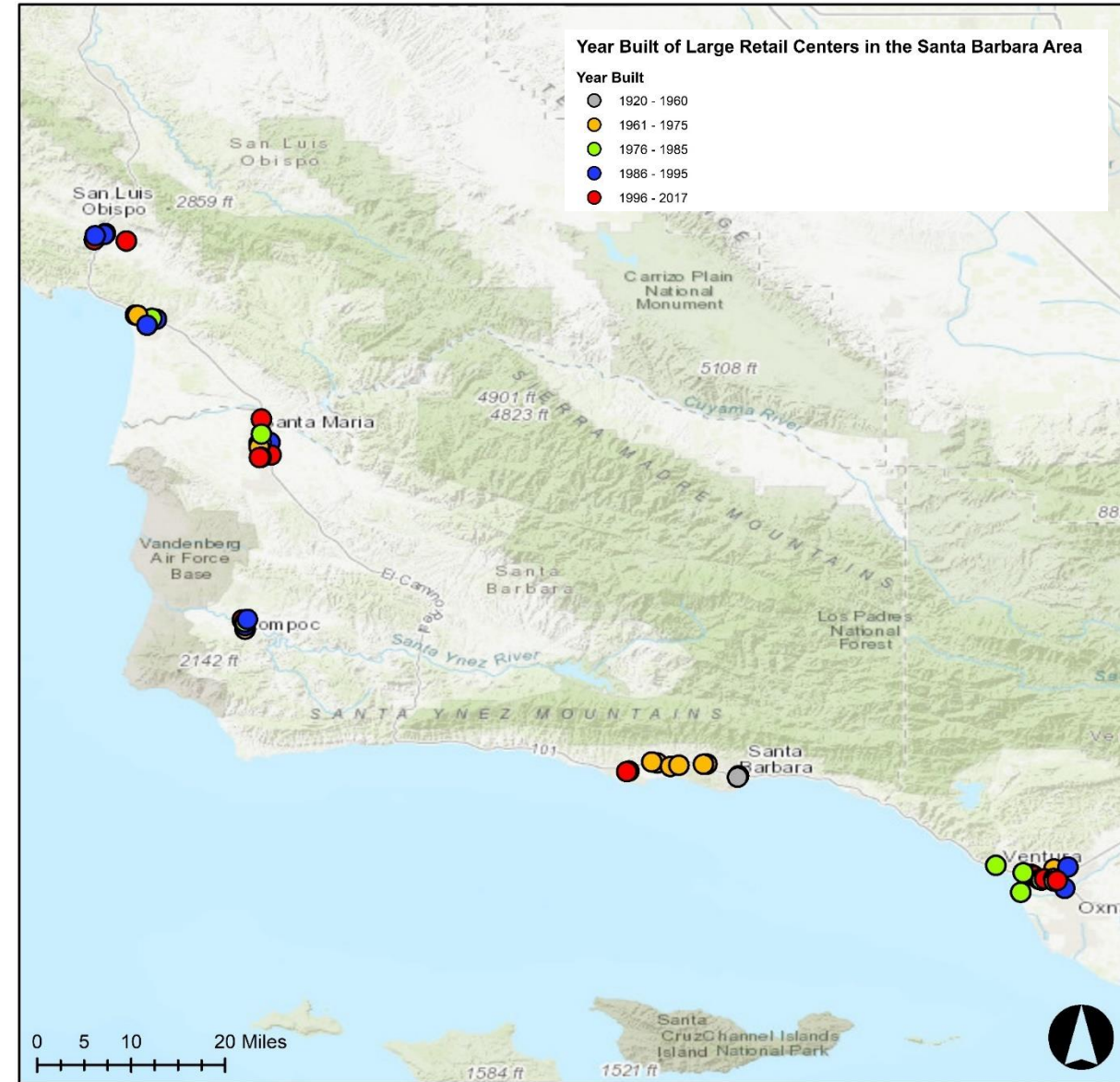


The background is a solid green color with a series of horizontal, curved lines that create a sense of depth and movement. The lines are layered, with some appearing as simple horizontal bands and others as thick, rounded shapes that curve away from the viewer, suggesting a 3D effect. The overall aesthetic is clean, modern, and professional.

# **ECONOMIC ANALYSIS**

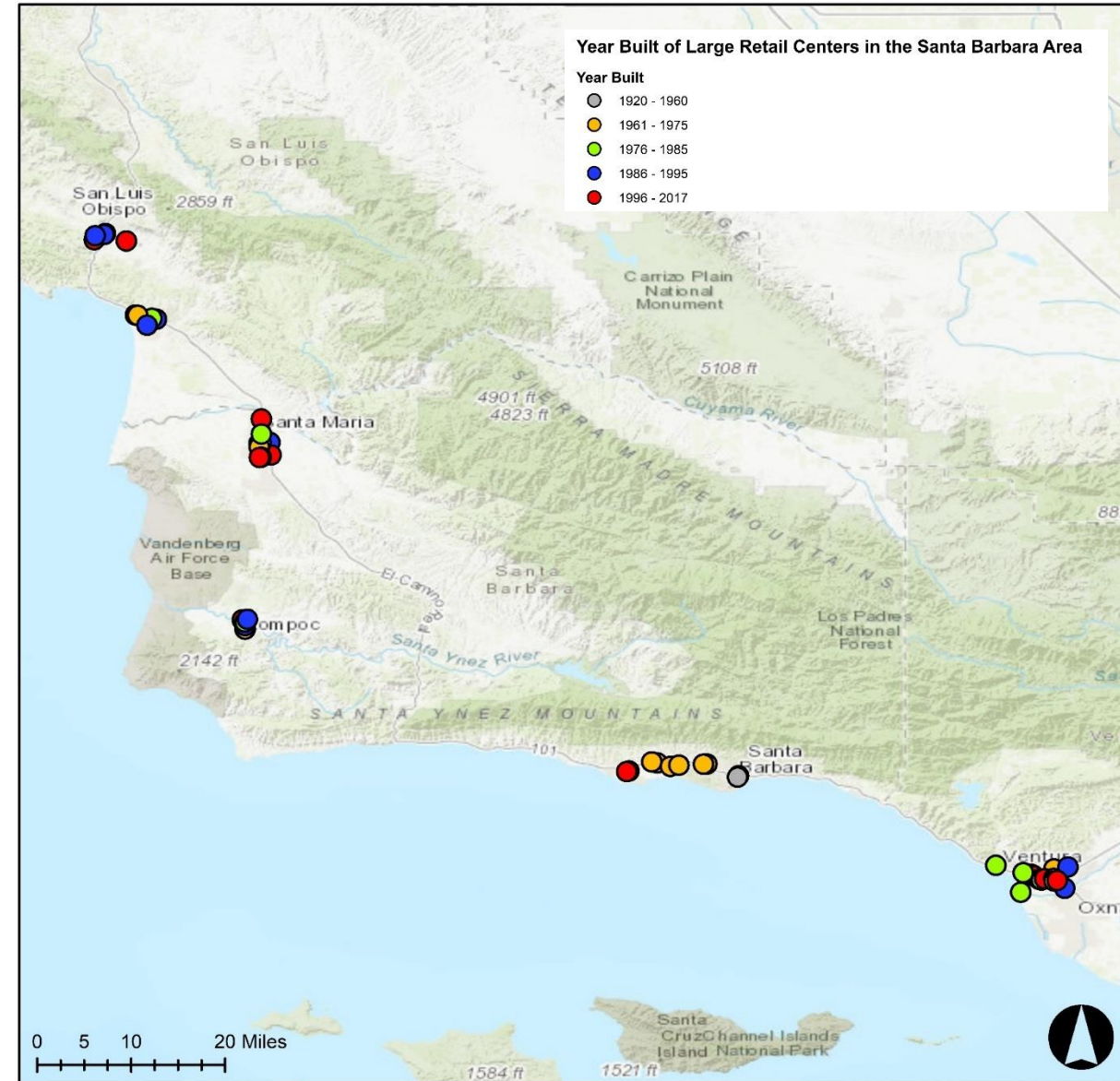
# Regional Development Shopping Centers

- Economic conditions on State Street should be viewed in a **regional context**
- The competitive area for retail includes
  - San Luis Obispo
  - Santa Maria
  - Ventura
  - Goleta
  - Lompoc
  - Pismo Beach



# Regional Development Shopping Centers

- Office Competitive Area = Goleta
- State Street is home to **older retail than other cities**
- State Street has many opportunities for **repositioning itself regionally** to meet the needs of both locals and tourists

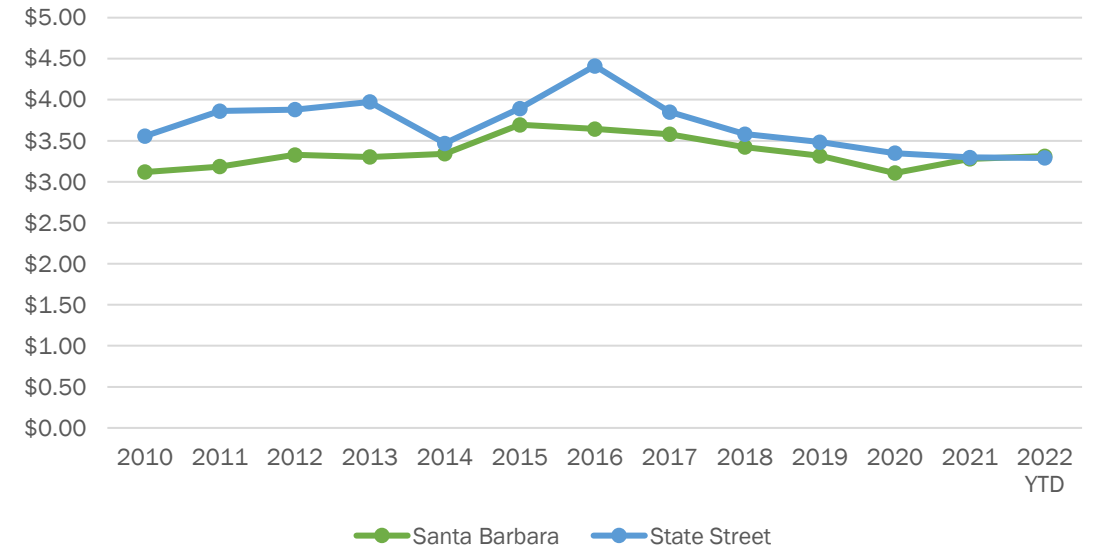


# Real Estate Conditions Retail

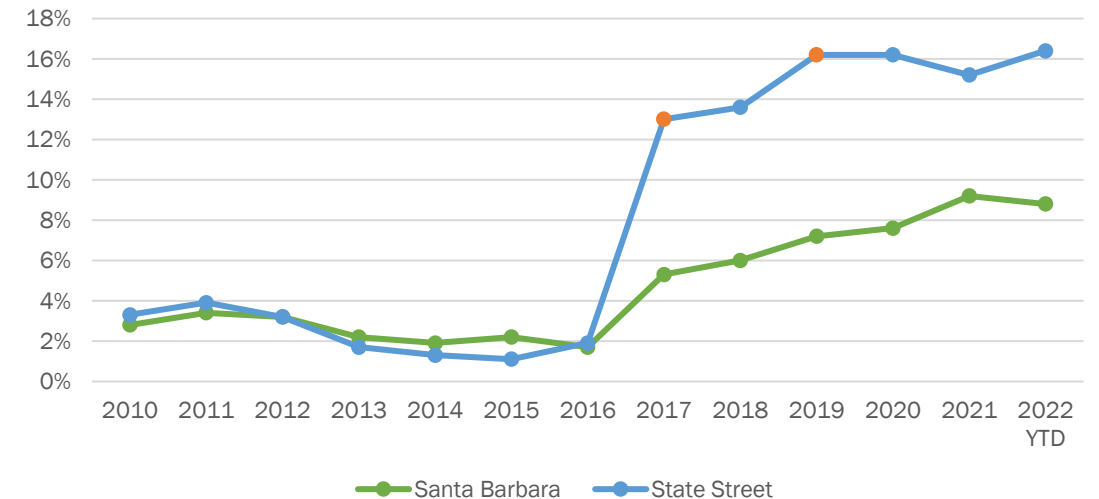
## State Street

- 214 retail properties (**Costar**) / 249 storefronts (**Radius**)
- Retail = 39% of the land use
- Major retail closures driving vacancy spikes:
  - Macy's (2017) and Nordstrom (2019)
  - **Approximately 79% of the total vacant space on State Street**
- Storefront vacancies (**Radius**):
  - **Peaked in Q4 2020**
  - Now back down to pre-pandemic levels

Retail Rent Per Square Feet (NNN, Monthly)



Retail Vacancy Rate





# Real Estate Conditions Retail (ctd.)

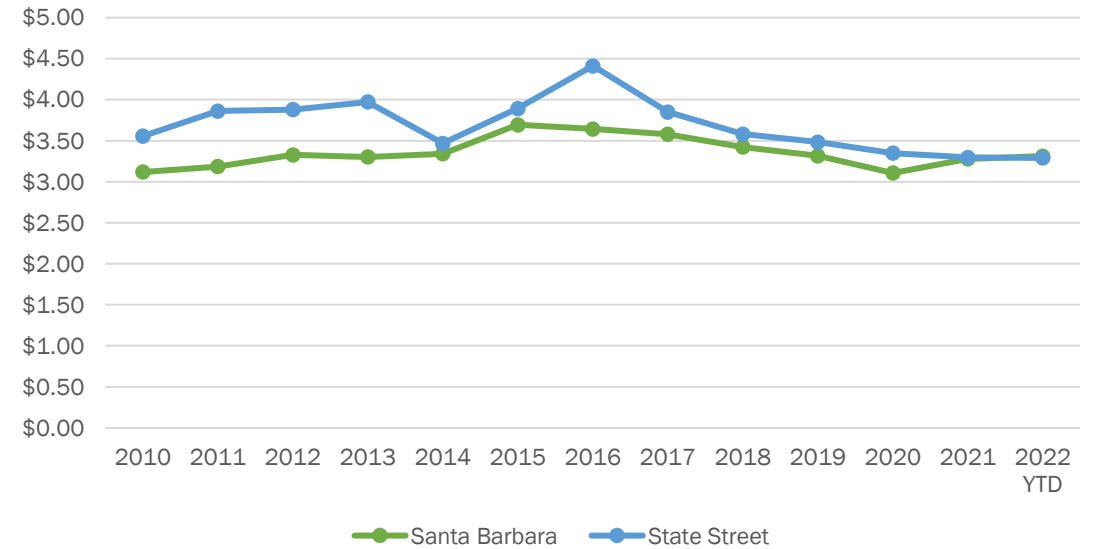
## Santa Barbara

- Generally over-retailed:
  - Santa Barbara **5.95 SF retail** per capita
  - Regionally **3.84 SF retail** per capita

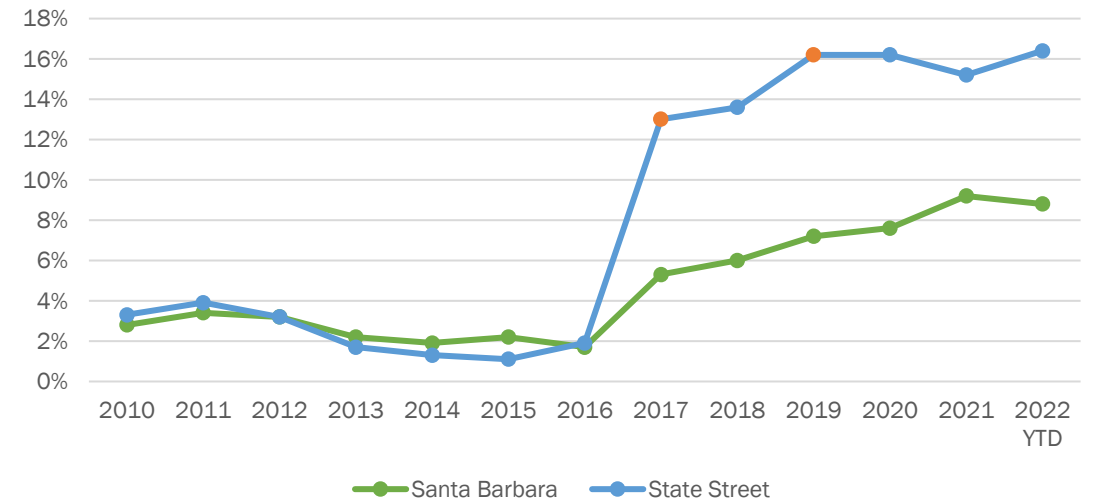
## General retail industry trends

- More mixed-use,
- Food and beverage focused
- Experiential uses

Retail Rent Per Square Feet (NNN, Monthly)



Retail Vacancy Rate



# Real Estate Conditions Office

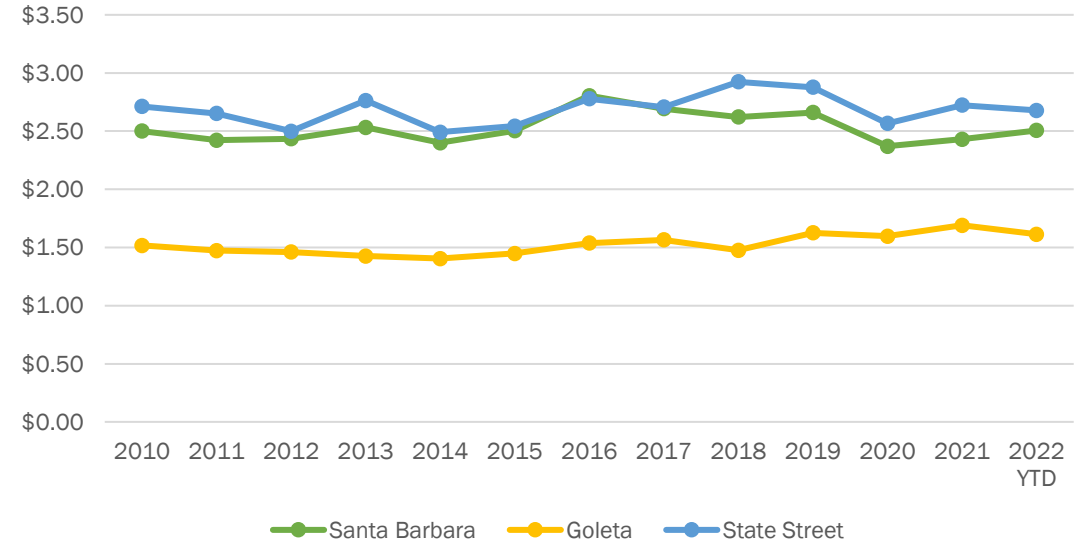
## State Street

- 62 office properties
- 8% of all office in Santa Barbara
- Historical rents = slight premium on State Street
- Vacancy rates = typically higher and more volatile than in Santa Barbara

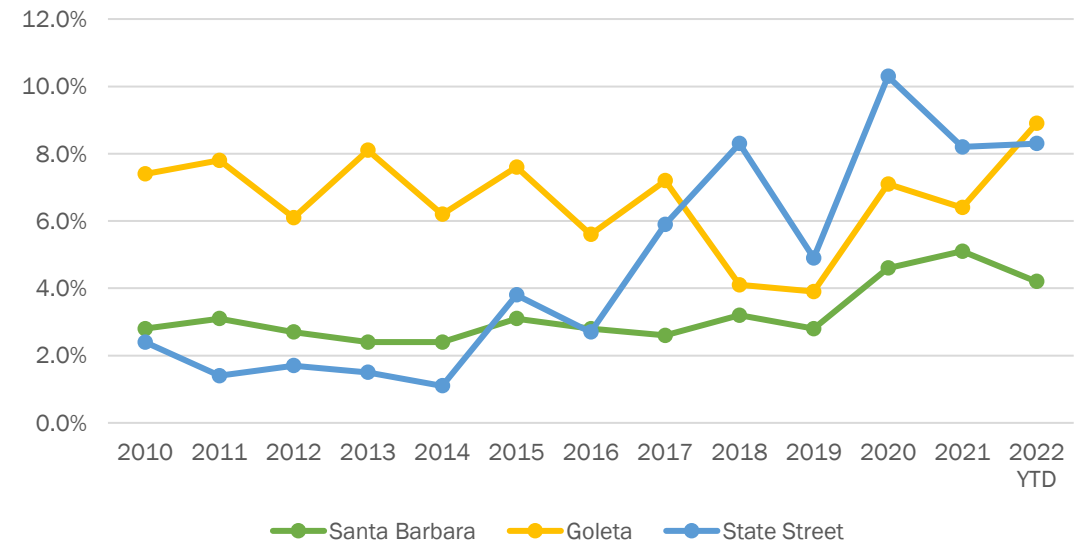
## Santa Barbara Office Market

- Primarily composed of smaller buildings
- Generally, move to larger buildings or campuses as office users expand

Office Rent Per Square Foot (Monthly)



