



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

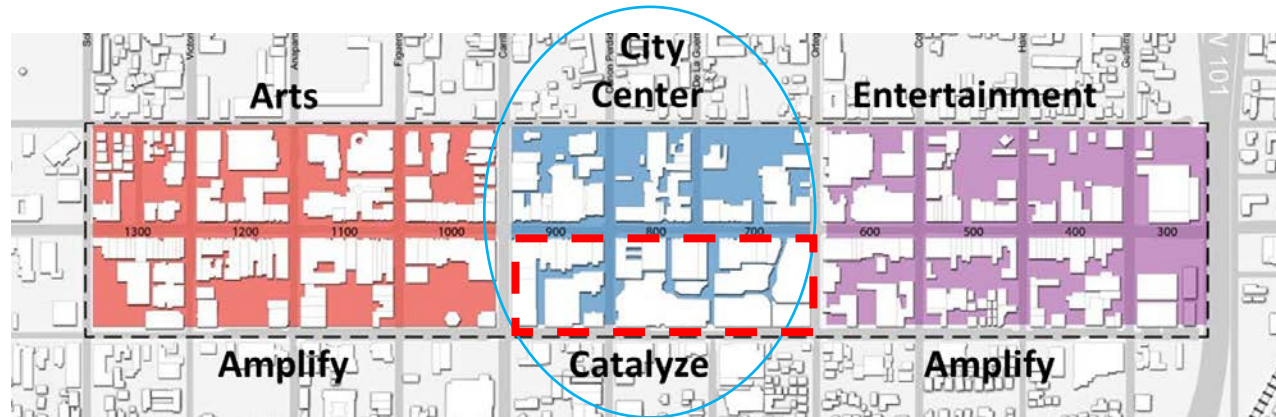
- Welcome new SSAC member, John Baucke who is serving as the Planning Commission representative
- Thank you to Roxana Bonderson, our former PC representative, for her work on the SSAC

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

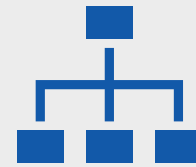
Project Update



Drafting Plan



SSAC Work Groups



Technical Reports



Updated Graphics

Table of Contents

- 1. Our Plan for Success.....X**
 - 1.1 Why We Need a Master Plan.....X
 - 1.2 The Create State Scope & Purpose.....X
 - 1.3 Our Community Priorities & Vision.....X
 - 1.4 Our Guiding Principles & Core Strategies.....X
 - 1.5 Our Streetscape Design Scheme.....X
 - 1.6 Our Next Steps.....X
- 2. Introduction & Context.....X**
 - 2.1 Our History.....X
 - 2.2 The Evolution of Downtown.....X
 - 2.3 The Importance of State Street & Downtown.....X
 - 2.4 What We Heard from the Community.....X
- 3. People & Placemaking.....X**
 - Strategy P1: Make it Equitable, Accessible, & Safe.....X
 - Strategy P2: Make it Interesting, Vibrant, & Fun.....X
 - Strategy P3: Make it Uniquely Santa Barbara & Deliberately El Pueblo Viejo.....X
- 4. Economic Vitality.....X**
 - Strategy E1: Grow Existing Business & Cultivate New Investment.....X
 - Strategy E2: Catalyze Housing Construction Downtown.....X
 - Strategy E3: Activate the City Center.....X
- 5. Mobility, Function, & Supportive Utilities.....X**
 - Strategy F1: Create a Safe, Connected, Accessible, & Balanced Transportation Network.....X
 - Strategy F2: Strategically Increase Utility Capacity.....X
- 6. Sustainability & Resiliency.....X**
 - Strategy S1: Make it Flexible, Adaptable, & Sustainable.....X
 - Strategy S2: Design Using Less.....X
 - Strategy S3: Build Partnerships for Success.....X
- 7. Streetscape Design Scheme.....X**
 - 7.1 The Grand Paseo.....X
 - 7.2 Old Town.....X
 - 7.3 The Civic Center.....X
 - 7.4 Arts District.....X
- 8. How We Make It Happen.....X**
 - 8.1 Cost Estimates & Funding Strategies.....X
 - 8.2 Implementation, Phasing, & Governance.....X
 - 8.3 Ongoing Maintenance, Operations, & Safety.....X

- 9. Appendices.....X**
 - 9.1 What We Know From Others.....X
 - 9.2 Process Summary.....X
 - 9.3 Policy Consistency Analysis.....X
 - 9.4 Environmental Review.....X
 - 9.5 Technical Study: Economic Conditions.....X
 - 9.6 Technical Study: Stormwater Management & Infrastructure.....X
 - 9.7 Technical Study: Multi-modal Circulation.....X
 - 9.8 Technical Study: Utilities.....X

