



COMMUNITY DEVELOPMENT DEPARTMENT

STATE STREET ADVISORY COMMITTEE

March 18, 2024

I. Roll Call: Committee Members

- Dave Davis, Chair (at large)
- Ken Saxon, Vice Chair (at large)
- John Baucke (Planning Commission)
- 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)
- Ed Lenvik (HLC)
- Meagan Harmon (City Council)
- Mike Jordan (City Council)
- Kristen Sneddon (City Council)

II. PRELIMINARY MATTERS

Preliminary Matters

- A. Opening Remarks**
- B. Staff Announcements**
- C. Agenda Review**
- D. Approval of the Minutes from the 10/23/23 Meeting**
- E. General Public Comment**

A. Opening Remarks

B. Staff Announcements

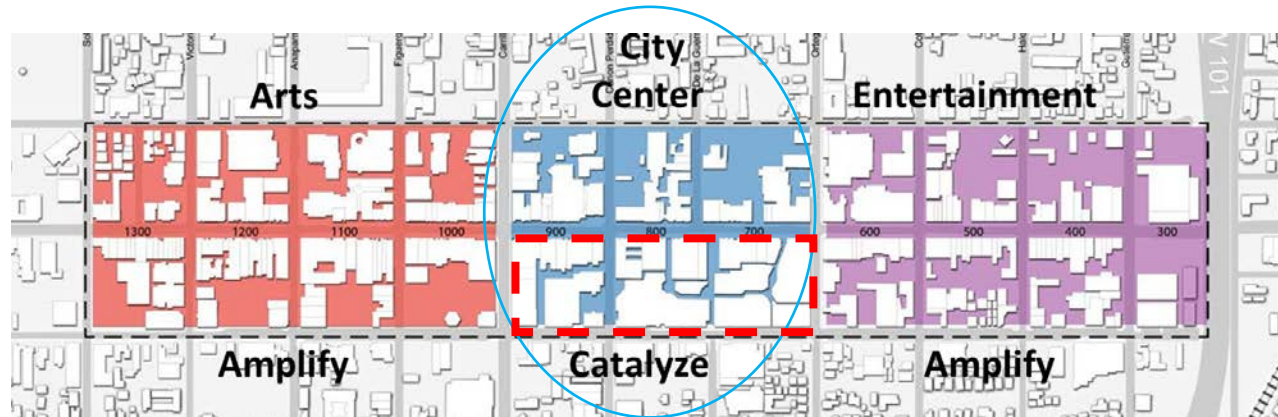
- Welcome new SSAC member, John Baucke who is serving as the Planning Commission representative
- Thank you to Roxana Bonderson, our former PC representative, for her work on the SSAC

B. Staff Announcements

Paseo Nuevo Project Agreement:

- **March 5, 2024 – Council approved a project agreement between Alliance Bernstein and the City**
 - **Allows for concept refinement, financial feasibility analysis, and review of program that supports community benefits**
 - **Video of presentation available at minute 1:09:00:**
<https://www.youtube.com/watch?v=B6Q17dM7MGM&t=1s>

The Paseo Nuevo mall redevelopment is crucial to achieving the community's vision for State Street



- Paseo Nuevo is a key anchor for the City Center District of State Street as a multi-purpose promenade
- Conversion of mostly vacant retail to multifamily housing will bring many more residents to Downtown
- Sends a strong market signal to other developers and investors considering State Street

C. Agenda Review

- General update on the Create State Master Plan process and timelines
- Feedback to staff on the guiding principles and core strategies
- Feedback on small SSAC working groups
- Recap of district concept and district naming
- Updates to sketches and graphic elements

D. Approval of the Minutes from the 10/23/23 SSAC Meeting

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E. General Public Comment

III. A. UPDATE ON CREATE STATE MASTER PLAN PROCESS, TIMELINE, & GRAPHICS

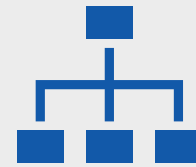
Project Update



Drafting Plan



SSAC Work Groups



Technical Reports



Updated Graphics

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Create State Outline

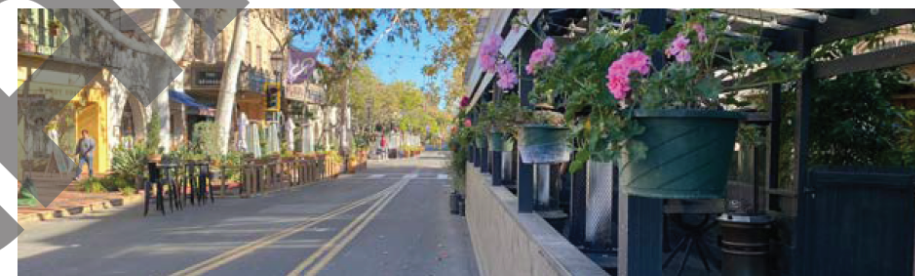


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Create State Timeline



SSAC Small Work Groups

- Economic Vitality
- Housing
- Placemaking
- Mobility, Utilities, and Function

4 Guiding Principles

- People & Placemaking are Key to Downtown's Success
- Economic Vitality Downtown is Critical to City-wide Economic Vitality
- Mobility & Utilities Provide Essential Function Downtown
- Sustainable Design Provides Long-Term Resiliency