Office Vacancy Rate

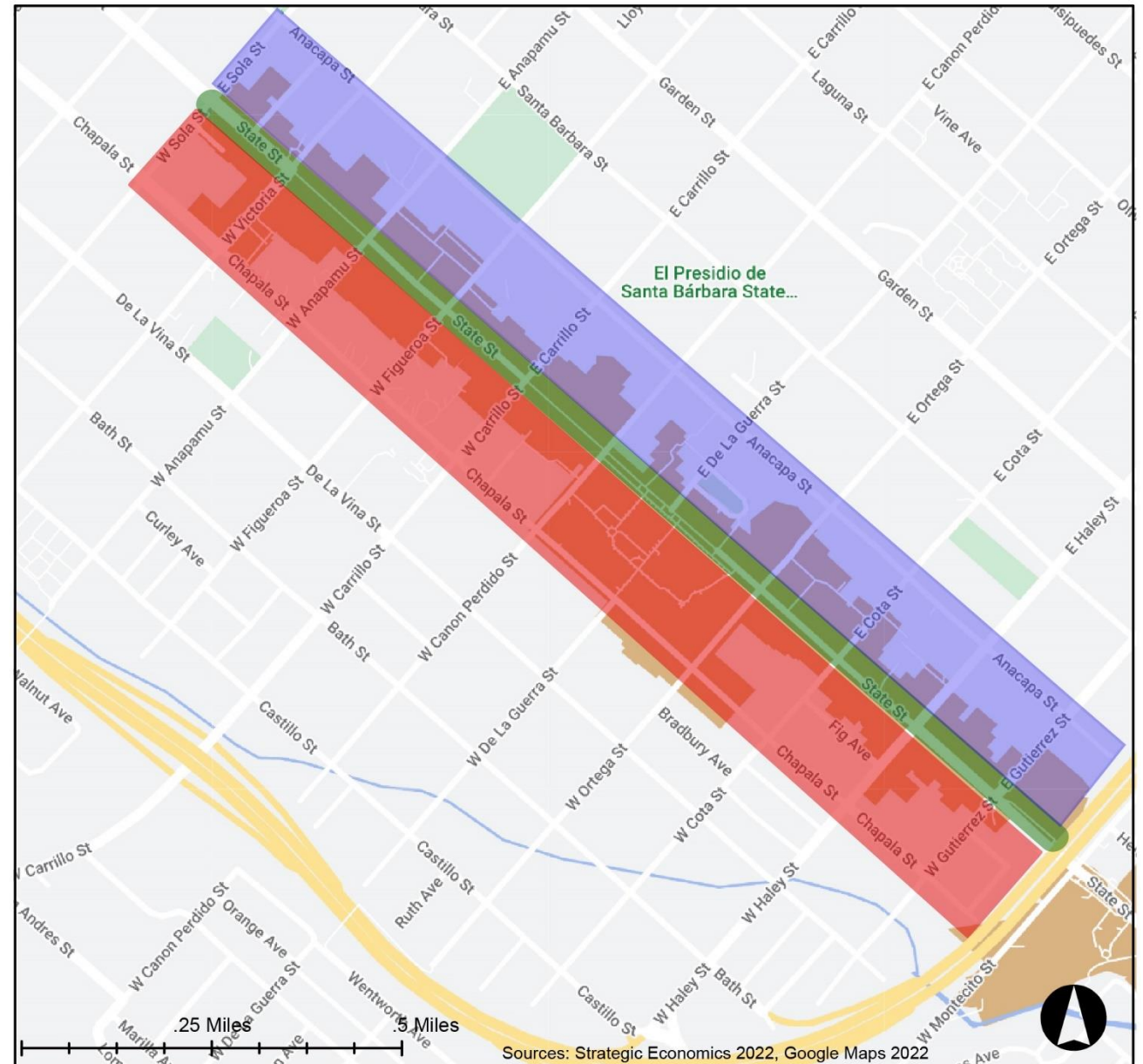


# State Street Commercial Corridor Boundary

- State Street is more than just the street itself
- There is an economic and urban design relationship with adjacent and cross streets

## State Street Study Area

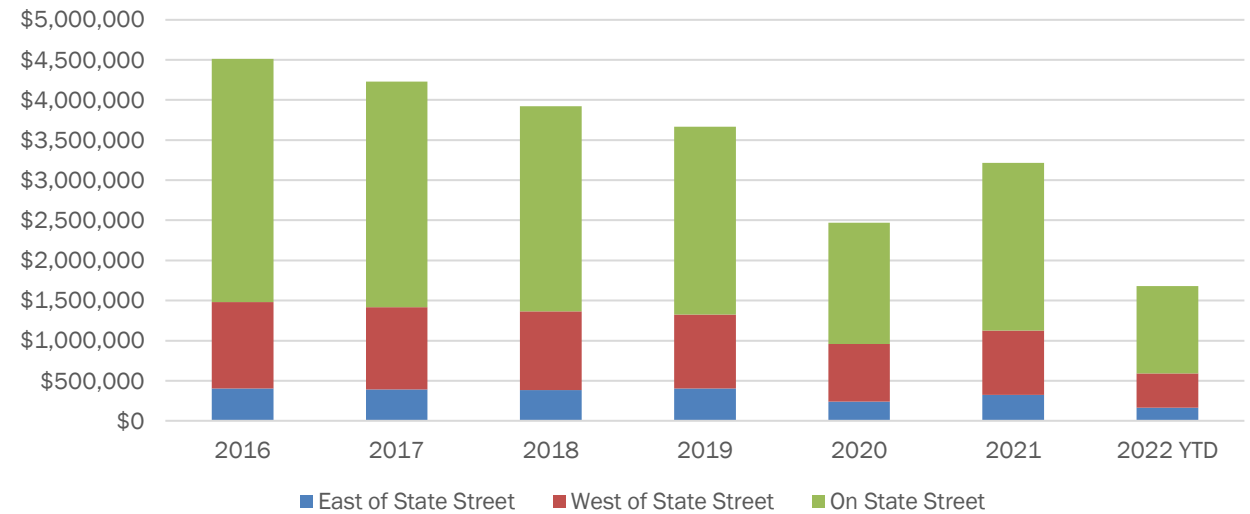
- State Street
- West of State Street
- East of State Street
- State Street Commercial Corridor



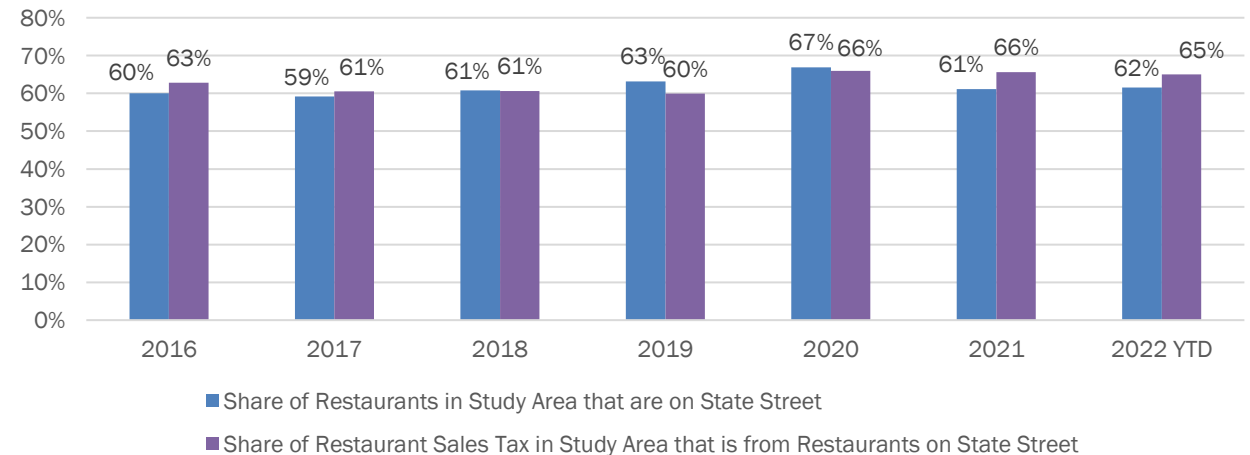
# Sales Tax Generation Santa Barbara

- Food Services and Drinking Places sales **have recovered** from pandemic low (2019-2020)
- During pandemic low, only Food and Beverage (grocery, liquor, etc.) stores **experienced growth** in sales
- Other types of retail stores sales declining pre-pandemic and continuing
- Total number of outlets have declined since 2019

Sales Tax Collected in State Street Study Area  
(constant 2021 dollars)

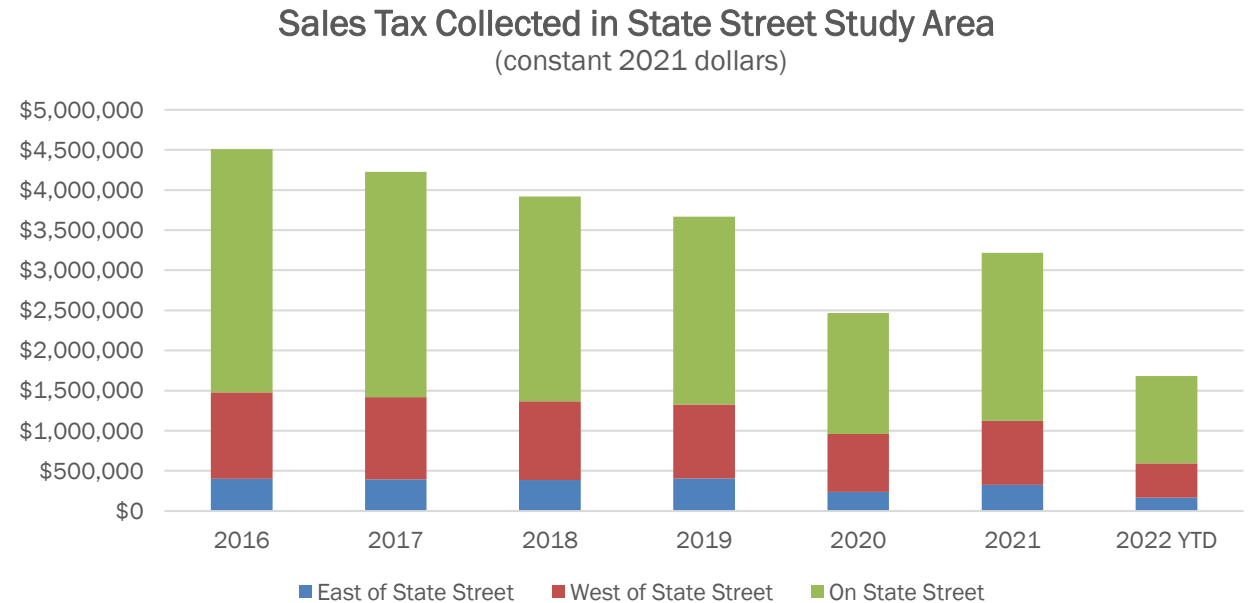


Restaurants on State Street and State Street Sales Tax Performance

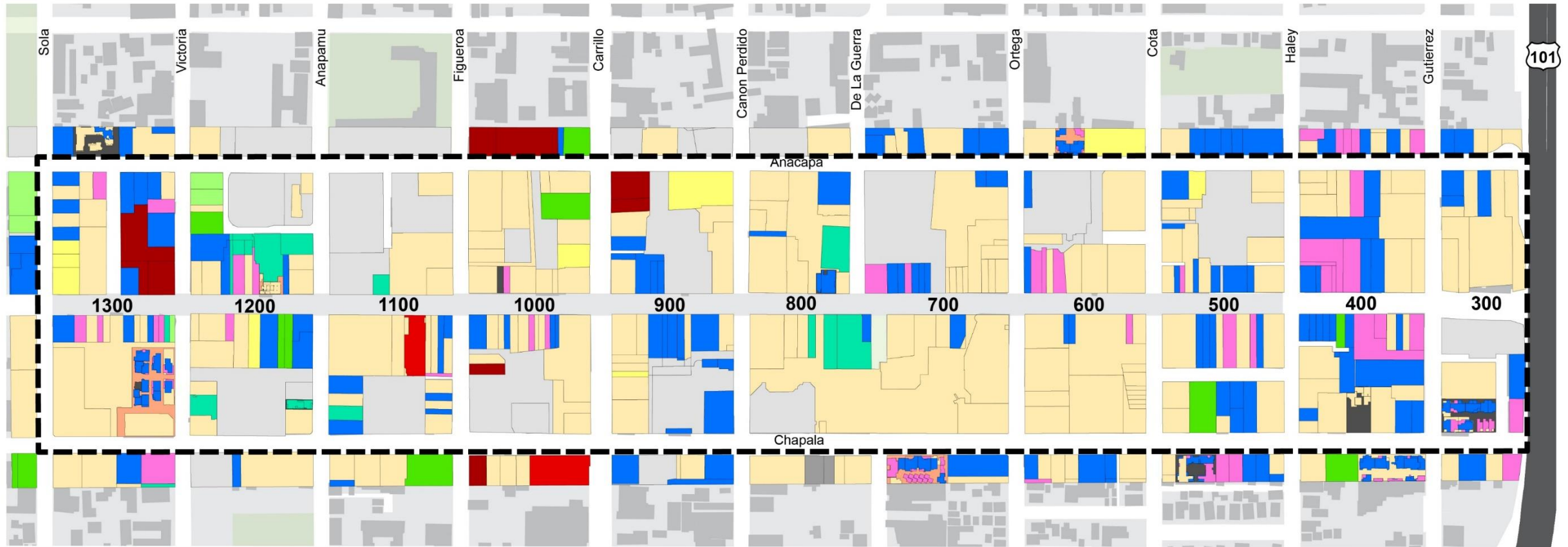


# Sales Tax Generation State Street

- Total number of establishments have declined since 2016
- Restaurants generate the most revenue, followed by apparel stores

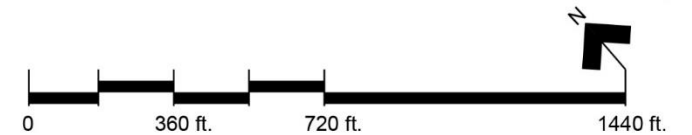


# Ownership Type Sorted by Parcel



## Legend

- |                         |                               |                                |
|-------------------------|-------------------------------|--------------------------------|
| Project Area            | Association                   | School / Cultural              |
| Trust                   | LLC, LTD, LP, Inc.            | Utility                        |
| Individuals             | Foundation                    | Public (City, County, CA, USA) |
| Banks                   | Church                        | Other                          |
| Retail (Owner Occupied) | Religious / Non-Profit / Club |                                |



# Literature Review Small Downtowns and Economic Health

- **Lack of variety of uses**, particularly by excluding new office, can harm small businesses and long-term tax revenue for cities
- Places that have **capitalized on their unique and natural assets**, such as Greenville, SC, have attracted private investments in their downtown
- Public space investments that have sought to **incorporate equity** have been successful in changing people's perceptions of downtown, grown small business support, and brought people back to downtown



# Literature Review Small Downtowns and Economic Health

- **Diverse activation of spaces** appeals to more people
- **Incubating underserved small businesses** can fill vacant spaces and create renewed interest:
  - Supporting existing businesses before attracting new businesses
  - Below market rate spaces
  - Commercial kitchens
  - Entrepreneurship training
  - On-going training support
  - Transition home-based to brick-and-mortar
  - Combine retail and small-scale manufacturing





# Potential Case Studies Suggestions by Stakeholders

| Location   | Reasons  |
|--|--|
| The Grove, Los Angeles                                   | Popular shopping integrated with housing   |
| Charleston, South Carolina or Greenville, South Carolina | Population size, outdoor activities, sizable tourist economies, markets and programming, and downtown vibrancy |
| Mountain View  | Flexible outdoor dining  |
| San Luis Obispo  | Perceptions of cleanliness and safety downtown, less retail vacancies with similar draw                        |
| Bend, Oregon   | Population size with vibrant downtown, arts community, and outdoor activities                                  |
| Carmel   | Historic shopping district, tourist destination  |
| Pearl Street, Boulder, Colorado                          | Successful, heavily programmed, retail and art oriented pedestrian mall  |

# Economic Summary Key Take-a-Ways

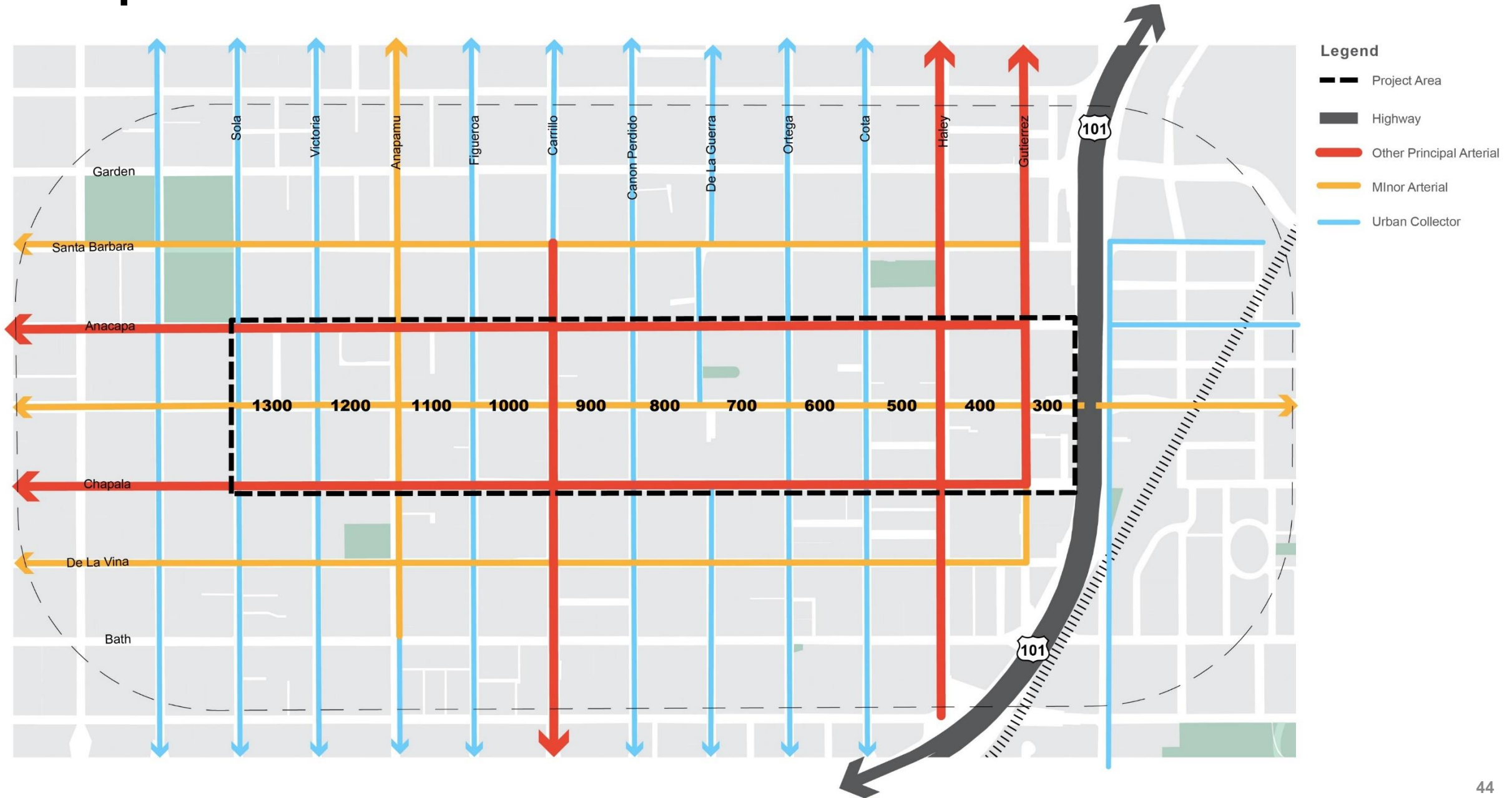
- Many stakeholders have been in Santa Barbara for 20+ years and have weathered changes in retail trends before
- State Street has strong opportunities for growing its experiential based activities given its unique setting
- Experiential retail amplifies quality of place, not the other way around
- Santa Barbara's temperate climate, outdoor experience, and historic architecture, contribute to its ongoing appeal



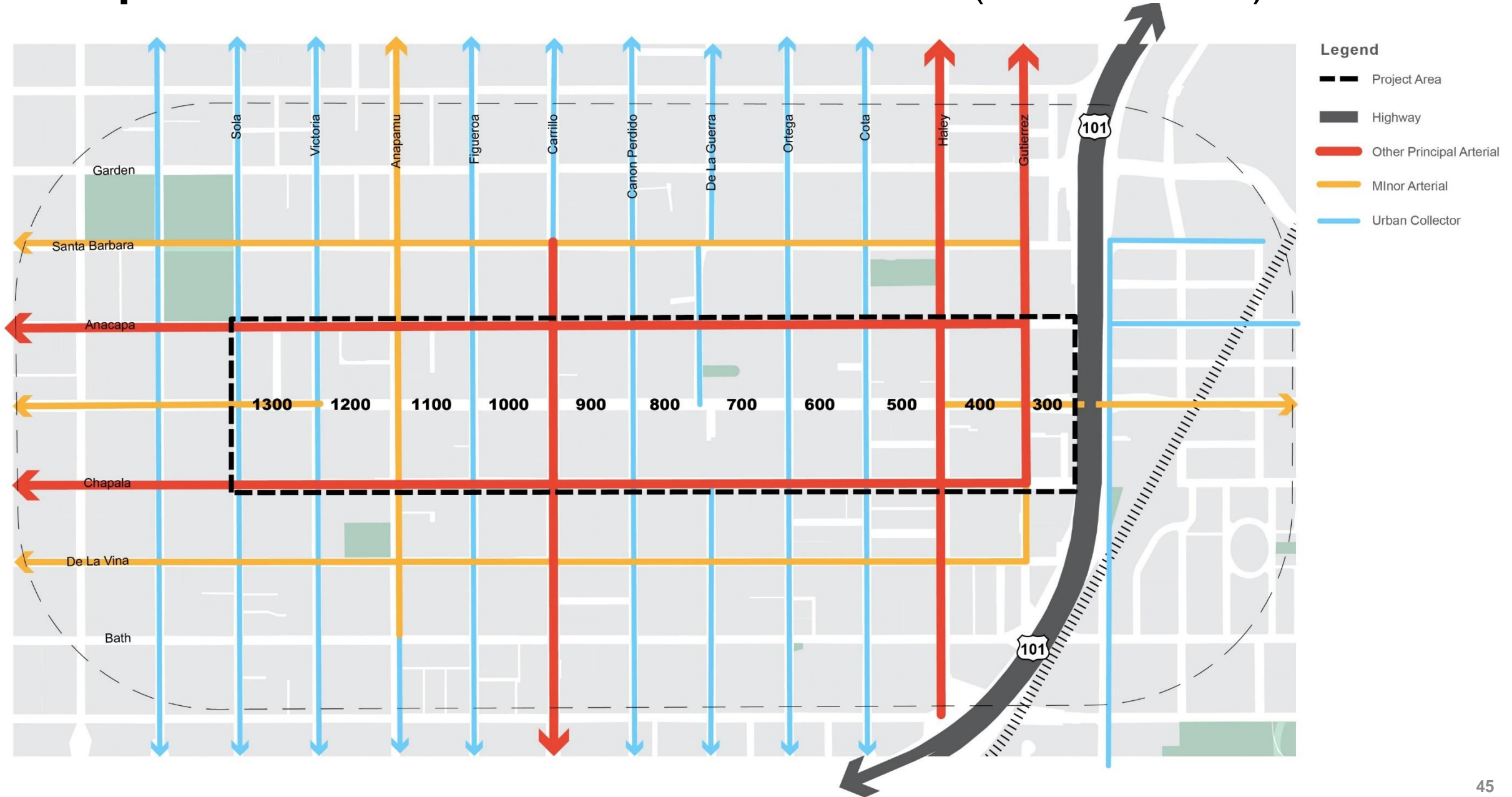
The background is a solid green color with several overlapping, semi-transparent, curved lines that create a sense of depth and movement. These lines are arranged in a way that suggests a path or a series of steps, leading towards the right side of the frame. The lines are in various shades of green, from a light, almost white-green to a darker, more saturated green.

