



COMMUNITY DEVELOPMENT DEPARTMENT

# STATE STREET MASTER PLAN UPDATE

---

January 24, 2023

# Recommendation

- Receive a progress report for the State Street “Create State” Master Plan



# Presentation Outline & Discussion

1. Introduction
2. Existing Conditions Analysis
3. Community and Stakeholder Engagement
4. Emerging Trends
5. Next Steps



# INTRODUCTION



# Why A Master Plan?

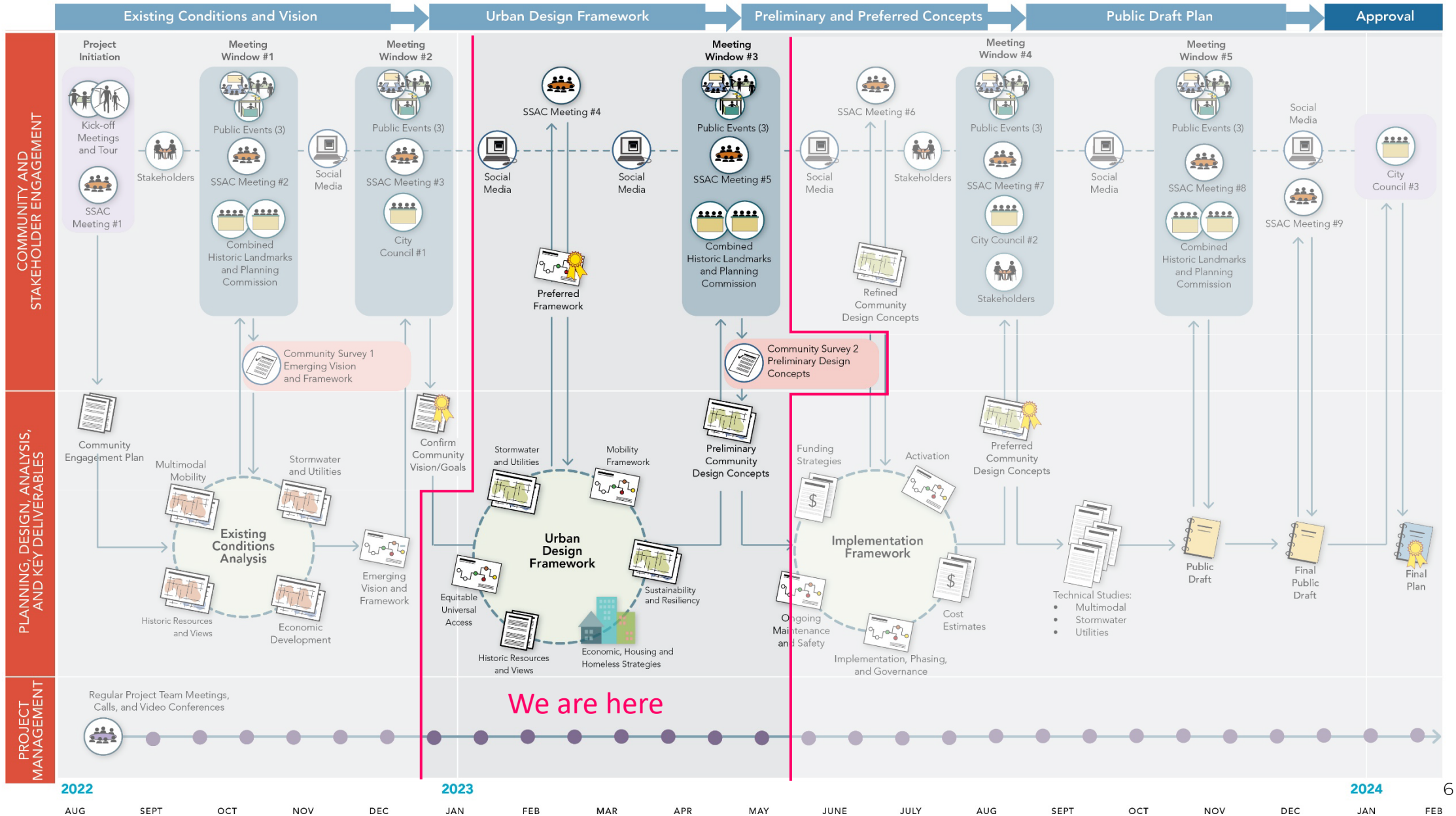
To create a long-term vision for the revitalization of Downtown over the next 20-30 years

To build on the momentum of the existing street closure

To provide a platform for extensive community engagement

To transform the right-of-way into a lively urban place that reflects our community's values and is safe and vibrant

# Project Schedule



# EXISTING CONDITIONS ANALYSIS



# Urban Fabric

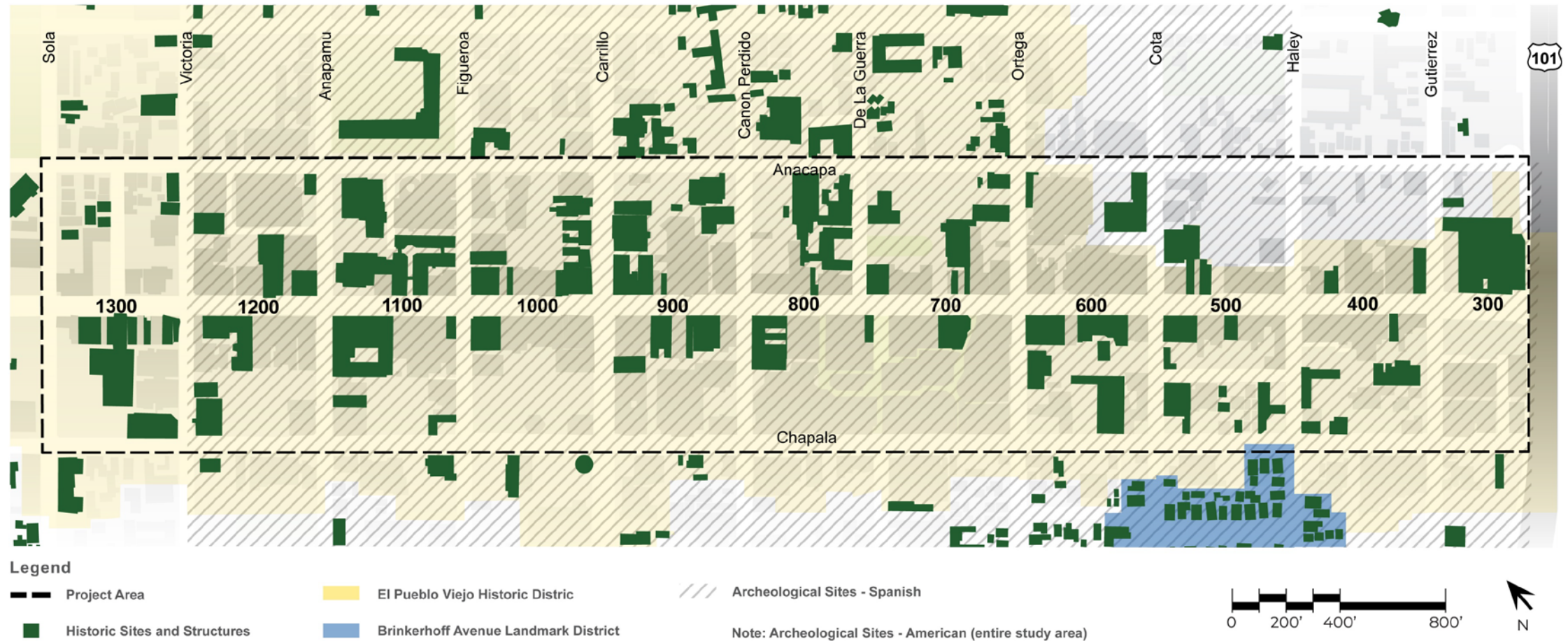
The urban fabric of State Street provides an excellent foundation to achieve the vision.

- Active edges: entries every 40 feet (7-10 seconds walking)
- Walkable blocks sizes: 450-foot blocks, interconnected by 16 paseos on State Street
- Historic Character: No less than two historic buildings on every block.