Create State Outline



Table of Figures

- Figure 1.1.1. Create State Project Area Map.....X
- Figure 6.1.1. Districts Diagram.....X
- Figure 8.7.1. Fixed Pedestrian Promenade Diagram.....X
- Figure 8.7.2. Multi-Purpose Promenade Diagram.....X
- Figure 8.7.3. Separated Bikes Diagram.....X
- Figure 8.7.4. Separated Bikes and One-Way Travel Lane Diagram.....X

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

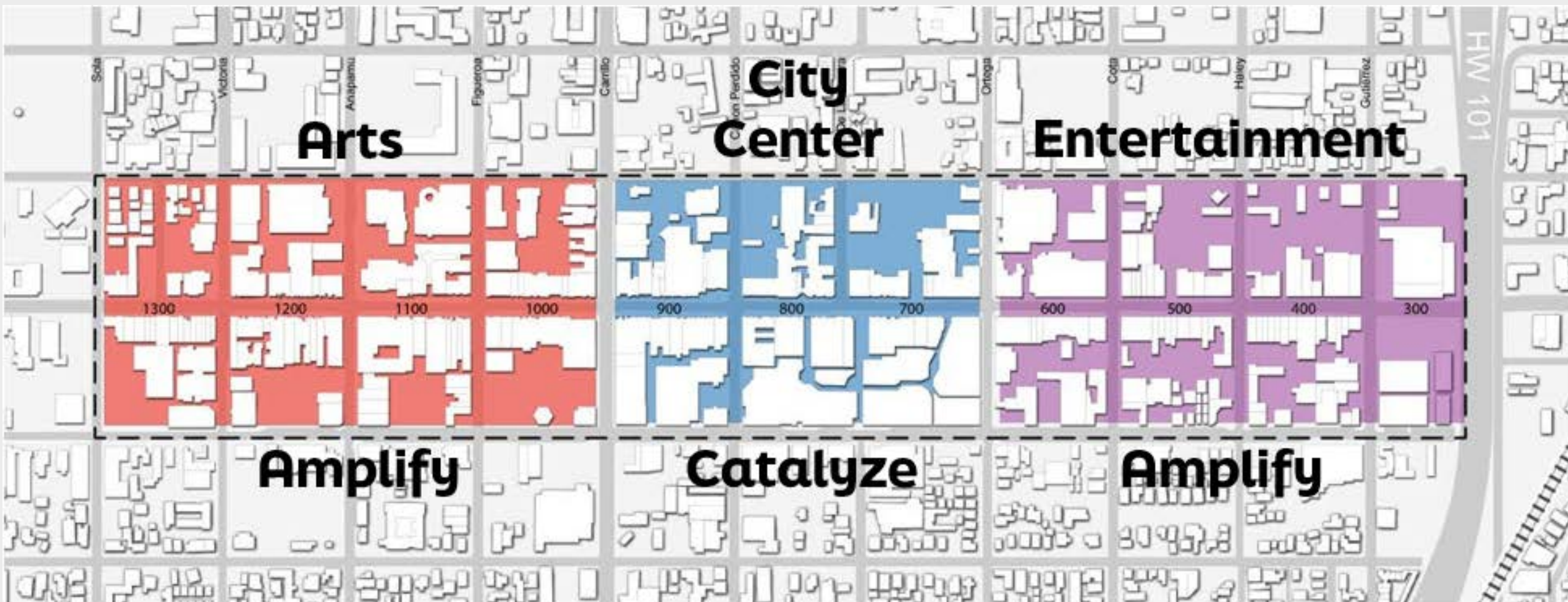
Sustainability & Resiliency Core Strategies