# **MULTI-MODAL ACCESS & MOBILITY**

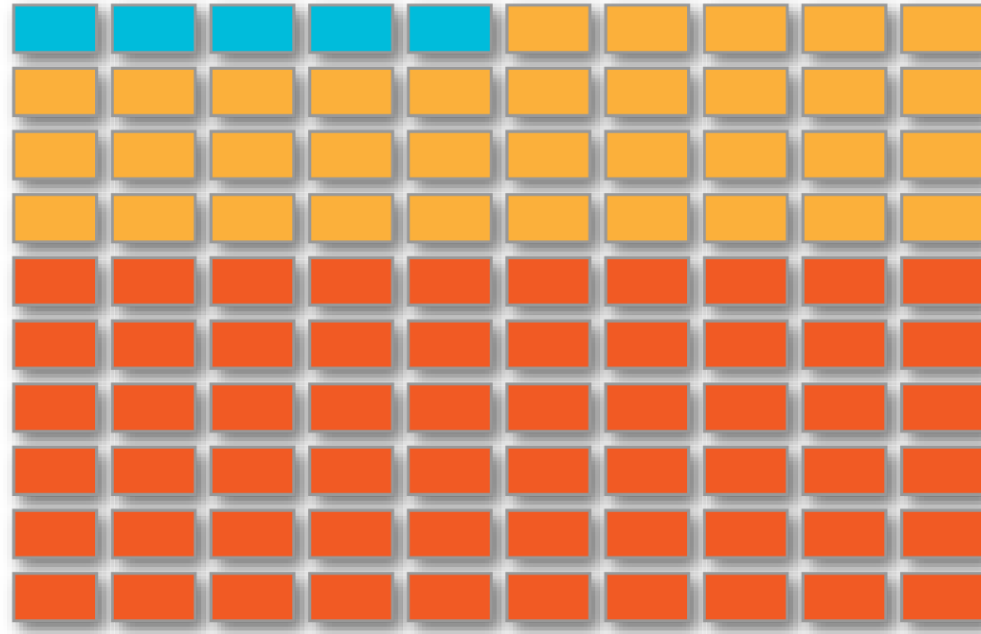
# Transportation Network Street Classification



# Transportation Network Street Classification (State Closed)



# Transportation Network Allocation of Right-of-Way Space



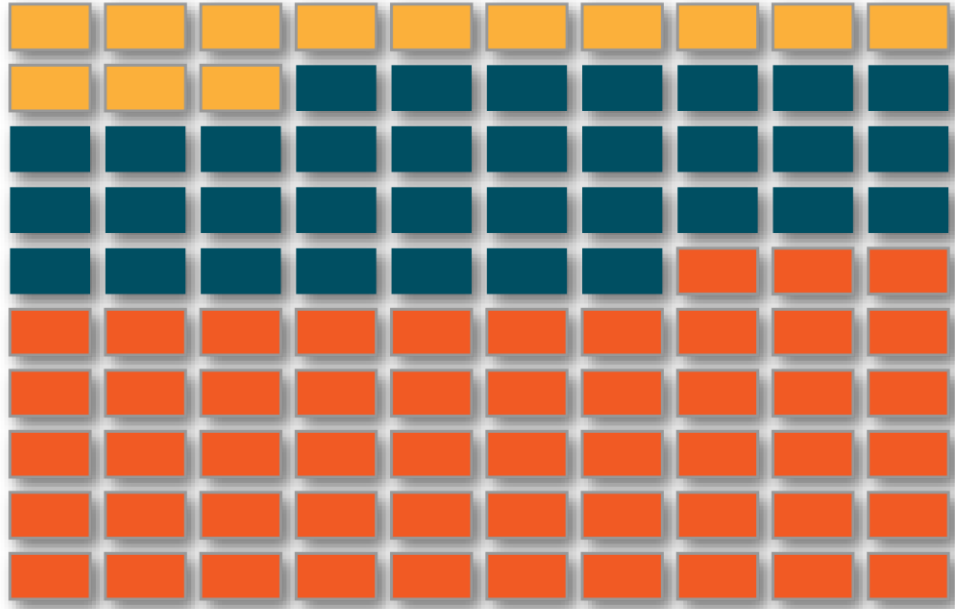
**60%**  
Car  
(24 Lanes)