# Identifiable Character

## Historic Sites, Structure and Districts





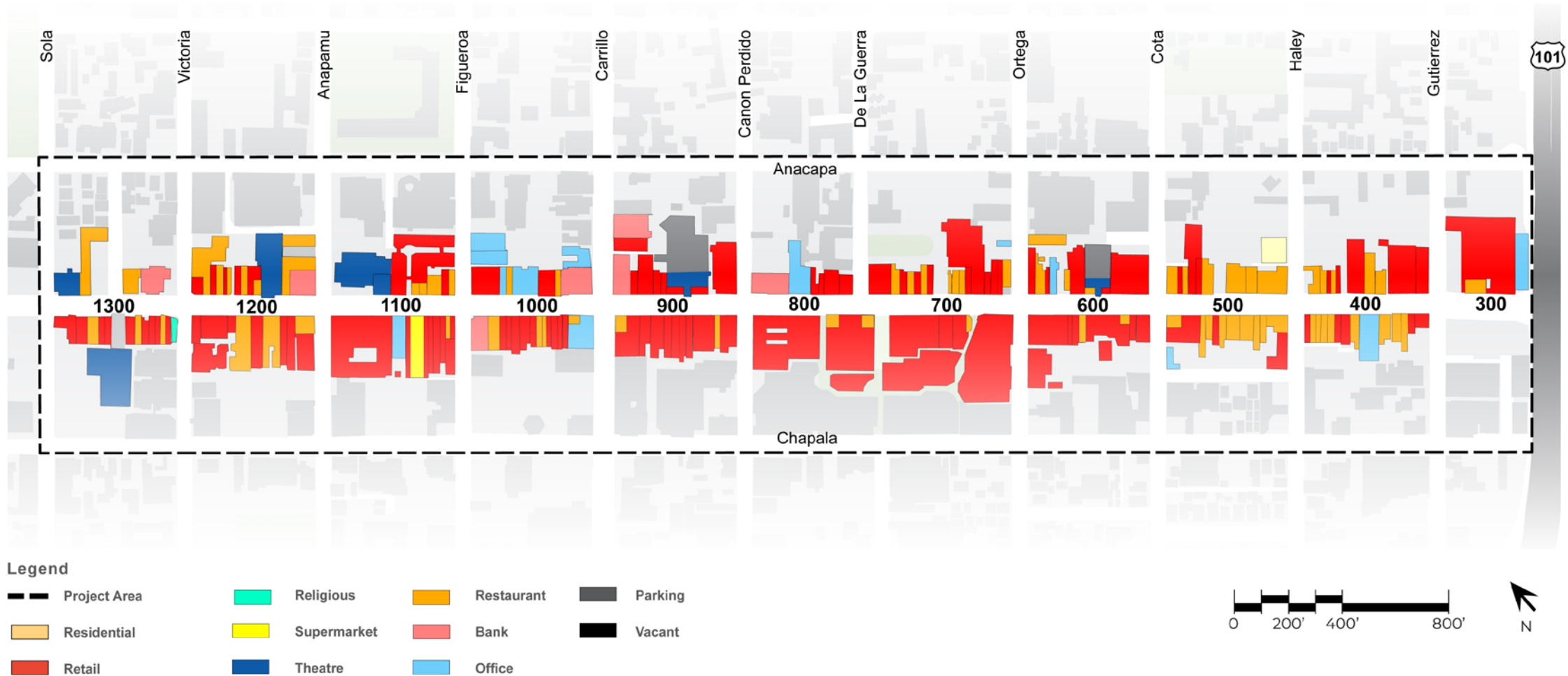
# Identifiable Character

## Block Structure with Paseos



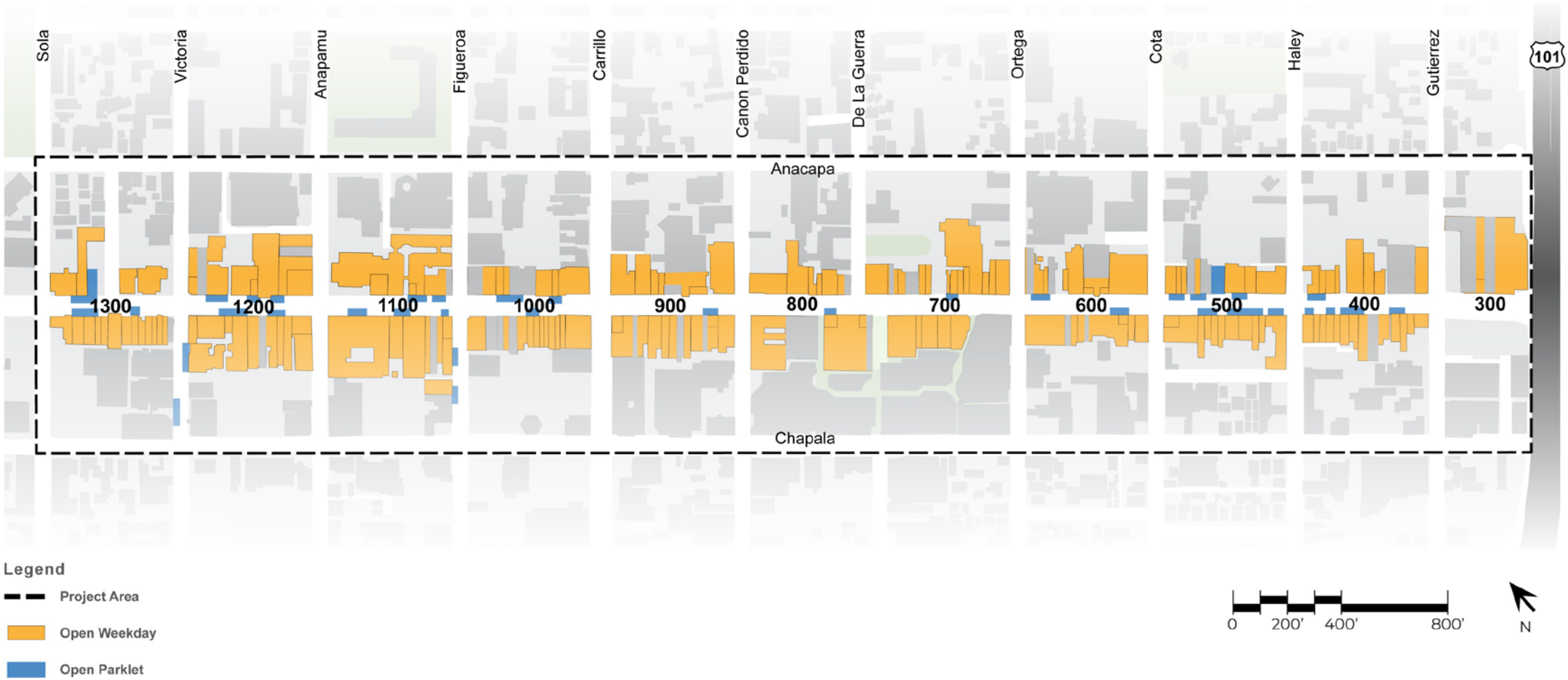
# Street Activation

## Ground Level – State Street



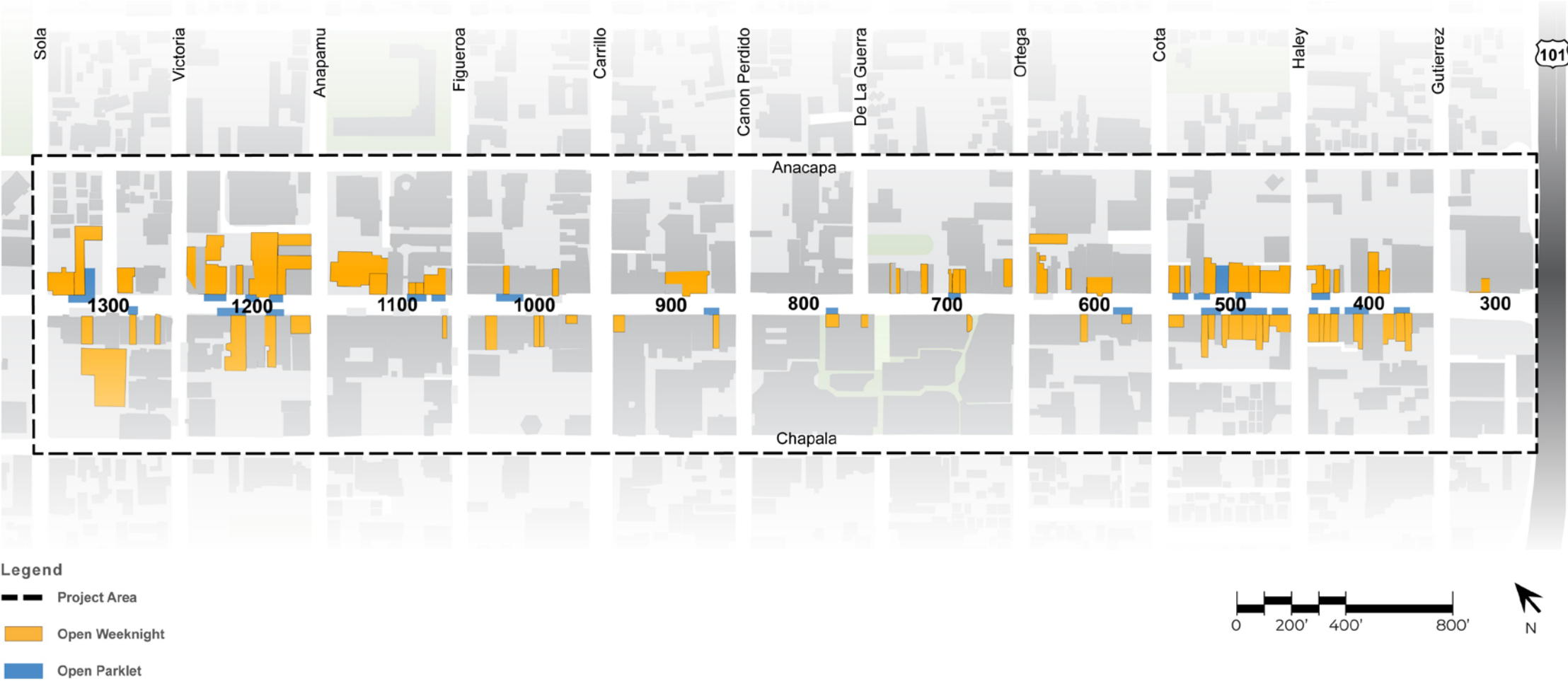
# Street Activation

## Ground Floor Building Activation - Weekday



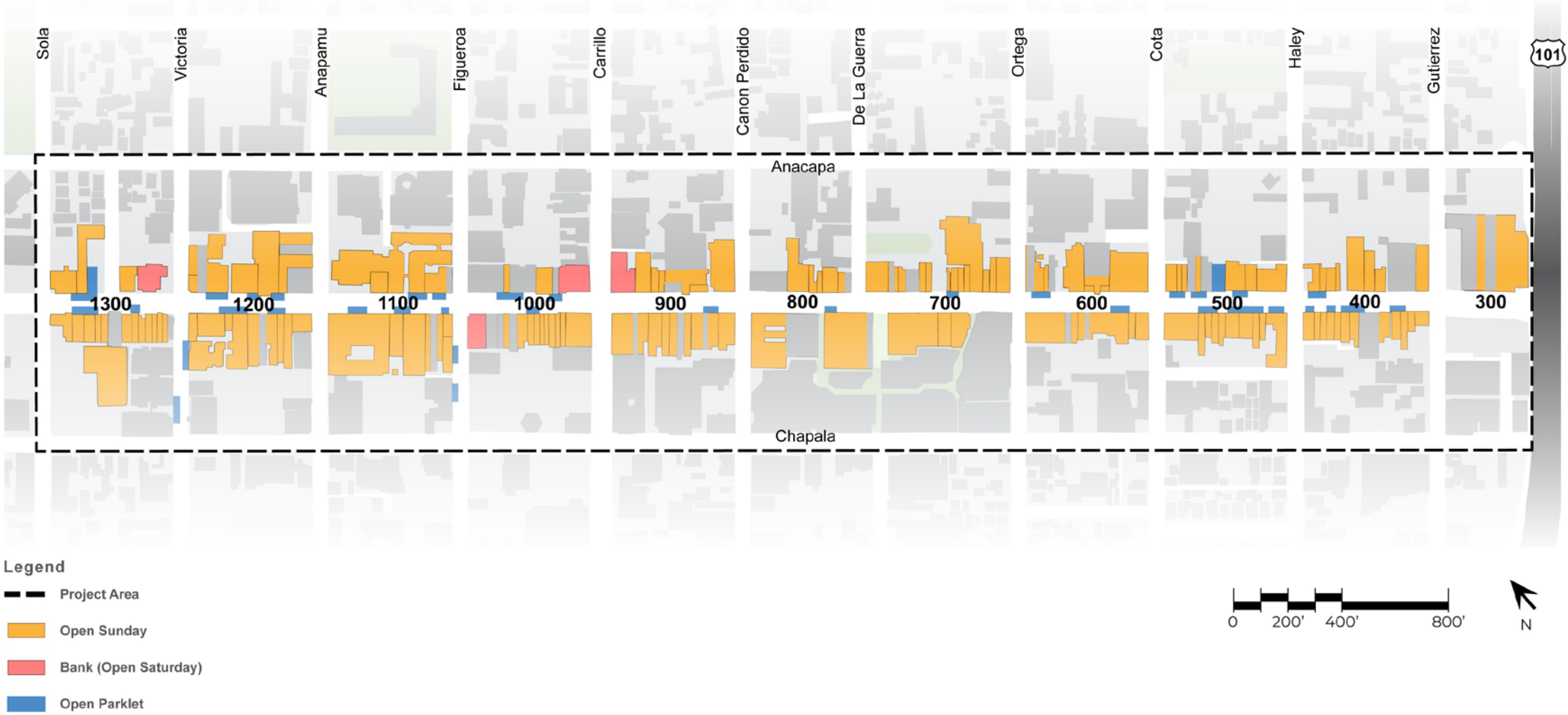
# Street Activation

## Ground Floor Building Activation - Evenings



# Street Activation

## Ground Floor Building Activation - Weekend





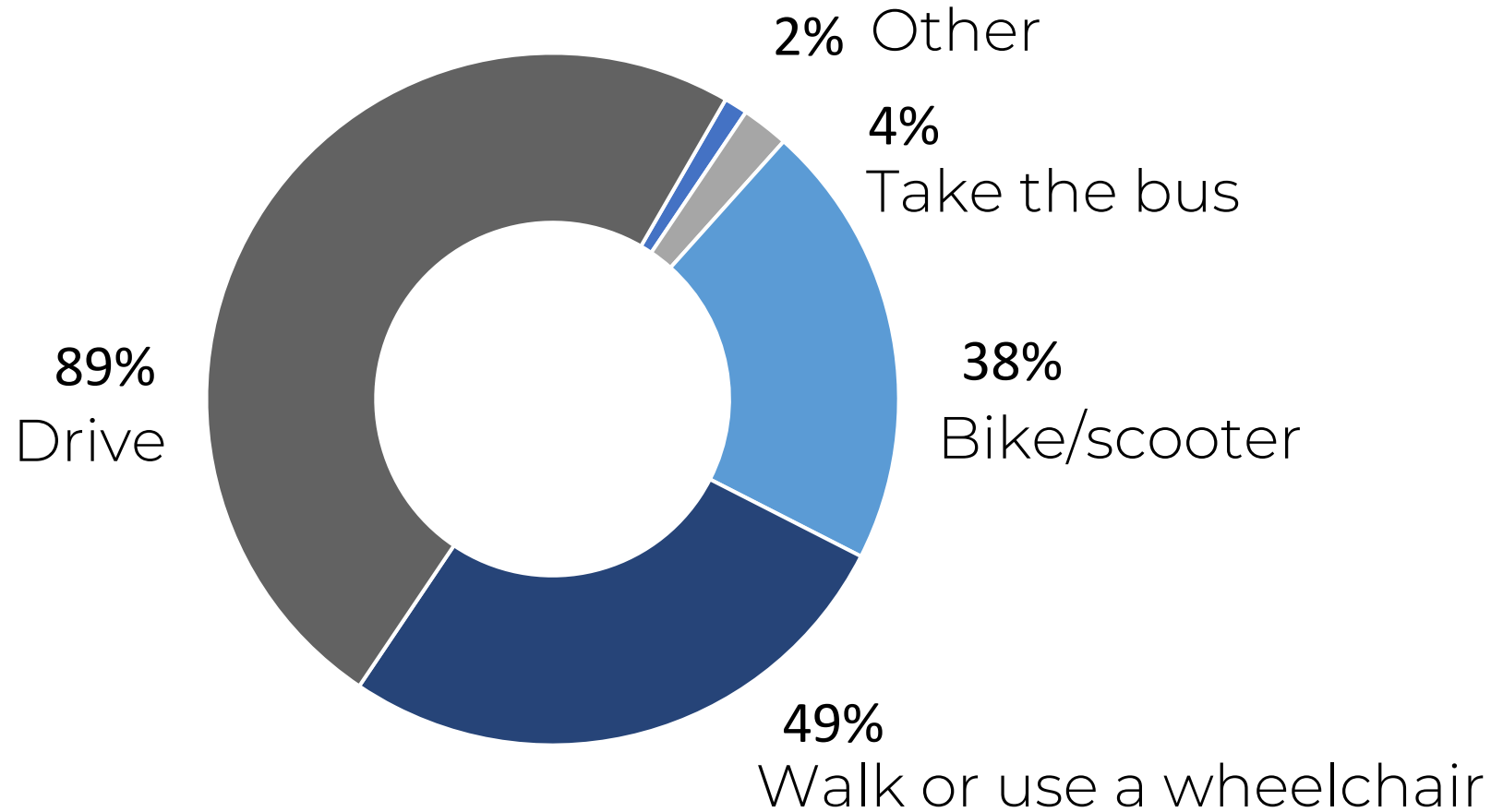
# Mobility

Downtown and State Street are well connected through multiple modes.

