



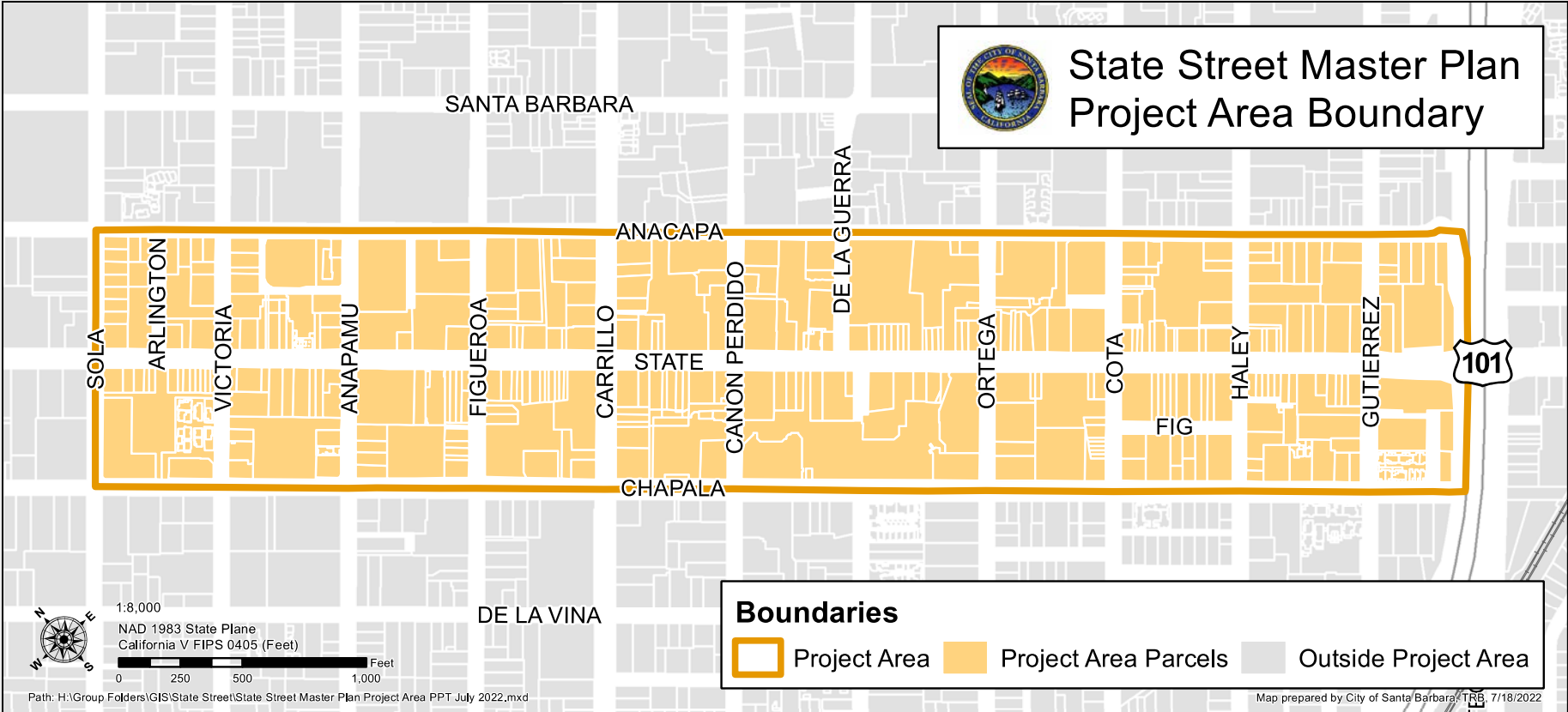
COMMUNITY DEVELOPMENT DEPARTMENT

STATE STREET MASTER PLAN UPDATE & CONSULTANT SELECTION

July 26, 2022

Recommendation

- Receive an update on the work of the State Street Advisory Committee and Master Plan consultant selection process; and
- Award a contract for consulting services to MIG, Inc. for the State Street Master Plan and authorize the Community Development Director to execute the contract.

