



**COMMUNITY DEVELOPMENT DEPARTMENT**

# **STATE STREET ADVISORY COMMITTEE**

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December 14, 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)

## II. PRELIMINARY MATTERS

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# A. Opening Remarks and Announcements



# B. Agenda Review



# C. Approval of the 10/27/22 SSAC Minutes

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- Alejandra Gutierrez (City Council)
- Meagan Harmon (City Council)
- Mike Jordan (City Council)

# 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
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- If calling by phone, press \*9 to raise/lower hand; press \*6 to mute/unmute

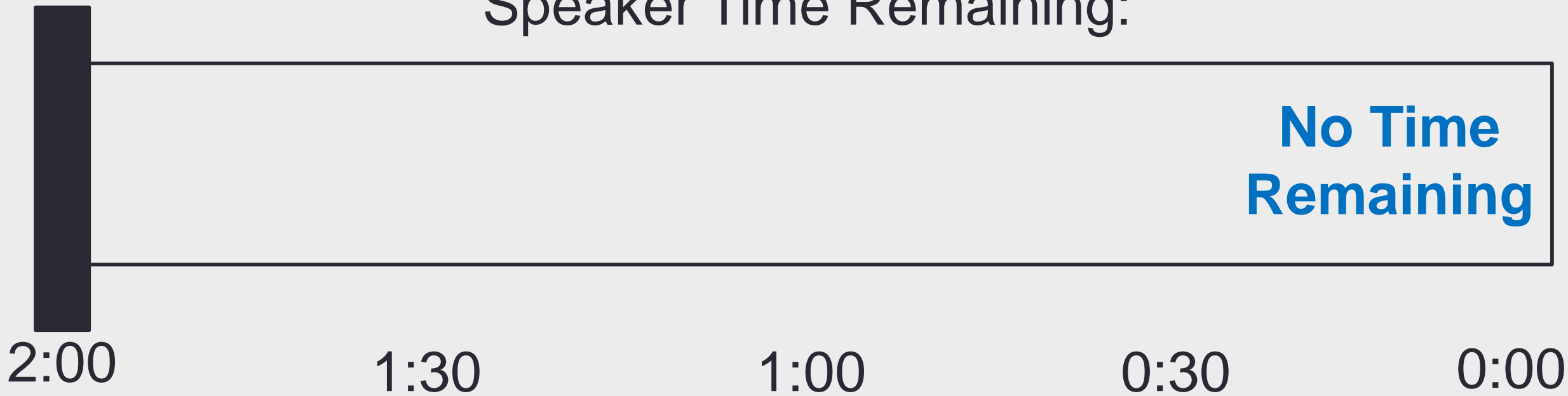


## Item II.D

### General Public Comment

**You Have 2:00 Minutes to Speak**

Speaker Time Remaining:



# III. AGENDA ITEMS

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# III. A. EMERGING COMMUNITY FEEDBACK AND EXISTING CONDITIONS ANALYSIS

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## **State Street Advisory Committee Meeting #3**

14th December 2022



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

# EMERGING COMMUNITY INPUT & EXISTING CONDITIONS ANALYSIS

Community Vision  
Urban Design and Multi-Modal Access  
Economic Analysis  
Infrastructure



# Project Process: Community & Stakeholder Engagement

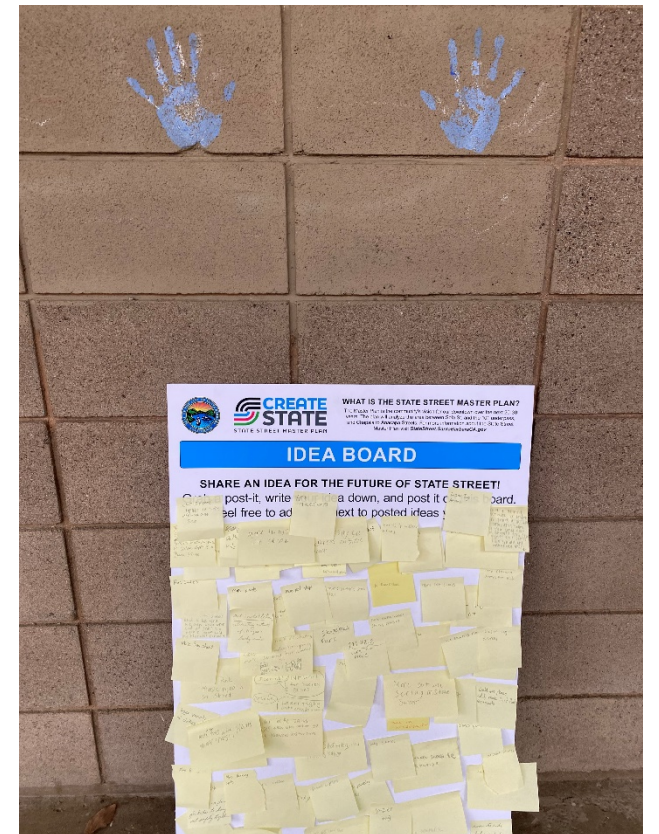
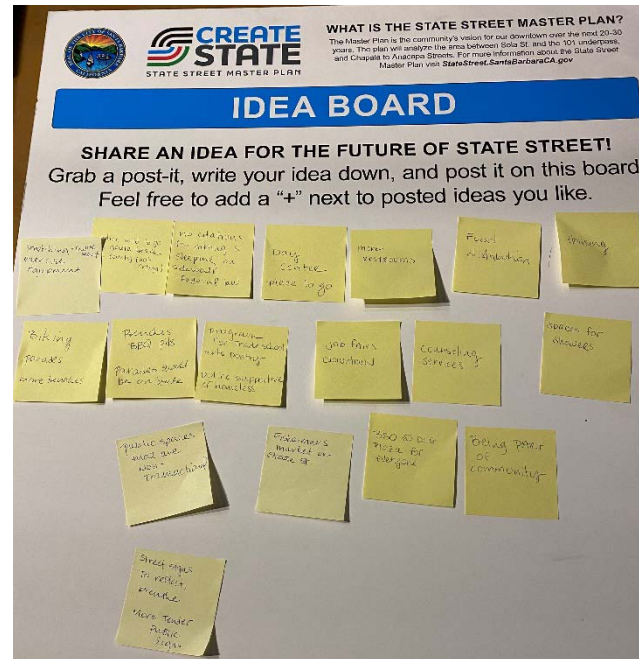
**VISIONING PHASE:** Nov 1st – End of December 2022

## KEY COMMUNITY ENGAGEMENT FORUMS

- **Community Visioning Survey**
  - English and Spanish
  - On-line and intercept surveys
  - Over 5,100 responses
- **In-Person Community Events**
  - Visioning open houses in English and Spanish
  - Churches, grocery stores and schools.
  - Design community meetings and open houses
  - Over 1,050 attendees

# Community and Stakeholder Engagement

- Library On the Go + Library Programming
- Downtown Org. Block Parties + Board meetings
- Farmers Market (Tuesday and Saturday)
- SBUSD + Hope School District
  - Harding Elementary
  - Monte Vista
  - Santa Barbara Charter
  - Santa Barbara Junior High School
- Neighborhood Navigation Center
- Alameda Park
- La Cumbre Plaza Art Walk
- 1:1 meetings with interested parties
- Signs on State Street



# Community and Stakeholder Engagement

- Historic Landmarks Commission and Planning Commission Joint Meeting
- Downtown Parking Committee and Transportation and Circulation Committee Joint Meeting
- Architectural Board of Review
- Single Family Design Board
- Youth Council
- Historic Landmarks Commission
- City staff
- County of Santa Barbara





# CREATE STATE

STATE STREET MASTER PLAN

## Open House @1230A State



# CREATE STATE

## STATE STREET MASTER PLAN

- Open House
  - 11/3: 12pm – 8pm
  - 11/4: 7am – 1:30pm
  - ~500 people over 2 days
- Community Workshops
  - Friday, 12/9: 10am – 1pm w/ design professionals
  - Friday, 12/9: 4-7pm & Saturday, 12/10: 9am – 12pm
- Open House
  - Saturday, 12/10: 1-4pm