- Nine bus stops serve over 12 different routes within a block of State Street
- You are never more than 1.5 blocks from a bike lane crossing State Street
- Closing State Street to cars has made it safer – although issues with bikes remain

# Multi-Modal Access

How do you currently travel on or around State Street?



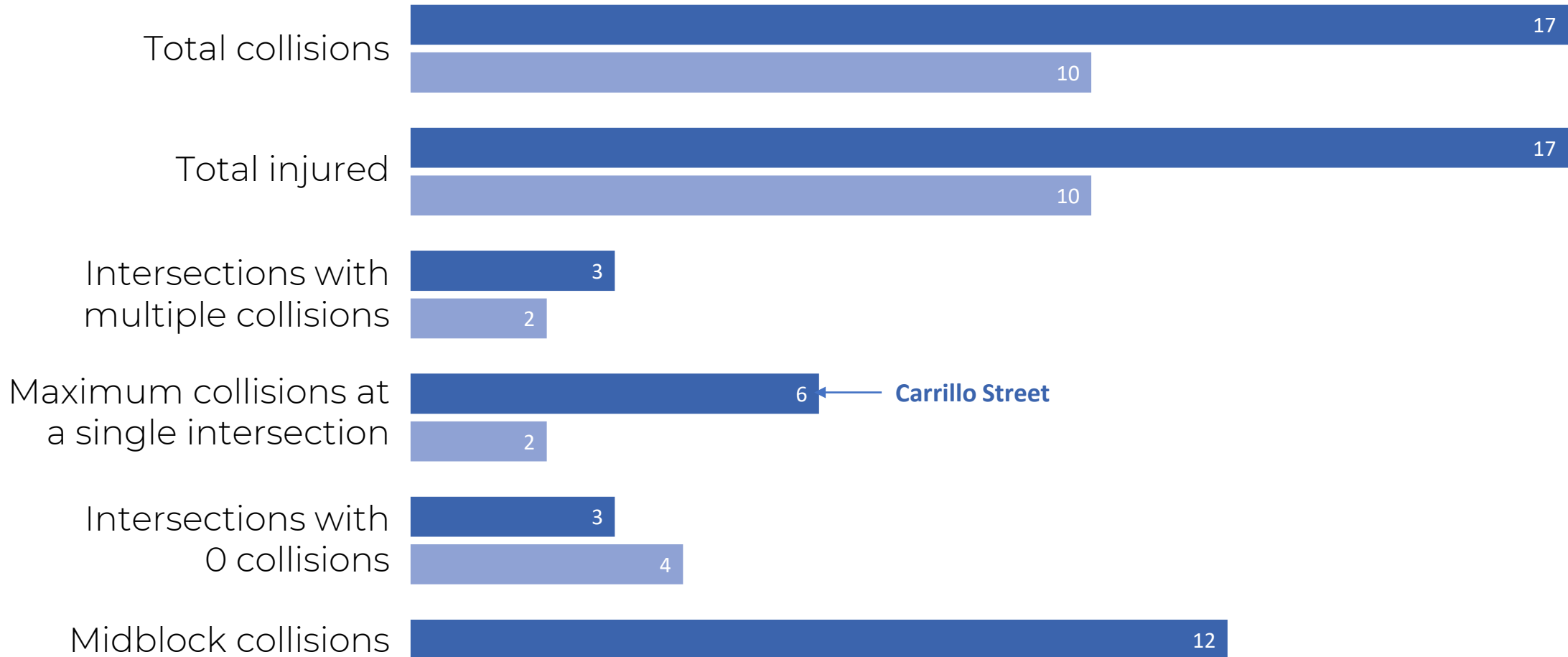


# Multi-Modal Safety

## State Street Collision Statistics

October 2018 – April 2020 (before State Street closure)

June 2020 – December 2021 (after State Street closure)





# Economic Development

State Street has strong opportunities to grow experiential based activities.