- 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



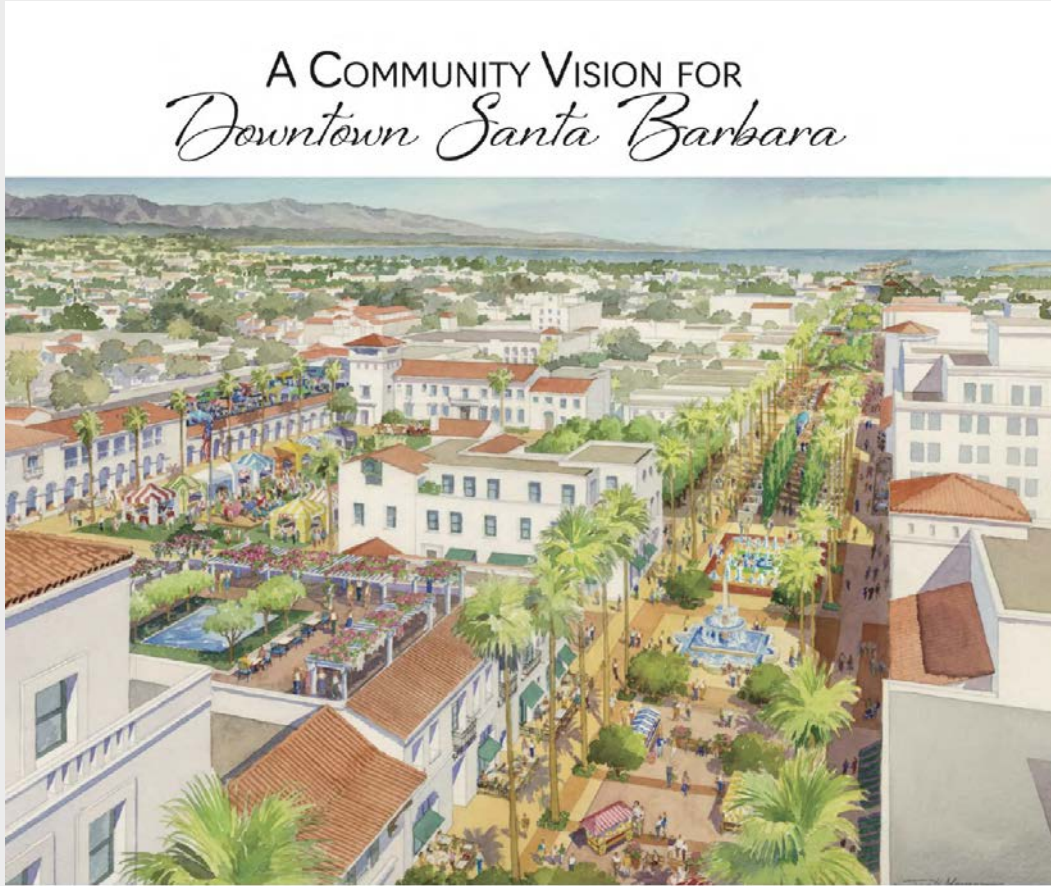
400 – 600 blocks

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







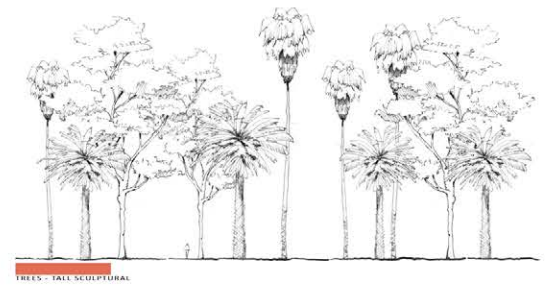
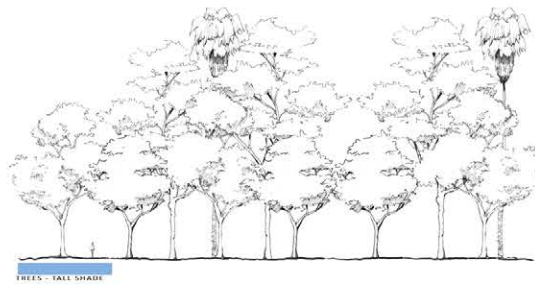
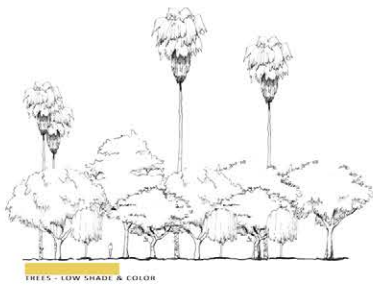
DOWNTOWN DISTRICTS