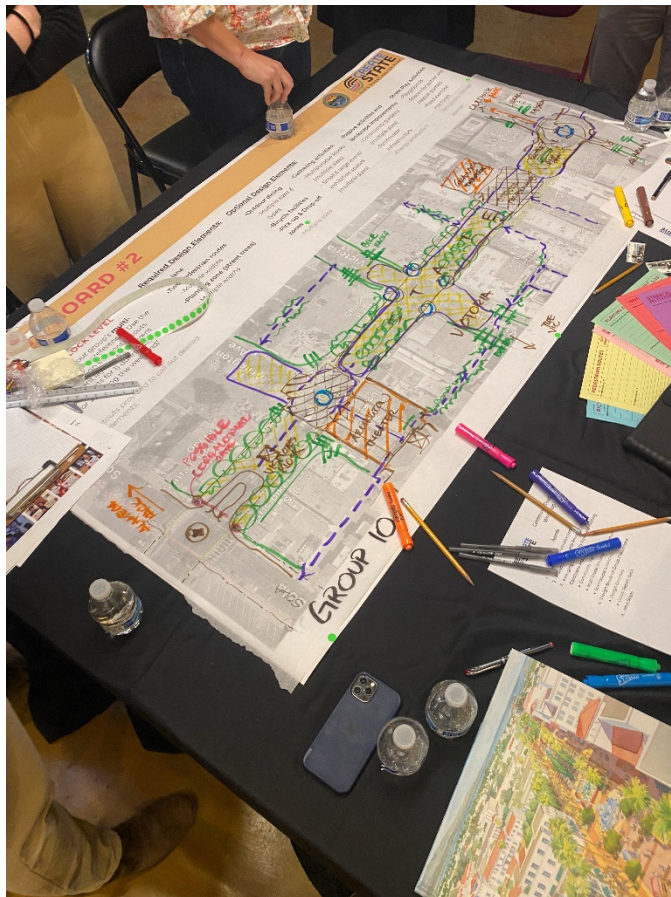




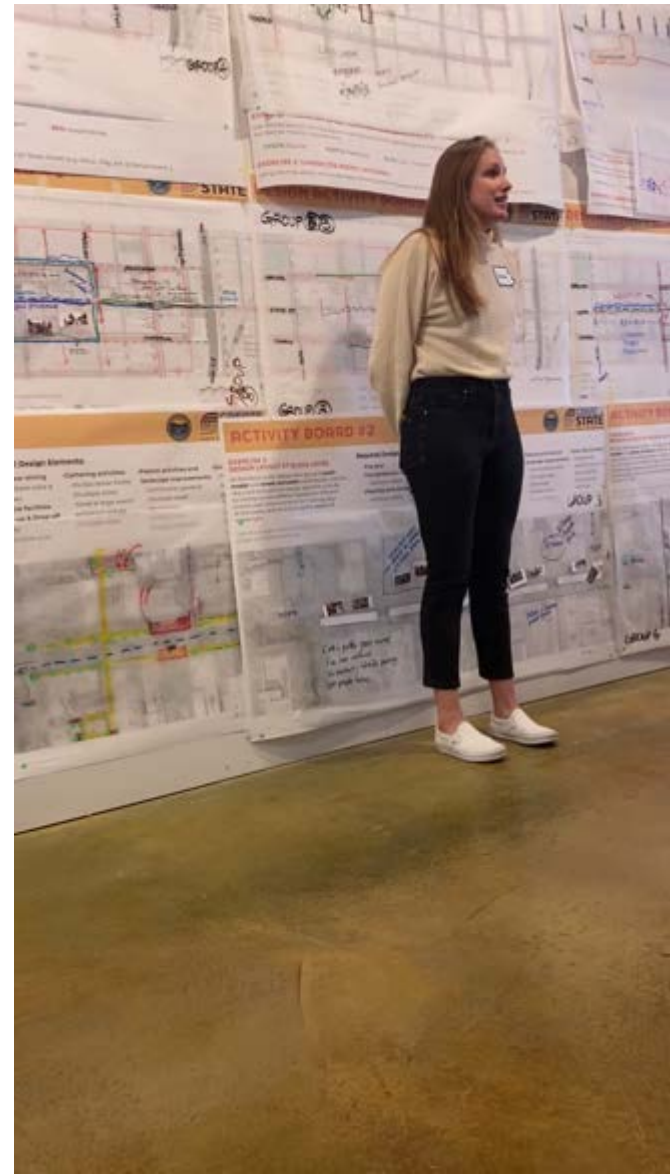


## STATE STREET MASTER PLAN

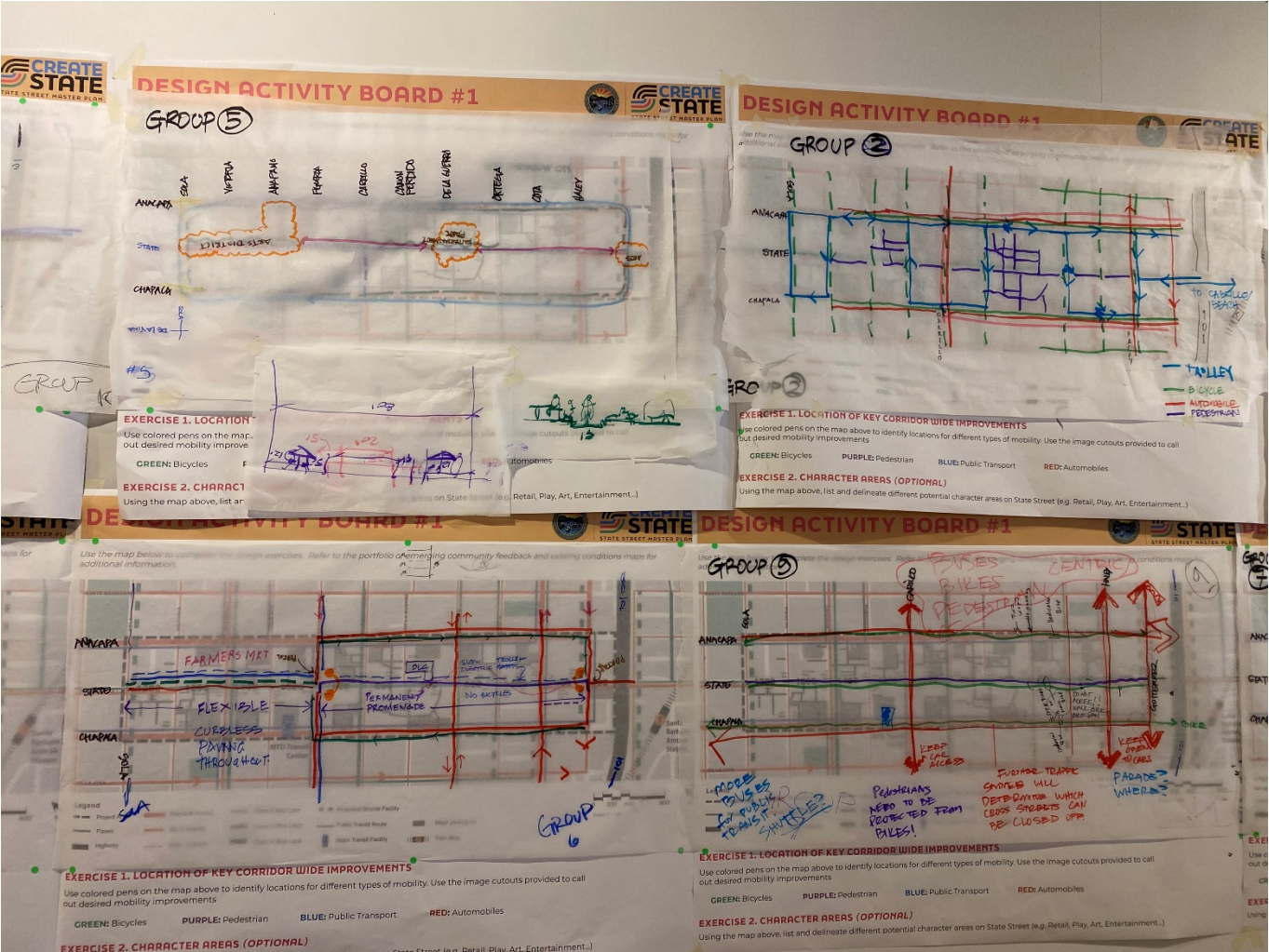
## Design Workshops @821 State





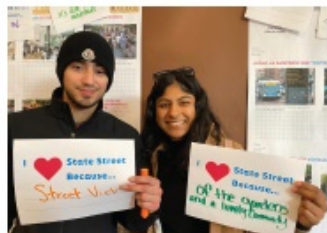








# Project Process: Community & Stakeholder Engagement





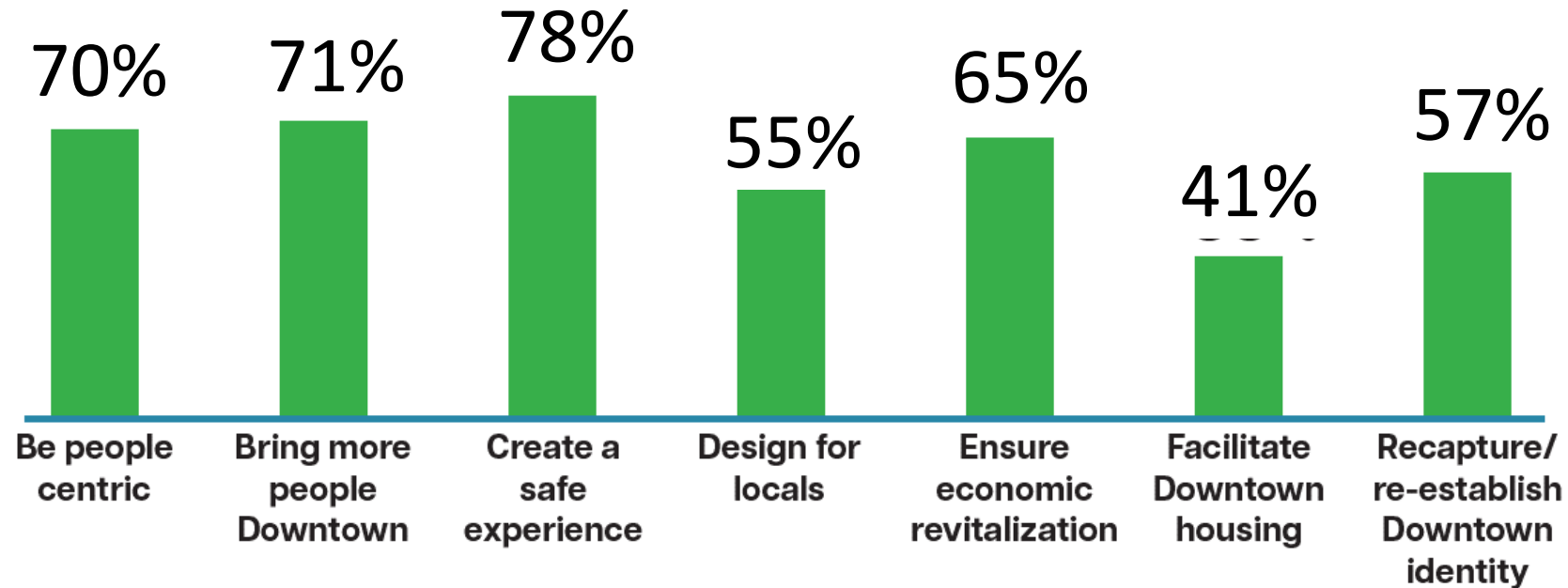
# Project Process: Community & Stakeholder Engagement

## OTHER KEY ENGAGEMENT FORUMS

- Commissions (HLC, PC, etc.)
- City Staff (Fire, Parks, Planning, Police, Public Works, Transportation, etc.)
- Council Members
- Organizations (DSB, Visit Santa Barbara, Santa Barbara Trust for Historic Preservation, etc.)
- Property and Business Owners
- State Street Advisory Committee
- Other

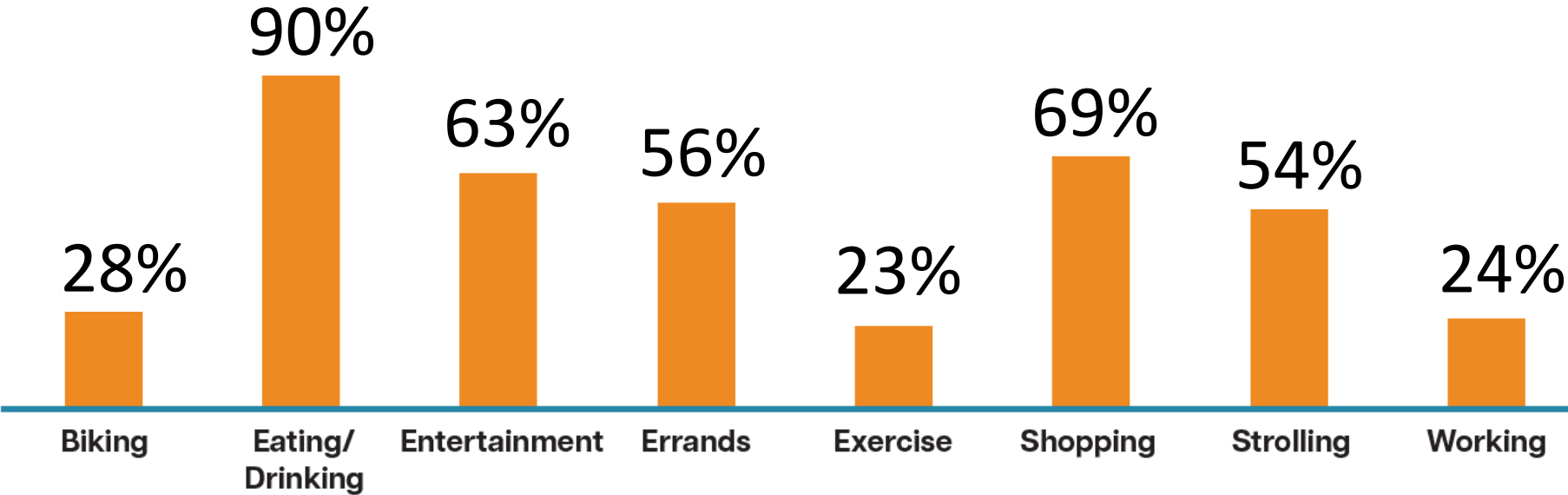
# Community Vision

- Create a safe experience
- Bring people Downtown
- Be people centric
- Ensure economic revitalization
- Recapture/re-establish Downtown's identity
- Design for locals
- Facilitate housing Downtown

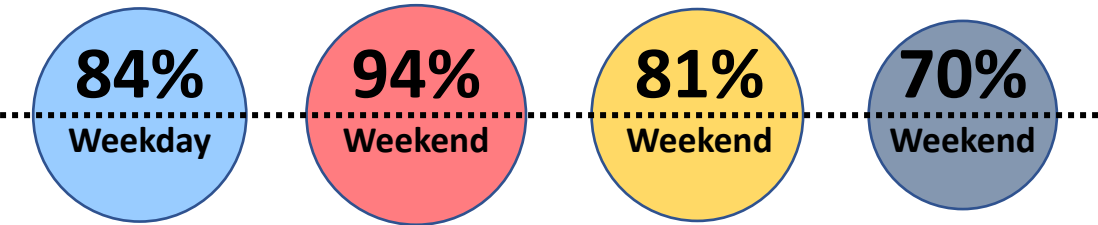


# Diverse Mix of Uses

## REASONS PEOPLE COME TO STATE STREET



## WHEN ARE PEOPLE THERE?



# Identifiable Character Historic Sites, Structures and Districts



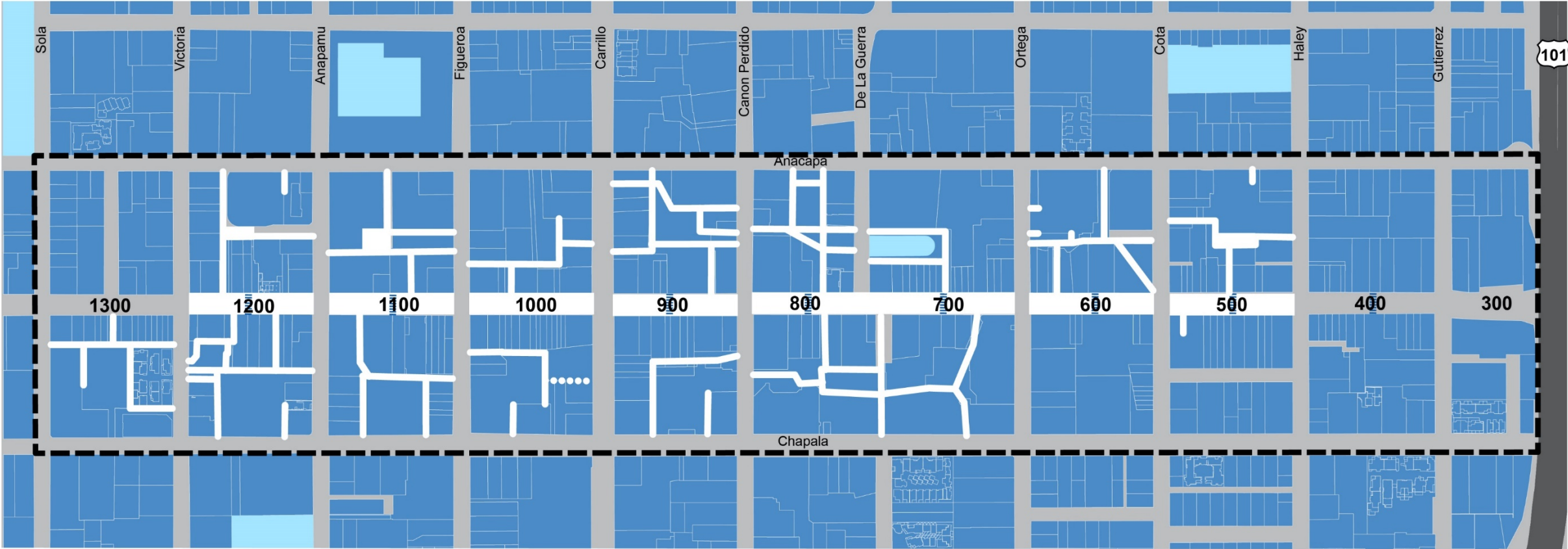
**Legend**

- 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)