**35%**  
Parking  
(18 Lanes)

**5%**  
Bikes  
(2 Lanes)

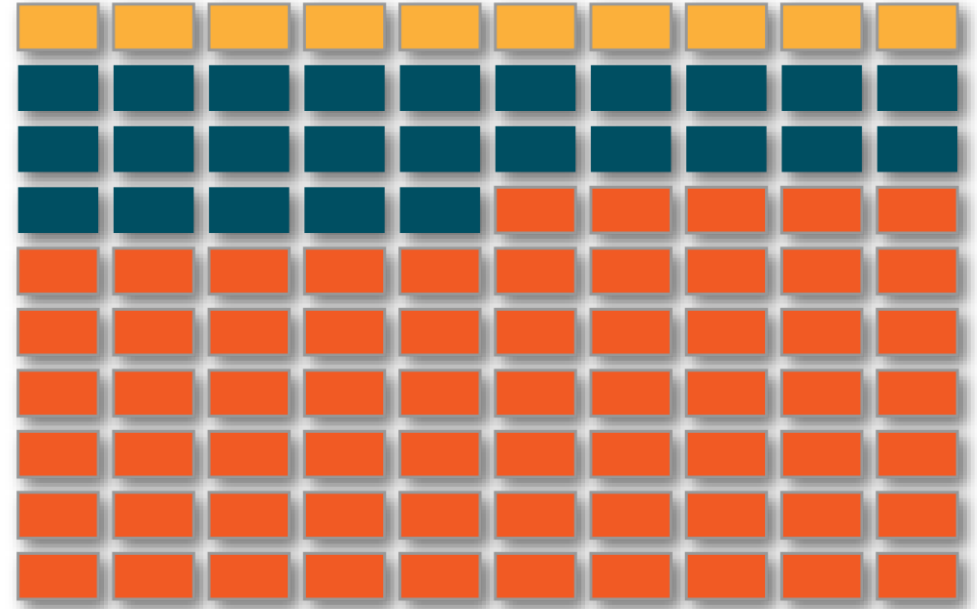
**East/West**  
11 Cross Streets

# Transportation Network Allocation of Right-of-Way Space



**53%** Car (2 Lanes)  
**13%** Parking (1 Lane)  
**0%** Bikes (0 Lanes)  
**34%** Pedestrians (Sidewalk Both Sides)

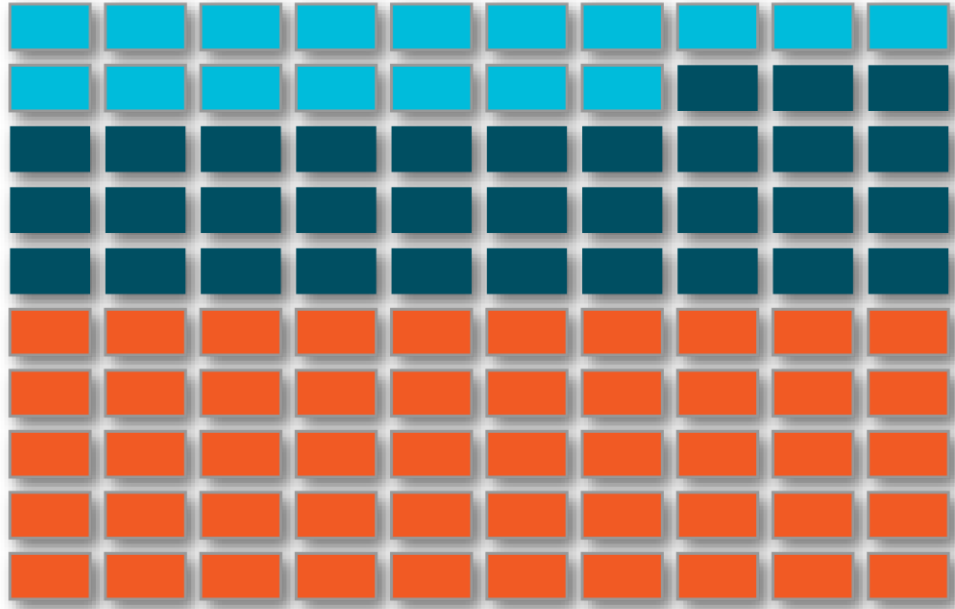
**Anacapa**



**65%** Car (4 Lanes)  
**10%** Parking (1 Lane)  
**0%** Bikes (0 Lanes)  
**25%** Pedestrians (Sidewalk Both Sides)

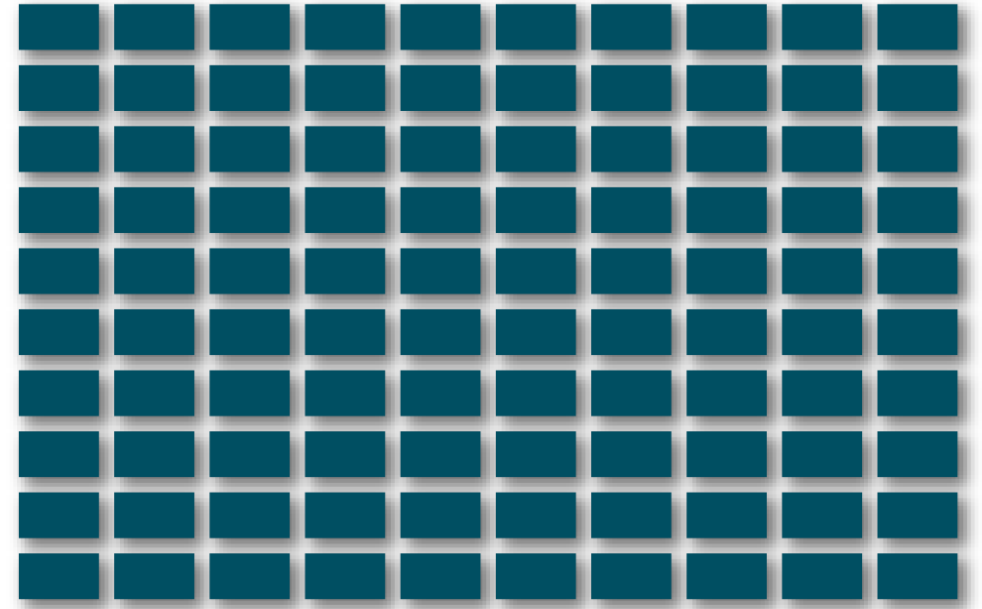
**Chapala**

# Transportation Network Allocation of Right-of-Way Space



**50%** Car (2 Lanes)  
**0%** Parking (0 Lanes)  
**17%** Bikes (2 Lanes)  
**33%** Sidewalks (Both Sides)

**State: Pre-Covid**

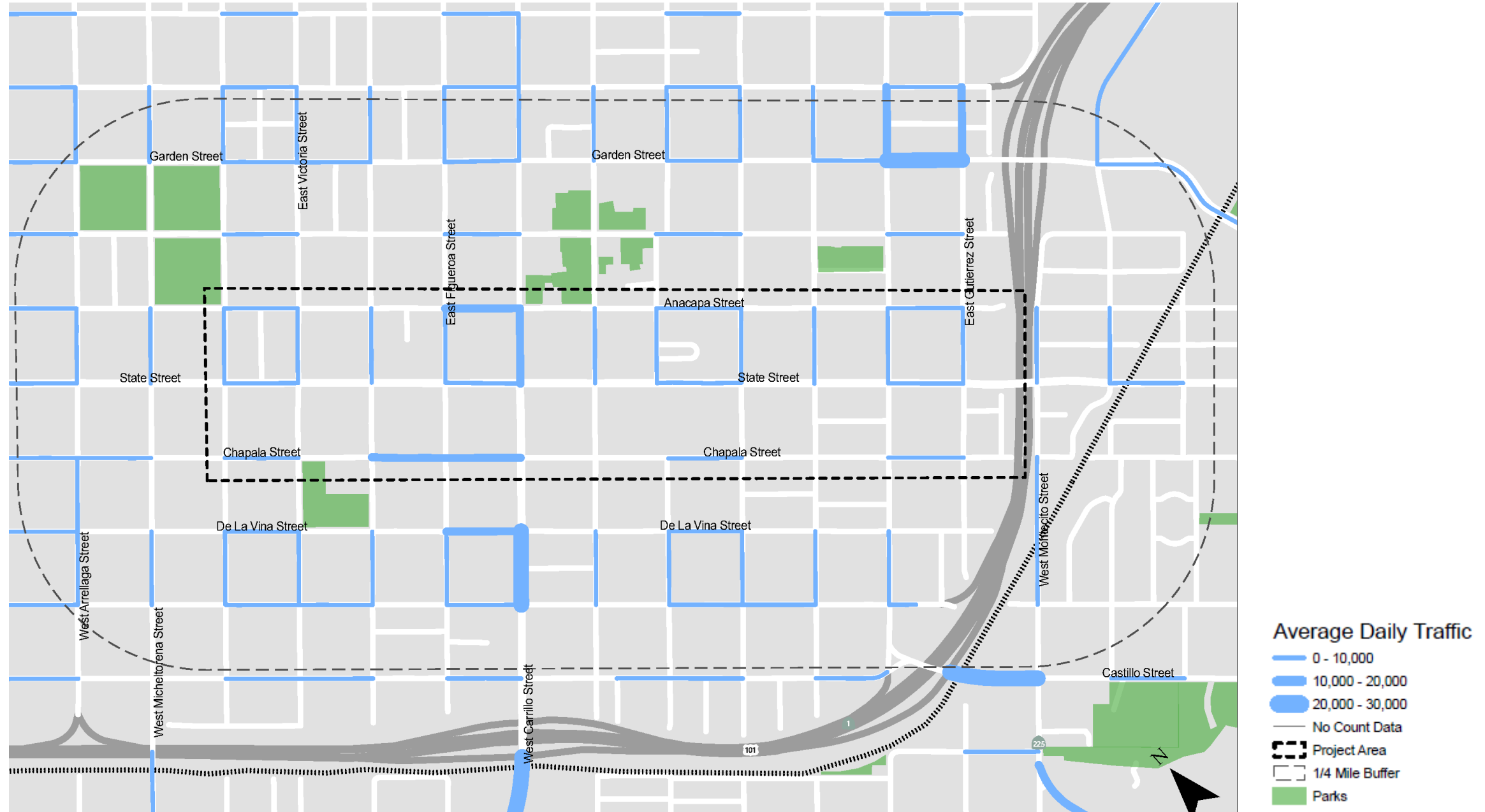


**0%** Car (0 Lanes)  
**0%** Parking (0 Lanes)  
**100%** Bikes & Peds (Open State St.)

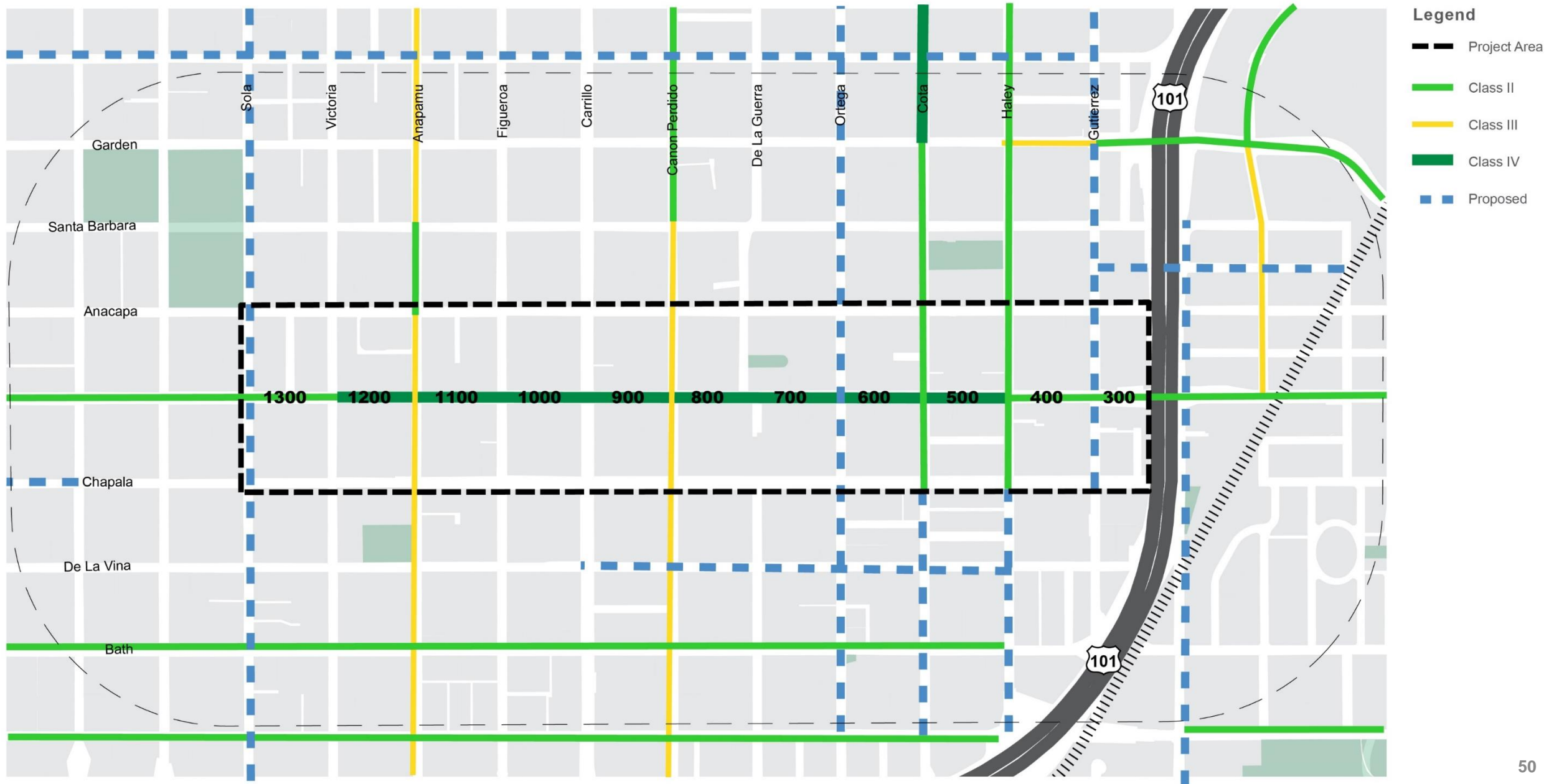
**State: Post-Covid**

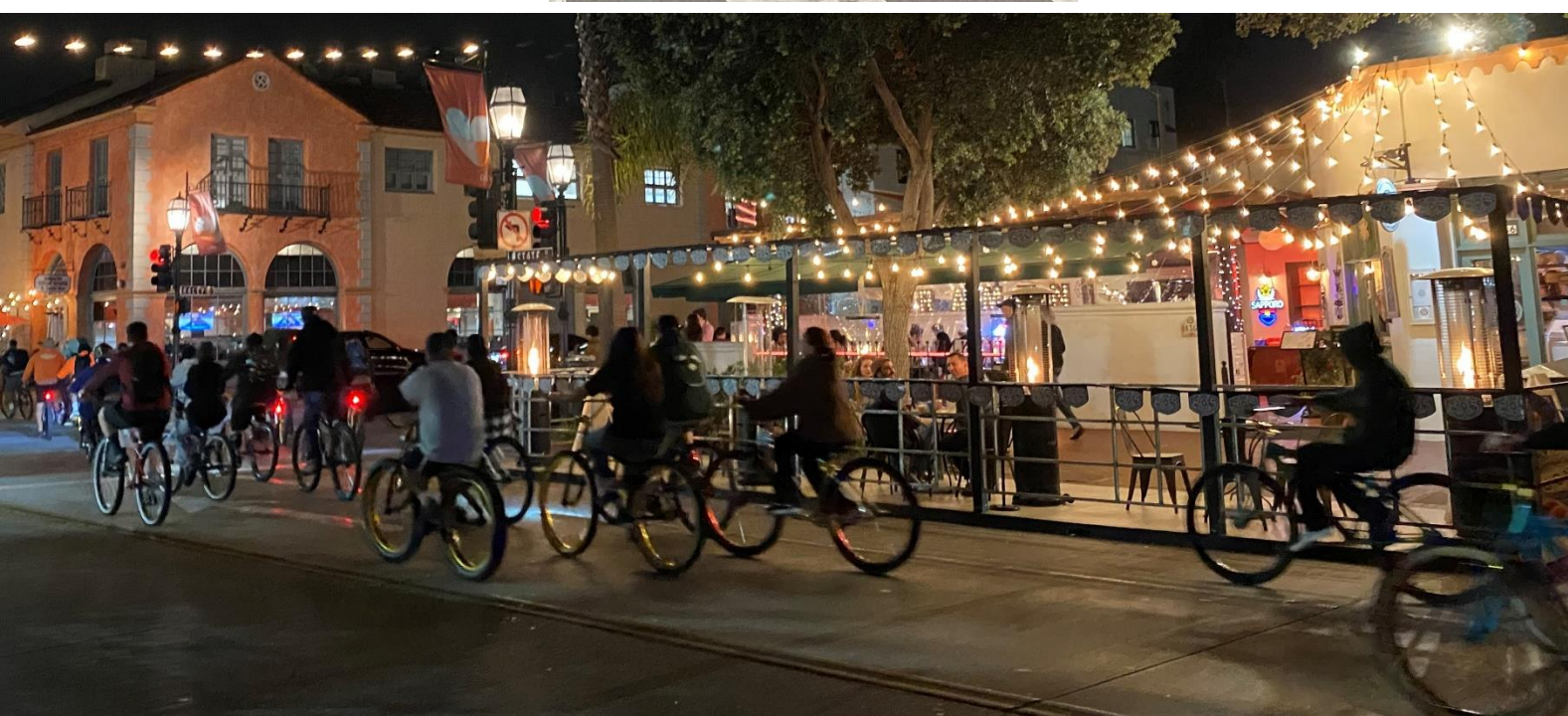


# Vehicular Activity Average Daily Traffic Counts (pre-COVID)

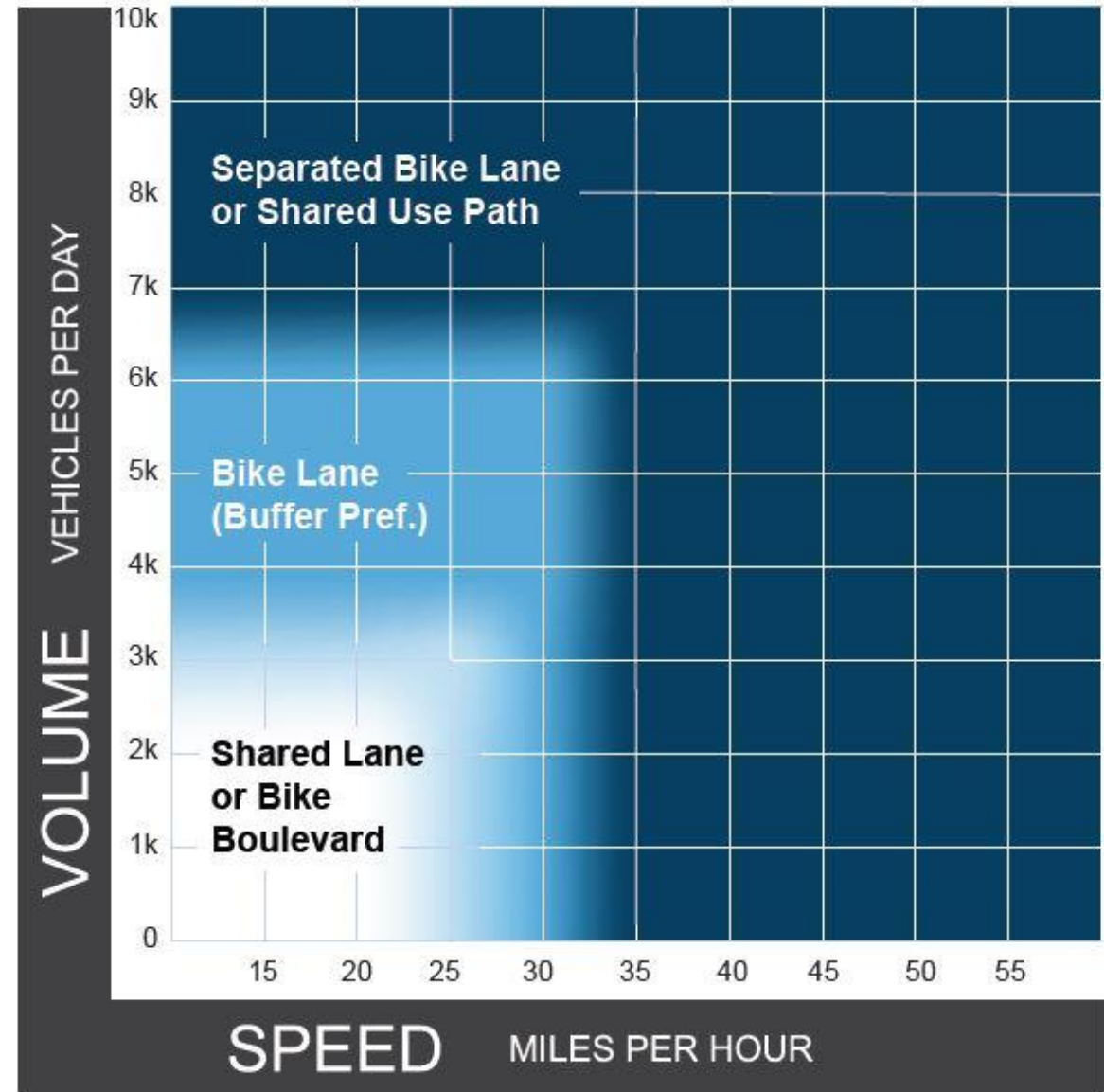
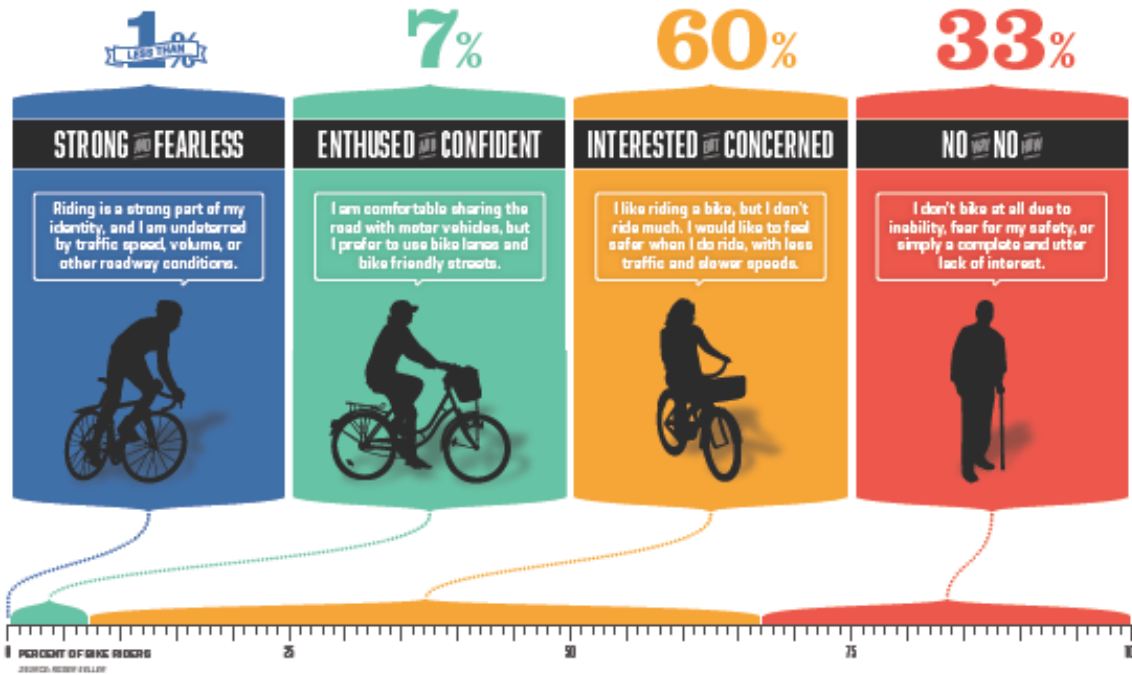


# Bicycle Facilities Existing and Proposed



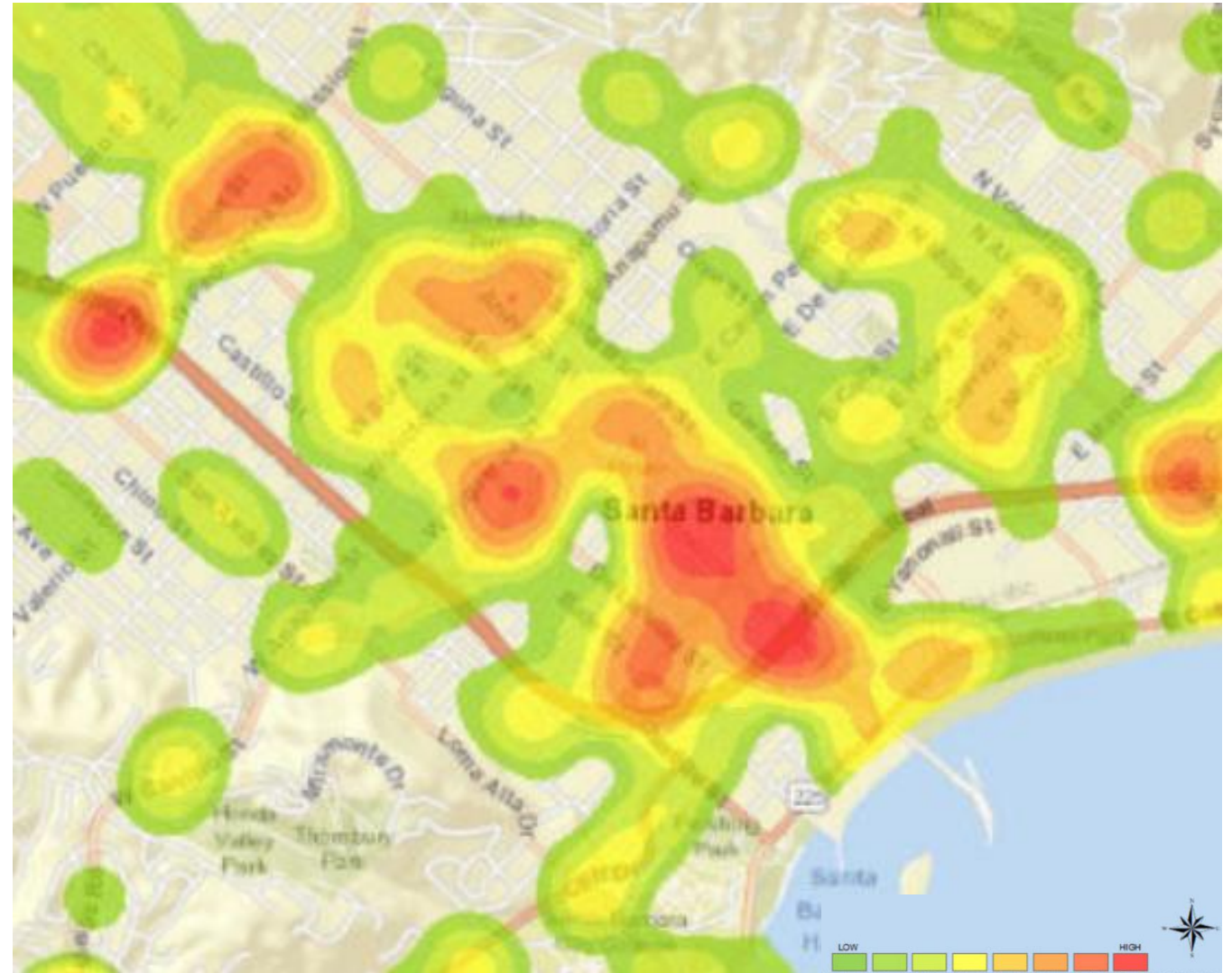


# Bicycle Design Best Practices

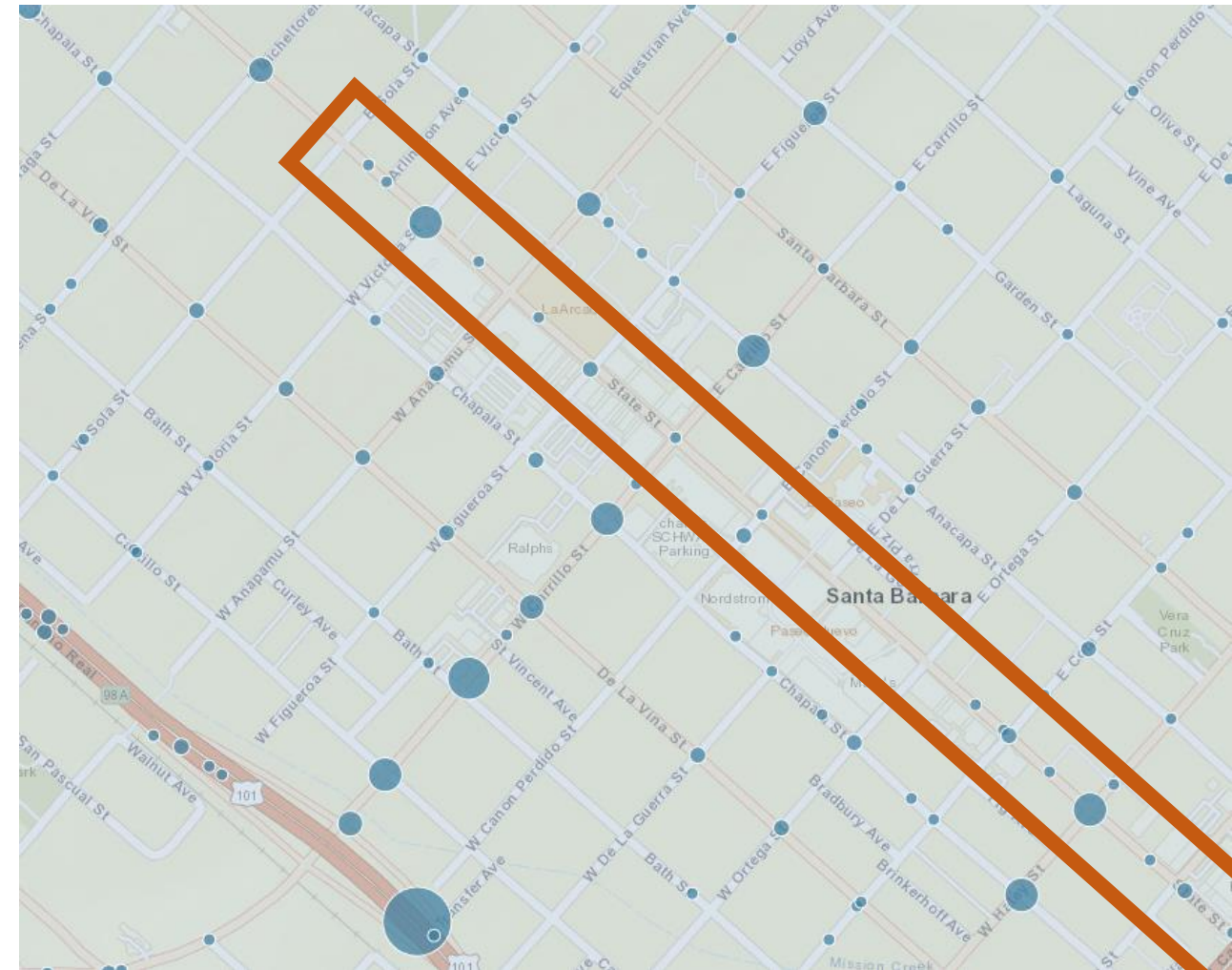


# Traffic Collisions Vision Zero Analysis

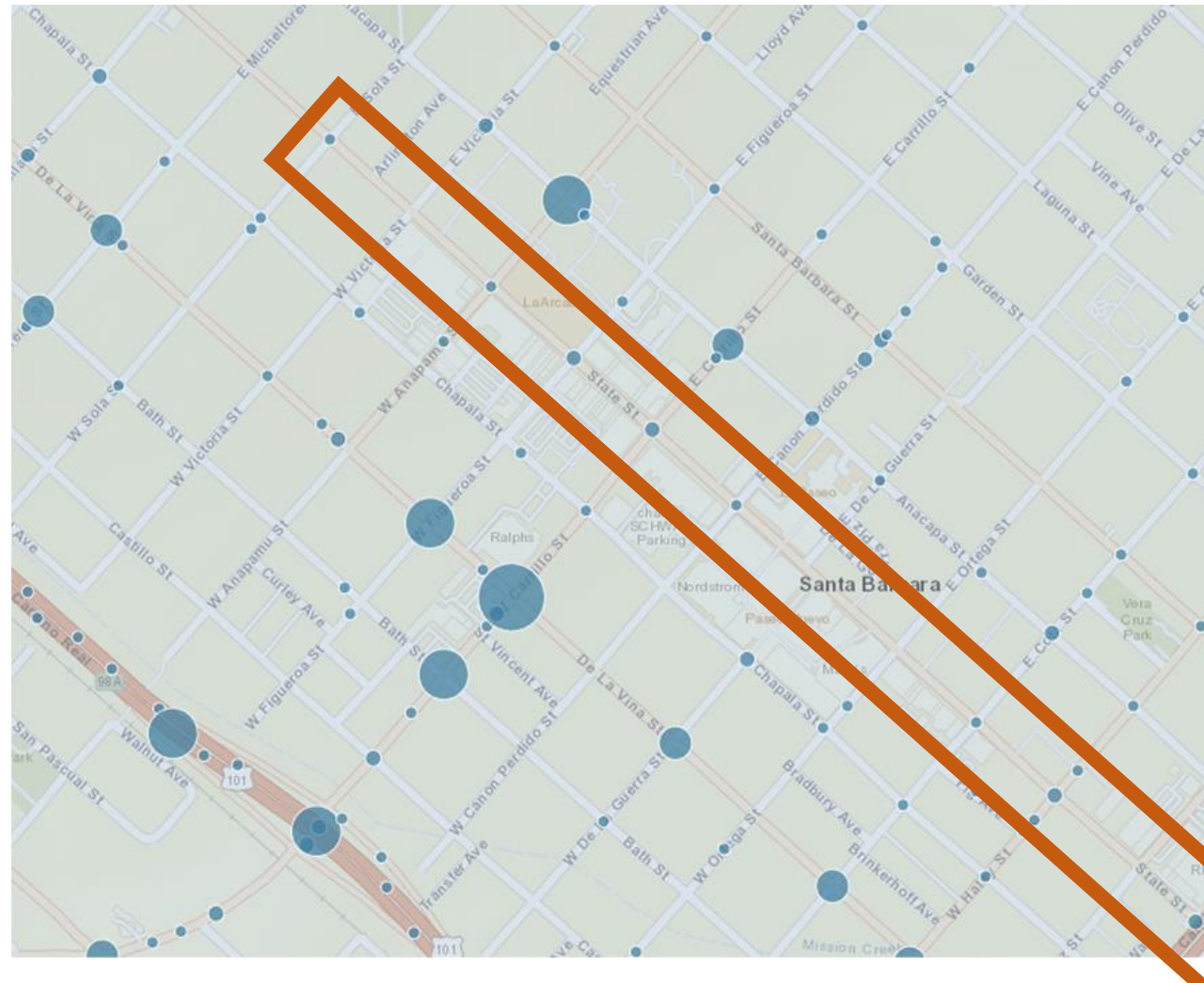
- Frequency and severity of collision injuries identifies study area as high collision area (2008-2017)
- Numerous modes of travel to this destination
- Tradeoffs with strategies that enhance safety by reallocating space to accommodate people walking, biking, and driving



# Collision Analysis Pre-COVID (20 months)



# Collision Analysis Post-COVID (20 months)



# Collision Analysis Pre/Post-COVID – State Street Closure

## Pre Covid April 2017- December 2018

| # of Crashes | Killed | Injured* | Pedestrian Crash | Bicycle Crash | # Youth or Elderly |
|--------------|--------|----------|------------------|---------------|--------------------|
| 24           | 1 (4%) | 23 (96%) | 5 (21%)          | 10 (42%)      | 5 (17%)            |

\* 1 serious injury, 16 minor injury, 7 possible injury

## Post Covid April 2019 - December 2021\*\*

| # of Crashes | Killed | Injured*** | Pedestrian Crash | Bicycle Crash | # Youth or Elderly |
|--------------|--------|------------|------------------|---------------|--------------------|
| 12           | 0 (0%) | 12 (100%)  | 4 (21%)          | 6 (42%)       | 1 (8%)             |

\*\* 2021 data is provisional

\*\*\* 0 serious injury, 3 minor injury, 9 possible injury



# State Street Potential Conflicts

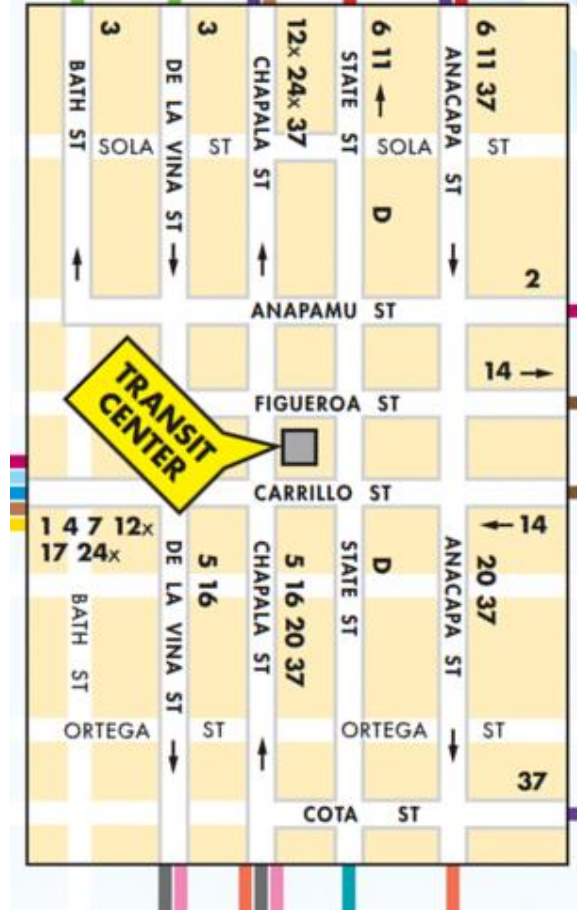


# Transportation Network Pedestrian Facilities



# Transit Service Existing

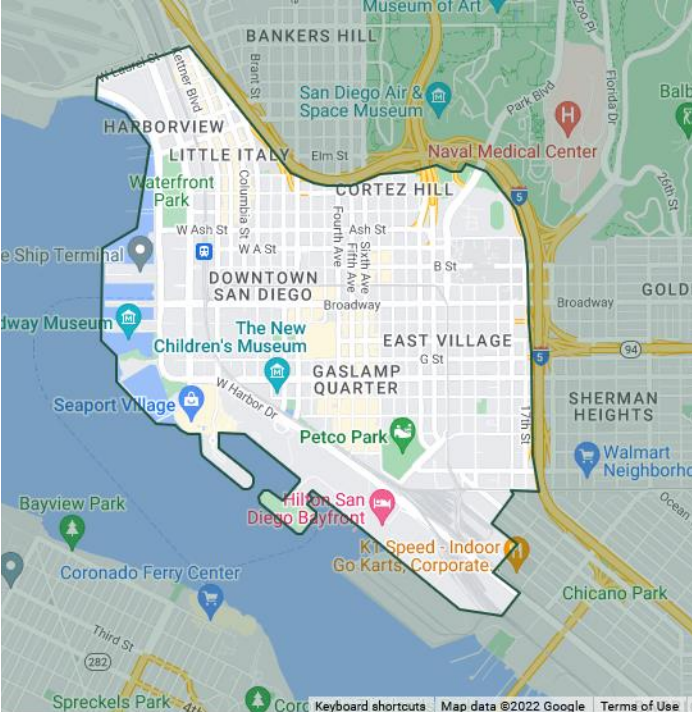
- Bus service connections:
  - North/South: 3, 5, 6, 11, 12, 16, 20, 24, 37
  - East/West: 1, 2, 4, 7, 12, 14, 17, 24, 37