STATE STREET GATEWAY



LANDSCAPE INSPIRATION



POTENTIAL LANDSCAPE STRATEGIES



POTENTIAL 400 BLOCK



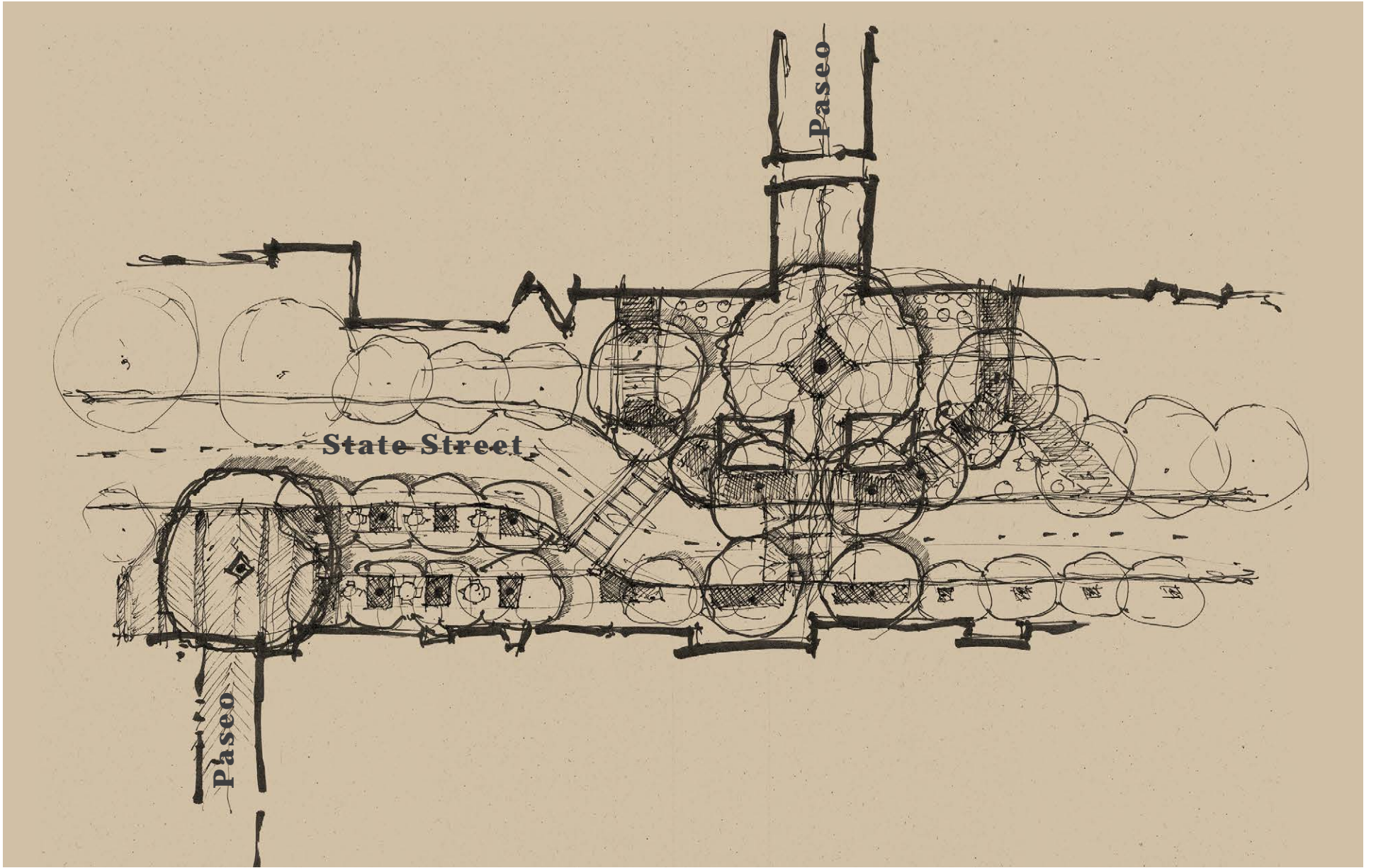
MARKET INSPIRATION