- Restaurants/bars & apparel are the top economic performers (based on sales tax)
- Specialty retail is the only category that has declined between 2016-2021
- Retail trends on State Street started before the pandemic
- Multiple City-owned parking lots are underutilized – and good housing opportunities



# Economic Analysis

## Santa Barbara Sales Performance

- Restaurants and Bars:
  - Top performers on State Street when measured by sales tax performance
  - Increased slightly in shares of sales and establishments over time, but trends did not differ pre-pandemic and during the pandemic
  - Sales per establishment in this category dropped from \$898K in 2018 to \$852K in 2021
- Apparel Stores:
  - Second best performers when measured by sales tax performance
  - Only category that increased in share steadily pre-pandemic and during pandemic
- Specialty Retail:
  - Only category that declined in share of sales every year from 2016-2021





# Case Studies

## Pearl St, Boulder, CO

- **Four block pedestrian mall** with focus on children's play spaces
- Pedestrian only in 1977
- Property owner assessment district used to fund improvements
- **Retail:**
  - Successful mix of locally owned stores, restaurants, art, & public spaces
  - **Chain stores** match Boulder's "lifestyle", such as outdoor brands, and **comprise less than 30%** of the mall's retail mix
- **Restaurants:**
  - In 2022 Boulder implemented a **5-year pilot for outdoor dining**



# Case Studies

## Downtown Greenville, SC

- **Pedestrian oriented** area characterized by wide sidewalks, ample tree coverage, a free trolley bus, and limited parking within the 10-block main street
- Area planning **emphasizes outdoor connections** with greenbelts & public plazas
- Benefitted from concentrating  $\frac{1}{4}$  of downtown residential units on main street
- Over 110 local restaurants in 10 blocks



Photo Source: Greenville Convention and Visitors Bureau





# Case Studies

## Downtown San Luis Obispo, CA

- Planning efforts are leading toward a more **pedestrian oriented downtown**, followed by a preference for cyclists, and emphasizes more mixed uses
- **Permanent outdoor dining program** launched in Fall 2022
- **“Downtown dine-out”**: a public plaza marketed for eating take-out from nearby restaurants

Program	One-time Application Fee*	Use Fee (1/1/23-6/30/23)	Use Fee (7/1/23-6/30/24)*
Parklet	\$935.87  (including IT surcharge fee of \$27.70)	\$1.76/sq. ft./month  (\$3,379 annually per average size parking stall)	\$3.52/sq. ft./month  (\$6,758 annually per average size parking stall)
Sidewalk Cafe	\$935.87  (including IT surcharge fee of \$27.70)	\$1/sq. ft./month	\$1/sq. ft./month
Tables & Chairs	None	\$1/sq. ft./month	\$1/sq. ft./month

\*Fees escalated annually beyond July 2024 based on Consumer Price Index (CPI).  
For parklets incorporating bike parking, the square footage of the bike parking area is not included in the use fee.



Photo Sources: City of San Luis Obispo

# Key Takeaways for State Street

- **Outdoor dining = important part of the experience** in each case
- **Typically design regulated**, outdoor dining can succeed under different design regulations:
  - Greenville opted for a “European café” feel
  - Pearl Street is keeping a mix of parklets and sidewalk cafes
  - SLO has a new centralized plaza area marketed for dining
- **Typically includes annual fees** per square foot
- **Pedestrians, cyclists, and mixed-uses are essential** to retail and restaurant success in each case study
- **Local stores preferred**, and national stores are typically associated with the area’s “brand”
- **Private investment and additional tax assessments** have helped fund public space improvements and maintenance



# Utilities & Infrastructure

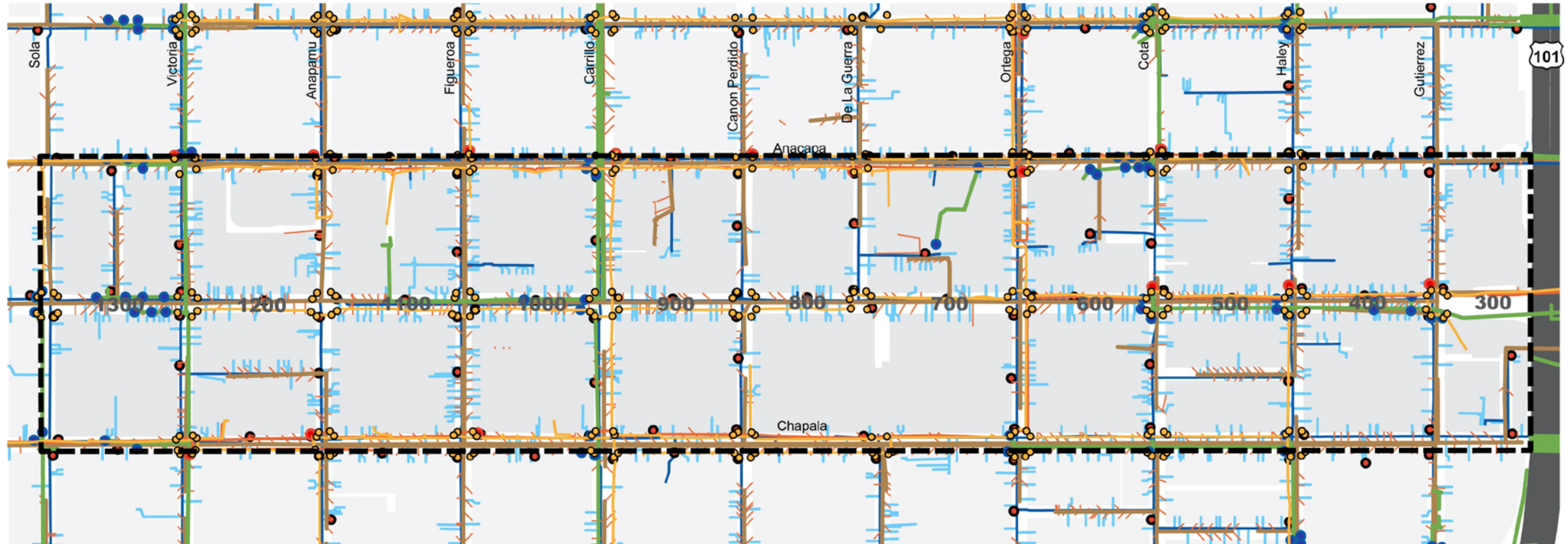
The utilities and infrastructure support the vision, but improvements are needed

- Stormwater quality and drainage capacity improvements are needed
- Research ongoing for existing major utilities (depth, age, capacity)



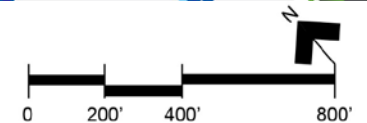
# Utilities

## 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



# COMMUNITY & STAKEHOLDER ENGAGEMENT



# Why Emphasize Community Engagement?

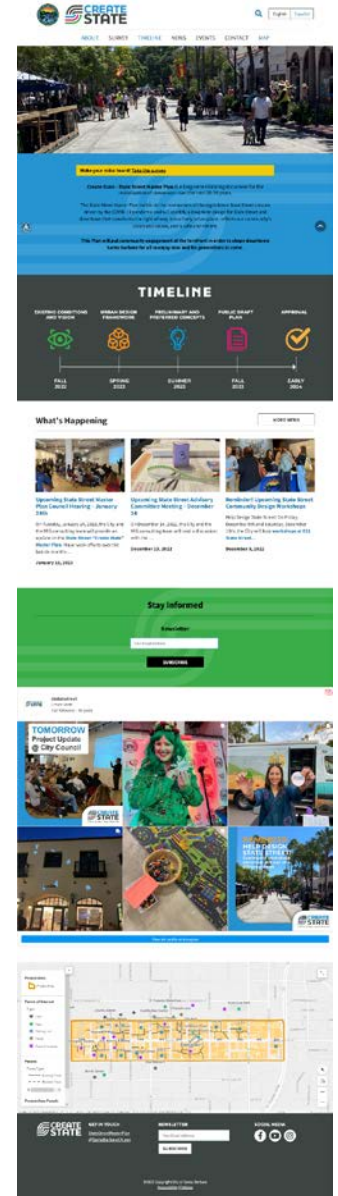
To ensure all voices play a role in shaping downtown's future  
Hear concerns and priorities that help shape the design process  
Plan must reflect our community's vision and values  
Design unique experiences for locals and locals + tourists will come





# Outreach Approach

- Inclusive, Extensive, Engaging
- Reach people where they are
- Different times and locations
- Branding
- Website
- Social Media
- Local news
- Advertising



# Community & Stakeholder Engagement

Visioning Phase: Nov. 1<sup>st</sup> – End of December 2022

## Key Community Engagement Forums

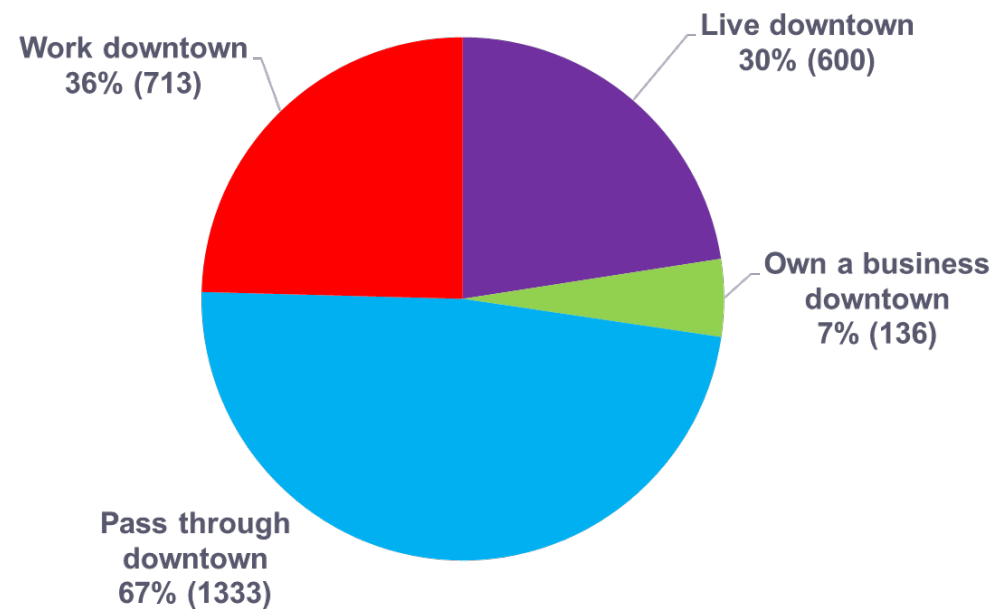
- Community Visioning Survey
  - English and Spanish
  - On-line and Paper Surveys
  - Over 5,700 interactions
- In-Person Community Events:  
**over 1,500 attendees**
  - Visioning open houses in English and Spanish
  - Churches, grocery stores and schools
  - Community design workshops