Placemaking Core Strategies

- People & Placemaking are Key to Downtown's Success
 - *Make It Equitable, Accessible, & Safe*
 - *Make It Interesting, Vibrant, & Fun*
 - *Make It Uniquely Santa Barbara & Deliberately El Pueblo Viejo*

Examples of Implementing Actions

- Implement Universal Design and design for all ages and abilities
- Actively program State Street as a dynamic event space
- Ensure a high-quality pedestrian experience
- Celebrate and honor historic resources

Economic Vitality Core Strategies

- Economic Vitality Downtown is Critical to City-wide Economic Vitality
 - *Grow Existing Business & Cultivate New Investment*
 - *Catalyze Housing Construction Downtown*
 - *Activate the City Center*

Examples of Implementing Actions

- Expand governmental resources and programs
- Cultivate a business-friendly City government
- Facilitate adaptive reuse of existing structures
- Transform Downtown into a mixed-use neighborhood
- Focus initial large-scale investments in a central node

Mobility and Utilities Core Strategies

- Mobility & Utilities Provide Essential Function
Downtown
 - *Create a Safe, Connected, Accessible, & Balanced Transportation Network*
 - *Strategically Increase Utility Capacity*

Examples of Implementing Actions

- Design State Street for safe, accessible, and leisurely travel
- Emphasize gateways
- Provide adequate emergency access
- Effectively manage and balance parking
- Design infrastructure for future needs

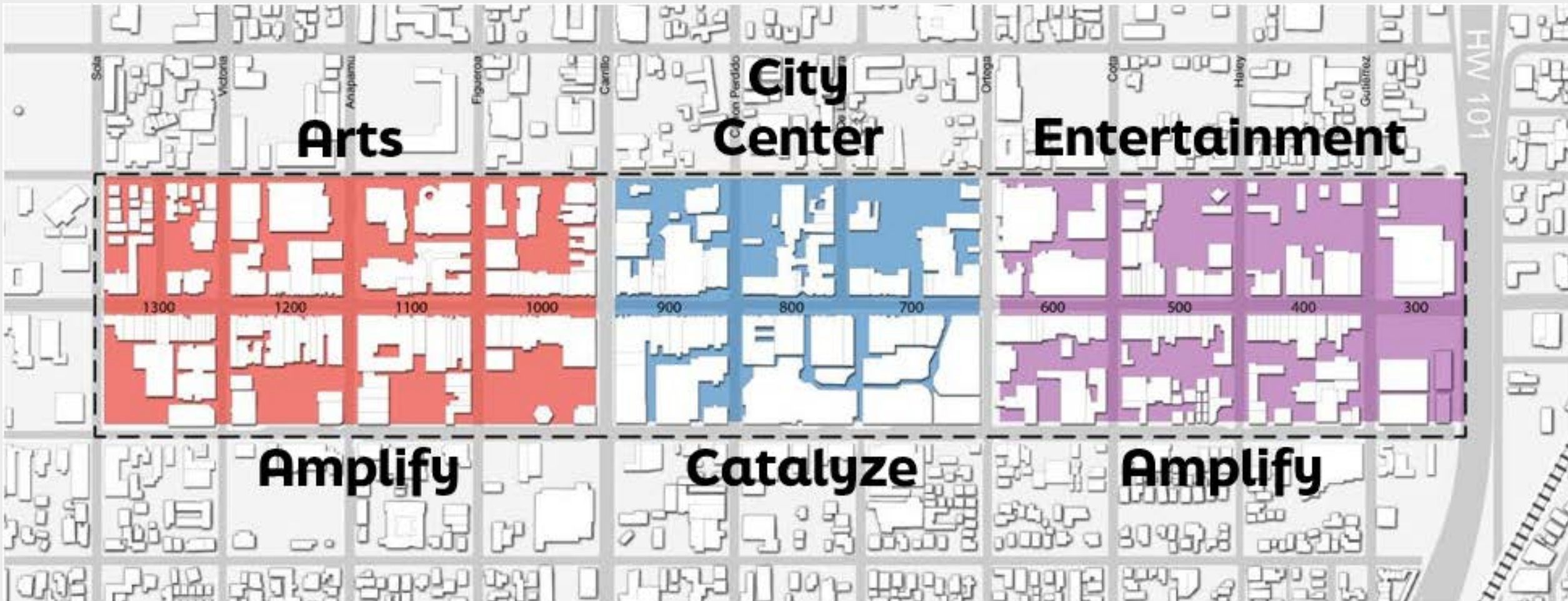
Sustainability & Resiliency Core Strategies

- Sustainable Design Provides Long-Term Resiliency
 - *Make It Flexible, Adaptable, and Sustainable*
 - *Design Using Less*
 - *Build Partnerships for Success*

Examples of Implementing Actions

- Use flexible and adaptable design
- Cool Downtown
- Maximize permeable surfaces
- Encourage solar technology throughout public and private infrastructure
- Incorporate Stormwater Best Management Practices wherever practical
- Reduce water use

Districts



What Should We Call Each District?