# Identifiable Character Block Structure with Paseos



## Legend

Project Area

Parcel

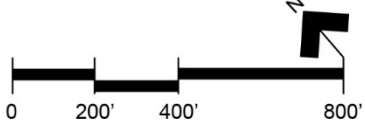
Pedestrian Promenade and Open Spaces

Paseo Network

Parks

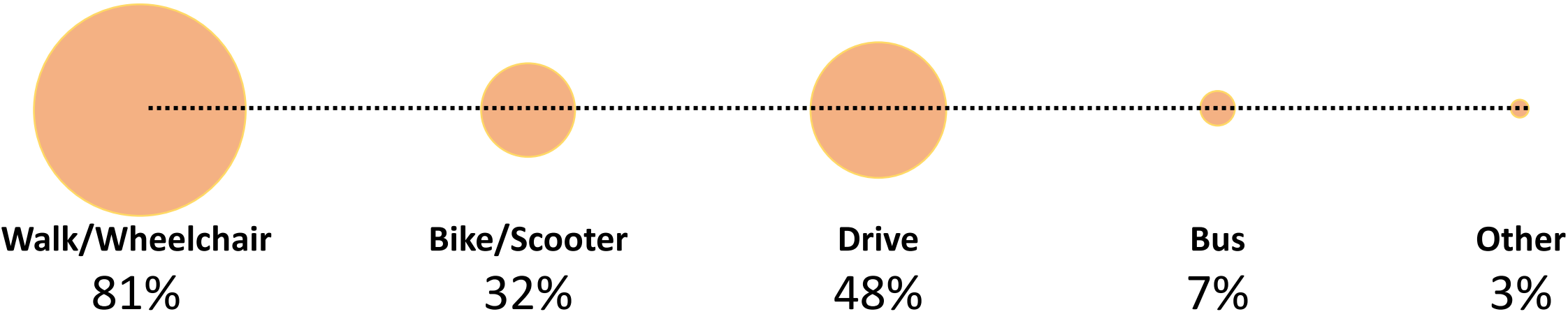
Streets

Mid-block Crosswalk

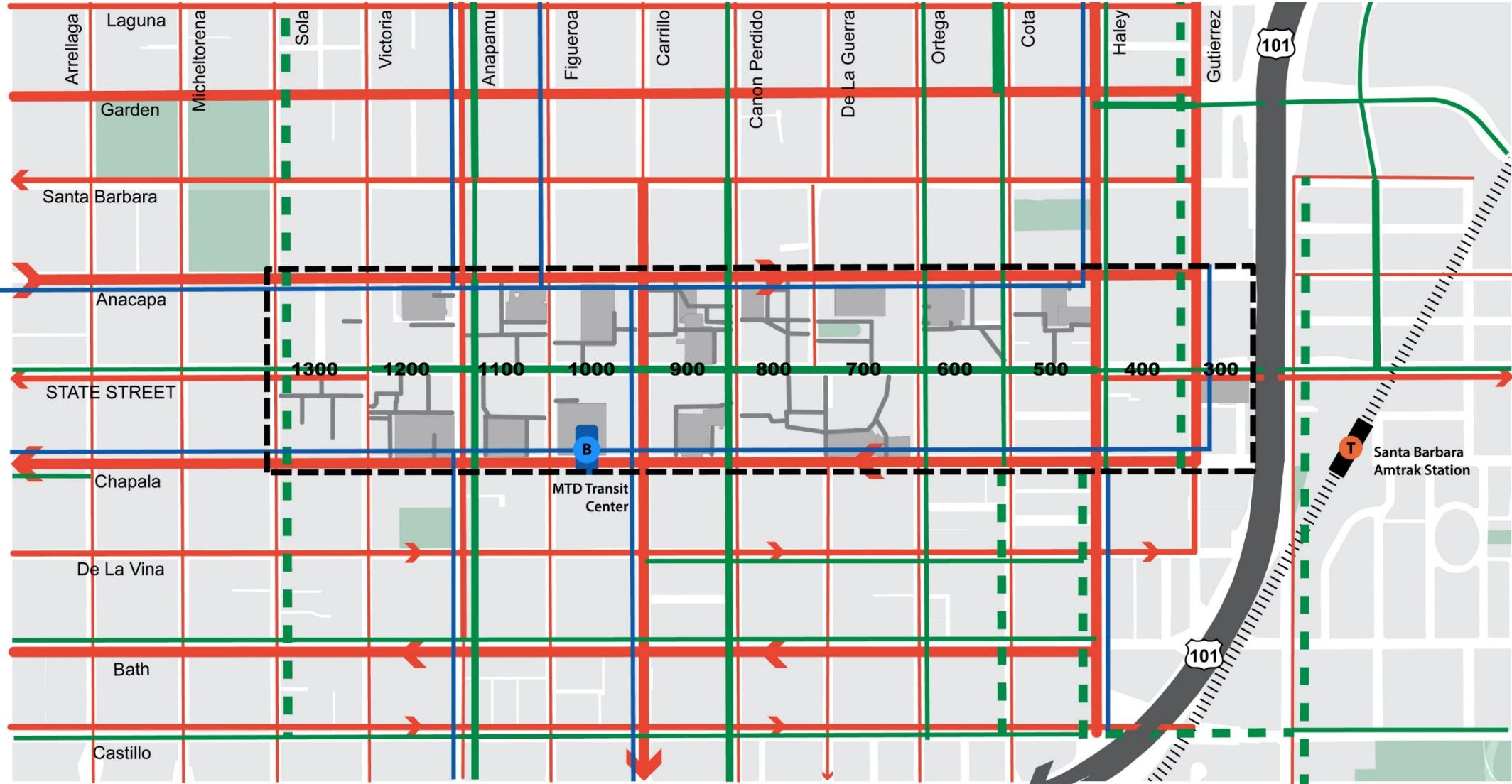


# Multi-Modal Access Existing Community Travel Modes

## HOW DO PEOPLE MOVE AROUND?



# Transportation Network Overview Multi-Modal Access



**Legend**

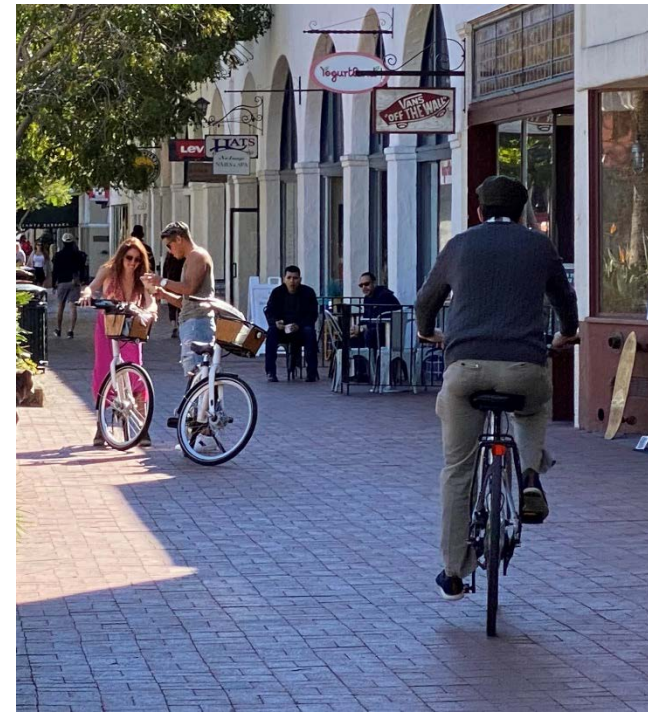
- |              |                    |                     |                           |
|--------------|--------------------|---------------------|---------------------------|
| Project Area | Principal Arterial | Class II Bike Lane  | Proposed Bicycle Facility |
| Paseo        | Minor Arterial     | Class III Bike Lane | Public Transit Route      |
| Highway      | Major Collector    | Class IV Bike Lane  | Major Transit Facility    |

- |            |
|------------|
| Train Stop |
|------------|



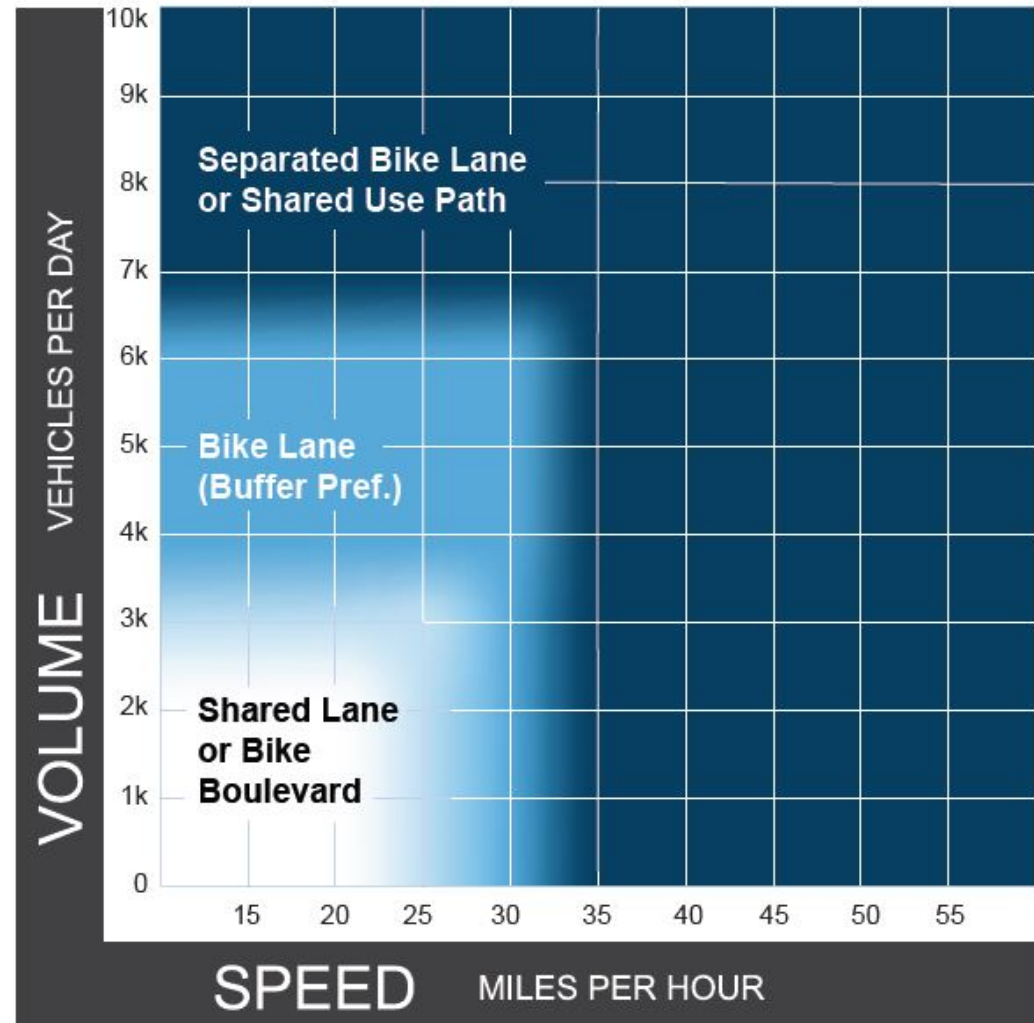
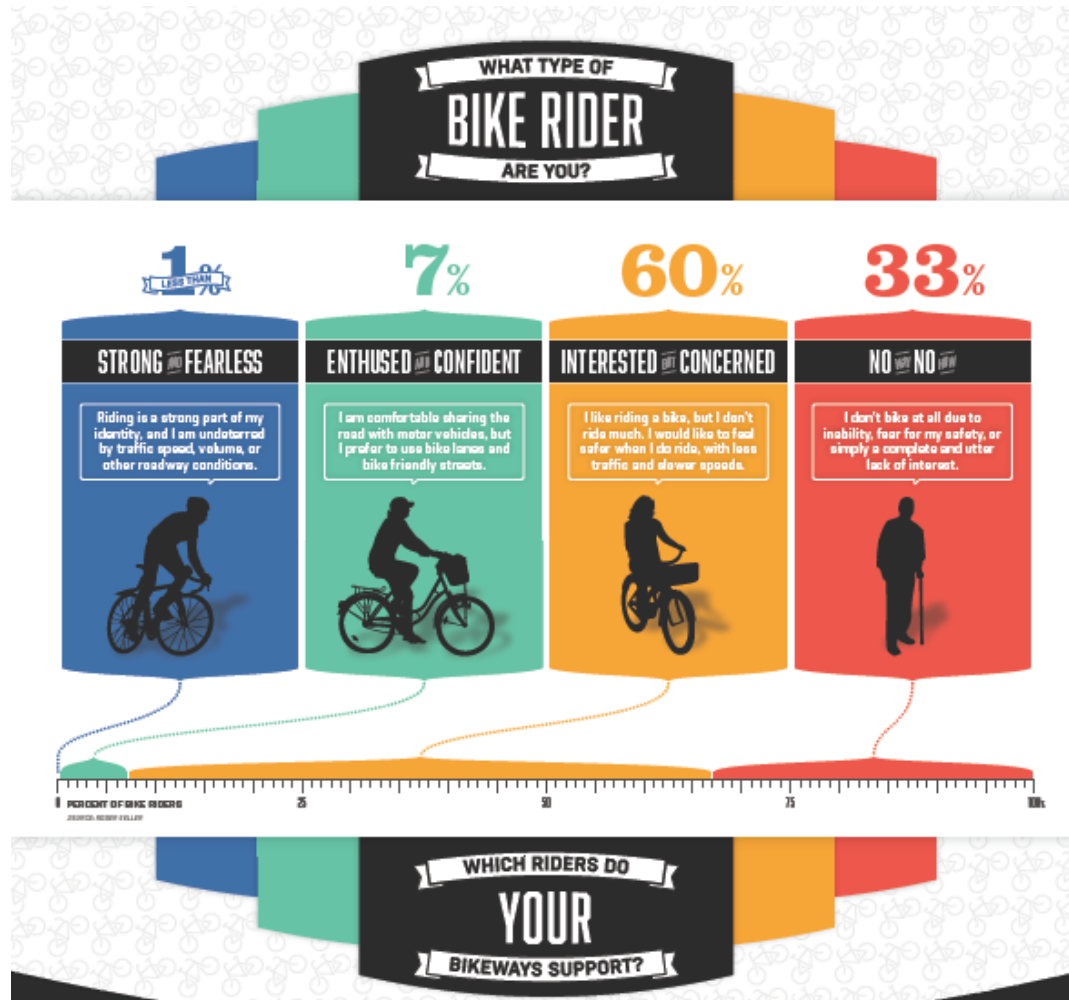
# Bicycle Activity Bicycle Counts