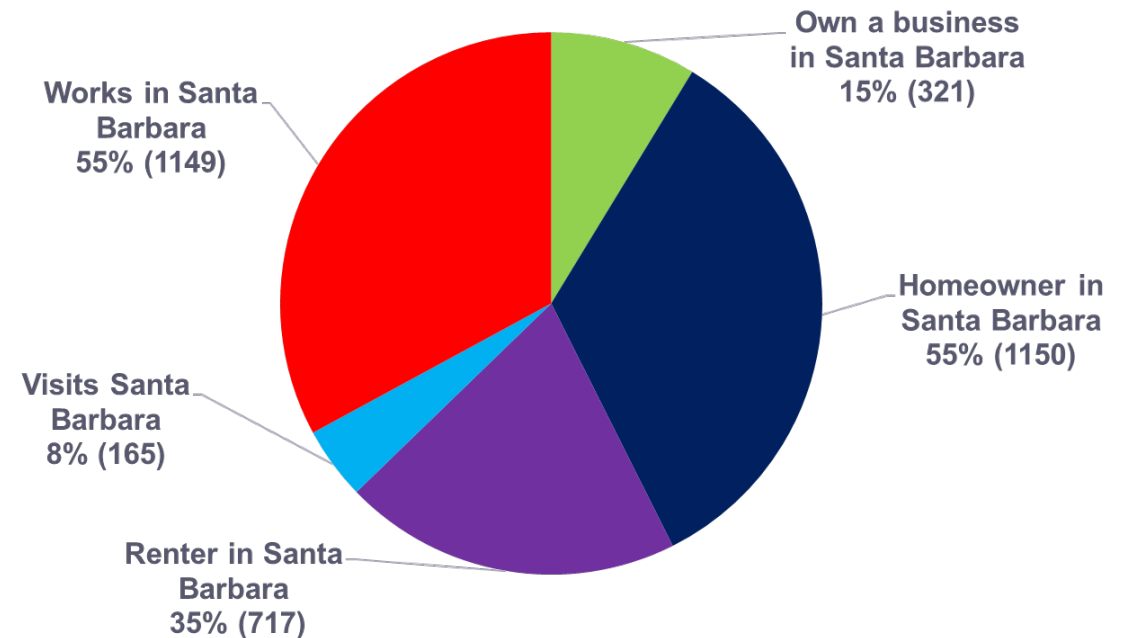
# Community Visioning Survey

## Demographic Trends

What is your relationship to the project area?



What is your relationship to Santa Barbara?

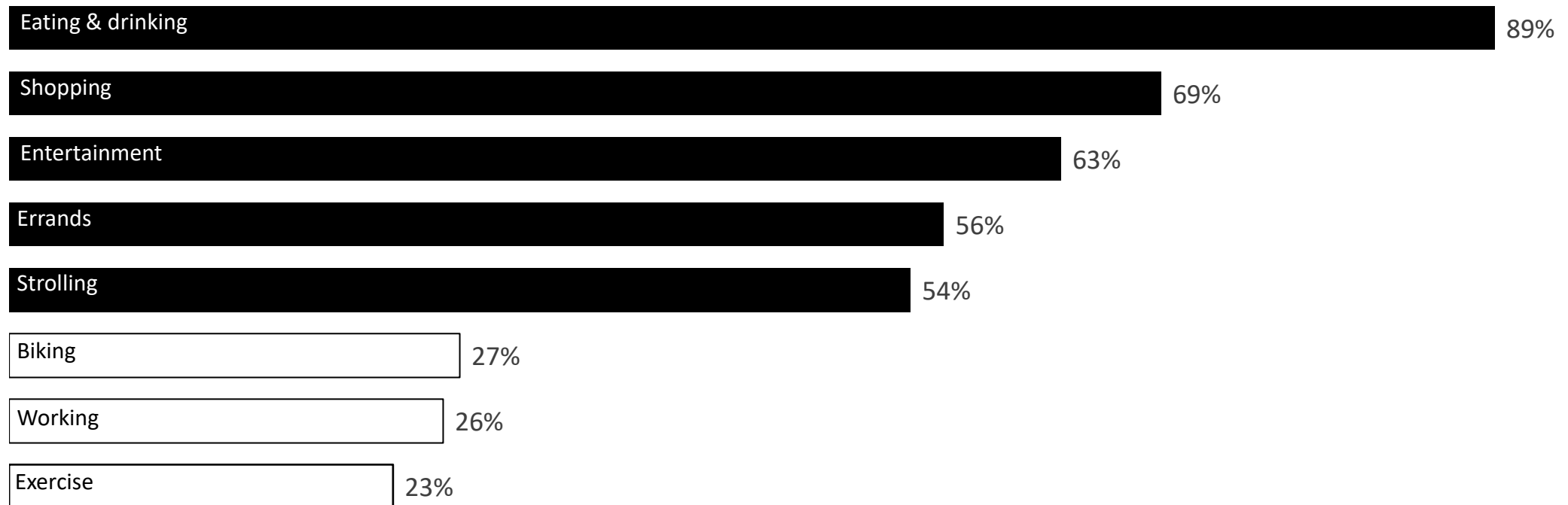




# Community Visioning Survey

## What brings you to State Street?

Passive and social activities attract people to State Street today



# Visioning Workshop

November 3-4, 2022

Approx. 500 attendees

Indoors & outdoors on  
State Street

English & Spanish

Activities included:

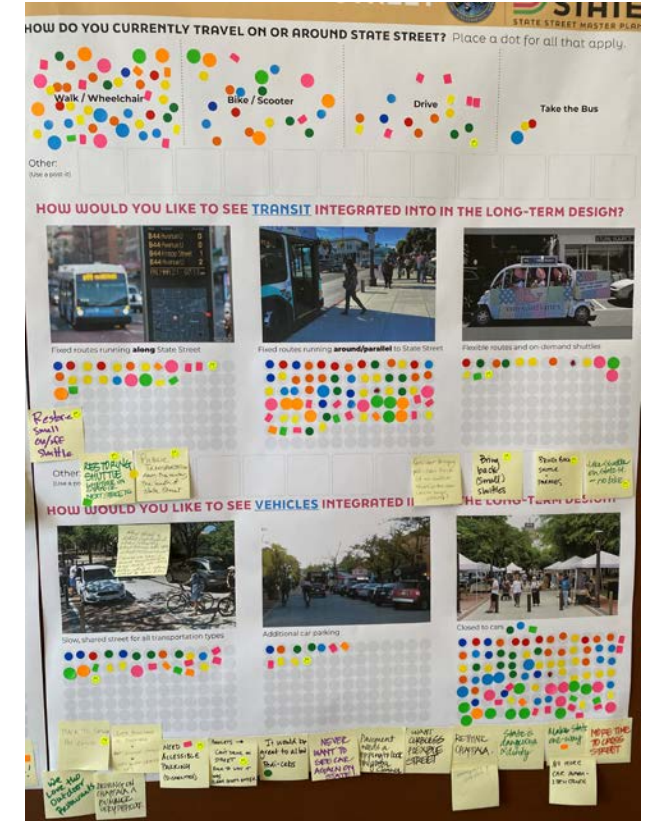
- Survey exercise (4,000 dots)
- I Love State Street Because \_\_\_\_





# Visioning Workshop

November 3-4, 2022





# Visioning Workshop

November 3-4, 2022



# Visioning Workshop

November 3-4, 2022





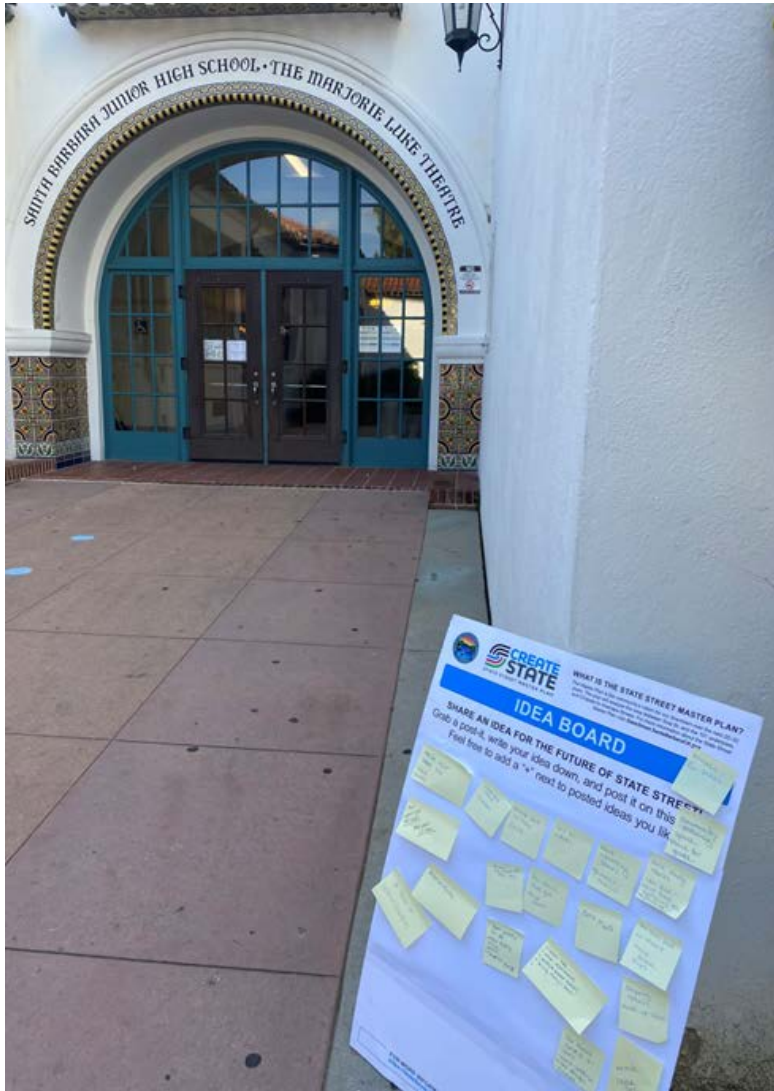
# Outreach Efforts in the Community

- Downtown Property and Business Owners
- Our Lady of Guadalupe Parish
- Foodland
- Schools – Elementary to Junior High
- Neighborhood Navigation Center
- Tuesday Farmers Market
- Neighborhood meetings
- State Street Advisory Committee