1000 – 1300 blocks

- Arts District*
- Arts and Cultural District*
- Cultural District*



700 – 900 blocks

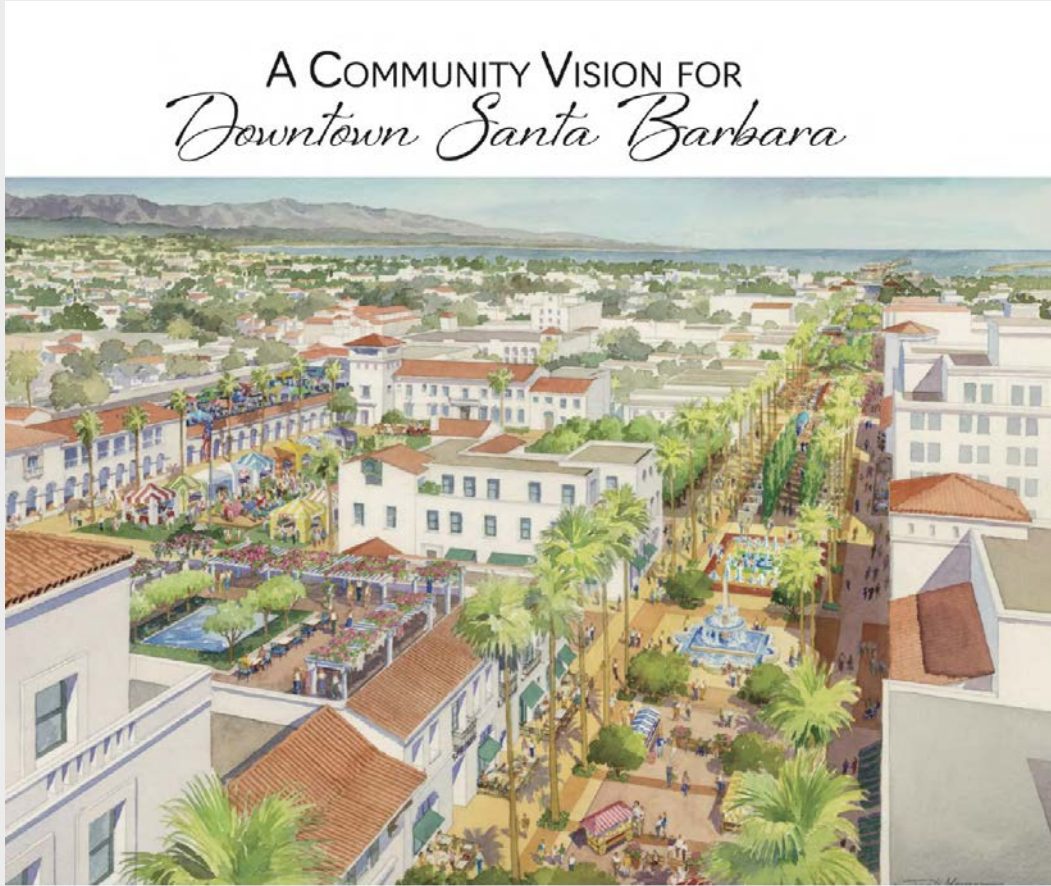
- City Center*
- Civic Core*
- Civic Center*
- De La Guerra District*



400 – 600 blocks

- Entertainment Zone*
- Old Town*
- Fiesta District*

Building on the AIA Design Charette



A COMMUNITY VISION FOR
Downtown Santa Barbara

AIA Santa Barbara

Design Charrette
2020

RE: INVIGORA
INVE
IMAGI
PURPO



Design & Graphics

- Integrating Santa Barbara style
- El Pueblo Viejo Landmark District
- Local architect group & staff met regularly since last SSAC meeting
- Continue to develop designs for draft



Graphic Review Focus

- Feedback on the general direction of design style
- Feedback on draft sketches/ideas



Item II.A SSAC Discussion

- Feedback from SSAC on the guiding principles and core strategies
- Feedback on small SSAC working groups
- District naming ideas
- Feedback on architectural drawings/design development
 - Do the drawings evoke the Santa Barbara character?
 - What additional ideas would you want to see in sketch form for the draft Master Plan?



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