- Weekday and weekend counts at 10 intersections of State Street (6am to 7pm) taken during June 2022 – August 2022
- Bicycle activity analysis:
  - Vast majority of bicyclists proceeding through intersections north/southbound (600-1,150 bicycle counted per location)
  - Greater variation in east/west volumes based on connection to other routes and land uses
  - Highest count at Ortega Street (~ 1,170); Lowest count at Sola Street (~ 420)
  - Weekday bike counts are 10-20% lower, depending on location





# Bicycle Activity Bicycle Design Best Practices



# Multi-Modal Safety State Street Collision Statistics

## **October 2018 – April 2020 (before State Street closure)**

- 17 total collisions, 17 injured
- 0 fatalities
- 3 intersections with multiple crashes (max. 6 crashes at Carrillo)
- 3 intersections with 0 collisions
- Midblock crashes throughout the corridor

## **June 2020 – December 2021 (after State Street closure)**

- 10 total collisions, 10 injured
- 0 fatalities
- 2 intersections with multiple crashes (max. 2 crashes at an intersection)
- 4 intersections with 0 collisions
- No midblock crashes



# Multi-Modal Safety Potential State Street Conflicts



# Pedestrian Activity Pedestrian Counts

- Weekday and weekend counts at 10 intersections of State Street (6am to 7pm) taken during June 2022 – August 2022
- Counts are of crossings in crosswalks, pedestrians counted each time they cross
- Pedestrian activity analysis:
  - Total # of crossings counted per day in the 9,000 to 14,000 range per intersection
  - Generally higher proportion of crossings in the east/westbound crosswalks
  - Small percentage of pedestrians cross “inside the intersection”
  - Weekday counts are 40-50% less than weekend, depending on location



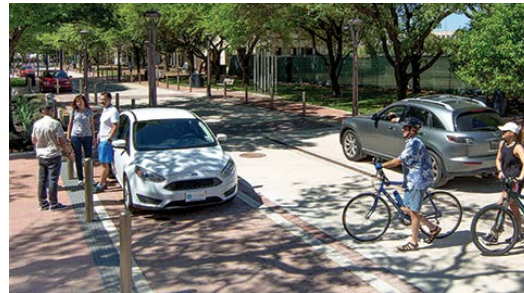
# Transit Service Existing

- 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

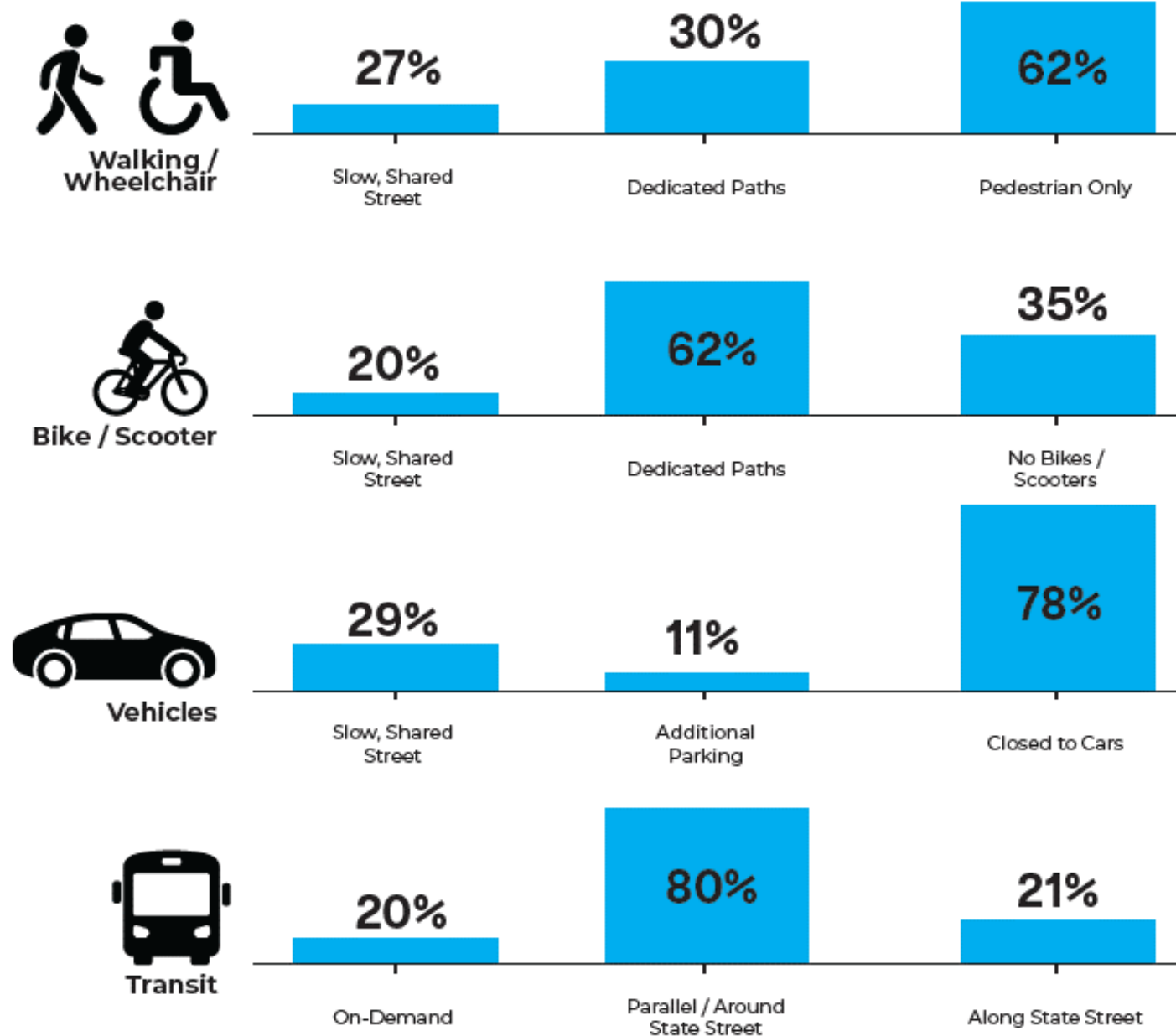




# Multi-Modal Access Emerging Community Ideas



# Multi-Modal Access Emerging Community Ideas





# 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, & 10)
- Study spreading out of parking demand
- Parking management plan
- Explore redevelopment