# FRED - San Diego

## SERVICE HOURS

- Monday:** 7:00am - 9:00pm
- Tuesday:** 7:00am - 9:00pm
- Wednesday:** 7:00am - 9:00pm
- Thursday:** 7:00am - 9:00pm
- Friday:** 7:00am - 10:00pm
- Saturday:** 8:00am - 10:00pm
- Sunday:** 9:00am - 9:00pm



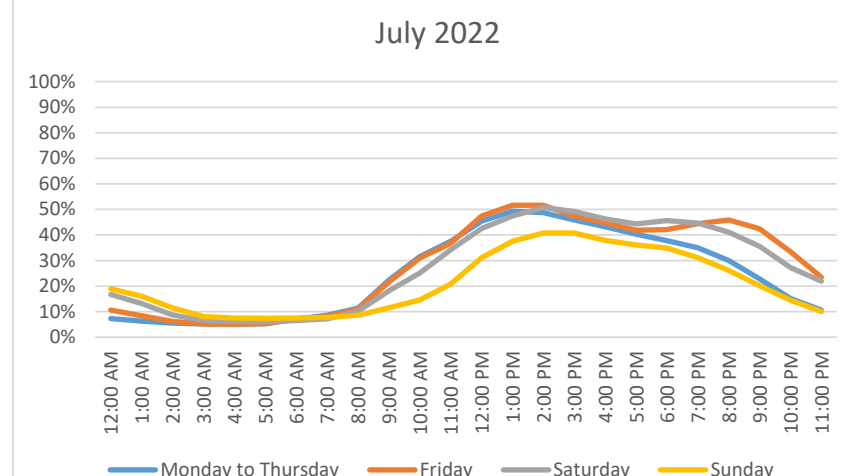
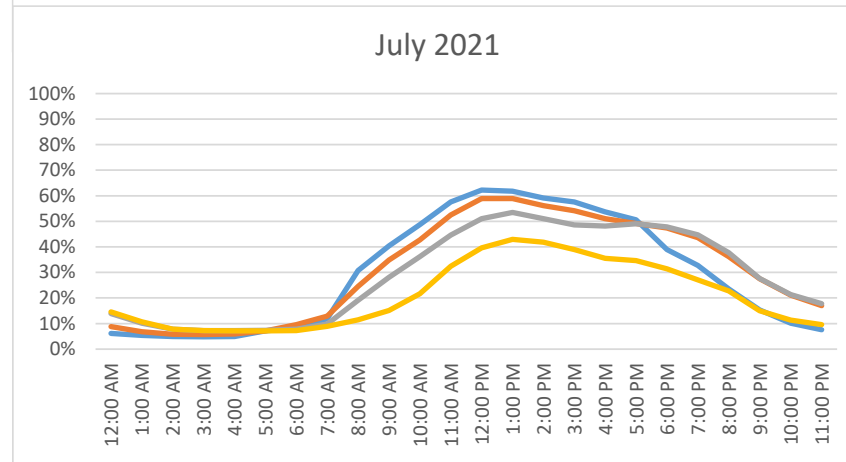
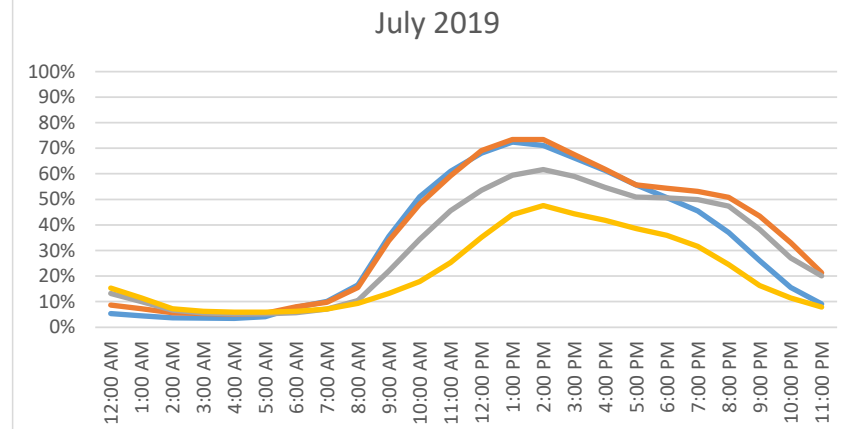
# Culver City



# Parking Occupancy by Hour – All Lots

## Key Findings:

- Highest parking occupancy around midday, and a bump in the early evening
- Weekday parking occupancy has decreased over time (~70% to 50% midday), while the weekend occupancy has remained consistent (weekend less occupancy than weekdays)

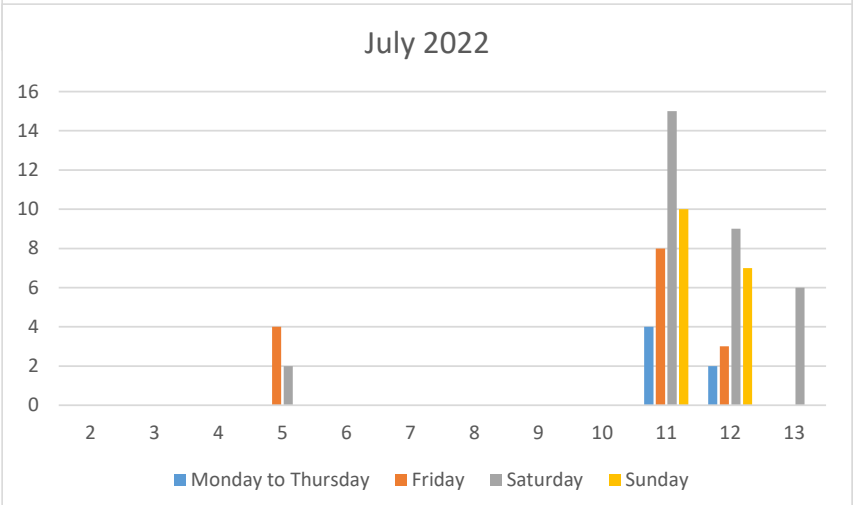
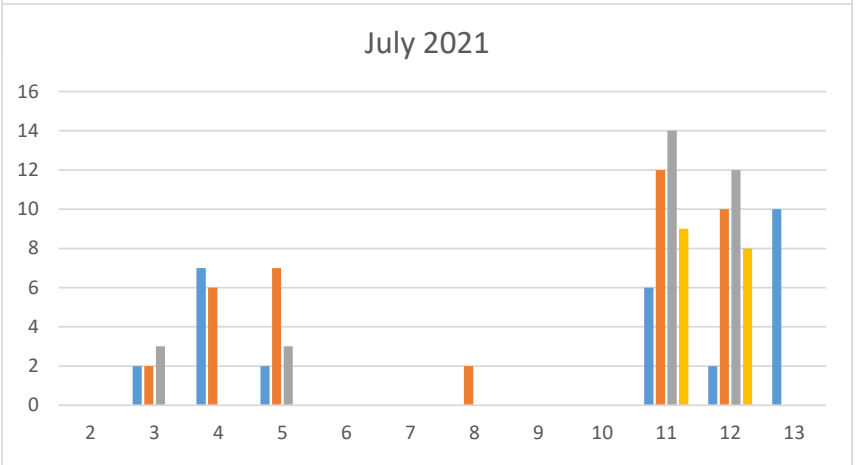
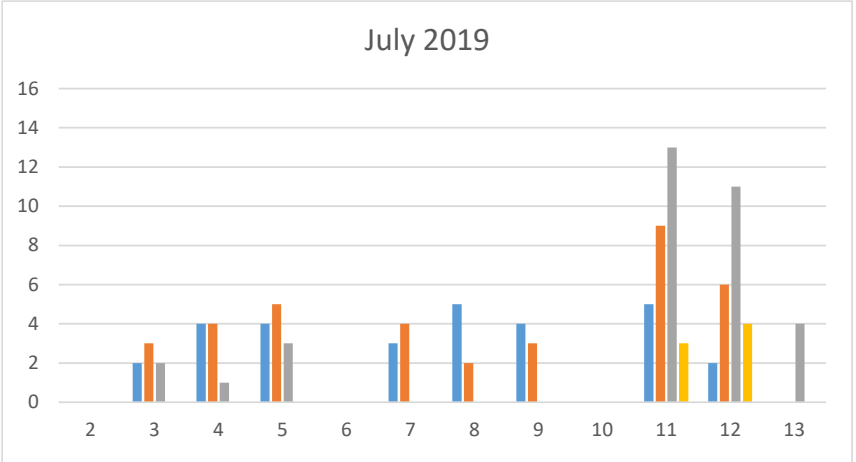


# Parking Frequency Over-Capacity by Lot

- This chart shows the average 12-hour weekday (Mon-Thurs, 9A-9P) and Saturday (10A-10P) percent occupancy by lot.

## Key Findings:

- Lots 11 and 12 are often over capacity. Also highly used on the weekend while other lots are only over capacity on weekdays
- Decrease over time in number of lots over-capacity and number of hours of over-capacity conditions



# Parking Over-Capacity by Lot

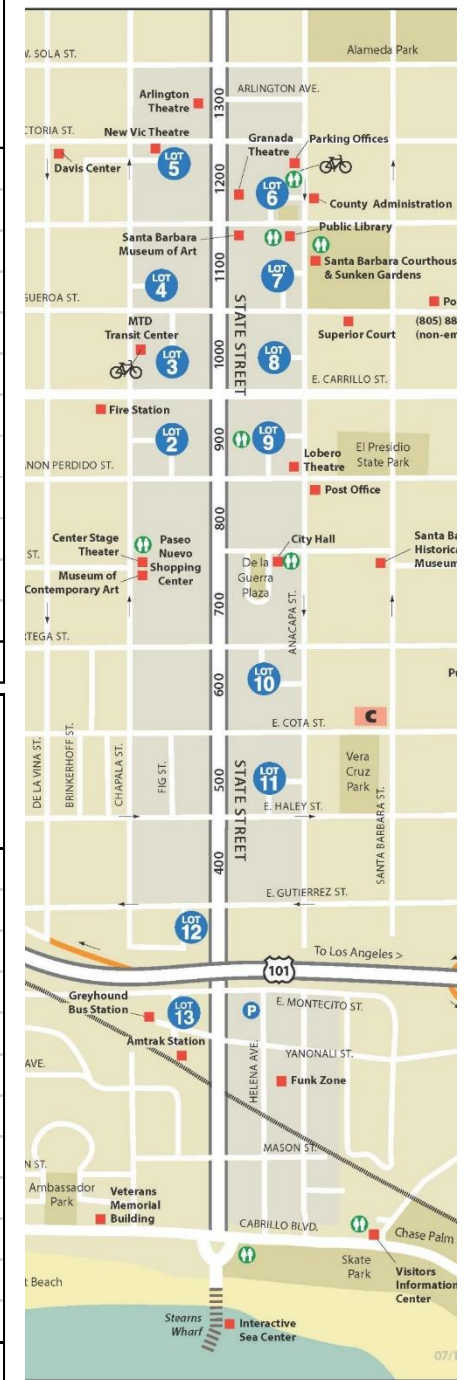
- These charts show the number of hours per day the lots are over-capacity.
- Over-capacity is considered >85% of capacity.

## Key Findings:

- Small and medium-size lots are close to full, but plenty of capacity remains in large lots (Lots 6, 2, 10)
- Lots 6, 4, and 8 are more utilized M-Thurs and Lots 11, 12, and 13 are more utilized on Saturdays

| Lot          | Weekday Average Occupancy (9A - 9P) |            |            | Total Spaces |
|--------------|-------------------------------------|------------|------------|--------------|
|              | 2019                                | 2021       | 2022       |              |
| 5            | 76%                                 | 76%        | 64%        | 192          |
| 6            | 53%                                 | 42%        | 40%        | 565          |
| 7            | 61%                                 | 37%        | 36%        | 262          |
| 4            | 81%                                 | 81%        | 67%        | 120          |
| 3            | 65%                                 | 61%        | 49%        | 164          |
| 8            | 70%                                 | 60%        | 44%        | 104          |
| 9            | 74%                                 | 51%        | 47%        | 228          |
| 2            | 45%                                 | 24%        | 20%        | 559          |
| 10           | 40%                                 | 24%        | 21%        | 553          |
| 11           | 74%                                 | 79%        | 75%        | 184          |
| 12           | 76%                                 | 69%        | 66%        | 91           |
| 13           | 44%                                 | 128%       | 35%        | 193          |
| <b>Total</b> | <b>56%</b>                          | <b>49%</b> | <b>39%</b> | <b>3,215</b> |

| Lot          | Saturday Average Occupancy (10A - 10P) |            |            | Total Spaces |
|--------------|--|------------|------------|--------------|
|              | 2019                                   | 2021       | 2022       |              |
| 5            | 73%                                    | 75%        | 71%        | 192          |
| 6            | 27%                                    | 29%        | 25%        | 565          |
| 7            | 46%                                    | 34%        | 33%        | 262          |
| 4            | 60%                                    | 66%        | 54%        | 120          |
| 3            | 58%                                    | 65%        | 50%        | 164          |
| 8            | 21%                                    | 30%        | 19%        | 104          |
| 9            | 68%                                    | 59%        | 55%        | 228          |
| 2            | 44%                                    | 24%        | 19%        | 559          |
| 10           | 40%                                    | 40%        | 35%        | 553          |
| 11           | 95%                                    | 100%       | 96%        | 184          |
| 12           | 89%                                    | 94%        | 88%        | 91           |
| 13           | 74%                                    | 40%        | 76%        | 193          |
| <b>Total</b> | <b>50%</b>                             | <b>45%</b> | <b>42%</b> | <b>3,215</b> |

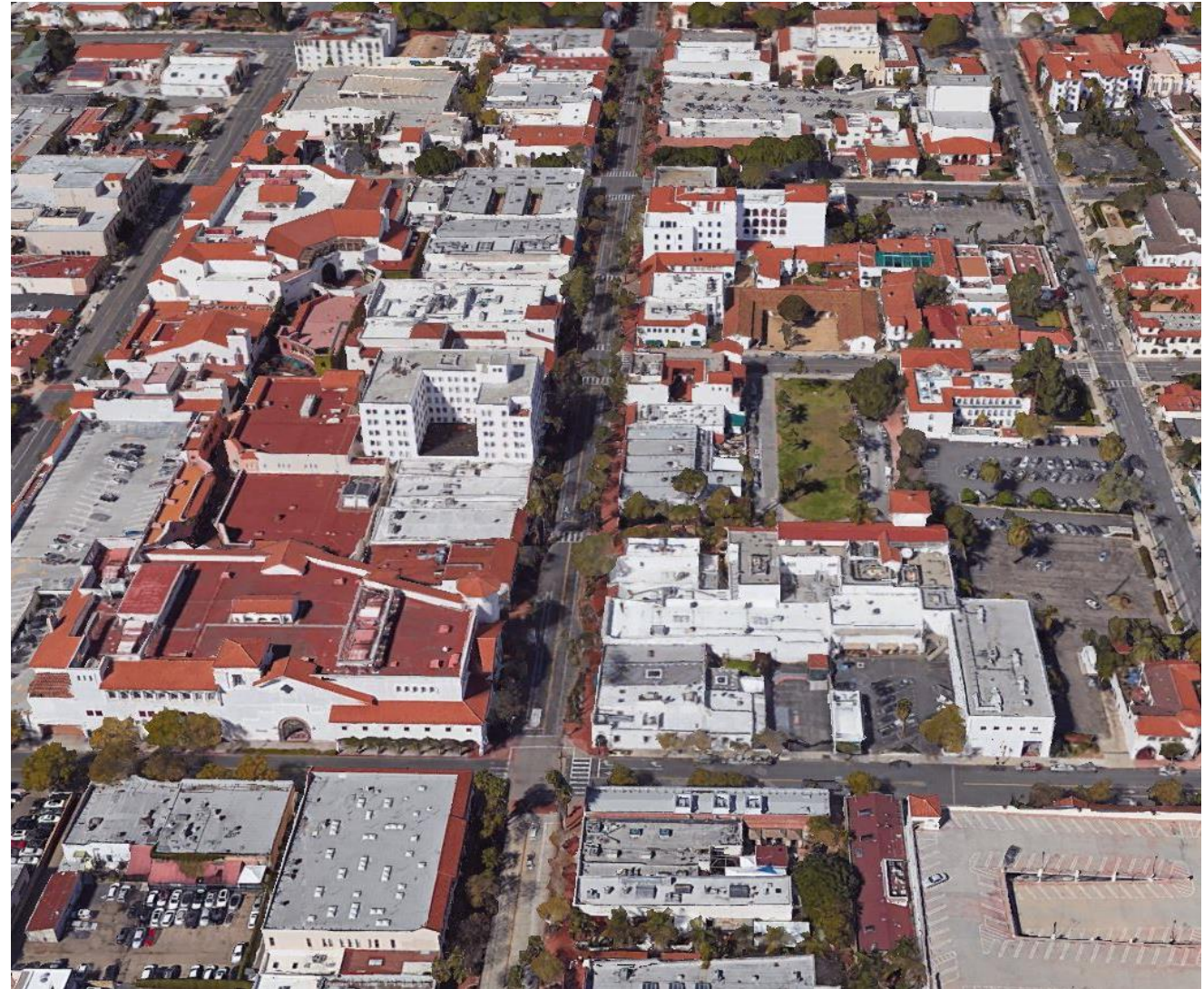


# Parking Key Take-a-Ways

- Some lots are full during several hours on weekdays, and especially on weekends
- Generally, there is **parking availability in the study area across all lots, hours, and days.**

## Opportunities:

- Large Underutilized lots (6, 8, and 10)
- Study spreading out of parking demand
- Parking management plan
- Explore redevelopment





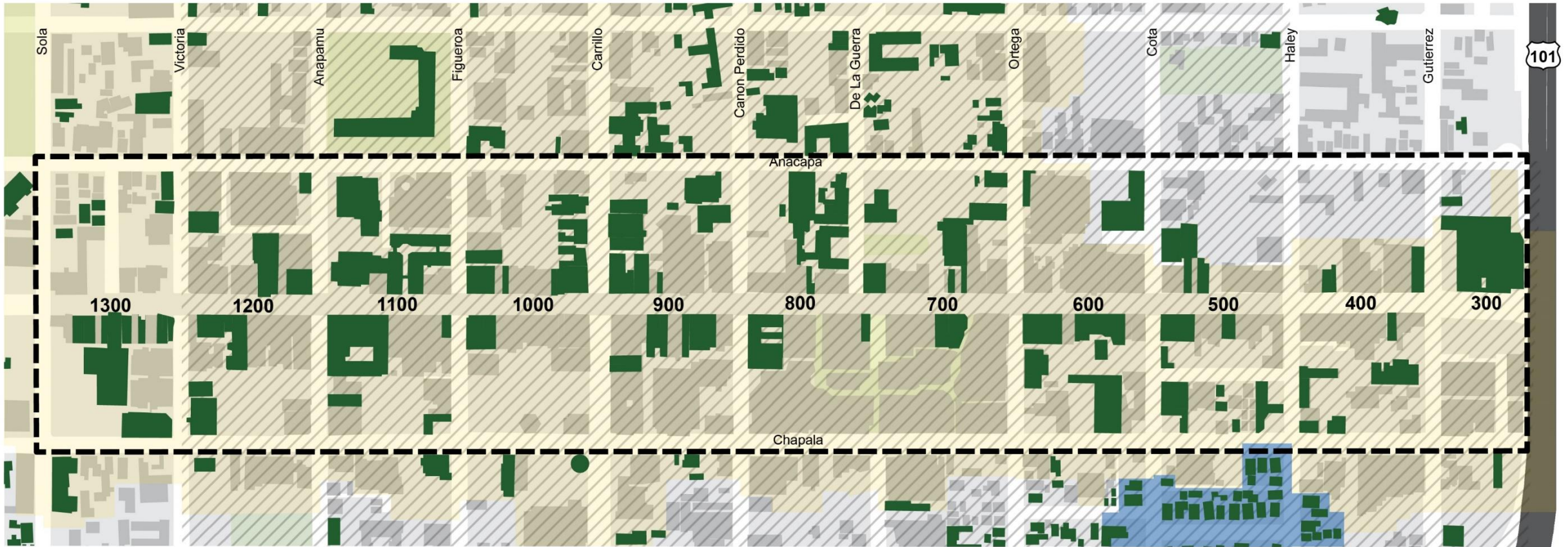
# Temporality





**URBAN  
DESIGN**

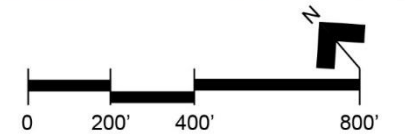
# Historic Character



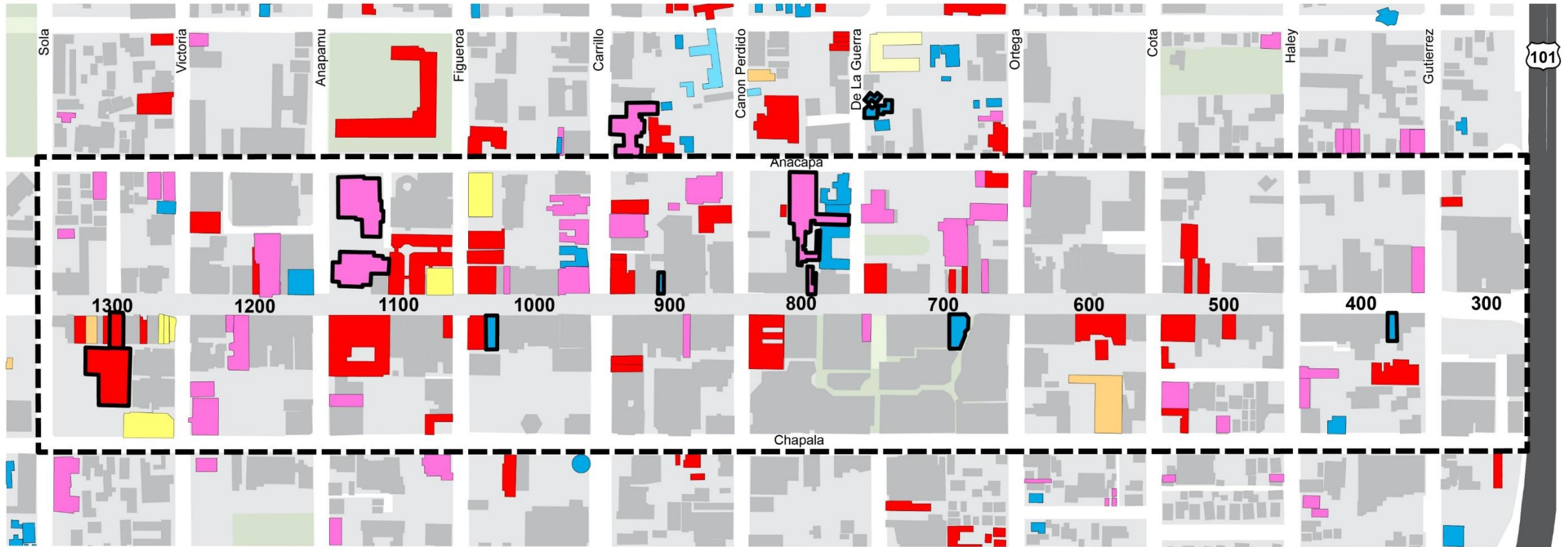
## Legend

-  Project Area
-  Historic Sites and Structures
-  El Pueblo Viejo Historic District
-  Brinkerhoff Avenue Landmark District
-  Archeological Sites - Spanish