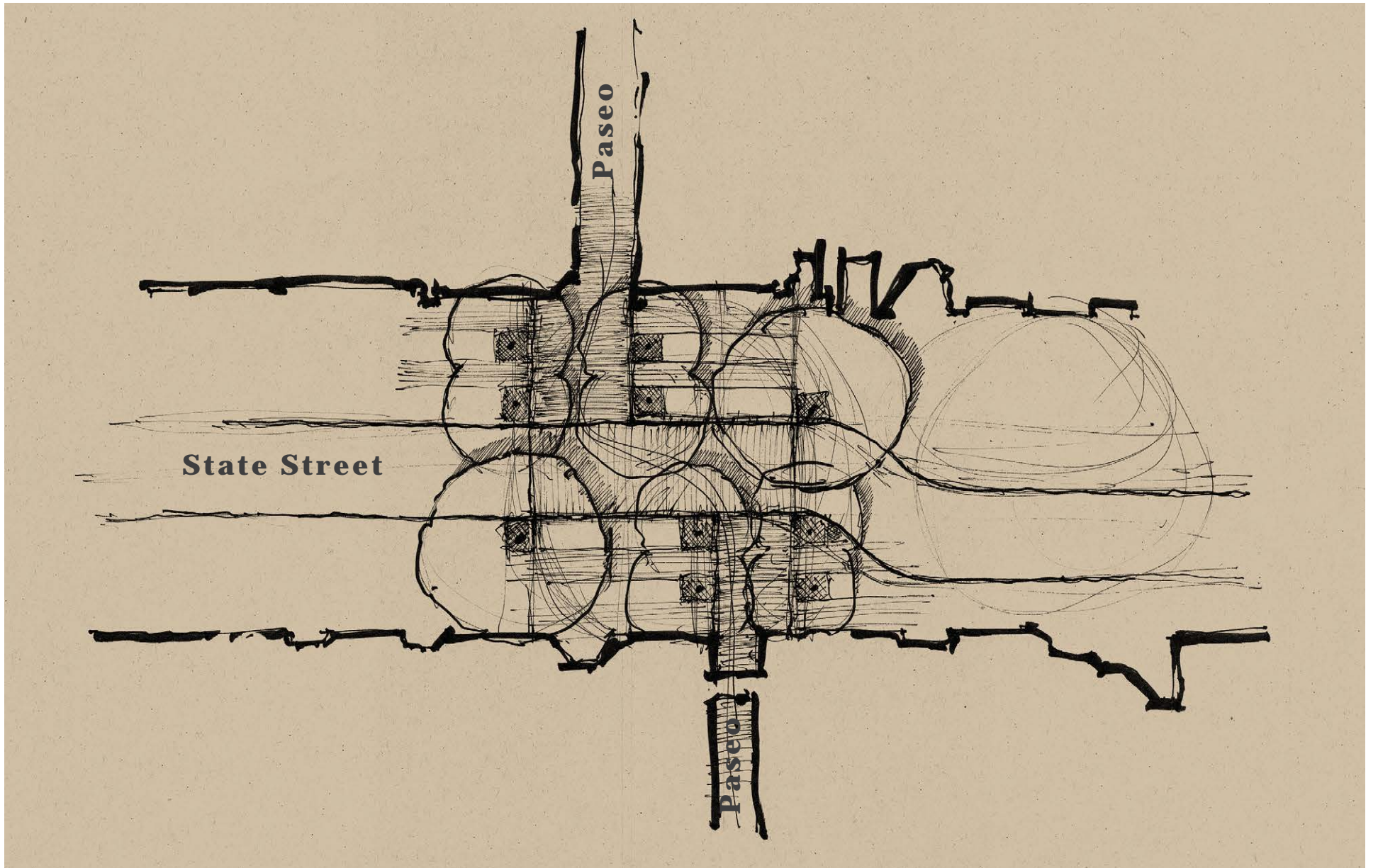
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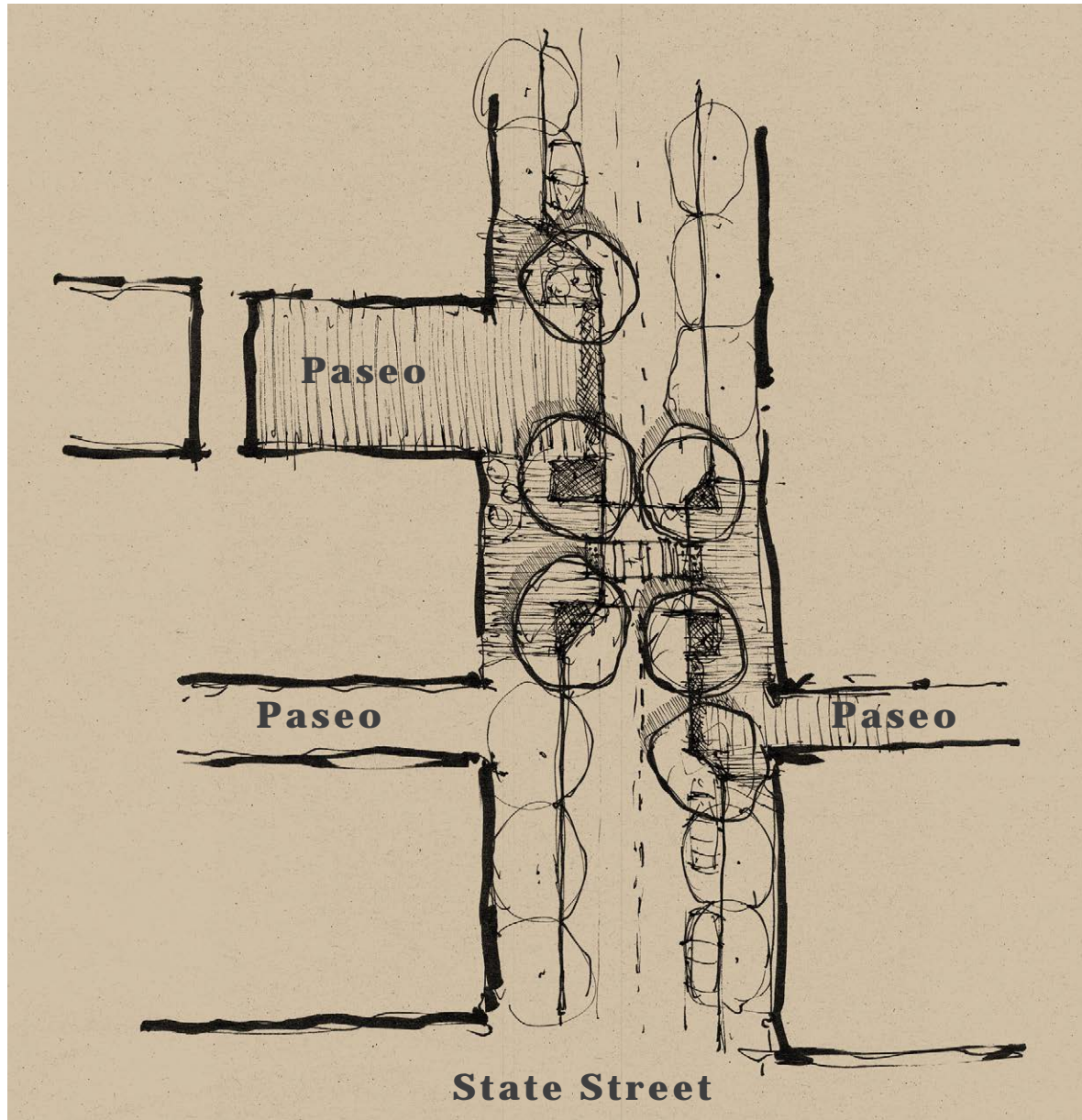
POTENTIAL 1100 BLOCK