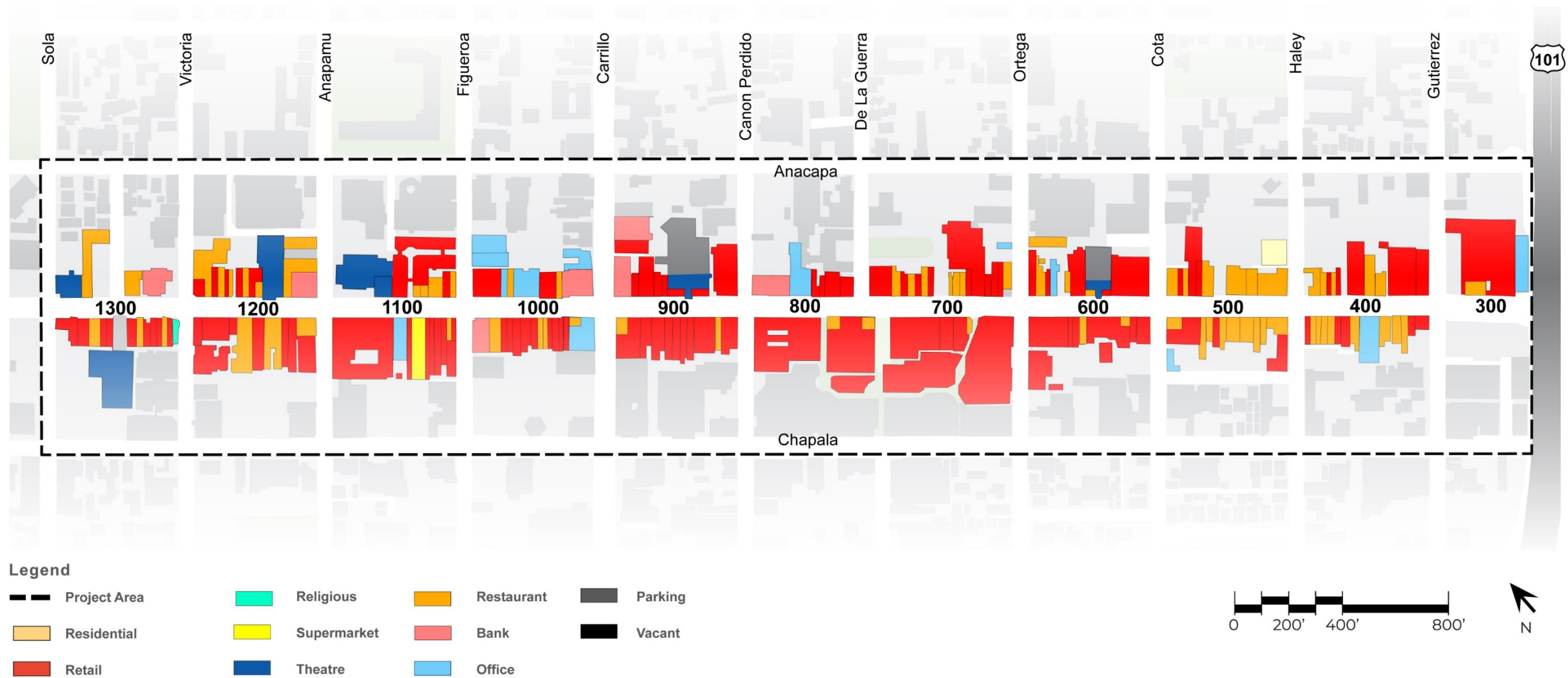


# Temporality





# Street Activation Ground Level – State Street



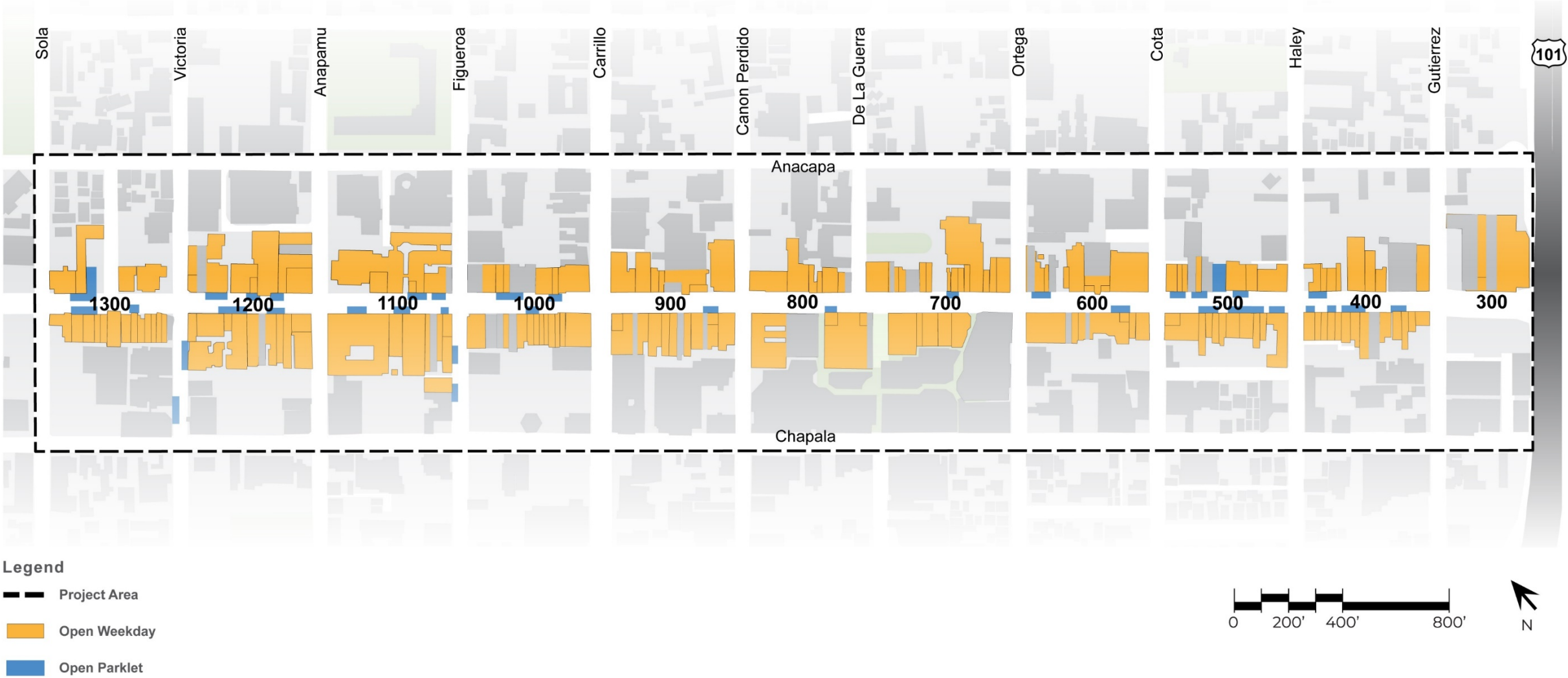


# Street Activation Existing on State Street

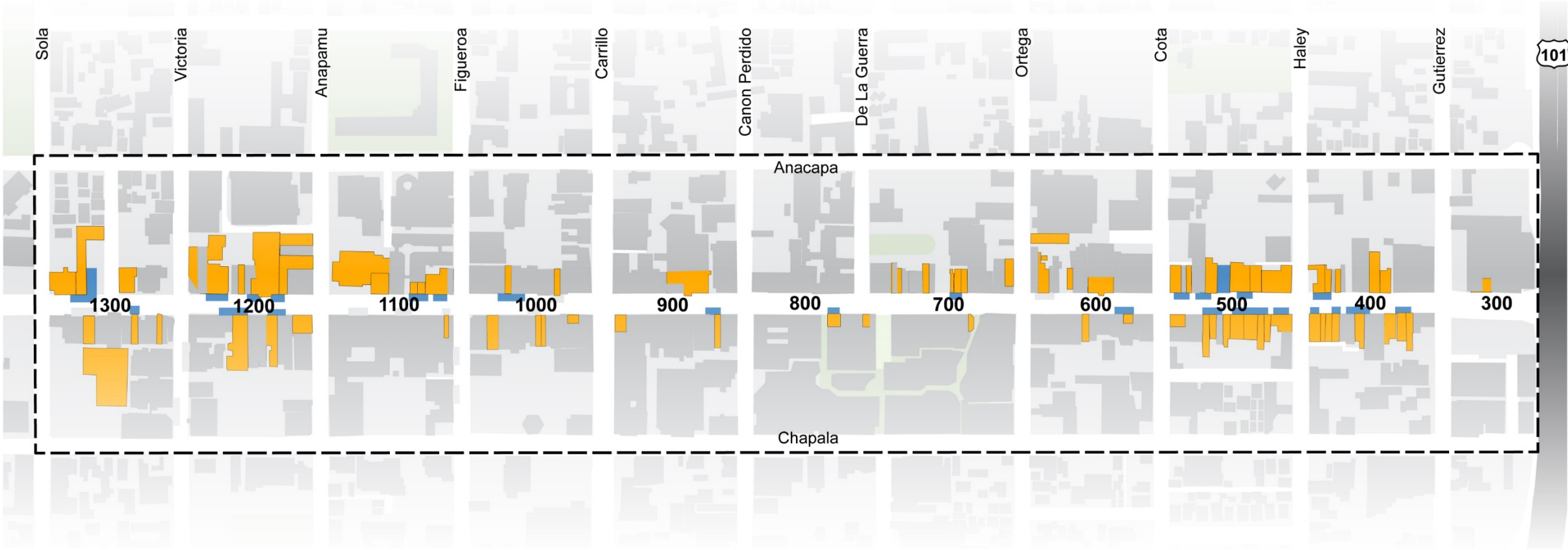




# Street Activation Ground Floor Building Activation - Weekday



# Street Activation Ground Floor Building Activation - Evenings



**Legend**

- Project Area
- Open Weeknight
- Open Parklet

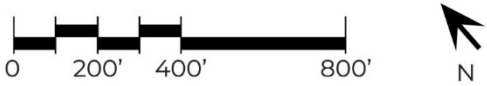




# Street Activation Ground Floor Building Activation - Weekend

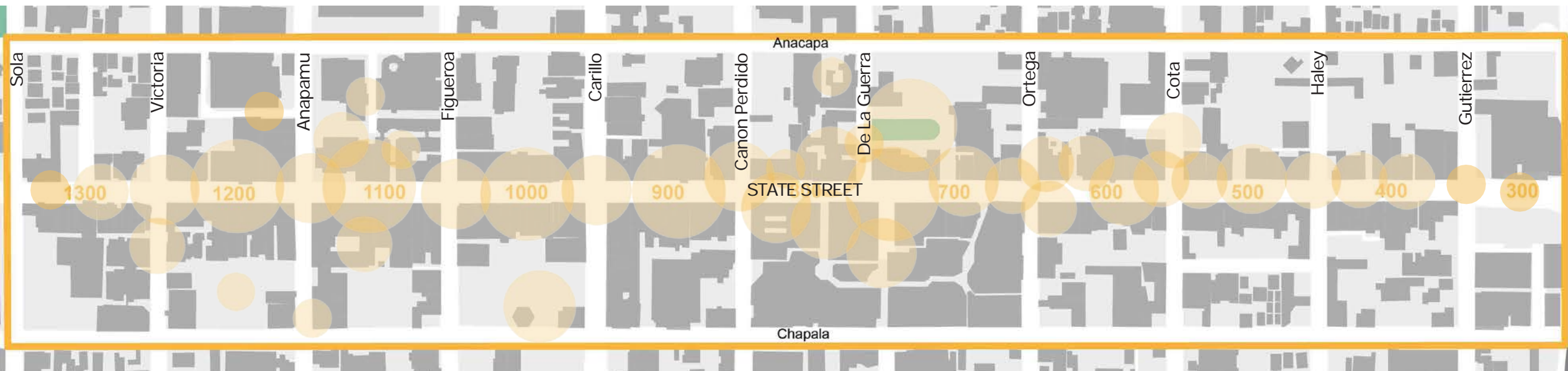


- Legend**
- Project Area
  - Open Sunday
  - Bank (Open Saturday)
  - Open Parklet



# Street Activation – Emerging Community Ideas

## Gathering Activities



73%



Benches/  
Seating

37%



Flexible Kiosks

48%



Event Spaces

38%



Parks and Rec

75%



Art Exhibitions

71%



Small  
Performances

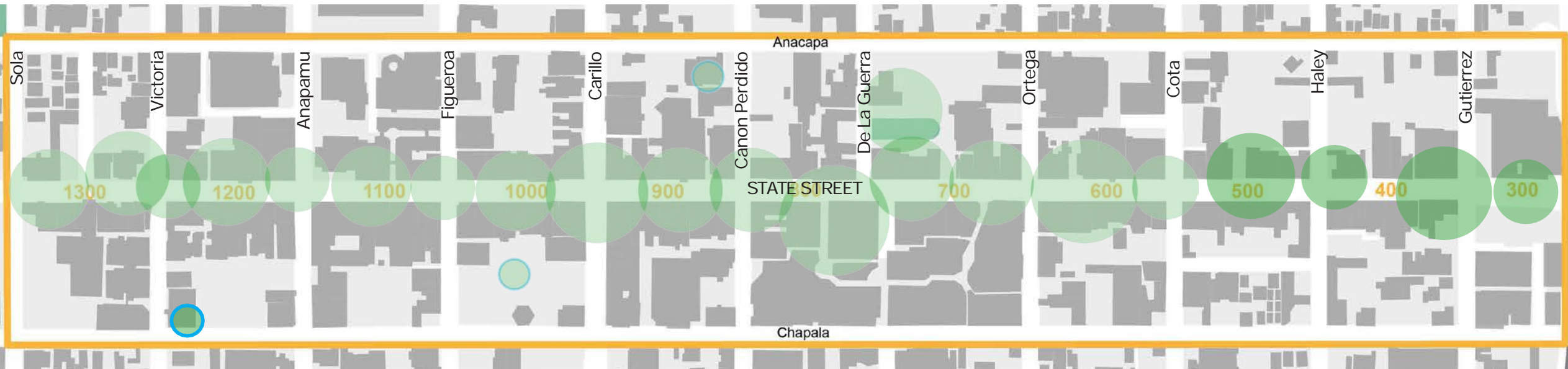
72%



Parks and  
Open Space

# Street Activation – Emerging Community Ideas

## Passive Activities and Landscape

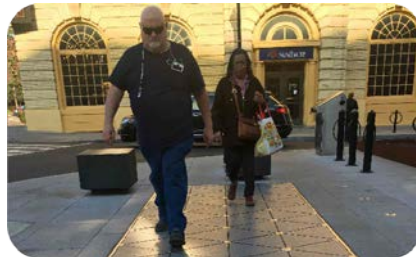


45%



Community Garden

53%



Energy Production

60%



Stormwater Infrastructure

89%

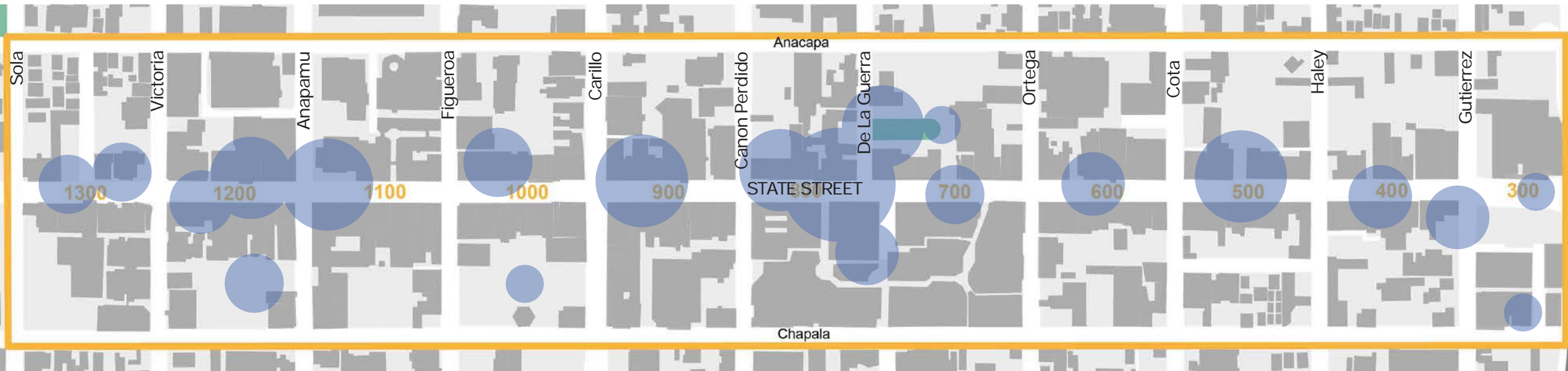


Street Trees



# Street Activation – Emerging Community Ideas

## Playing



35%



Active Games

14%



Fixed Exercise

55%



Interactive Installations

46%



Passive Games

60%



Playgrounds

# Overall Economic Summary

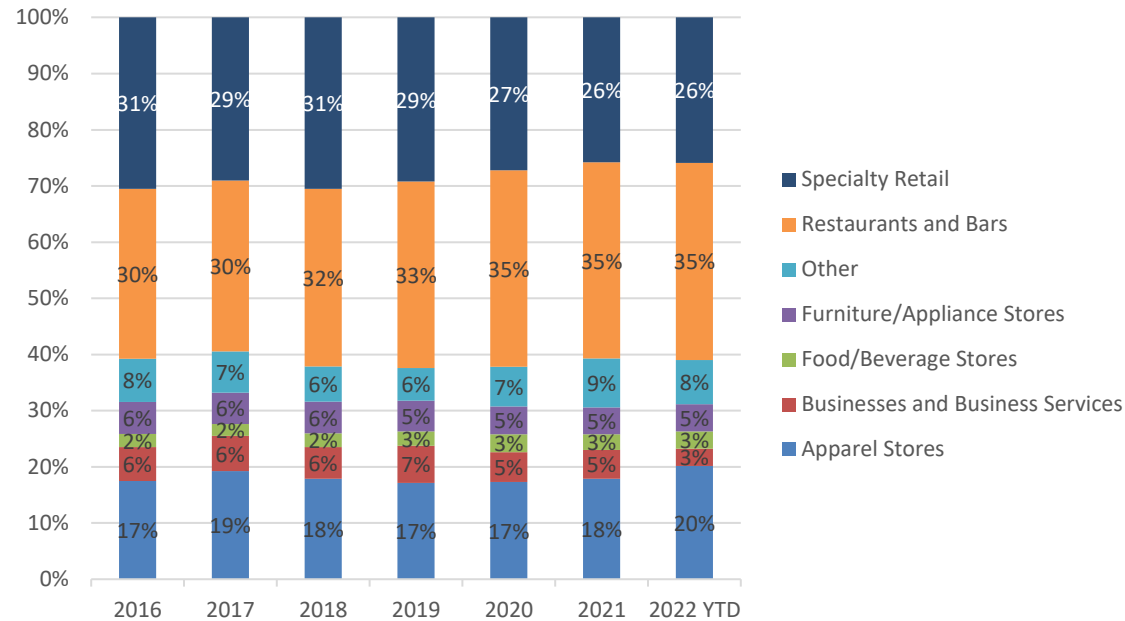
- Many stakeholders have been in Santa Barbara for 20+ years and have weathered changes in retail trends before
- State Street has strong opportunities for growing its experiential based activities given its unique setting
- Experiential retail amplifies quality of place, not the other way around
- Santa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