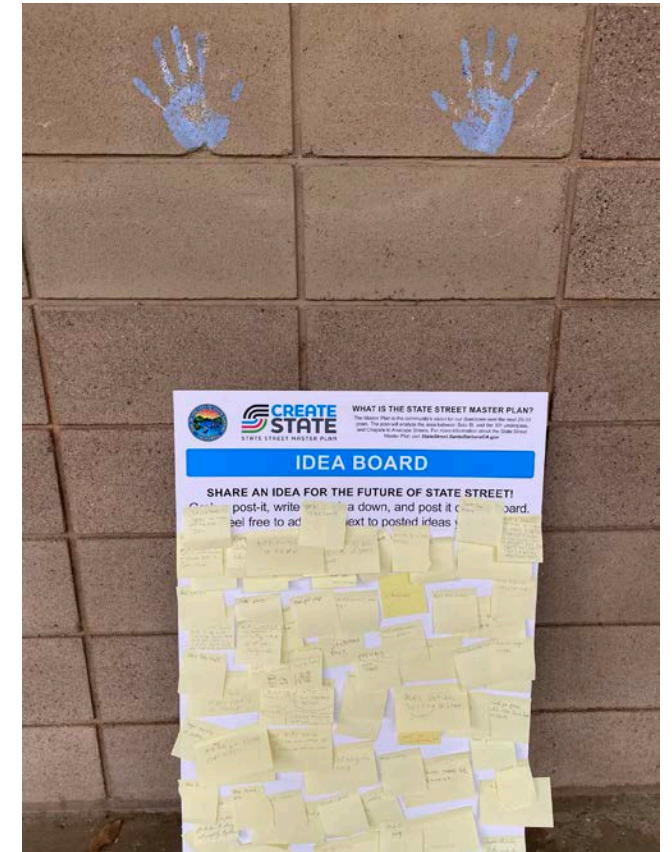
# School Outreach





# School Outreach

- *Giant candy shop*
- *Roller skating*
- *Trampoline*
- *Ice cream*
- *Asian market*
- *Water park with a café*
- *Tennis courts*
- *Basketball hoops*
- *Homeless shelter*
- *Park*
- *Animal shelter*
- *Laser tag*
- *More plants and trees*
- *Playgrounds*
- *Soccer*
- *Bookstore*
- *More outdoor seating*
- *More things little kids do*





# Activate State Events





# Activate State Events





# Design Workshops

December 9-10, 2022

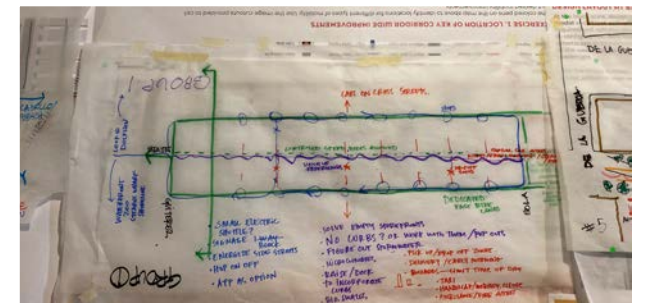
Approx. 300 attendees

On State Street

English & Spanish

Activities included:

- District scale exercise
- Identifying character areas
- Block scale exercise





# Design Workshops

December 9-10, 2022





# Design Workshops

December 9-10, 2022



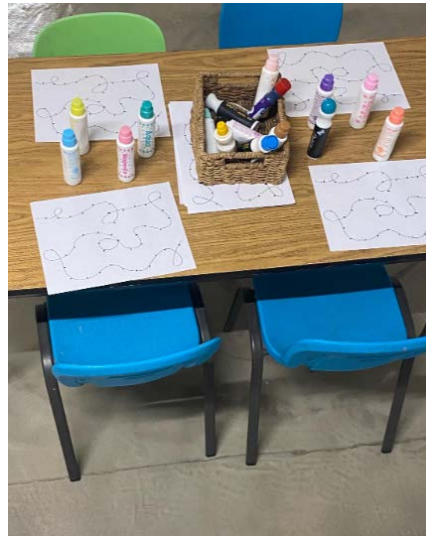
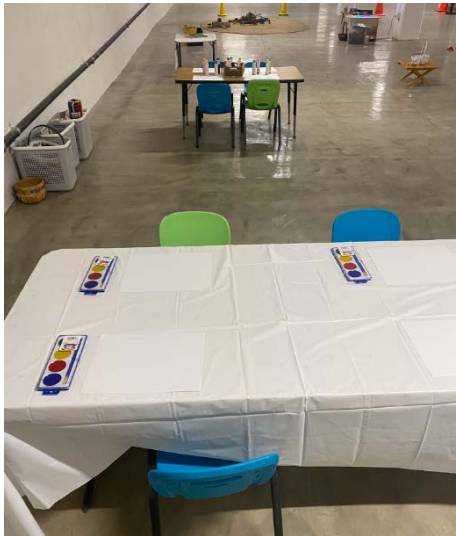


# Design Workshops

December 9-10, 2022





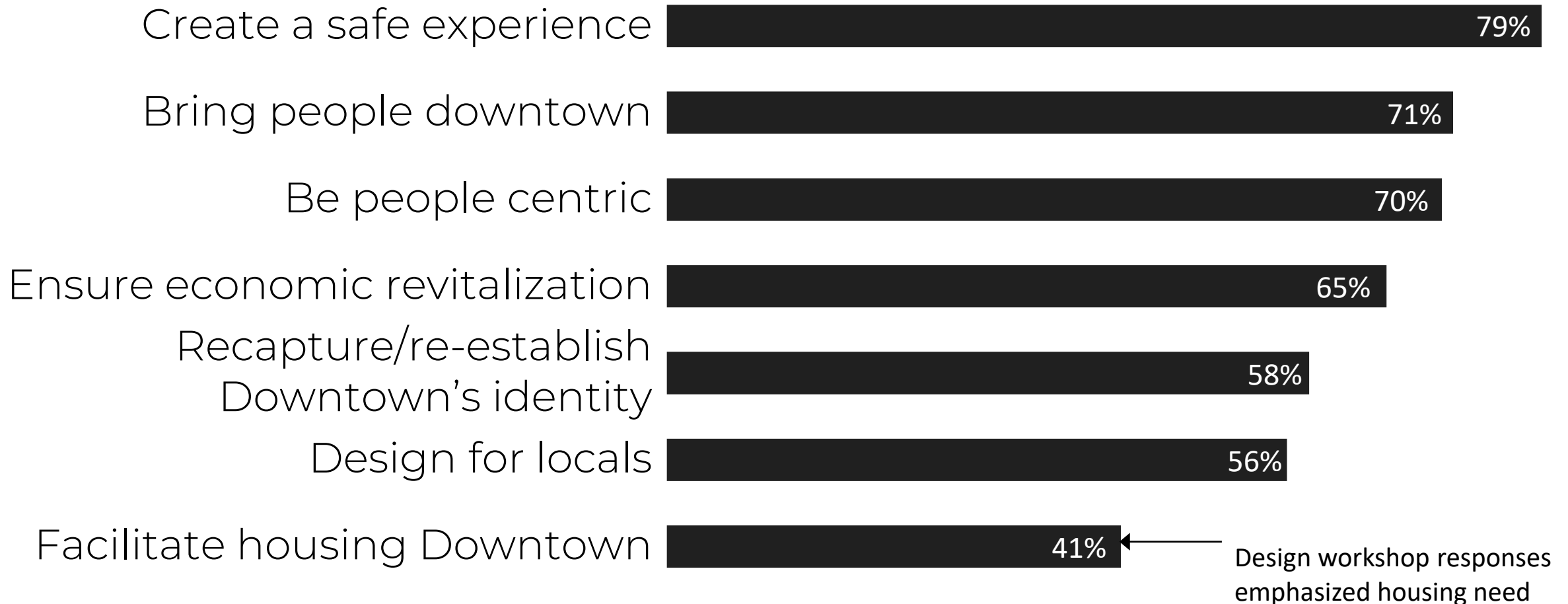


# EMERGING TRENDS



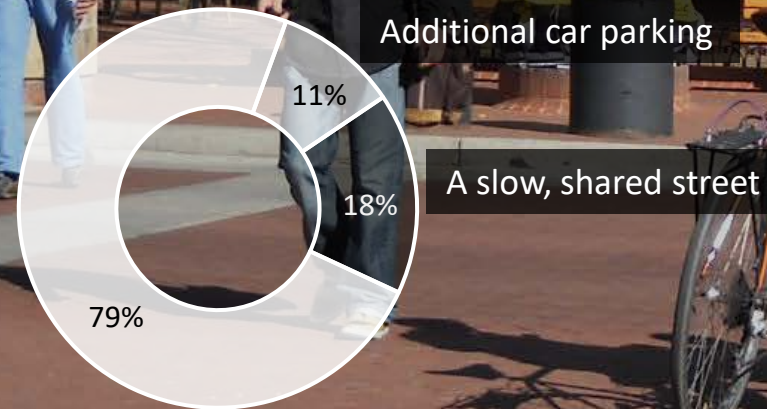
# Community Vision

The community supports the vision and principles established by City Council:





# Keep State Street closed to cars



79% of Survey responses selected “no cars on State St.”