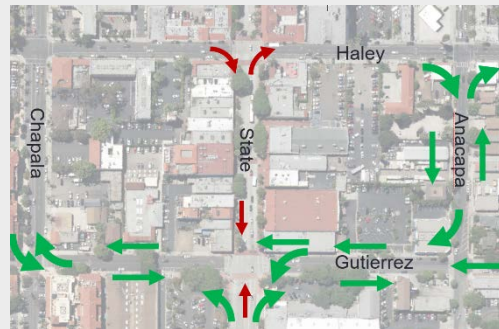


UPDATE ON STATE STREET ADVISORY COMMITTEE

State Street Master Plan

SSAC Meetings (January – April 2022)

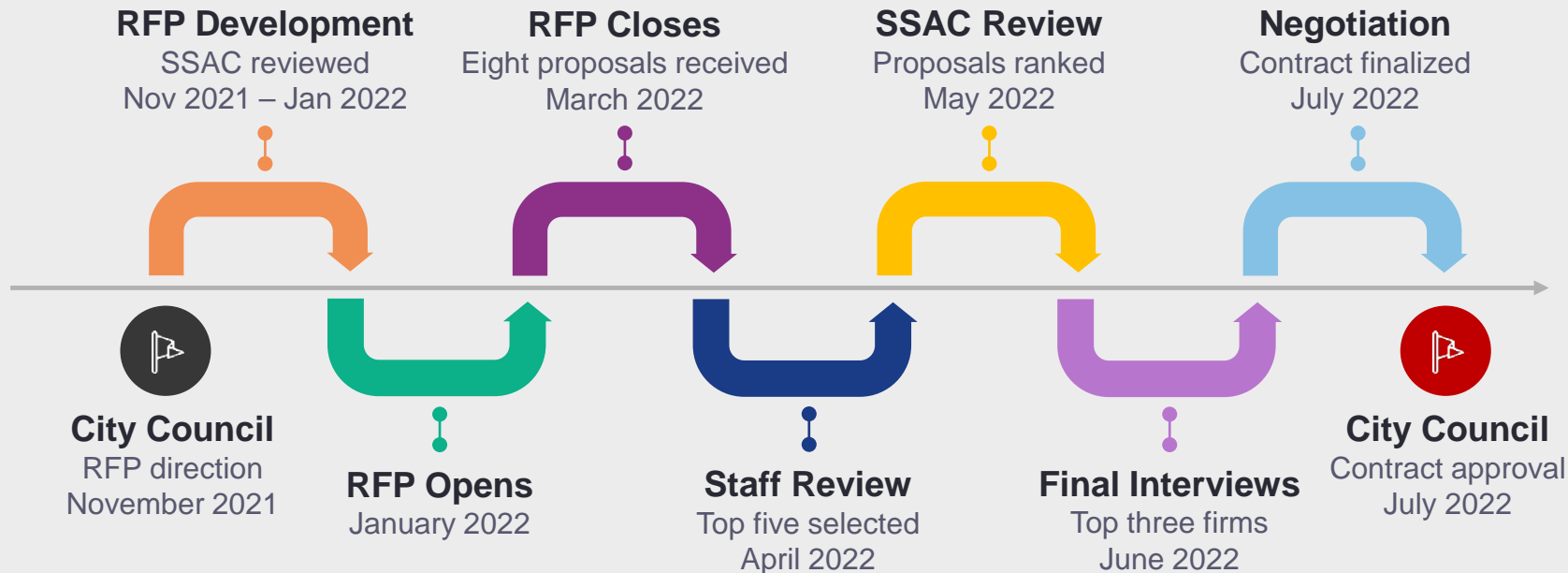
- Discussion Topics:
 - Public safety & considerations for closing 400 block
 - Future of retail and commercial spaces
 - Future of tourism
 - AIASB Design Charrette 2020