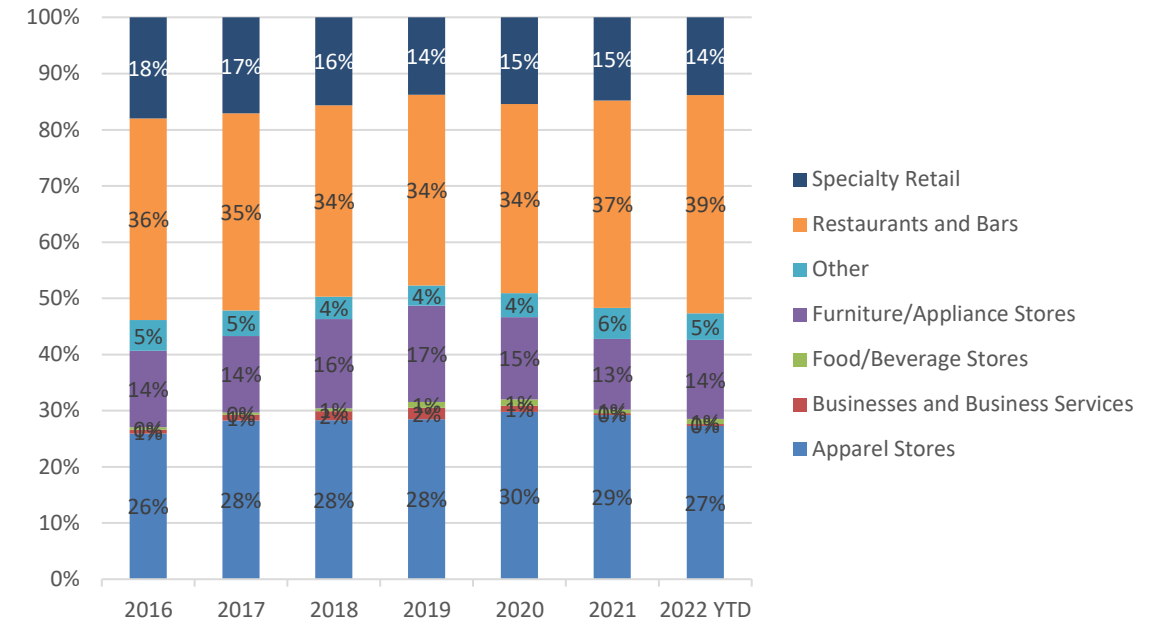
# Economic Analysis Sales Performance – State Street

Share of Establishments on State Street  
by Business Category



Source: HdL, 2022. Strategic Economics, 2022.

Share of Sales on State Street Study  
by Business Category (constant 2021 dollars)



Source: HdL, 2022. Strategic Economics, 2022.

- Establishments fell from 298 in 2016 to 252 in 2021. This decline began pre-pandemic. Specialty retail lost the greatest number of establishments from 2016-21
- Sales fell from \$254M in 2016 to \$203M in 2021. This decline began pre-pandemic.



# Economic Analysis Sales Performance – Santa Barbara

- **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 has increased in share steadily pre-pandemic and during pandemic

- **Specialty Retail** is the only category that has declined in share of sales every year from 2016-2021

# Case Studies Pearl St, Boulder, CO

- **Four block pedestrian mall** that caters to locals, college students, and tourists with a distinct focus on children's play spaces
- Became pedestrian only in 1977 and has had "refreshes" since to maintain attractiveness to consumers
- **Historic buildings** comply with preservation and design regulations while also allowing for unique character of each business to shine
- Maintained by the City parks department and is part of Downtown Business Improvement District
- Property owners are part of an **assessment district** that is used to fund improvements



# Case Studies Pearl St, Boulder, CO

- **Retail:**

- Successful mix of locally owned stores, restaurants, art, and public spaces
- **Chain stores** match Boulder's "lifestyle", such as outdoor brands like Patagonia, and **comprise less than 30%** of the mall's retail mix

- **Restaurants:**

- In 2022 Boulder implemented a **5-year pilot for outdoor dining** post-pandemic
- This program has restrictions on square feet of dining, how far it can extend, and design elements of parklets such as materials and coverings
- **Fees differ based on whether restaurant utilizes space on their private property or in the public right of way** and on their furnishings

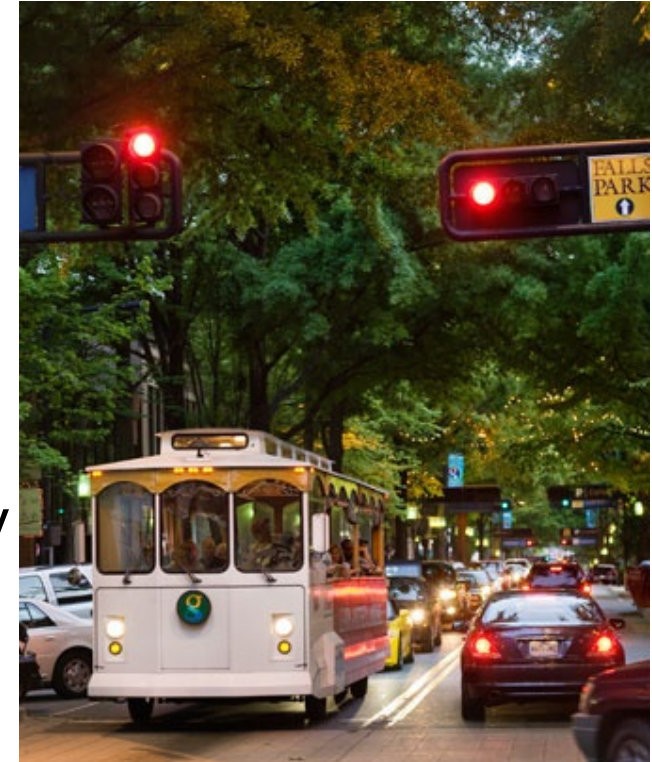
<b>Option A - Public Right of Way</b>	Pilot Program compliant infrastructure purchased individually by Eligible Businesses	Annual Fee On-Mall (Revocable Permit only): \$18.76/sq ft  Annual Fee Off-Mall (Revocable Permit only): \$13.13/sq ft
<b>Option B - Public Right of Way</b>	Pilot Program compliant infrastructure purchased in bulk by city and permitted to Eligible Businesses for 5 years	Annual Fee On-Mall (Revocable Permit + Infrastructure): \$35/sq ft  Annual Fee Off-Mall (Revocable Permit + Infrastructure): \$35/sq ft
<b>Option C - Private Property</b>	Pilot Program compliant infrastructure purchased individually by Eligible Businesses	None

*Photo Source: City of Boulder*



# 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, and viewpoints
- Has successfully adapted & retrofitted buildings from 1700s
- Heavily programmed with **over 320 special events** annually
- Has a **minority business accelerator program**
- Uses **Tax Increment Financing** for landscaping, streetscaping, parking, and more



*Photo Source: Greenville Convention and Visitors Bureau*

# Case Studies Downtown Greenville, SC

- Downtown investment has made Greenville one of the most desirable locations for company and workforce attraction in recent years
  - Small businesses have been returning to the main street with larger companies locating in the greater downtown area
  - Over two dozen companies announced projects in Greenville in 2020, accounting for over 1400 jobs in a diverse mix of industries from tech, manufacturing, finance, and service industries



*Photo Source: Greenville Convention and Visitors Bureau*

# Case Studies Downtown Greenville, SC

- Has benefitted from concentrating  $\frac{1}{4}$  of downtown residential units on main street to increase commercial demand
- **Retail:**
  - City has recently hired a **retail attraction consultant** for filling vacancies with focus on **non-national retailers** that have 1-2 stores in other cities
  - Some businesses have shifted to **hybrid experiential-retail**, such as a local candle store hosting candle making classes
  - **City-run shop local program** is providing ads, banners, branded reusable totes, and exploring a gift card program
- **Restaurants:**
  - Nearly half of downtown restaurants participate in **outdoor dining program**
  - Over 110 local restaurants in 10 blocks, creating one of the largest concentrations of dining in South Carolina



Photo Source: Visit Greenville



# 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
- Has “**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

# Case Studies Key Takeaways for State Street

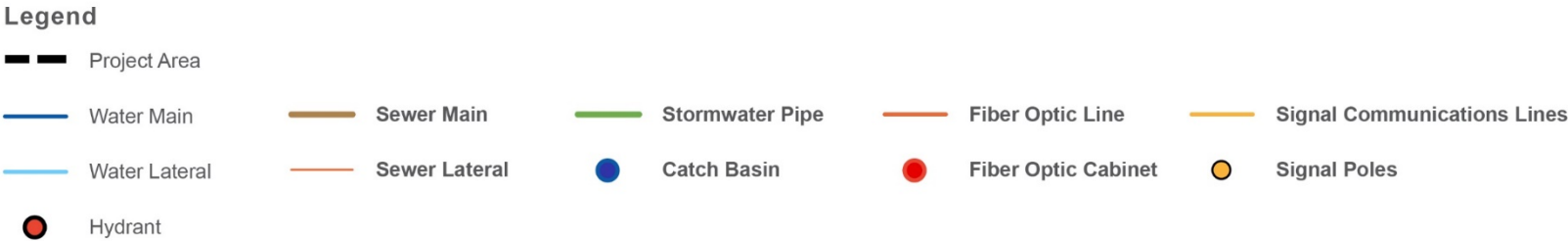
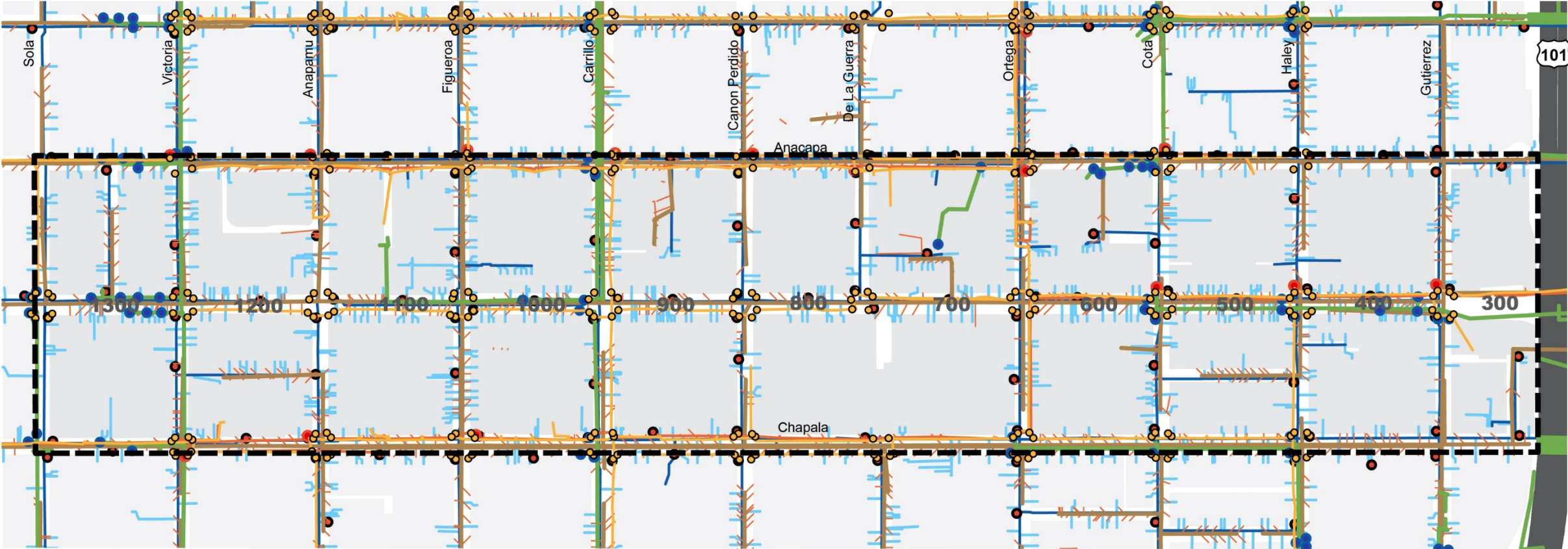
- **Outdoor dining is an important part of the experience** in each case study
  - **Typically design regulated**, including for parklet type structures
  - **Outdoor dining can succeed under different design regulations:** Greenville has opted for a “European café” feel, Pearl Street is keeping a mix of parklets and sidewalk cafes, and San Luis Obispo has started an additional option for a centralized plaza area marketed for dining
  - **Typically includes annual fees** per square foot