Pearl Street Mall, Boulder, CO



# Create a flexible and adaptable street

Design Workshop responses consistently emphasized flexibility, and creating a “flush” street

Hemisfair Streets, San Antonio, TX





# Provide spaces for art and performance

Temporary & Permanent Art 76%

Small Performance Spaces 72%

Seating areas to relax and rest 75%

Parks or Open Space 73%

Large event spaces 48%

Recreation 40%

Kiosks 38%


Survey and Design Workshop responses emphasized art and performance spaces

16th Street Mall, Denver, CO





# Provide diverse public seating & amenities



Temporary & Permanent Art	76%
Small Performance Spaces	72%
Seating areas to relax and rest	75%
Parks or Open Space	73%
Large event spaces	48%
Recreation	40%
Kiosks	38%

Survey & Design Workshop responses prioritized public seating

Bell Street Park, Seattle, WA





# Make State Street a great place for families



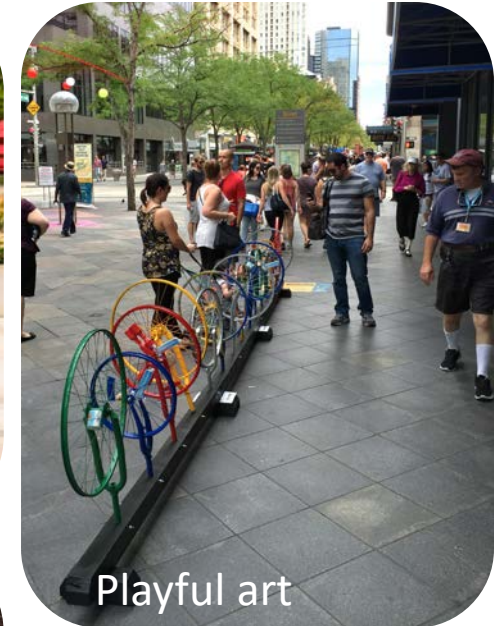
## Community responses consistently emphasized families

Hemisfair Streets, San Antonio, TX





# Street Play





# Activate the center blocks



Survey and Design Workshop responses identified three character districts, and prioritized activity in the 700-900 blocks

Bell Street Park, Seattle, WA

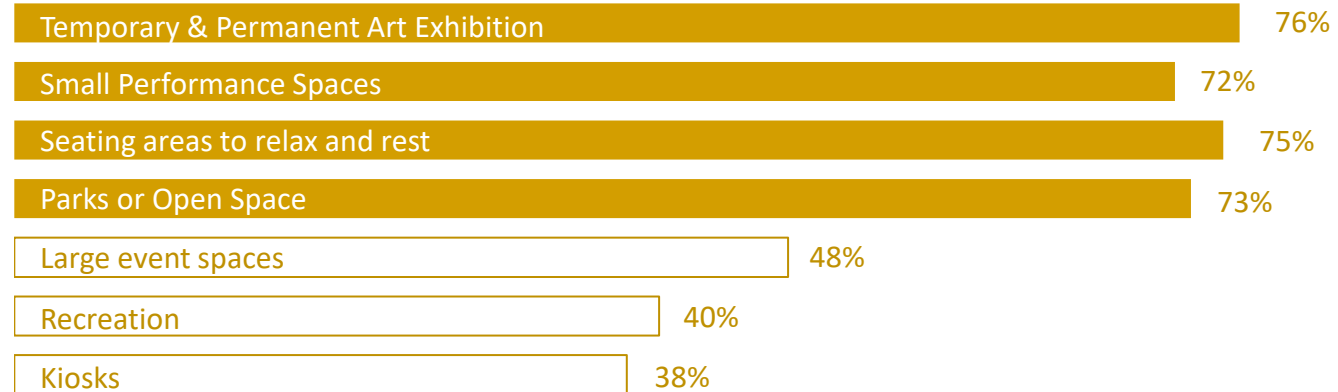




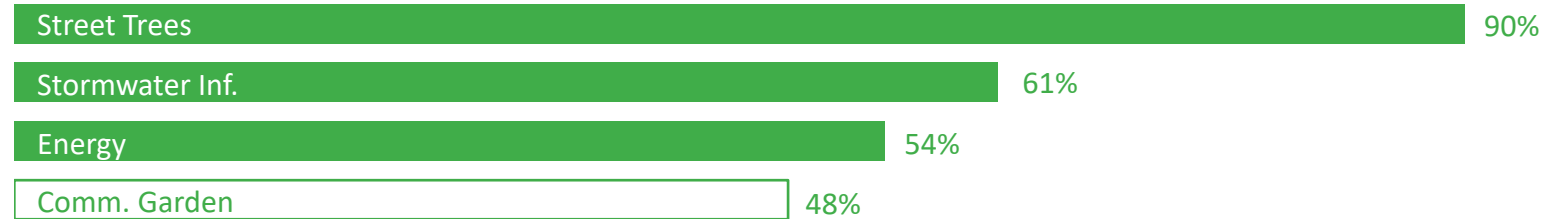
# Activation

What types of activities would you like to see in State Street?

## Gathering



## Passive / Landscape



## Street Play



# Kiosks



Food & Beverage



Multi-purpose



Moveable



Retail



# Make it green

“Build on Santa Barbara’s legacy as an environmental leader”

Survey and Design Workshop responses emphasized street trees & landscape, sustainability, and parks & open spaces