Note: Archeological Sites - American (entire study area)

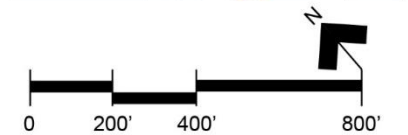


# Historic Character



## Legend

- Project Area
- 1700s
- 1800s
- 1900-1924
- 1924-1945
- Post WW2 Updates/Additions
- 1946-1949
- 1950s
- 1960s







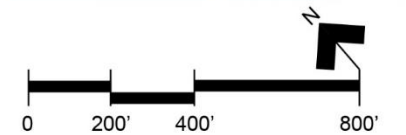
# Historic Character



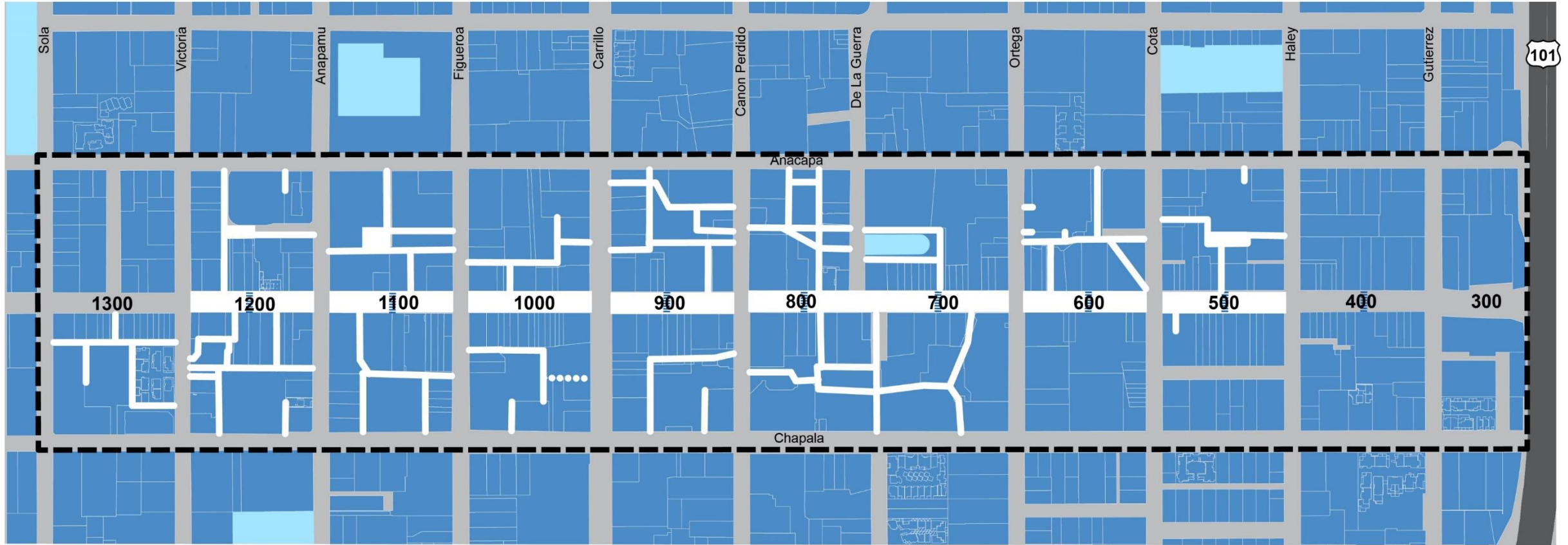
# Block Structure



- Legend**
-  Project Area
  -  City Block
  -  Pedestrian Promenade
  -  Street

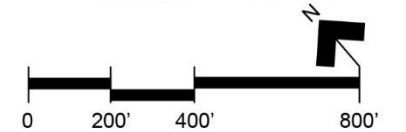


# Block Structure Detailed



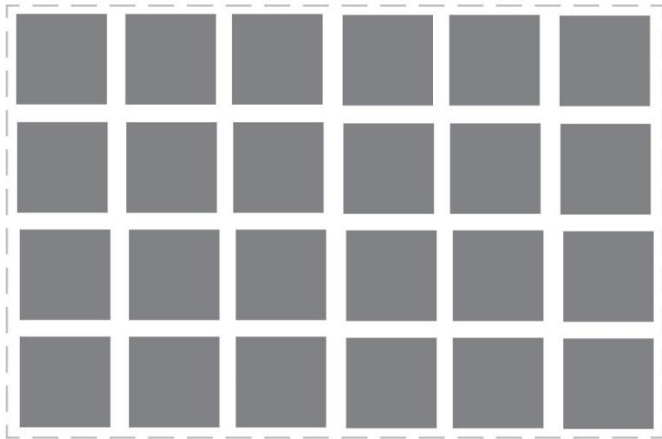
## Legend

- Project Area
- Parcel
- Parks
- Streets
- Pedestrian Promenade and Open Spaces
- Mid-block Crosswalk
- Paseo Network



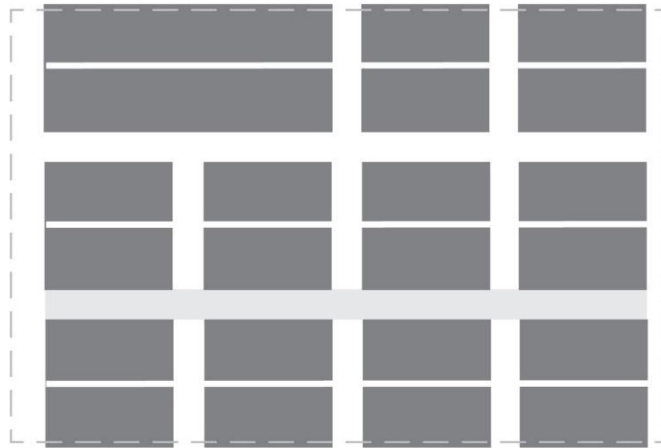
# Block Structure Downtown Scale Comparison

Portland - Downtown



220' x 220'

Boulder - Pearl Street



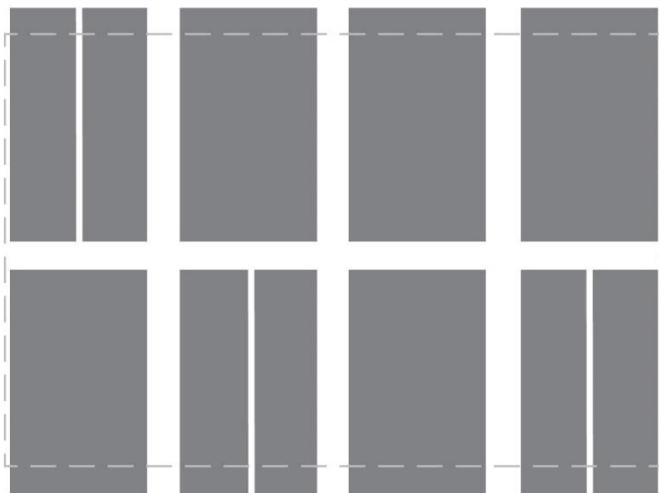
300' x 310'

San Francisco - Union Square



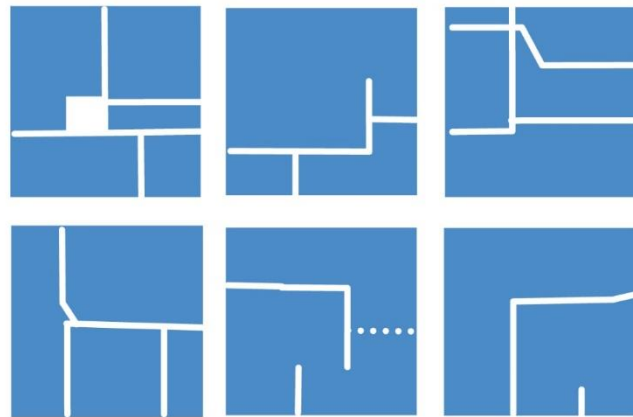
410' x 290'

Los Angeles - Downtown



590' x 320'

Santa Barbara

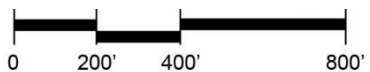


460' x 460'

Santa Monica - 3rd Street Promenade

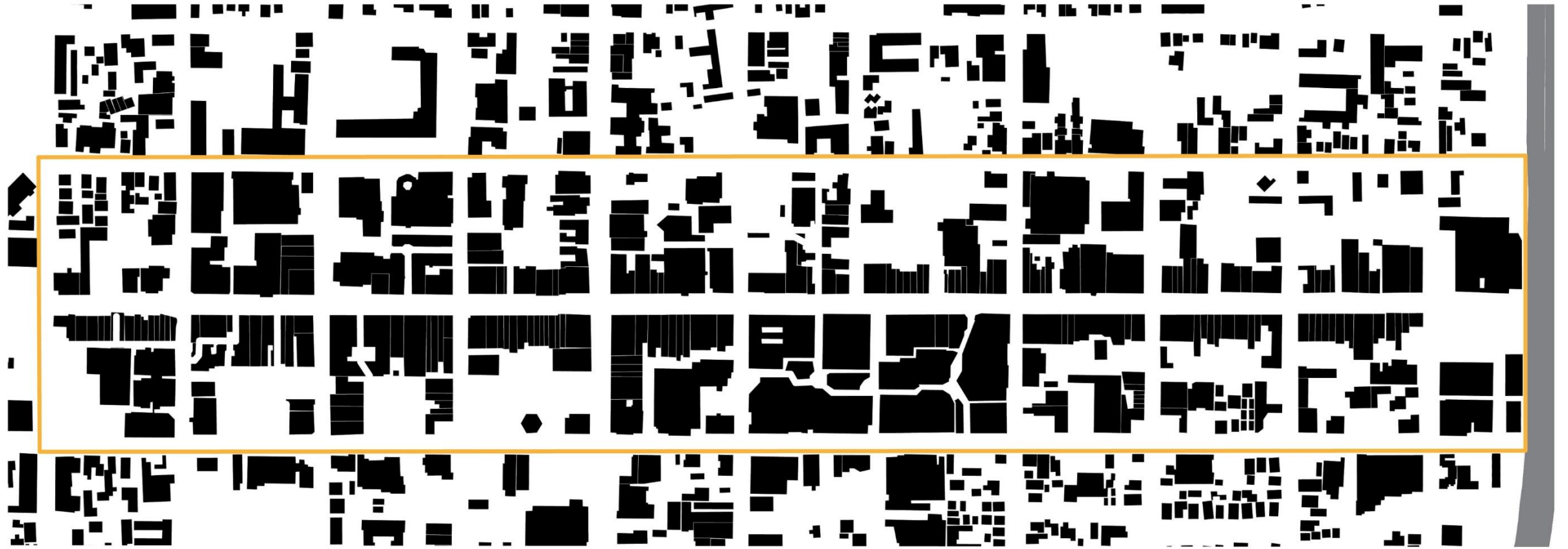


610' x 330'





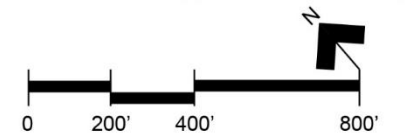
# Figure Ground



## Legend

 Project Area

 Building



# Edge Condition



## Legend

-  Project Area
-  Door
-  Stair to Street
-  Arch Entrance

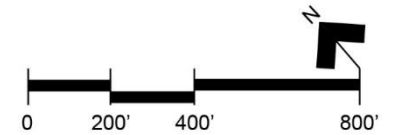


# Edge Condition



## Legend

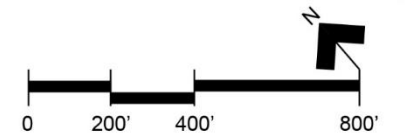
- Project Area
- Door
- Stair to Street
- Arch Entrance



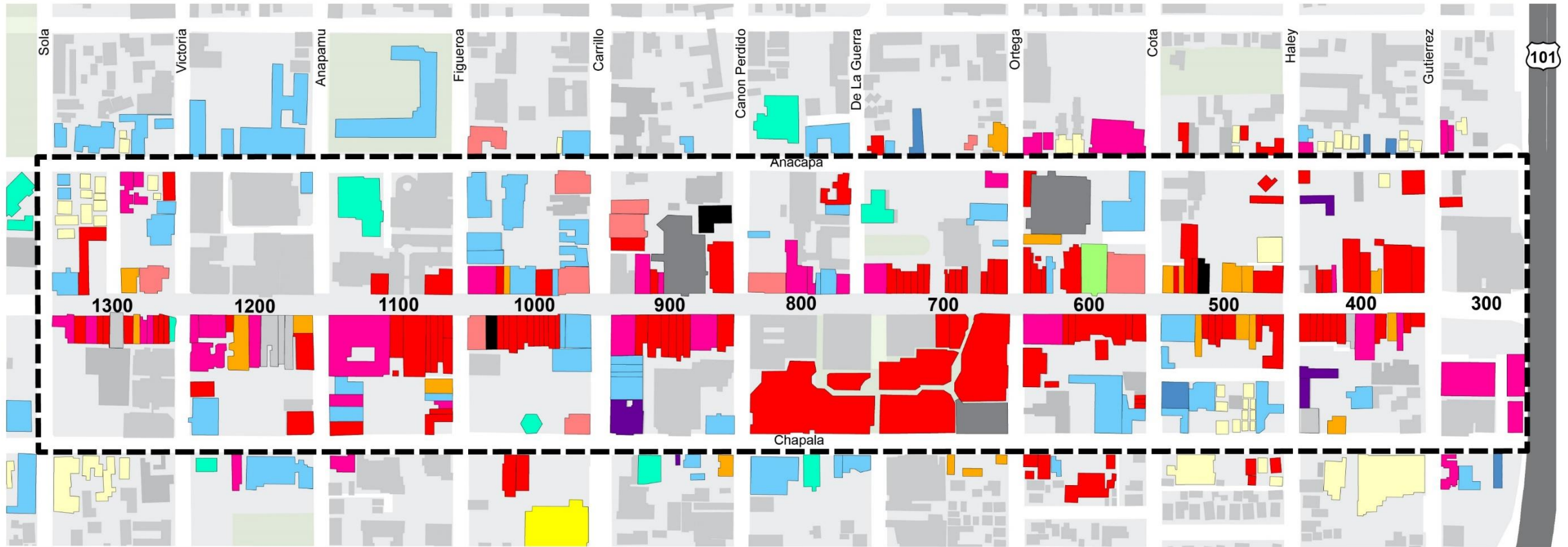
# Multi-Story Buildings



- Legend**
- Project Area
  - Building
  - Multi-story Building
  - 5+ Story Building

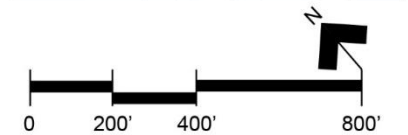


# Building Use

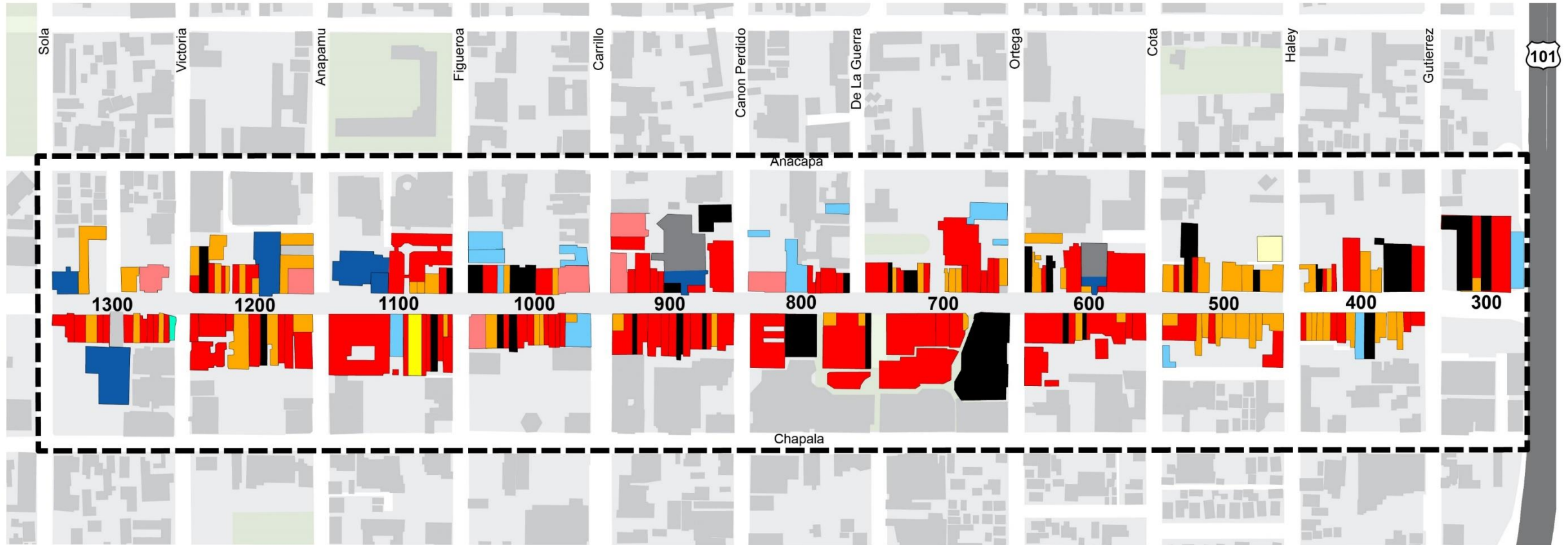


## Legend

- |                         |                               |                  |
|-------------------------|-------------------------------|------------------|
| Project Area            | Mixed-Use                     | Public/Religious |
| Residential             | Supermarket                   | Parking          |
| Banks, Misc. Commercial | Office                        | Vacant           |
| Retail                  | Light Manufacturing/Warehouse | Parks and Rec    |
| Restaurant / Bar        | Hotel                         | Other            |

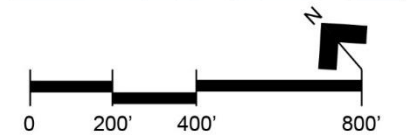


# Building Use Ground Level – State Street



## Legend

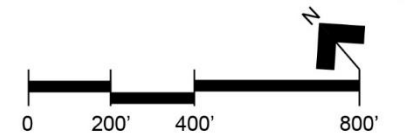
- |              |                             |           |
|--------------|-----------------------------|-----------|
| Project Area | Theatre/Museum              | Religious |
| Residential  | Chain Neighborhood Services | Parking   |
| Banks        | Office                      | Vacant    |
| Retail       | Civic                       |           |
| Eateries     | Lodging                     |           |