# Case Studies Key Takeaways for State Street

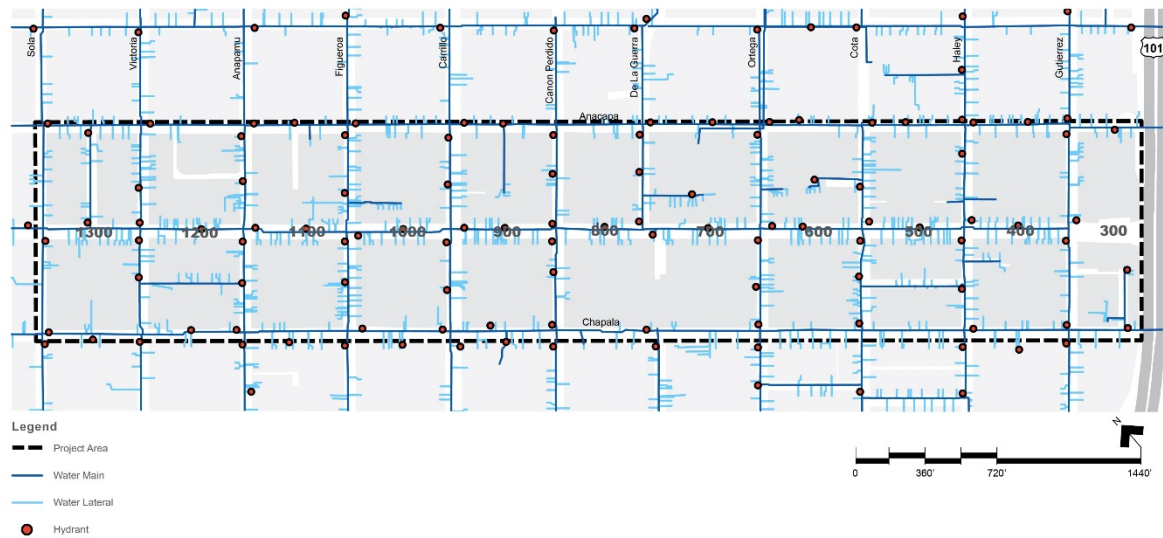
- **Pedestrians, cyclists, and mixed-uses are essential** to retail and restaurant success in each case study
- **Local stores are preferred**, and national stores are typically associated with the area's "brand"
- **Private investment and additional tax assessments** have helped to fund public space improvements and maintenance

# Utilities Combined

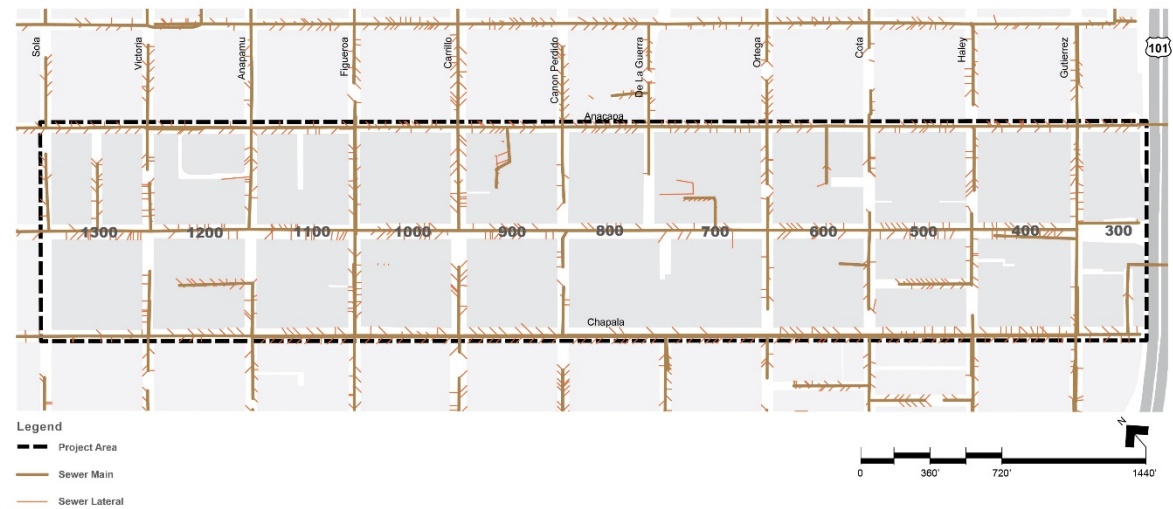




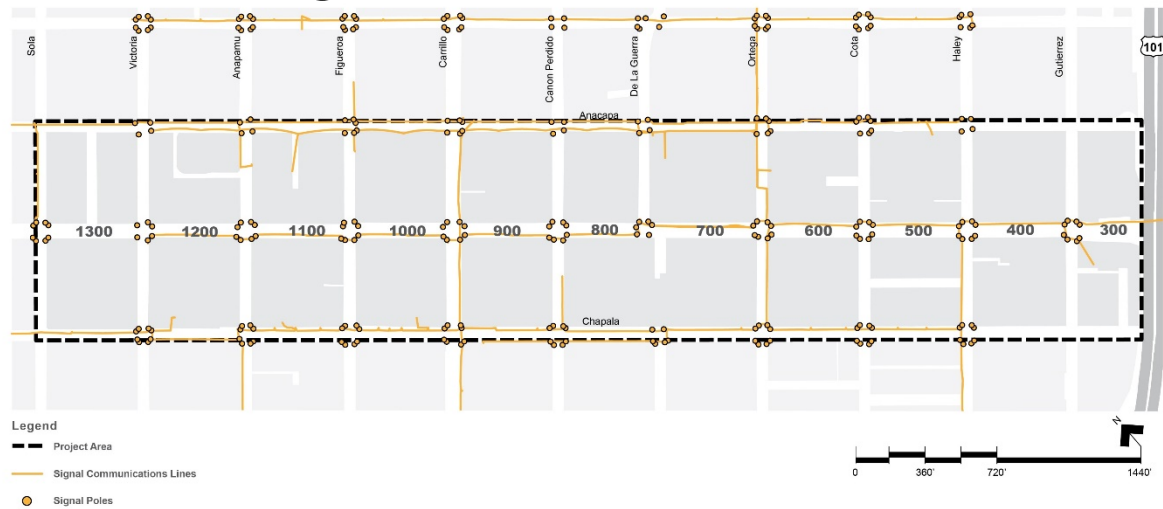
# Utilities Water



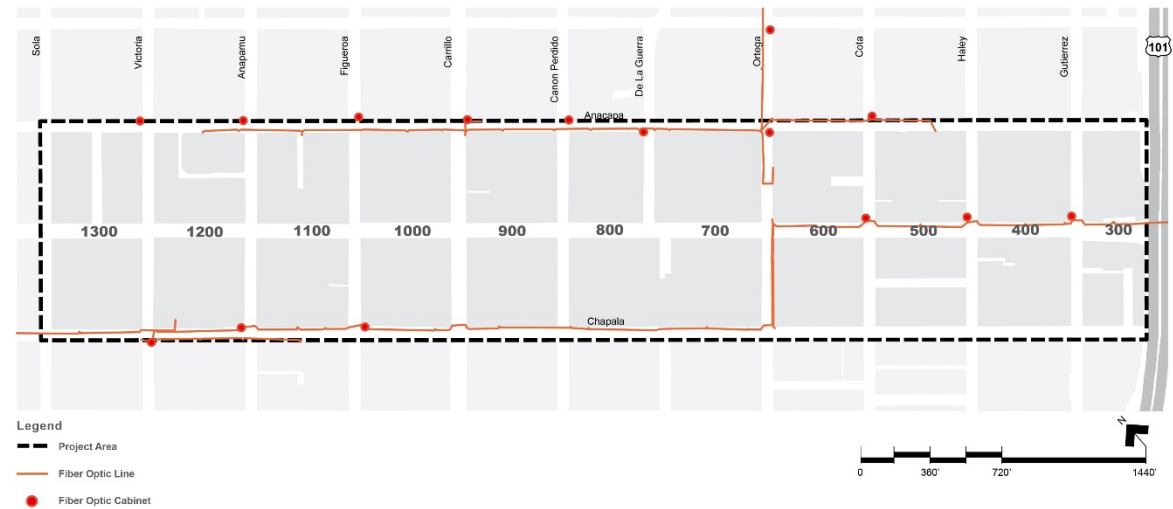
# Sewer



# Traffic Signal & Conduits



# Fiber Optics



# Utilities Stormwater



## Legend

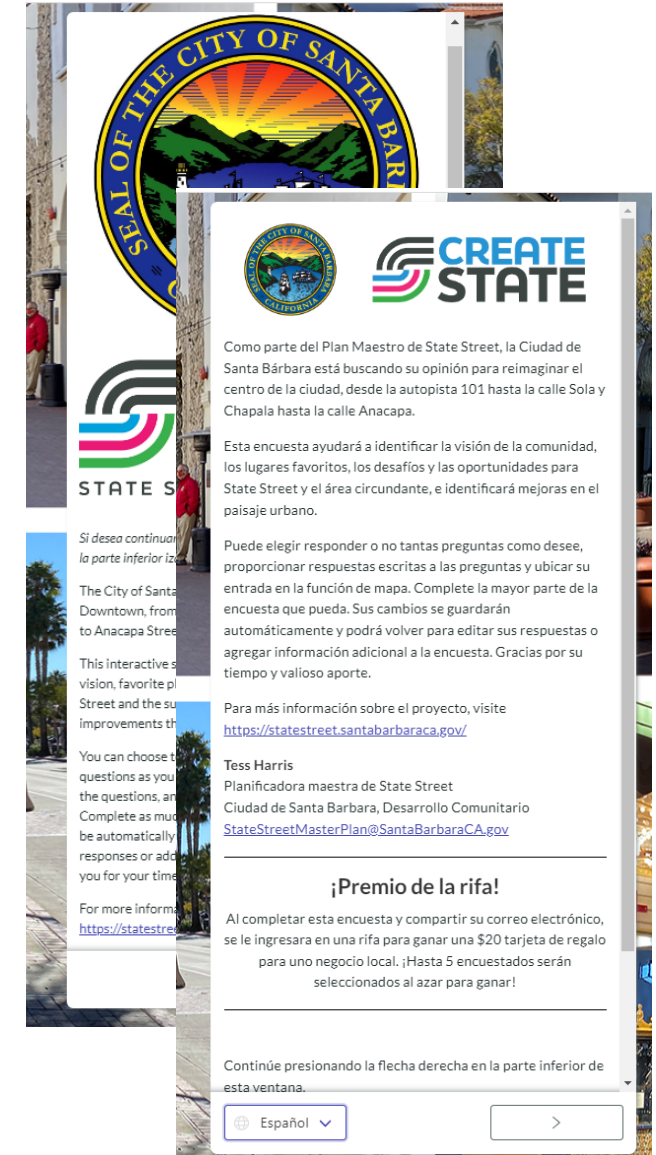
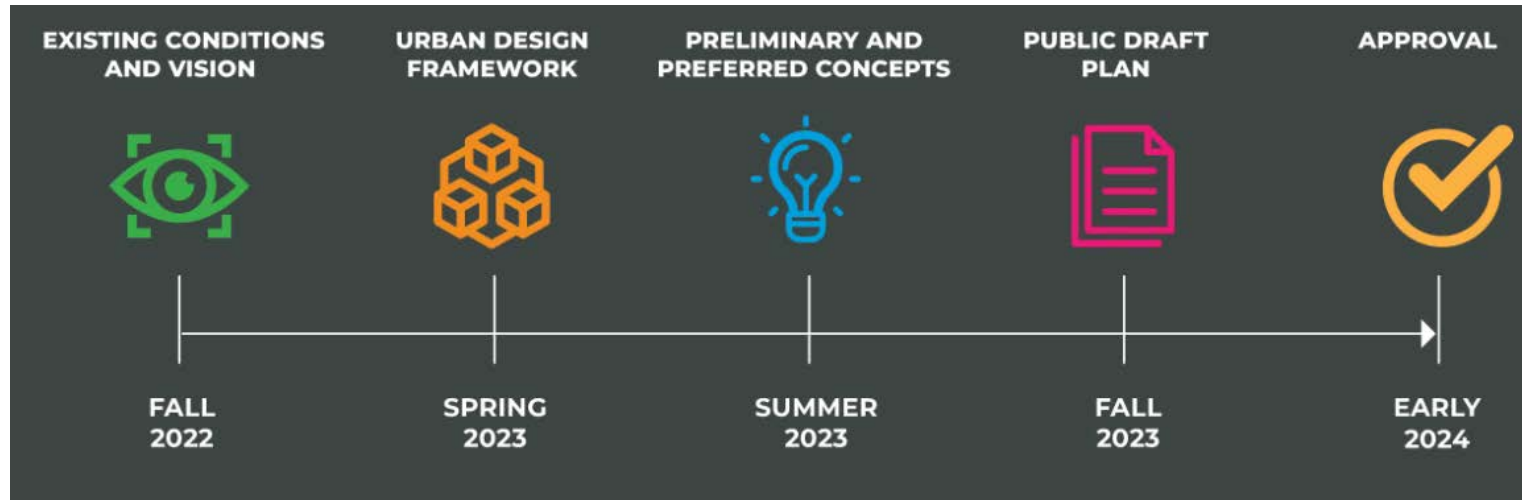
- Project Area
- Stormwater Pipe
- Catch Basin