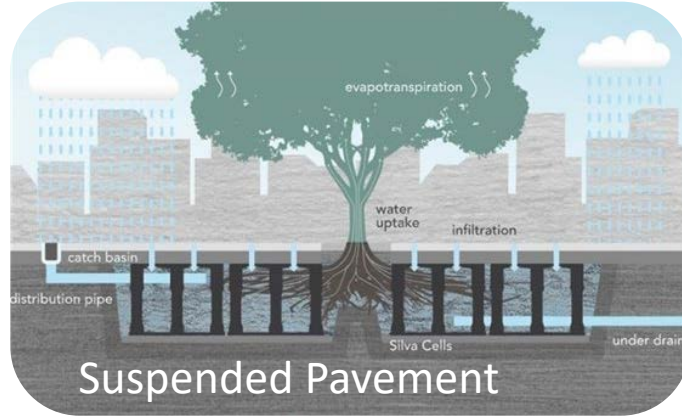




# Green Infrastructure



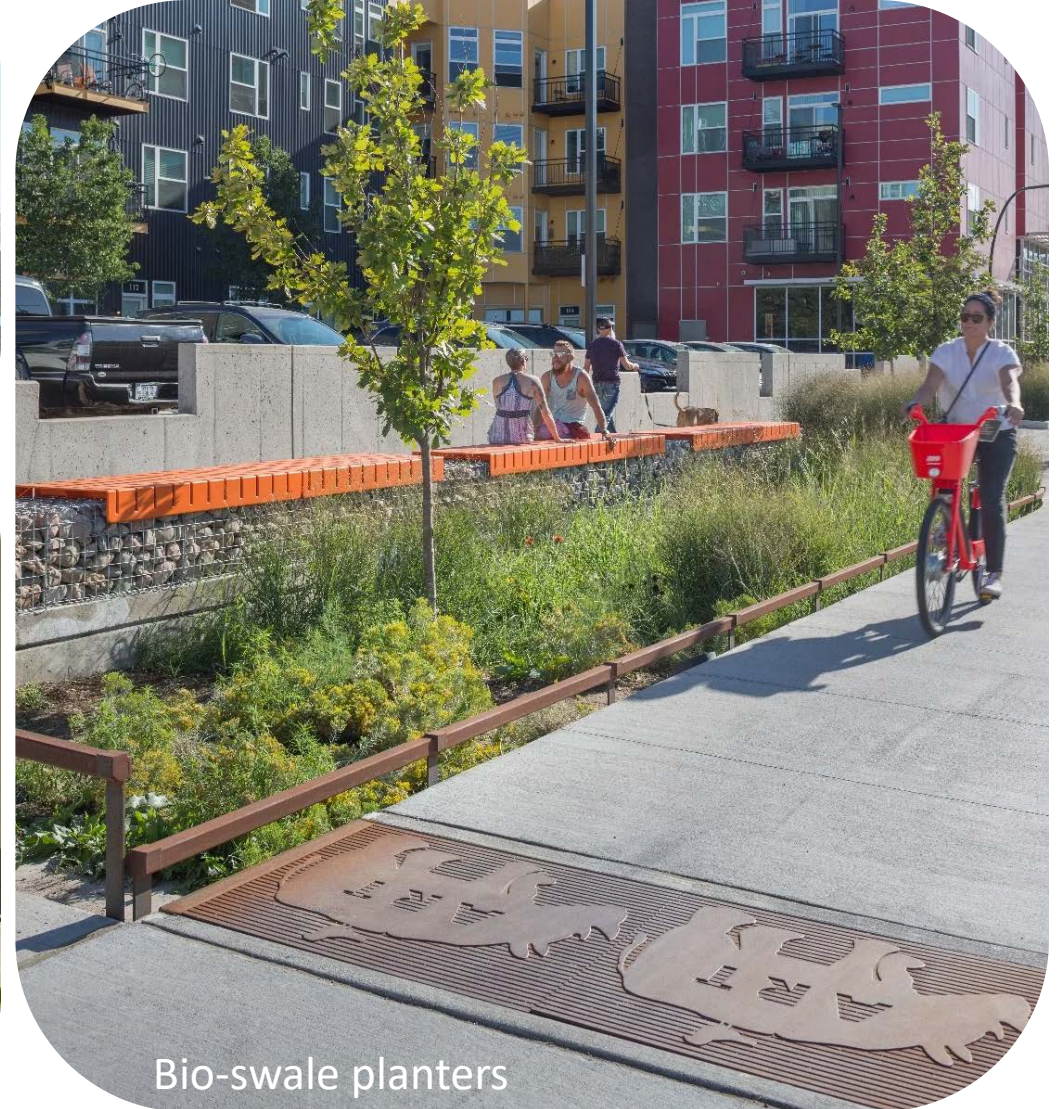
Down-spouts



Suspended Pavement



Porous Pavement



Bio-swale planters



## More conversation: Bike Access



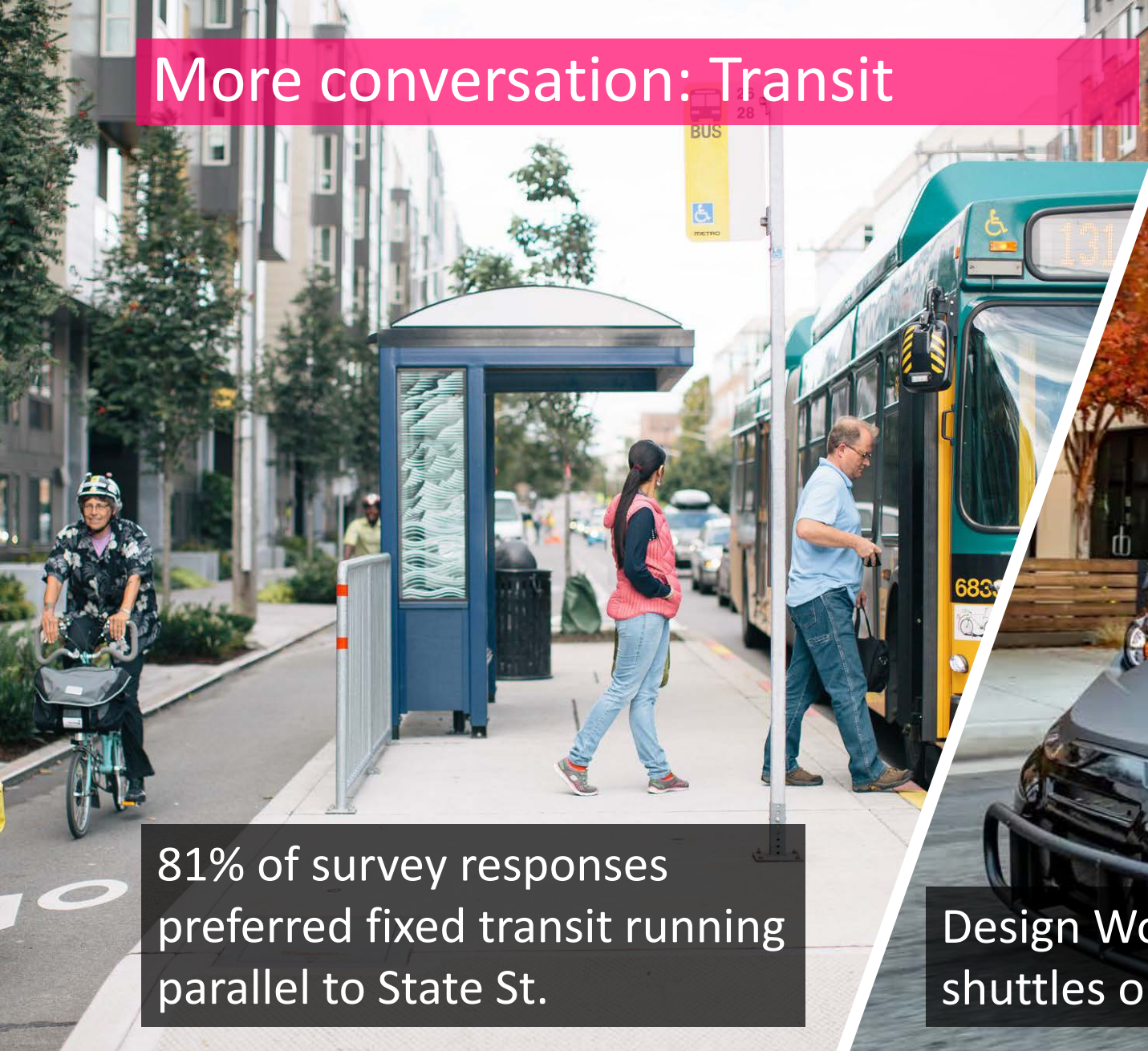
62% of survey responses preferred dedicated bike lanes



Design Workshop responses preferred bikes to be located on parallel streets



## More conversation: Transit



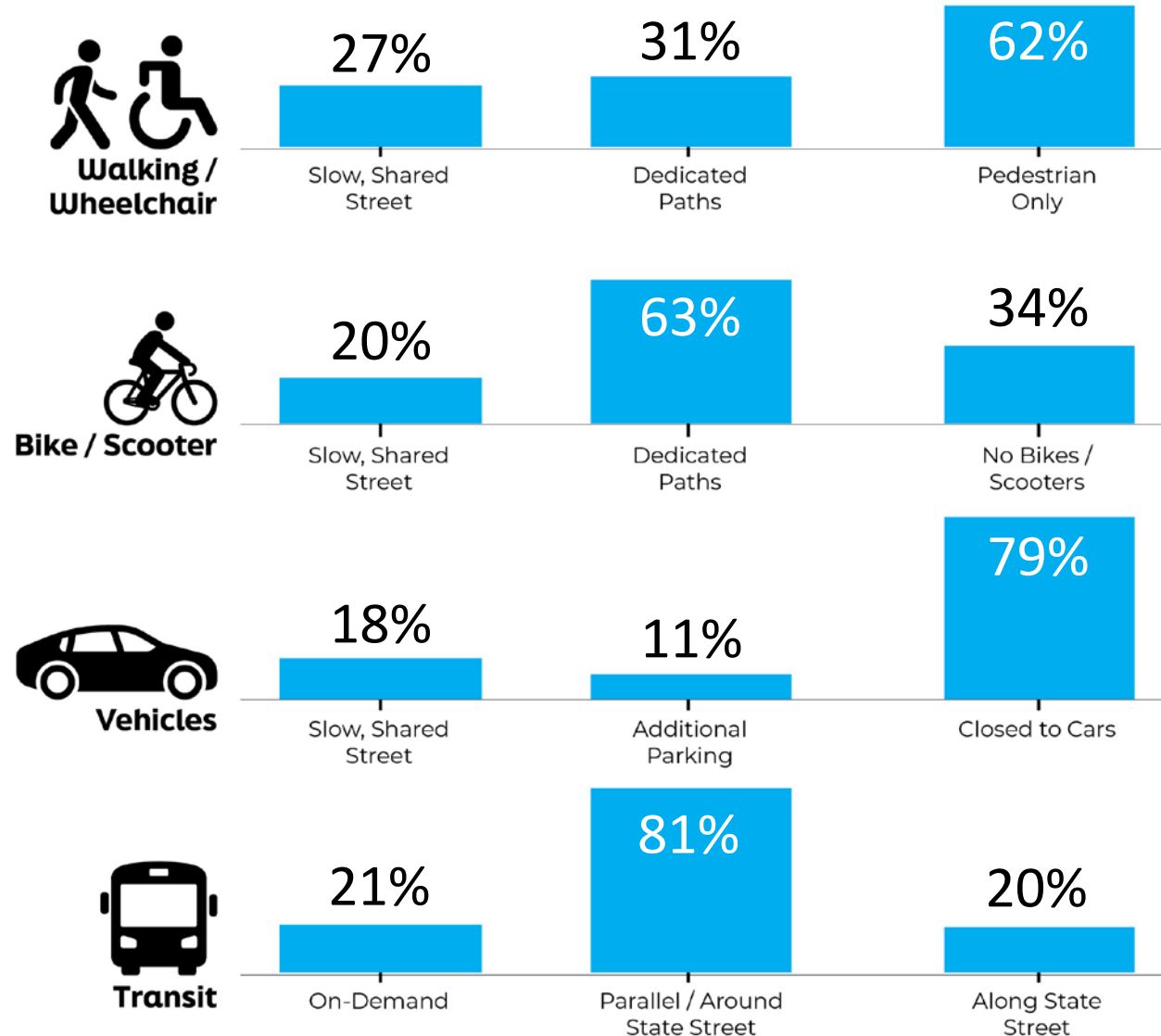
81% of survey responses preferred fixed transit running parallel to State St.



Design Workshop responses preferred small, slow shuttles on State St.



# Multi-Modal Access: Emerging Community Ideas



The background is a solid blue color. Overlaid on this are several white, curved, concentric lines that originate from the left side and curve towards the right, creating a sense of motion or a stylized 'S' shape. These lines are of varying thickness and are spaced out across the page.

# NEXT STEPS



# Next Steps: Evaluate Trade-offs

Design strategies and preliminary concepts will illustrate tradeoffs for the community to evaluate.



Space is limited on all Downtown streets, and difficult choices are ahead.

Flexibility & park spaces



Separated bike/shuttle lanes on State Street

Bike/transit on parallel or cross streets



Capacity & traffic delays on side streets?



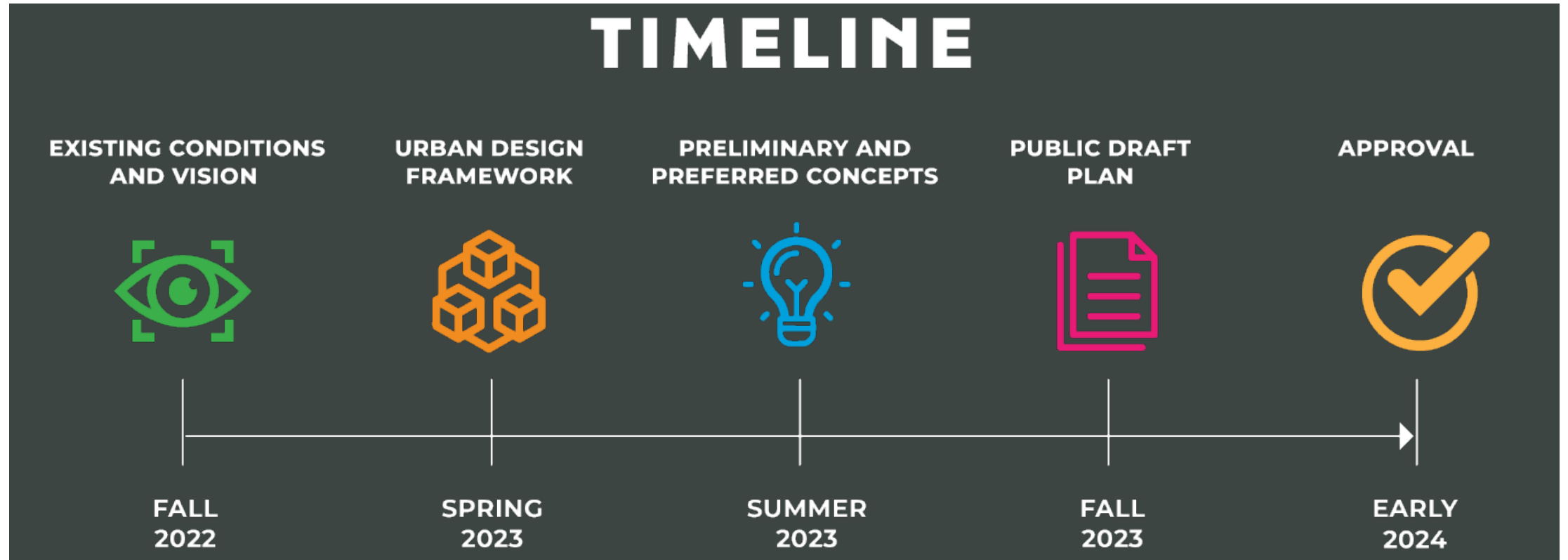
# Next Steps: Design Concepts

- City Staff and MIG: Ongoing
  - Summarize community input & technical analysis to create three preliminary design concepts
- SSAC Meeting: February 2023
  - Review urban design framework, design strategies, and preliminary concepts
- Community Outreach: April 2023
  - Workshop preliminary design concepts
  - Community survey
- Preferred Conceptual Design: August 2023





# Next Steps: Project Schedule



# Recommendation

- Receive a progress report for the State Street “Create State” Master Plan