# Parklets



- Legend**
- Project Area
  - Parklet

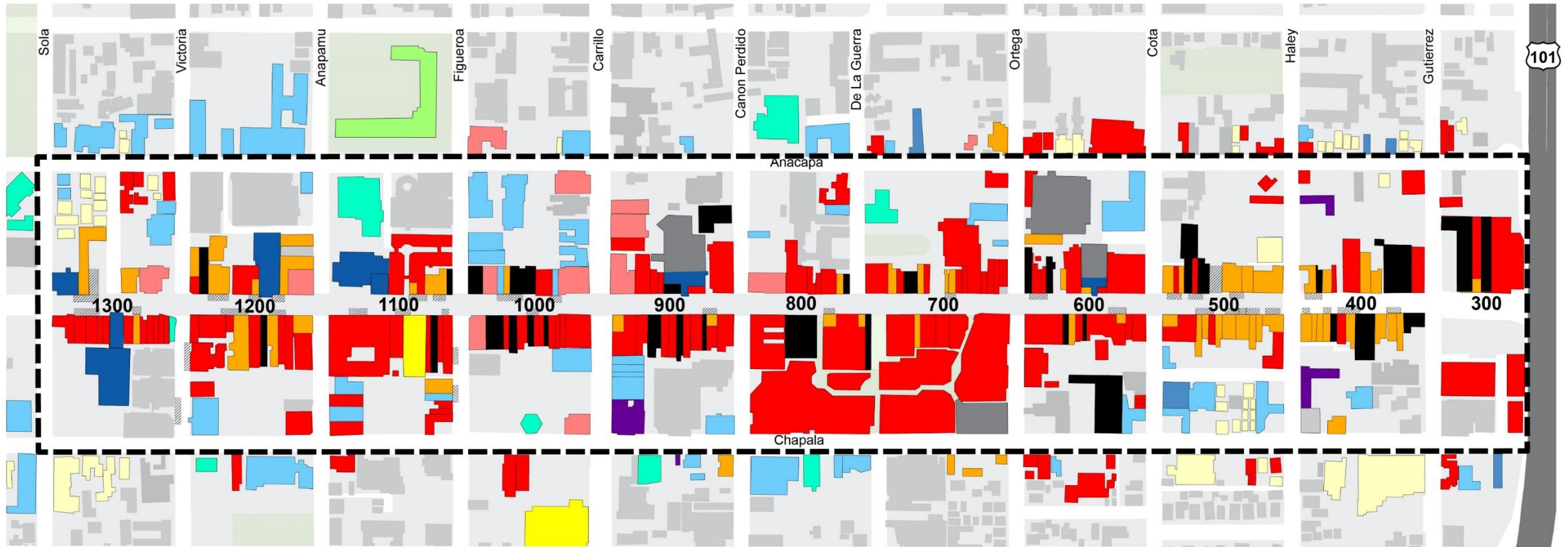


# Parklets



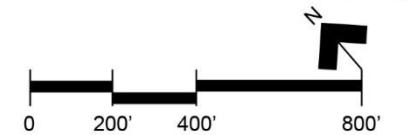


# Building Use Ground Floor and Parklets

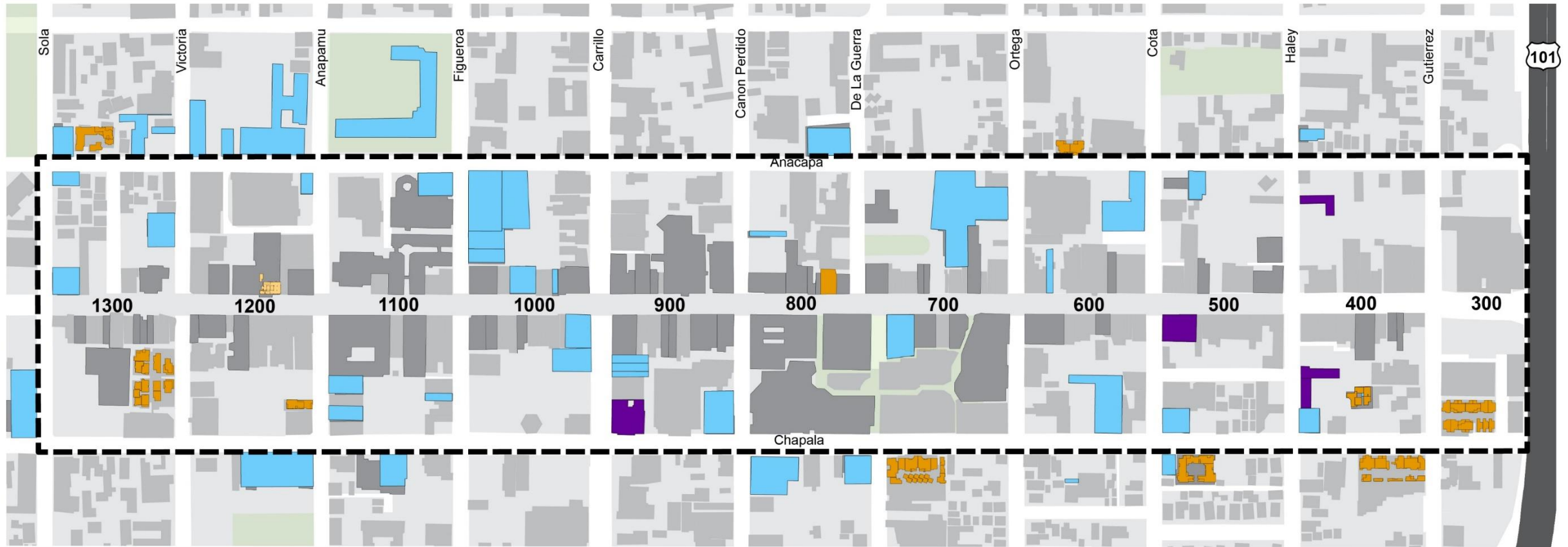


## Legend

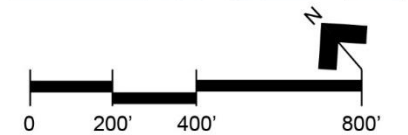
- |              |                             |           |  |
|--------------|-----------------------------|-----------|--|
| Project Area | Theatre/Museum              | Religious | Outdoor Dining for Specific Restaurant |
| Residential  | Chain Neighborhood Services | Parking   | Outdoor Seating - open                 |
| Banks        | Office                      | Vacant    |  |
| Retail       | Civic                       |           |  |
| Eateries     | Lodging                     |           |  |



# Building Use Upper Level



- Legend**
- Project Area
  - Residential (5+ floors)
  - Residential (2-4 floors)
  - Office
  - Hotel
  - Storage / Vacant / Unknown



# Ground Floor Building Activation Weekday



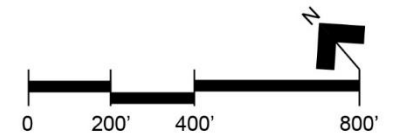
## Legend

-  Project Area
-  Open Building
-  Open Parklet

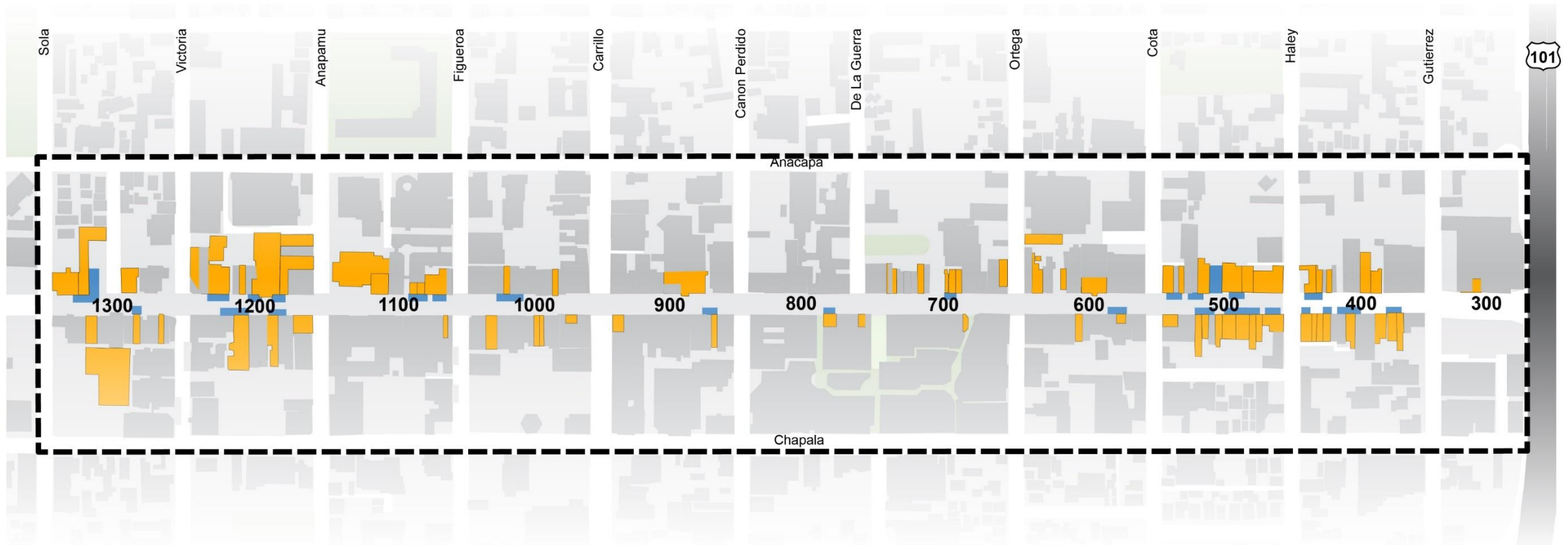
# Ground Floor Building Activation Weekend



- Legend**
- Project Area
  - Open Building
  - Open Parklet

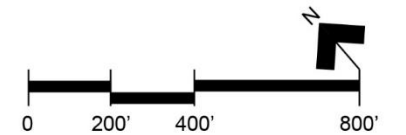


# Ground Floor Building Activation Evenings



## Legend

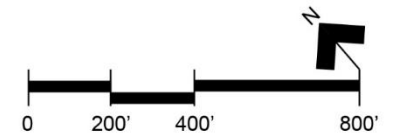
-  Project Area
-  Open Building
-  Open Parklet

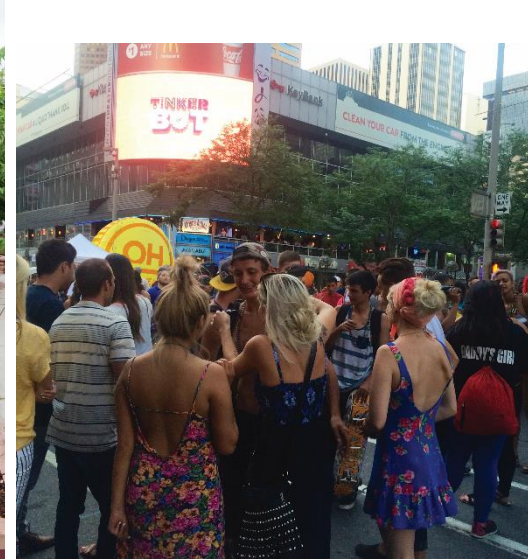


# Open Buildings Evenings



- Legend**
- Project Area
  - Open Building
  - Open Parklet









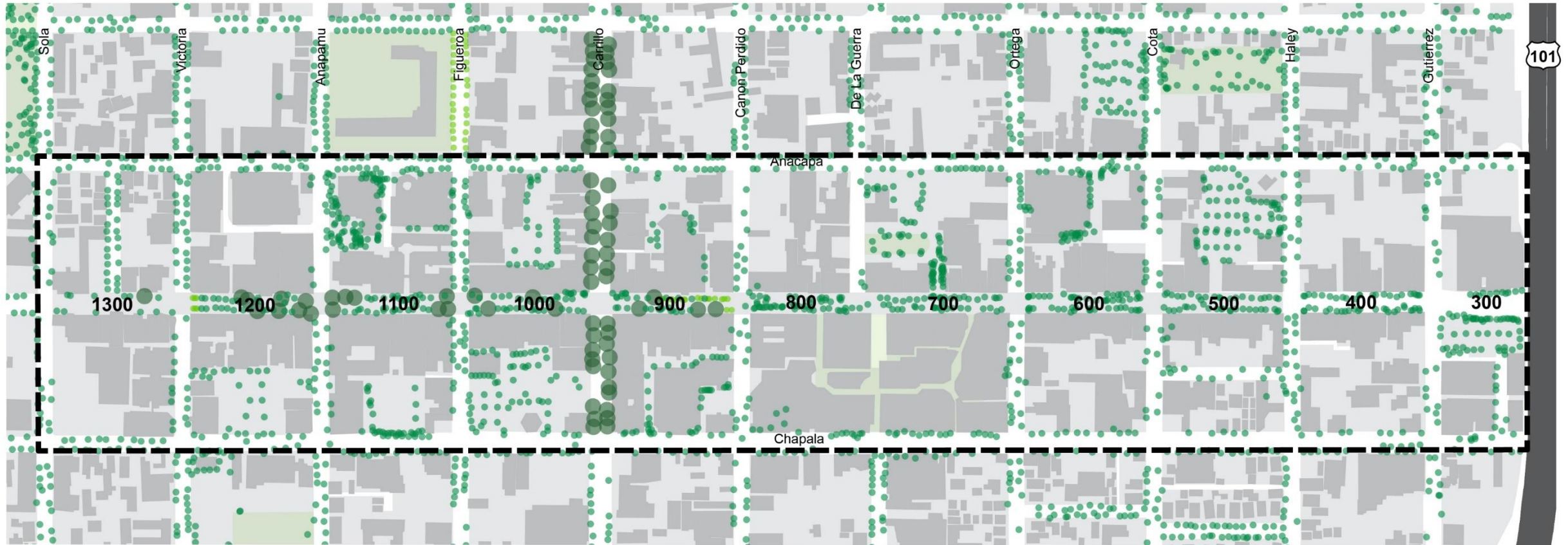
# Building Use Vacant



# Development Synergy

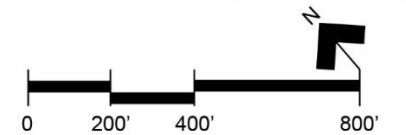


# Planting Tree Canopy



## Legend

- Project Area
- Large Tree
- Tree Location (GIS Data)
- Palm Tree



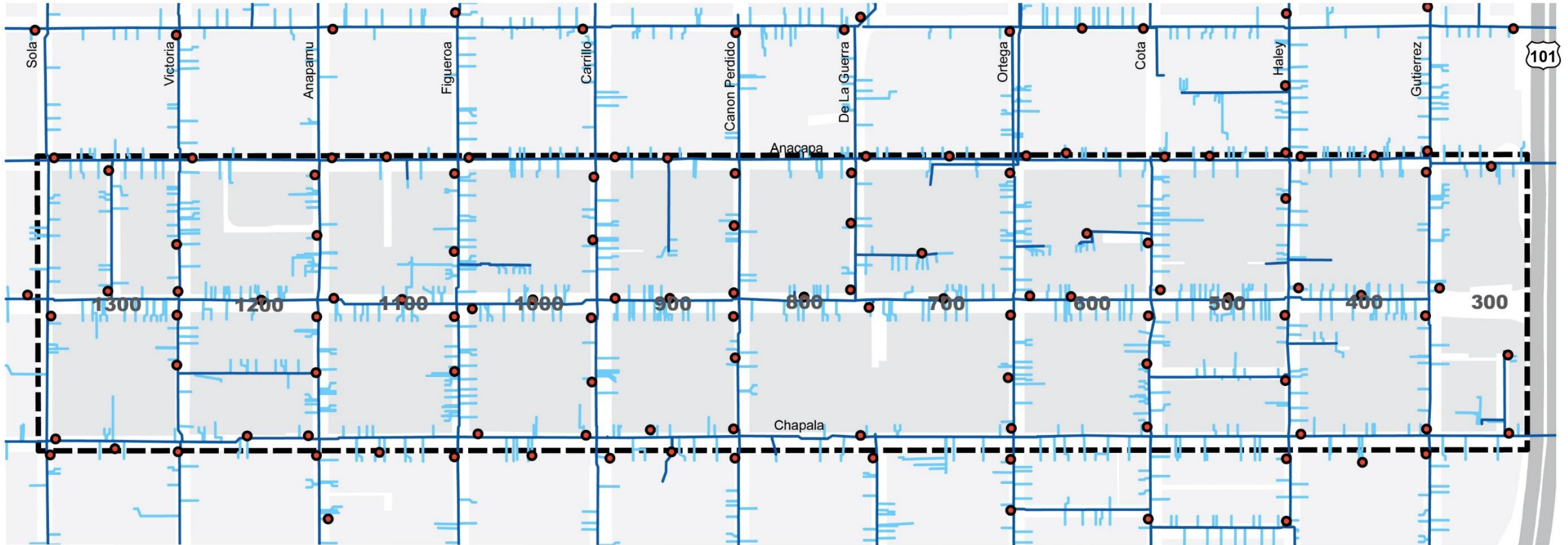
# Planting



The background is a solid green color with several horizontal, curved lines of varying shades of green. These lines are arranged in a way that suggests a sense of depth and movement, with some lines curving upwards and others downwards, creating a layered, tunnel-like effect.

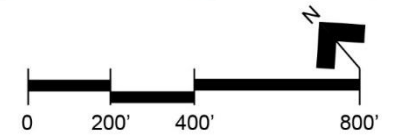
**INFRASTRUCTURE**

# Utilities Water

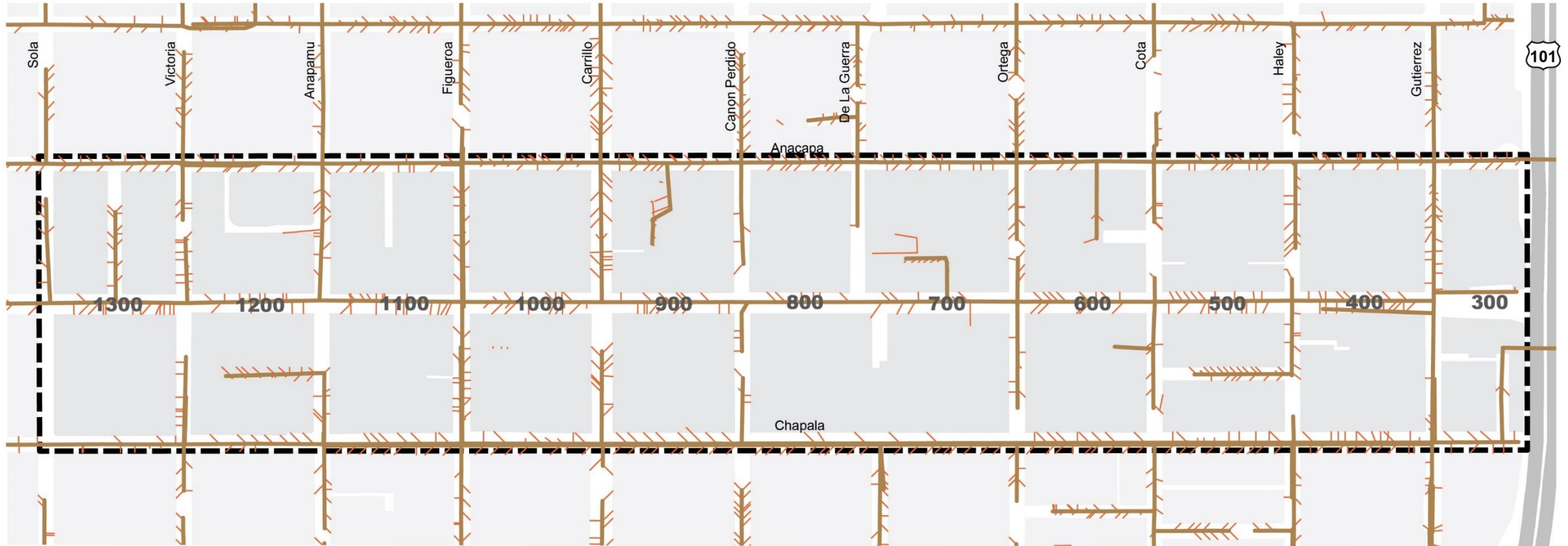


## Legend

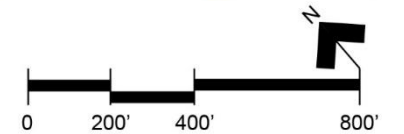
- Project Area
- Water Main
- Water Lateral
- Hydrant



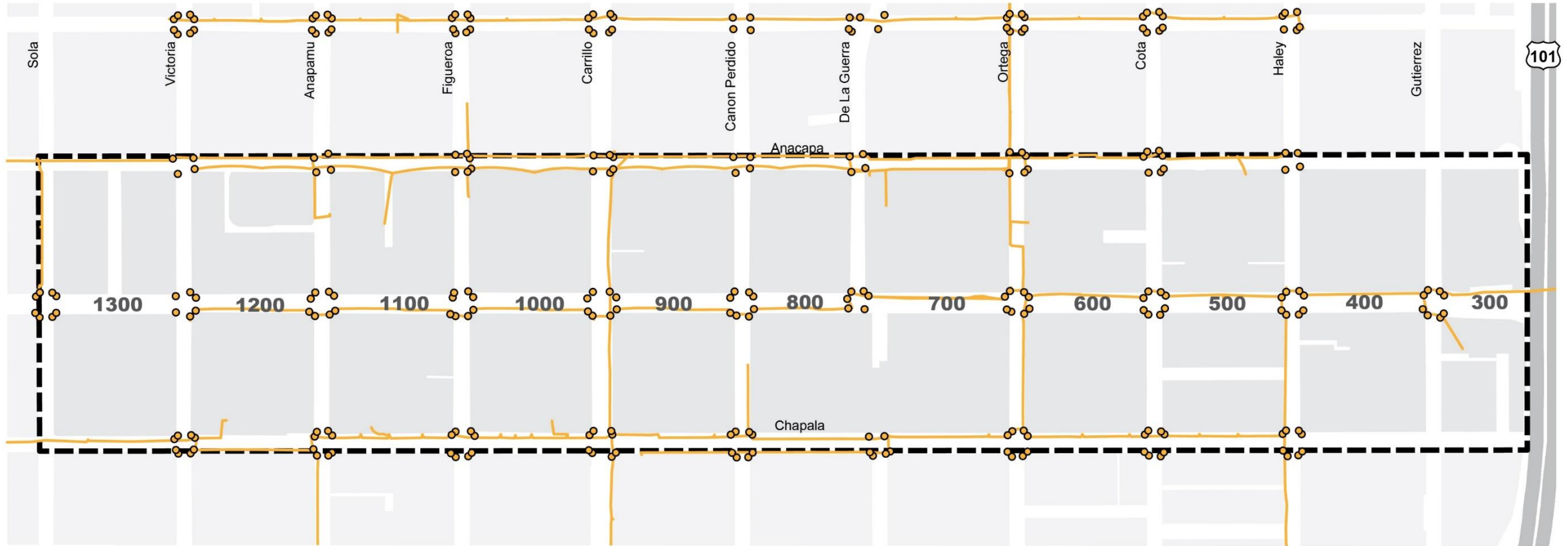
# Utilities Sewer



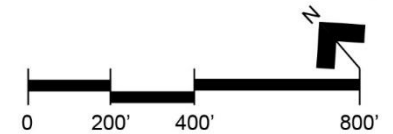
- Legend**
- Project Area
  - Sewer Main
  - Sewer Lateral