# Next Steps



- Complete the Community Survey  
<https://statestreet.santabarbaraca.gov/>
- Summarize Community Input to Create:
  - Emerging Urban Design Framework
  - 3 Preliminary Concepts
- SSAC Meeting: February 2023



# 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
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# Item III.A Public Comment

## Emerging Community Feedback and Existing Conditions Analysis

**You Have 2:00 Minutes to Speak**

Speaker Time Remaining:



# III. B. REPORT ON PUBLIC OUTREACH EVENTS AND DISCUSSION ABOUT THE FUTURE DESIGN FOR STATE STREET

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**STAKEHOLDER & COMMUNITY  
FEEDBACK  
HEARD BY SSAC MEMBERS**

The background is a solid blue color with several lighter blue, curved, overlapping lines that sweep across the upper and middle portions of the frame, creating a sense of motion and depth.

# **DESIGN BREAKOUT GROUP DISCUSSIONS**

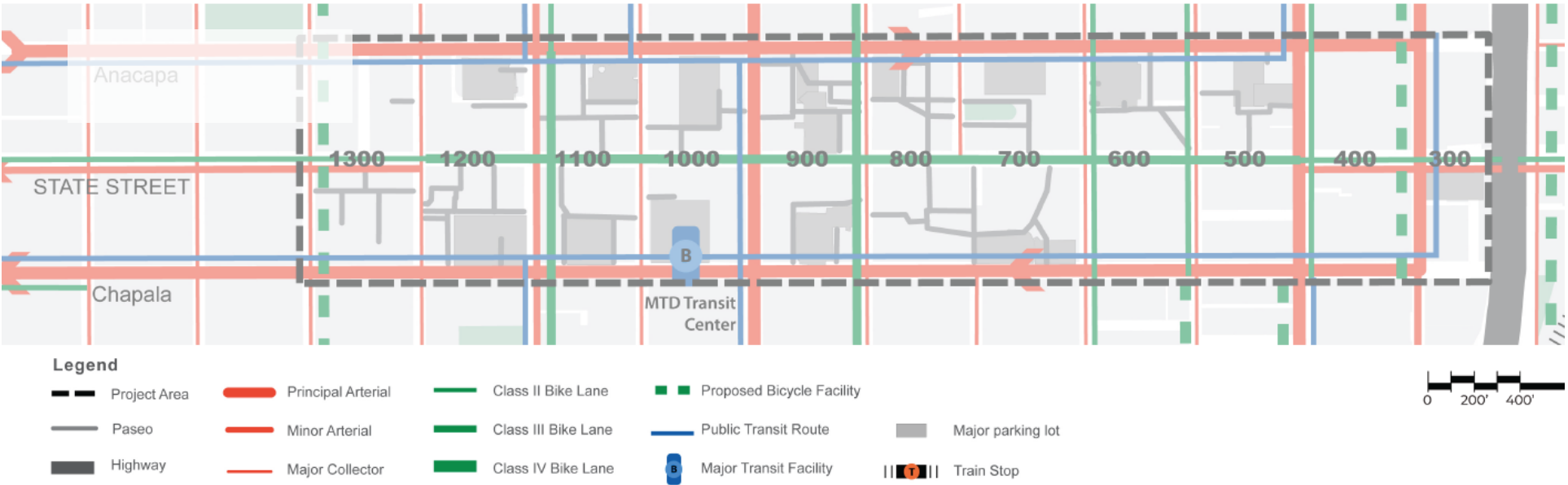
# Design Breakout Group Discussions

DESIGN ACTIVITY BOARD #1



Three Design Exercises:

Use the map below to complete the design exercises. Refer to the portfolio of emerging community feedback and existing conditions maps for additional information.



**Exercise 1:**  
Location of Key  
Corridor Wide  
Improvements

**Exercise 2:**  
Character Areas  
Identification  
*(Optional)*

**Exercise 3:**  
Block Level  
Design Layout

EXERCISE 1. LOCATION OF KEY CORRIDOR WIDE IMPROVEMENTS

Use colored pens on the map above to identify locations for different types of mobility. Use the image cutouts provided to call out desired mobility improvements

GREEN: Bicycles

PURPLE: Pedestrian

BLUE: Public Transport

RED: Automobiles

EXERCISE 2. CHARACTER AREAS (OPTIONAL)

Using the map above, list and delineate different potential character areas on State Street (e.g. Retail, Play, Art, Entertainment...)

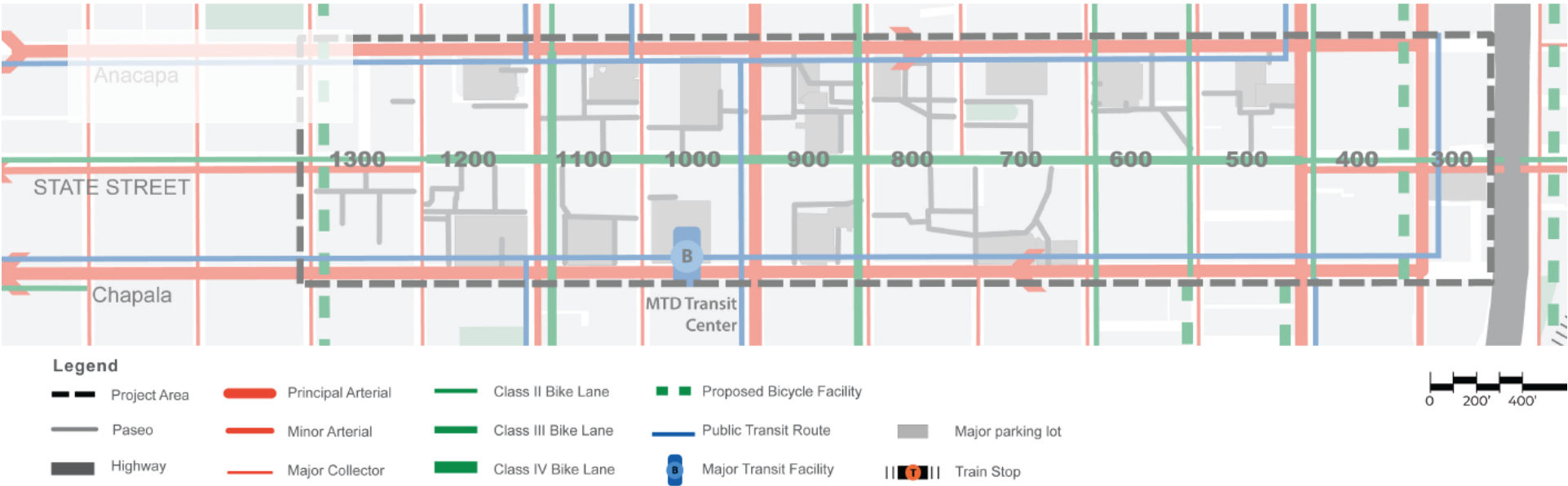


# Design Breakout Group Discussions

DESIGN ACTIVITY BOARD #1



Use the map below to complete the design exercises. Refer to the portfolio of emerging community feedback and existing conditions maps for additional information.



Three Design Exercises:

**Exercise 1:**  
Location of Key Corridor Wide Improvements

**Exercise 2:**  
Character Areas Identification  
*(Optional)*

**Exercise 3:**  
Block Level Design Layout

**EXERCISE 1. LOCATION OF KEY CORRIDOR WIDE IMPROVEMENTS**

Use colored pens on the map above to identify locations for different types of mobility. Use the image cutouts provided to call out desired mobility improvements

**GREEN:** Bicycles      **PURPLE:** Pedestrian      **BLUE:** Public Transport      **RED:** Automobiles

**EXERCISE 2. CHARACTER AREAS (OPTIONAL)**

Using the map above, list and delineate different potential character areas on State Street (e.g. Retail, Play, Art, Entertainment...)

# Design Breakout Group Discussions

## DESIGN ACTIVITY BOARD #2



### EXERCISE 3. DESIGN LAYOUT AT BLOCK LEVEL

At the block scale, design your group's **multi-modal** and **street activation** preferences. Use the required and optional design element cutouts to configure two different layouts for different streetscape improvements for 1) during days of the week, and for 2) during the weekend/weeknight.

Use the image cutouts provided to call out desired street activation elements.

#### Required Design Elements:

- Fire lane
- Two pedestrian routes
- Planting zone

#### Optional Design Elements:

- Outdoor dining
  - Multiple widths & types
- Bicycle facilities
- Pick-up & Drop-off zones
- Gathering activities:
  - Multipurpose kiosks
  - Small & large event spaces
  - Temporary and permanent art exhibitions)
- Passive activities and landscape
  - Street trees
  - Community gardens
  - Stormwater infrastructure
  - Energy production



Three Design Exercises:

**Exercise 1:**  
Location of Key Corridor Wide Improvements



**Exercise 2:**  
Character Areas Identification  
(Optional)

**Exercise 3:**  
Block Level Design Layout

# 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 Public Comment

Report on Public Outreach Events and Discussion about the Future Design for State Street

## You Have 2:00 Minutes to Speak

Speaker Time Remaining:



# **III. C. DISCUSSION AND APPROVAL OF REVISED 2023 STATE STREET ADVISORY COMMITTEE (SSAC) MEETING SCHEDULE**

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# Proposed Committee Meeting Schedule

- All meetings from 3-6pm
  - Thursday, 2/16 (MTD Auditorium)
  - Monday, 4/17 (Location TBD)
  - Thursday, 6/22 (Faulkner Gallery)
  - Monday, 8/21 (Location TBD)
  - Monday, 10/23 (Location TBD)
  - Monday, 12/11 (Location TBD)

# Public Comment

# How To Make An Oral Public Comment

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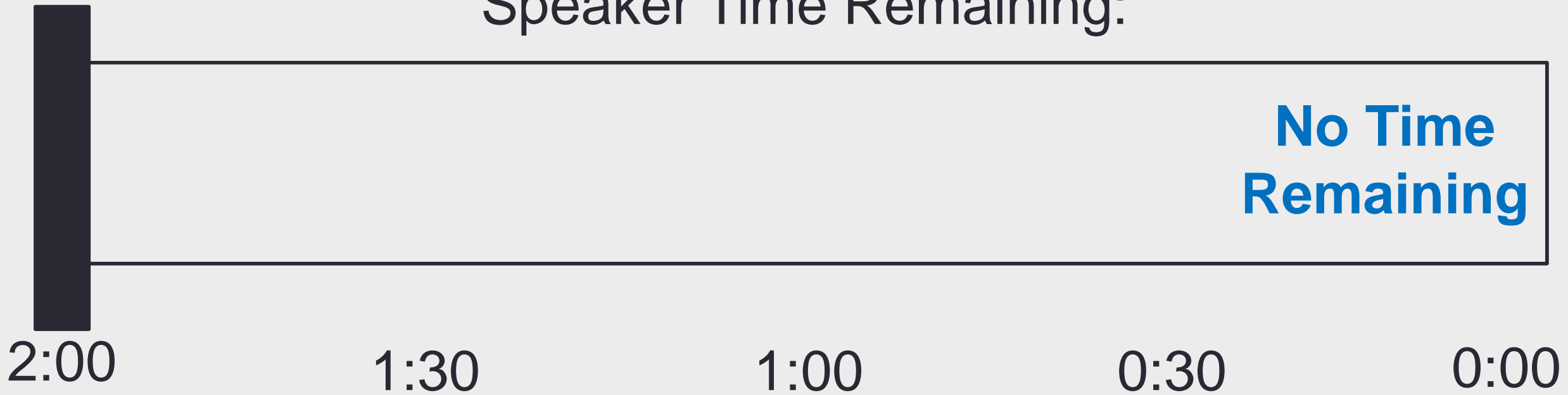


# Item III.C Public Comment

Discussion and Approval of Revised 2023 State Street Advisory Committee (SSAC) Meeting Schedule

## You Have 2:00 Minutes to Speak

Speaker Time Remaining:



# IV. ADJOURNMENT

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