CONSULTANT SELECTION PROCESS

State Street Master Plan

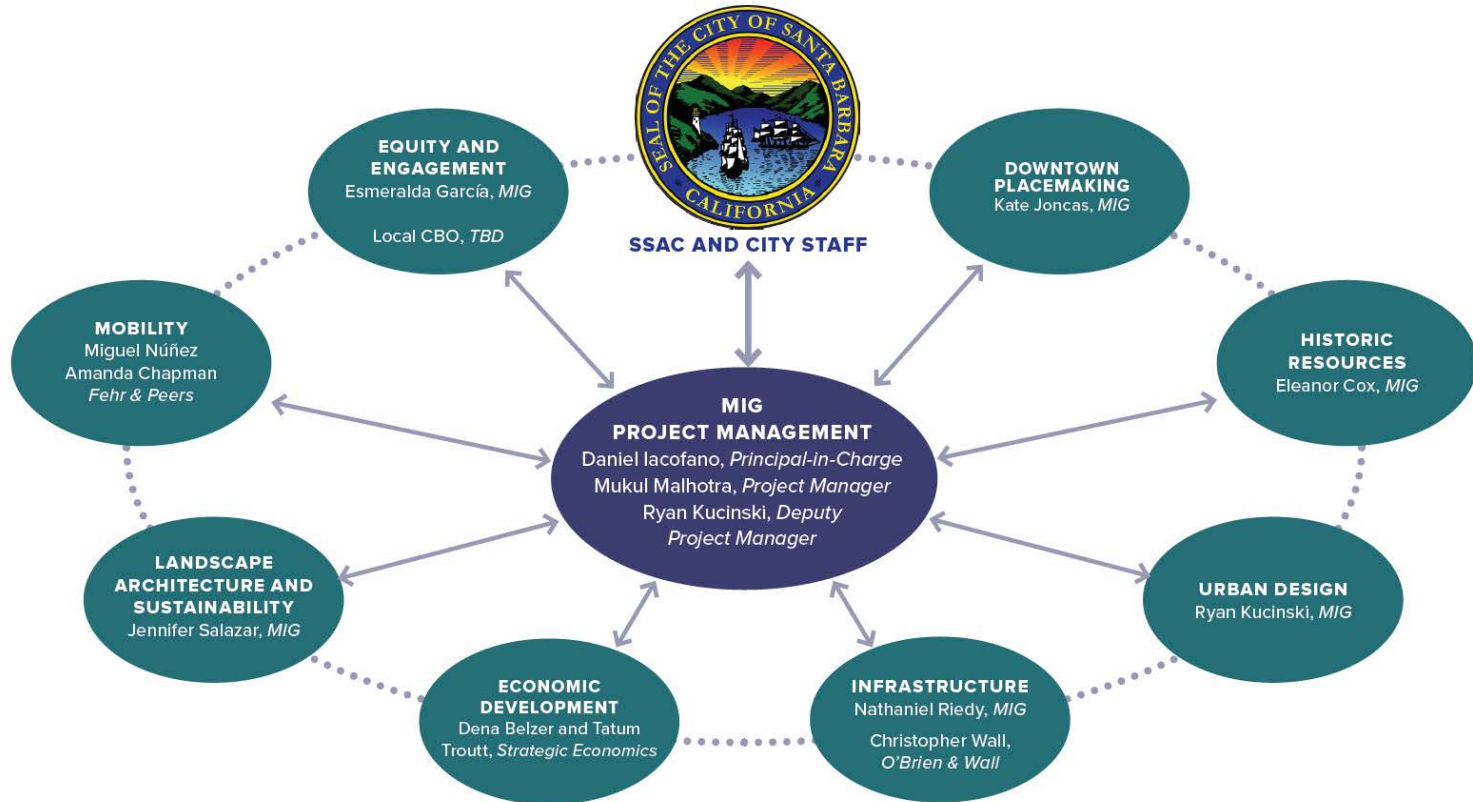
Consultant Selection Process



Why Do We Recommend the MIG Team?