# Utilities Traffic Signals and Lines



- Legend**
- Project Area
  - Signal Communications Lines
  - Signal Poles

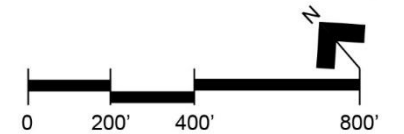




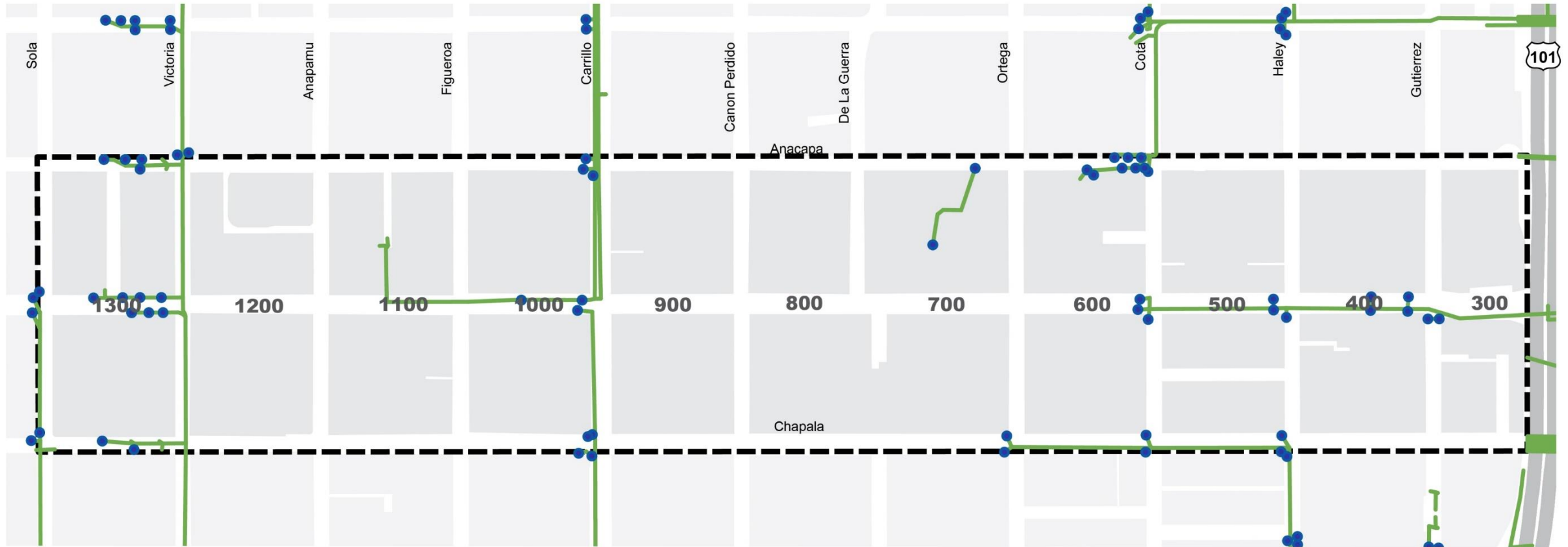
# Utilities Fiber-Optic



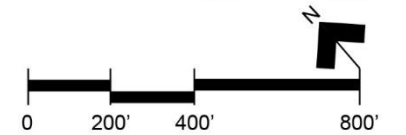
- Legend**
- Project Area
  - Fiber Optic Line
  - Fiber Optic Cabinet



# Utilities Stormwater

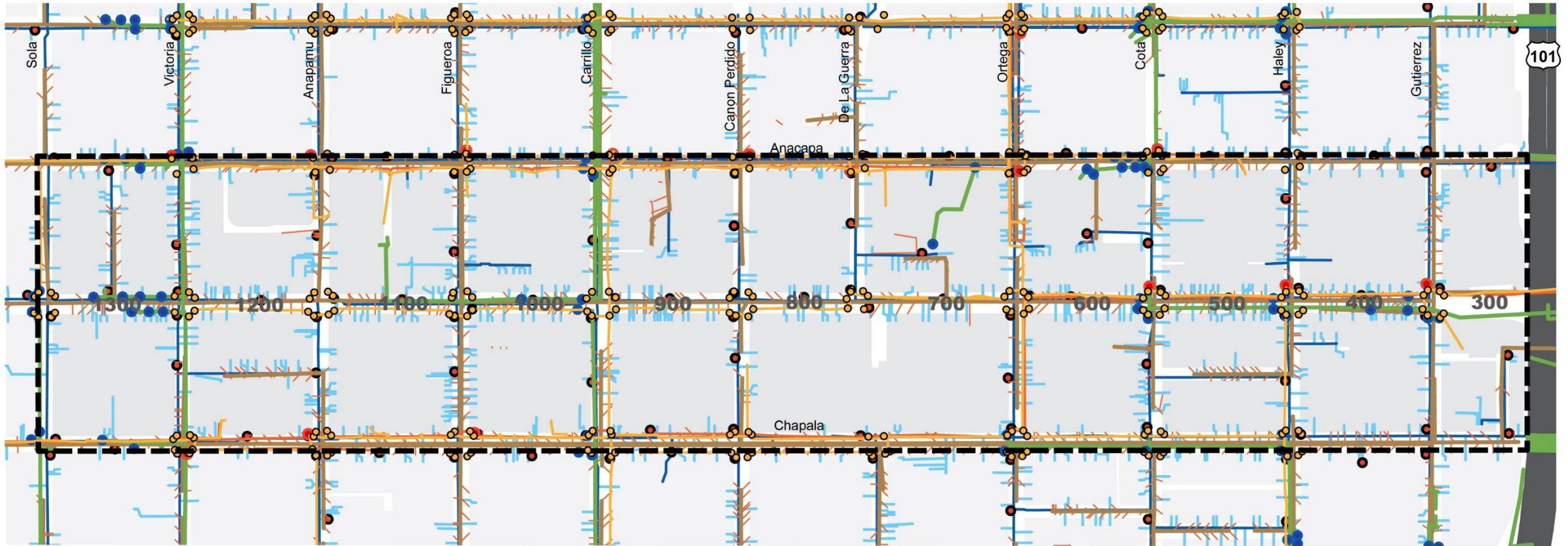


- Legend**
- Project Area
  - Stormwater Pipe
  - Catch Basin



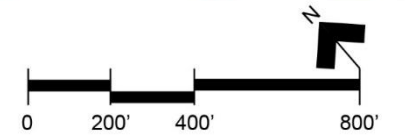


# Utilities Combined





## Legend

- Project Area
- Water Main
- Sewer Main
- Stormwater Pipe
- Fiber Optic Line
- Signal Communications Lines
- Water Lateral
- Sewer Lateral
- Catch Basin
- Fiber Optic Cabinet
- Signal Poles
- Hydrant



# Public Comment

# How To Make An Oral Public Comment

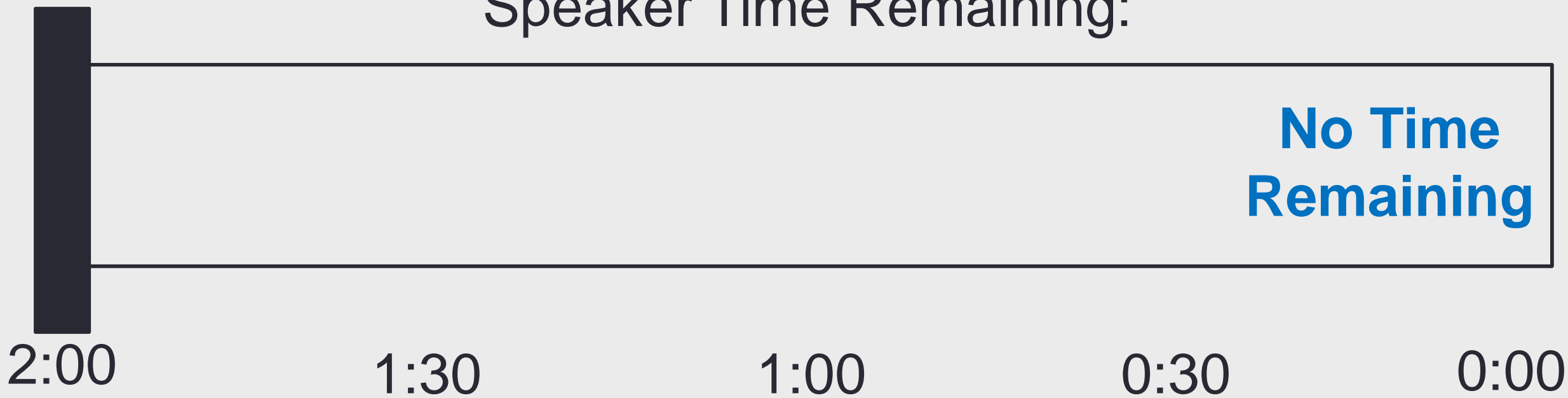
- To indicate that you would like to make a public comment, click the **Raise Hand** icon  in the Control Panel
- The Organizer will notify you when it is your turn to speak
- You will have two minutes to speak and no time may be donated from another speaker
- Click the Raise Hand icon  again to lower it
- If calling by phone, press **\*9** to raise/lower hand; press **\*6** to mute/unmute

# Item III.A

## Stakeholder Engagement & Existing Conditions Analysis

### You Have 2:00 Minutes to Speak

Speaker Time Remaining:






# SSAC MEETING SCHEDULE & PUBLIC ENGAGEMENT OPPORTUNITIES

---

Item III.B

State Street Master Plan





**COMMUNITY ENGAGEMENT &  
SSAC MEETING SCHEDULE**

# Community Engagement: Visioning Session

## GOALS:

- Affirm Overall City Council Visioning Principles
- Generate ideas for overarching multi-modal improvements
  - Walking (Types of facilities)
  - Biking (Type and location of facilities)
  - Transit (Type and location of facilities)
  - Parking / Service Access
- Identify activities (types, location and time)

# Community Engagement: Visioning Session

**DURATION:** Nov 1st – December 15<sup>th</sup>

## KEY ELEMENTS

- Visioning Survey
  - Bi-lingual
  - On-line and In-person
- In-Person Events
  - November 3<sup>rd</sup> and 4<sup>th</sup> Visioning Open Houses
  - December 9<sup>th</sup> and 10<sup>th</sup> Design Charrettes
  - Idea Lab Walk-in: Tuesday (late afternoon) Thursday (Lunch Time)
  - Additional Events In and Immediately Outside Downtown
  - City-Wide Neighborhood Events (Outside Downtown)



# Community Engagement: Visioning Session

## KEY ELEMENTS: VISIONING SURVEY

- Location: 1230 State Street
- Mix of Three Types of Events:
  - ‘Inside’ Open House Meetings
  - ‘Outside’ Storefront ‘Pop-Up’ Events
  - ‘Outside’ Walk Around Project Area To Conduct Intercept Surveys
  - ‘Outside’ Events Will Happen at the Same Time

The graphic features the City of Santa Barbara seal and the 'CREATE STATE STATE STREET MASTER PLAN' logo. A blue banner reads 'HELP CREATE STATE STREET'S FUTURE'. Below, text explains the master plan process. A dark grey banner lists 'MAKE YOUR VOICE HEARD' with checkboxes for 'JOIN A WORKSHOP' and 'COMPLETE THE SURVEY'. Two bilingual workshop windows are listed: November 3rd (12:00 pm - 8:00 pm) and November 4th (7:00 am - 1:30 pm). A QR code and contact information for Tess Harris are at the bottom.

 **CREATE STATE**  
STATE STREET MASTER PLAN

**HELP CREATE STATE STREET'S FUTURE**

The City of Santa Barbara has begun the State Street Master Plan process to revitalize downtown. Help create a long-term design for State Street that reflects our community's visions and values and is a safe and vibrant place for all to enjoy now and for generations to come.

**MAKE YOUR VOICE HEARD**

- JOIN A WORKSHOP
- COMPLETE THE SURVEY

**Two Bilingual Workshop Windows**  
1230 State Street, Santa Barbara, CA 93101

**NOVEMBER 3<sup>RD</sup>** 12:00 pm - 8:00 pm **OR** **NOVEMBER 4<sup>TH</sup>** 7:00 am - 1:30 pm

**FOR WORKSHOP SCHEDULE AND SURVEY:**  
<https://StateStreet.SantaBarbaraCA.gov>

 Tess Harris, State Street Master Planner  
StateStreetMasterPlan@SantaBarbaraCA.gov



# Community Engagement: Visioning Session

## KEY ELEMENTS: IN PERSON EVENTS: NOV 3<sup>rd</sup> and 4<sup>th</sup>

- Location: 1230 State Street
- Mix of Three Types of Events:
  - ‘Inside’ Open House Meetings
  - ‘Outside’ Storefront ‘Pop-Up’ Events
  - ‘Outside’ Walk Around Project Area To Conduct Intercept Surveys
  - ‘Outside’ Events Will Happen at the Same Time

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# Community Engagement: Visioning Session

## KEY ELEMENTS: DOWNTOWN IDEA LAB

- Two Days a Week: Potential Times
  - Tuesdays: late afternoon
  - Thursdays: lunch time
- City and SSAC to Staff These Events

# Community Engagement: Visioning Session

## KEY ELEMENTS: DECEMBER 9<sup>th</sup> and 10<sup>th</sup> DESIGN WORKSHOPS

- Location: TBD
  - In project area - In the middle of the street (middle blocks) or inside a building depending on weather
  - Outside the project area in high-school, church, etc (*work with Promotores for Spanish only*)
- Two to Three Design Charrettes:
  - Design Professionals (AIA, ASLA, Historic Preservation, etc.): 2-3 hour
  - General Community: 4 hour, open house (walk-in) style, etc.
  - Spanish Only (*Work with Promotores*)
  - Other

# Community Engagement: Visioning Session

## KEY ELEMENTS: IN AND IMMEDIATELY AROUND DOWNTOWN EVENTS

- Pop-Up Events (Staffed by City)
  - 3 Events in Parks or other open spaces
  - 3 Event in different parts of Downtown (Holiday Events, Museum, etc.)
  - Special Events e.g. Santa Barbara Mariachi Festival (December 7<sup>th</sup>), etc.
- Neighborhood Association Events (Staffed by City)
  - Eastside
  - Westside
  - Other (convening of leaders of neighborhoods in groups of 4-5)
- Coordinate with Other Partners
  - 3 Council Member Offices
  - Students (High School Students, etc.)



# Community Engagement: Visioning Session

## KEY ELEMENTS: OUTSIDE DOWNTOWN EVENTS

- Type of Events:
  - Focus Group Meetings
  - Special Events
  - Other Events
- Location of Events:
  - Churches, High Schools, etc.
  - Festivals, etc.
- Other Opportunities



## State Street Advisory Committee Meeting #2

27th October 2022

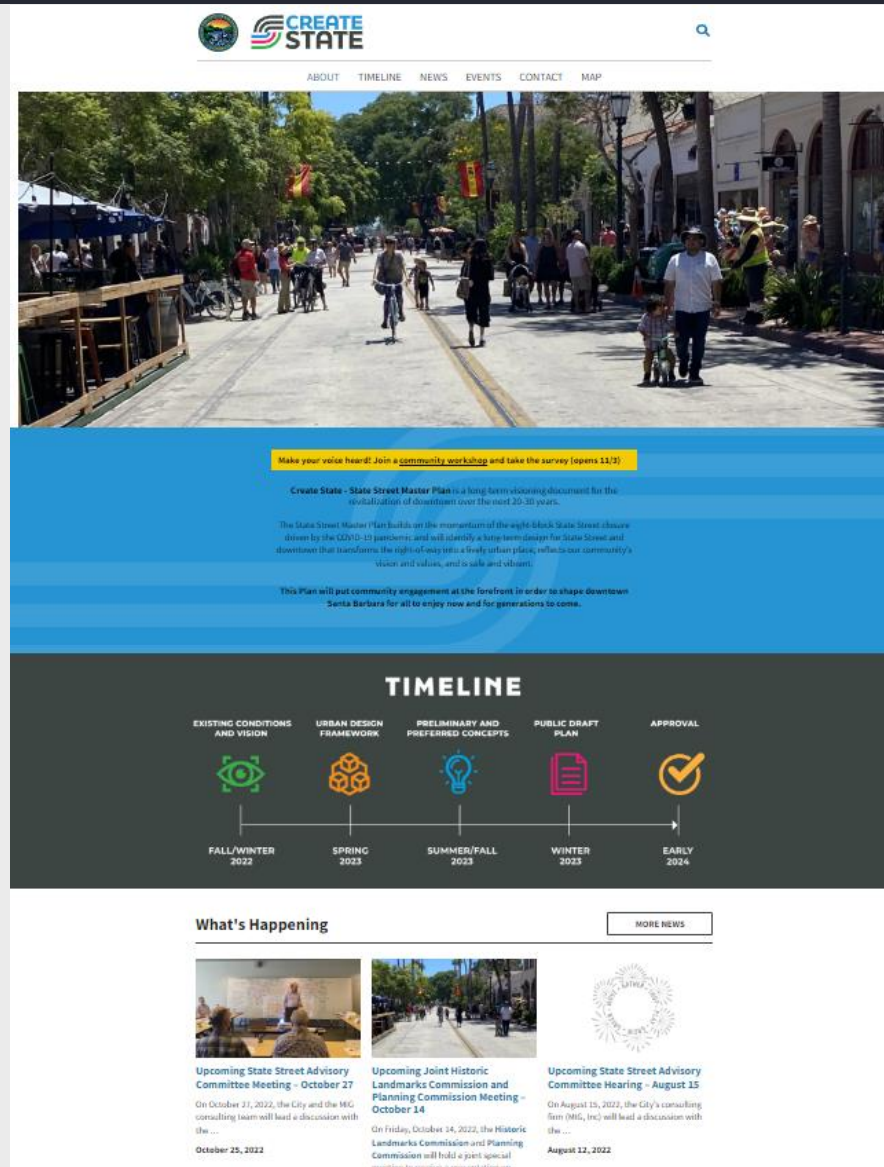


With: Fehr & Peers | Strategic Economics | O'Brien & Wall

# Branding & Website



- [statestreet.santabarbara.ca.gov](https://statestreet.santabarbara.ca.gov)



# Community Engagement

- November Open House @ 1230 A State St.
  - November 3, 12pm – 8pm
  - November 4, 7am – 1:30pm



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|  |    |   |
|--|----|---|
| <b>NOVEMBER 3<sup>RD</sup></b><br>12:00 pm - 8:00 pm   | OR | <b>NOVEMBER 4<sup>TH</sup></b><br>7:00 am - 1:30 pm   |
| 12 - 1 pm Open House<br>1 - 2 pm Outdoor Storefront<br>2 - 3 pm Open House<br>3 - 4 pm Outdoor Storefront<br>5 - 8 pm Open House |    | 7 - 8 am Open House<br>8 - 9 am Outdoor Storefront<br>9 - 1 am Open House<br>1 - 11am Outdoor Storefront<br>11:30 am - 1:30 pm Open House |

**FOR MORE INFORMATION AND TO COMPLETE SURVEY:**  
<https://StateStreet.SantaBarbaraCA.gov>  
StateStreetMasterPlan@SantaBarbaraCA.gov

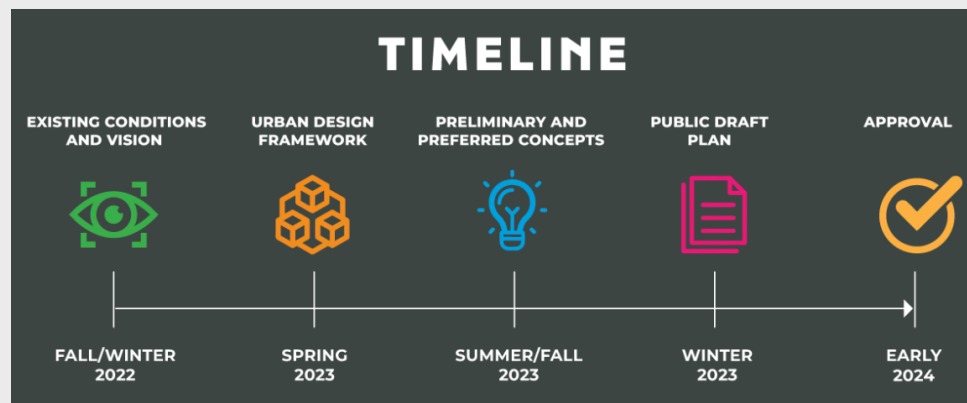


## Future 2022 Events

- **December Workshop**
  - December 9 & 10
  - Location TBD
- **State St. Activations**
  - November 4
  - December 9
  - December 16
- **Virtual Open House**
  - November & December
- **Community**
  - Community events, organizations, gathering areas

# Future SSAC Meeting Schedule

- **Next Meeting:** December 14<sup>th</sup>, 4-6pm @ Faulkner Gallery
- **2023 Meeting Dates:** February, April, June, August, October, December





# Future SSAC Meeting Schedule

- **December 2022:** Emerging vision/goals
- **February 2023:** Preferred urban design framework
- **April 2023:** Preliminary design concepts
- **June 2023:** Refined design concepts & implementation
- **August 2023:** Preferred community design concepts & implementation framework
- **October 2023:** Public draft
- **December 2023:** Final public draft

# Public Comment



# How To Make An Oral Public Comment

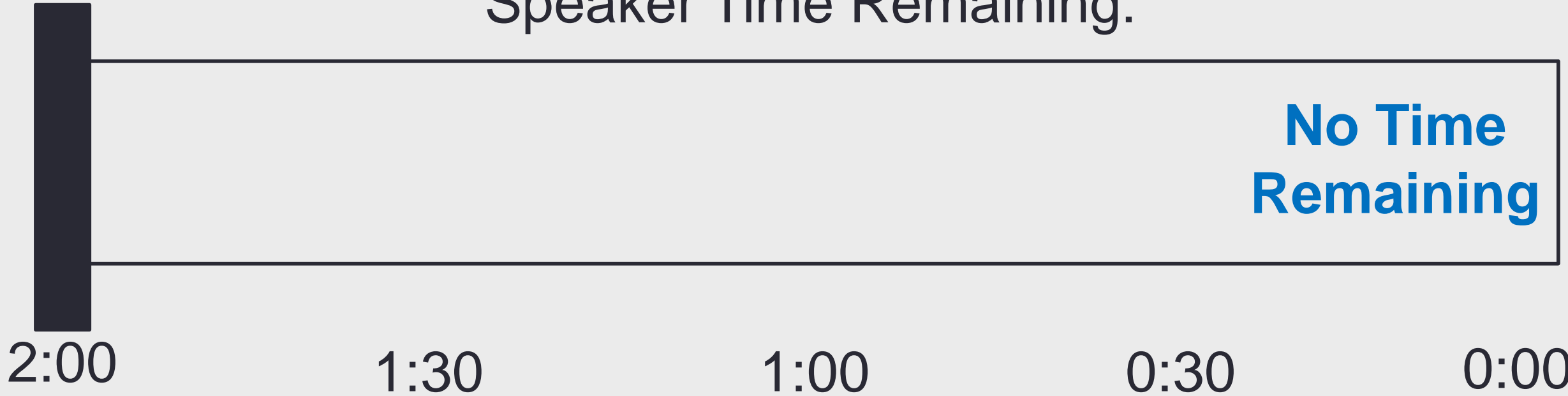
- To indicate that you would like to make a public comment, click the **Raise Hand** icon  in the Control Panel
- The Organizer will notify you when it is your turn to speak
- You will have two minutes to speak and no time may be donated from another speaker
- Click the Raise Hand icon  again to lower it
- If calling by phone, press **\*9** to raise/lower hand; press **\*6** to mute/unmute

# Item III.B

## SSAC Schedule & Public Engagement Opportunities

### You Have 2:00 Minutes to Speak

Speaker Time Remaining:



# Adjournment