- Expertise
 - *Urban design*
 - *Planning*
 - *Communications*
 - *Outreach + facilitation*
 - *Process design*
- Prior Santa Barbara experience



WORK PLAN

MIG, Inc. – State Street Master Plan

CITY OF SANTA BARBARA

State Street MASTER PLAN

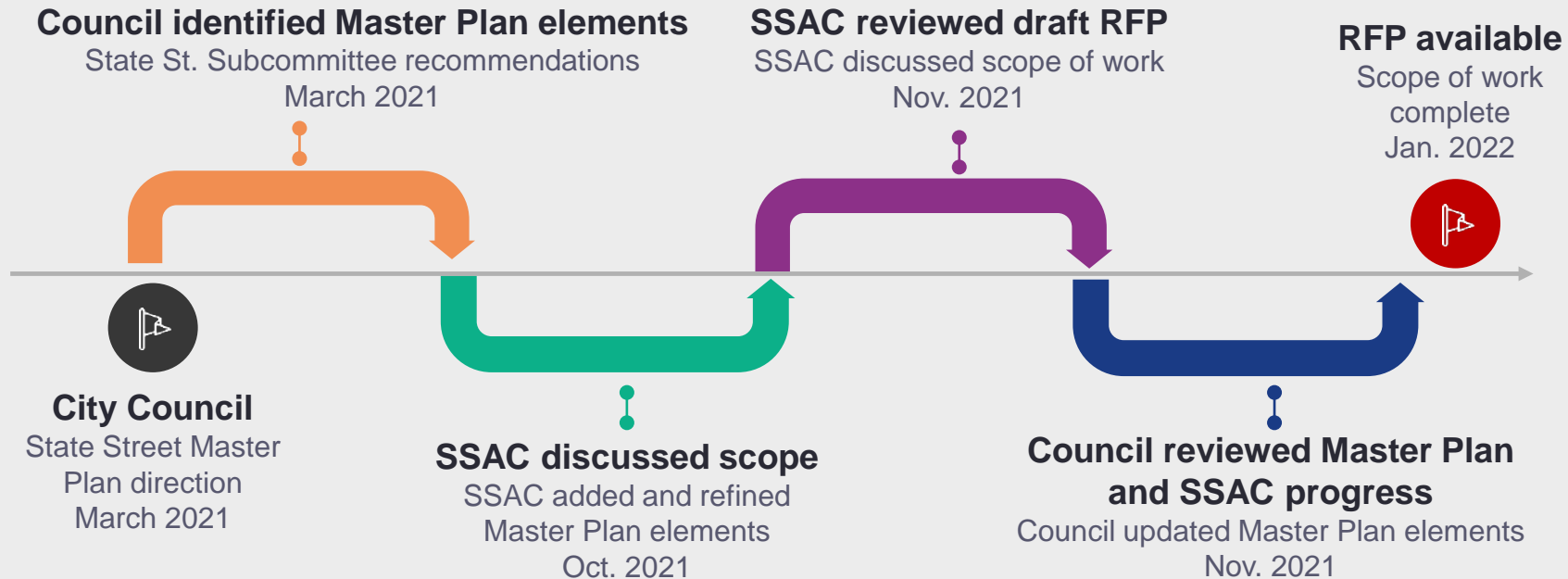


Proposal | March 24, 2022

M I G

800 Hearst Avenue | Berkeley, CA 94710
(510) 845-7549 | www.migcom.com

Scope of Work Development Process



Key Components of the Master Plan

- Community Engagement
- Existing Conditions Analysis
- Urban Design Framework
- Implementation Plan



Community Engagement

- Community Engagement Plan
- Targeted outreach
- Community based partners
- Branding and identity



Community Engagement



Existing Conditions Analysis

- Establishes baseline
- Review of background materials
- Technical Studies:
 - *Transportation*
 - *Stormwater*
 - *Utilities*



Urban Design Framework

- Sets vision for downtown
 - Iterative design process with community
 - Preferred concepts, approach, visualizations



Urban Design Framework



Flexible Street Furniture - Stage
Blocks arranged as small stage



Urban Design Framework



Urban Design Framework



Urban Design Framework

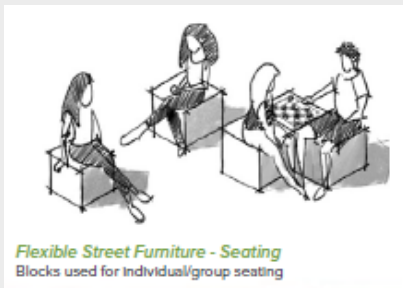
- Visualizations + renderings
 - Virtual walkthrough
 - Illustrative site plan
 - Street section
 - 3D view



Conceptual Design Ideas



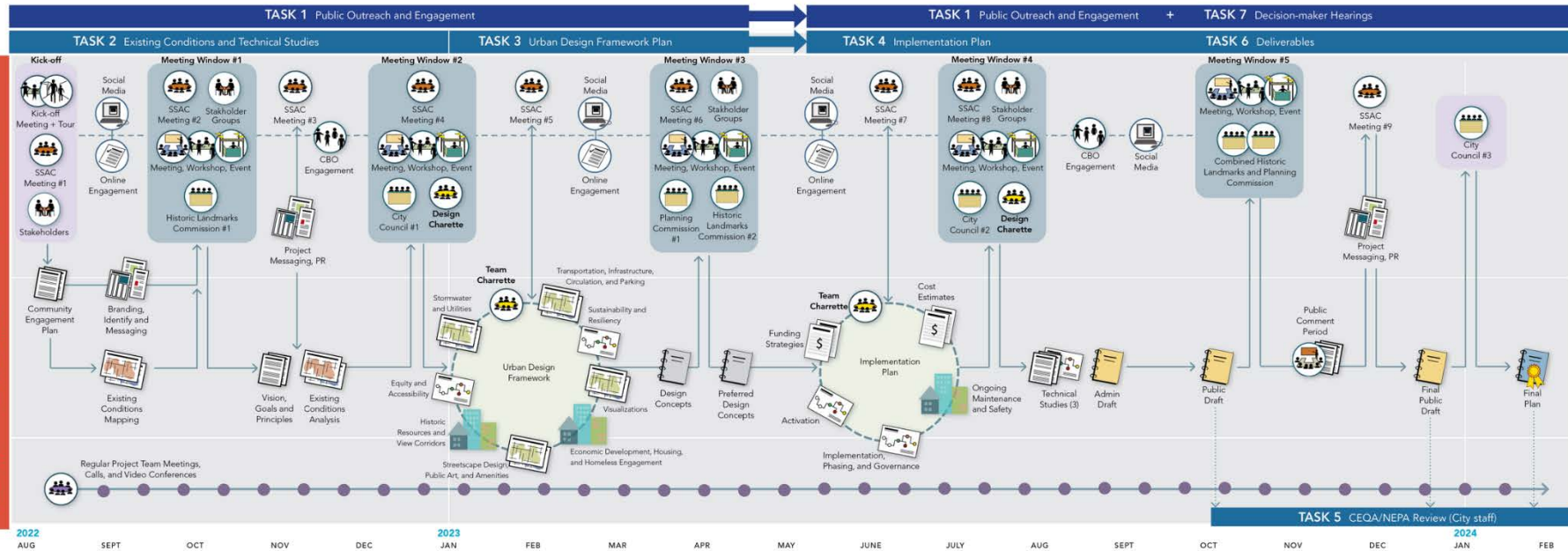
Implementation Plan



- Cost estimates
- Phasing
- Funding strategies
- Maintenance, operations, safety
- Activation

PROCESS

State Street Master Plan



Process Highlights

- Accelerated schedule (16-18 months)
- Public engagement
- State Street Advisory Committee
- Historic Landmarks Commission
- Planning Commission
- City Council



BUDGET

State Street Master Plan

Consultant Budget

- Contract: \$709,156 + 10% contingency
- Funded by Measure C and American Rescue Plan Act



NEXT STEPS

State Street Master Plan

Key Dates

Project Elements	Timing
Kickoff	August 2022
Outreach	Beginning Oct. 2022 and throughout project
Technical Studies	February 2023
Public Draft	October 2023
Final State Street Master Plan	December 2023 – February 2024

Next SSAC Meeting

- August
 - Introduction to consultant team
 - Roles and responsibilities
 - Project goals and timelines
 - Key decision points
 - Outreach plan



How to Get Involved?

- Visit the project website:
<https://SantaBarbaraCA.gov/SSMP>
 - *Subscribe to the project email list*
- Email:
StateStreetMasterPlan@SantaBarbaraCA.gov
- Attend upcoming community events

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