POTENTIAL PASEO LANDSCAPE



POTENTIAL PASEO LANDSCAPE



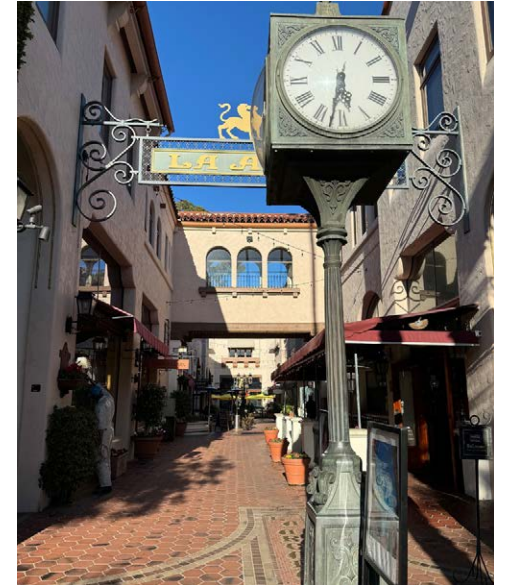
POTENTIAL PASEO LANDSCAPE



Street in Spain

What is a paseo?

Paseos are pedestrian-only pathways that provide opportunities to create unique public spaces



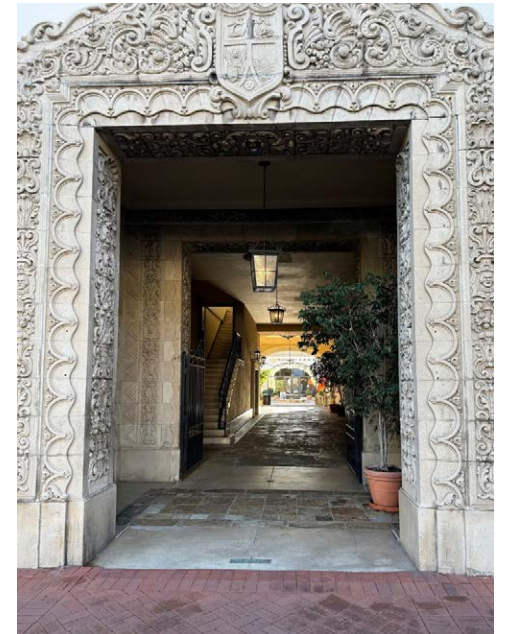
La Arcada



El Paseo



El Paseo Courtyard



San Marcos

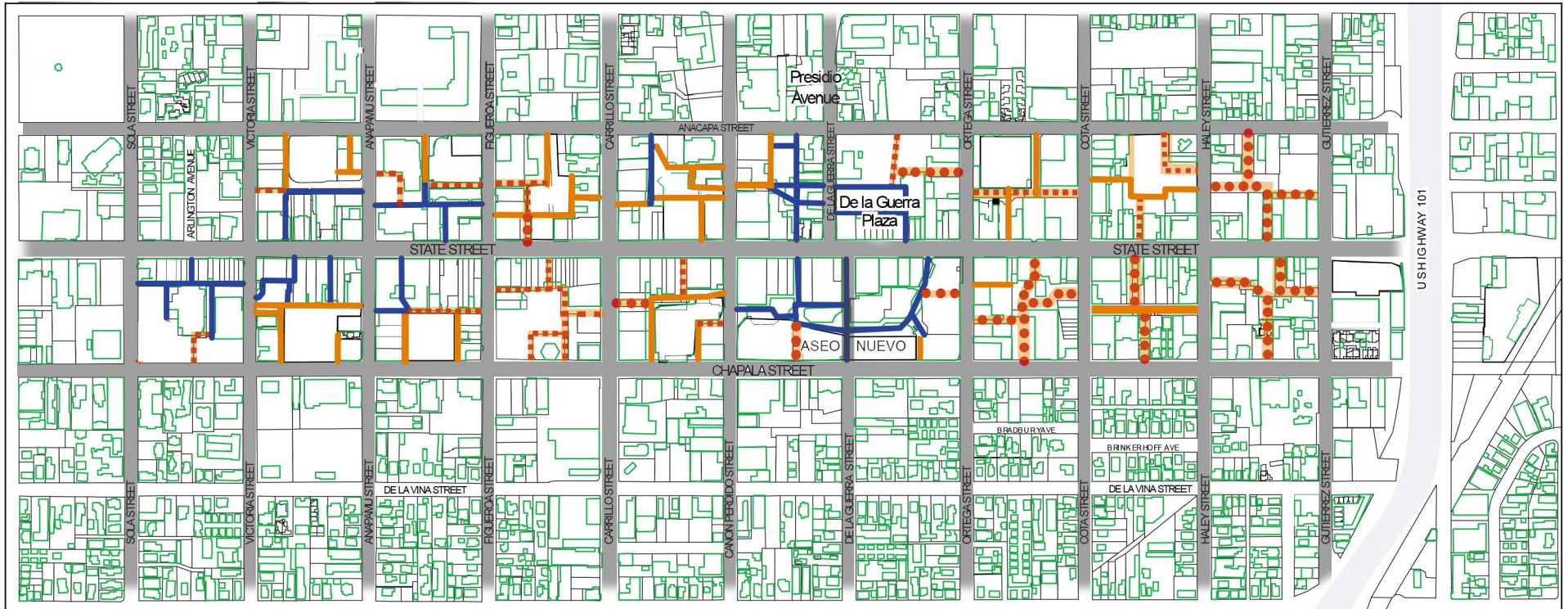
STRONG PASEOS



WEAK PASEOS



POTENTIAL PASEOS

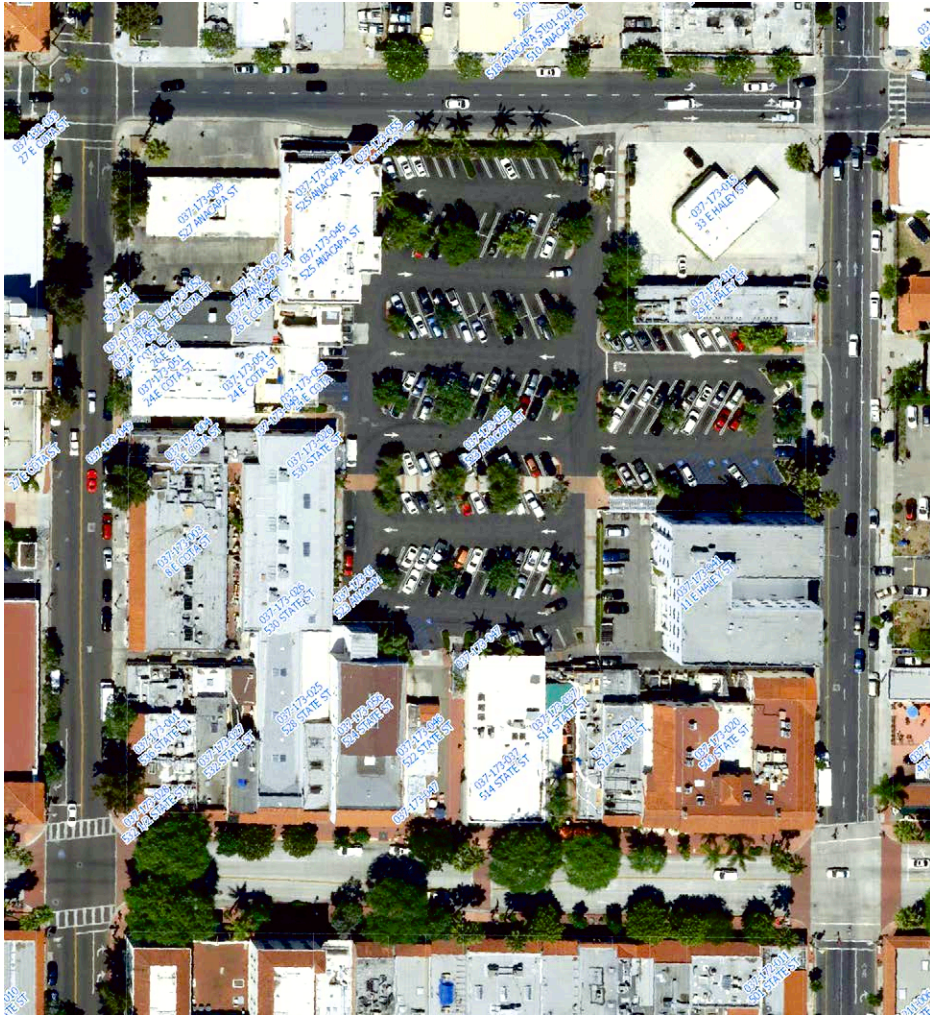


Legend

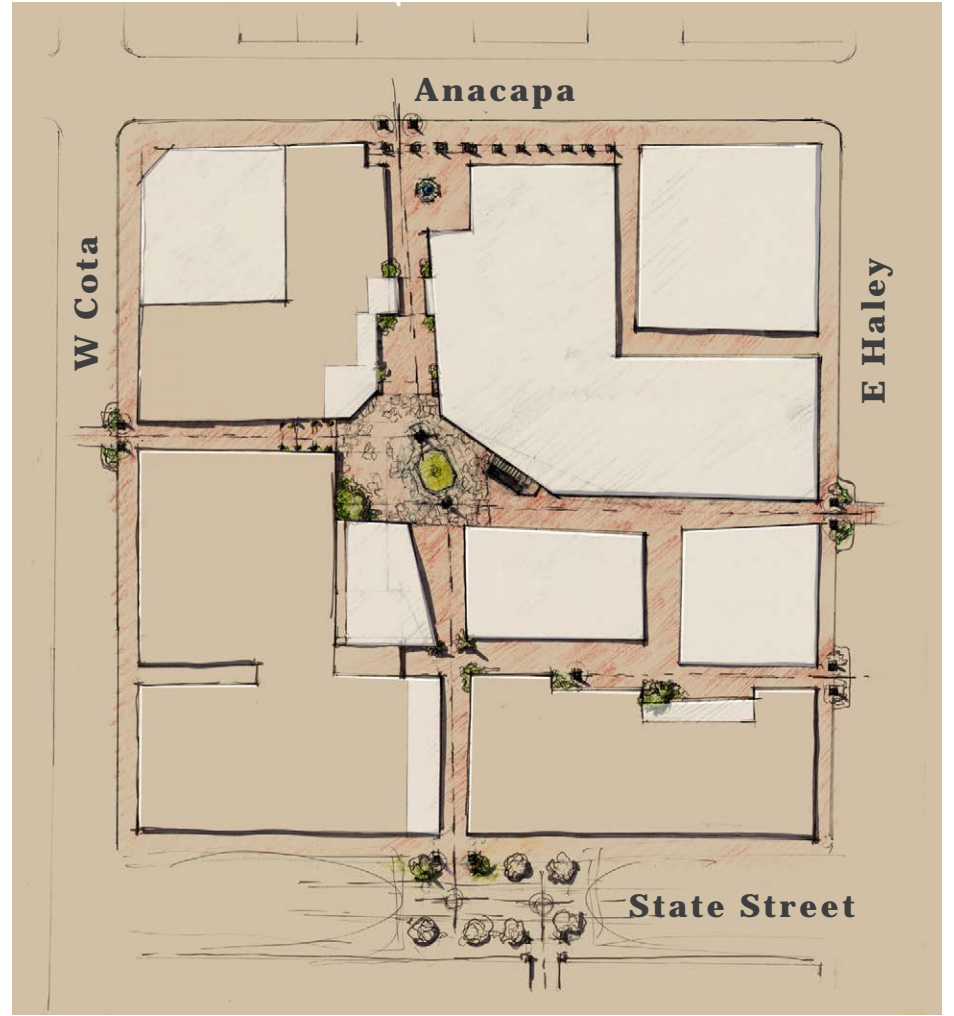
- Downtown Building Lines *
- Existing Paseos *
- - - Paseo Opportunities Identified in Paseo Plan *
- ● ● ● Potential Paseos
- Weak Paseos

* Based on City of Santa Barbara
Downtown Paseos Map (May 14, 2009)

PASEO ANALYSIS



EXISTING SITE

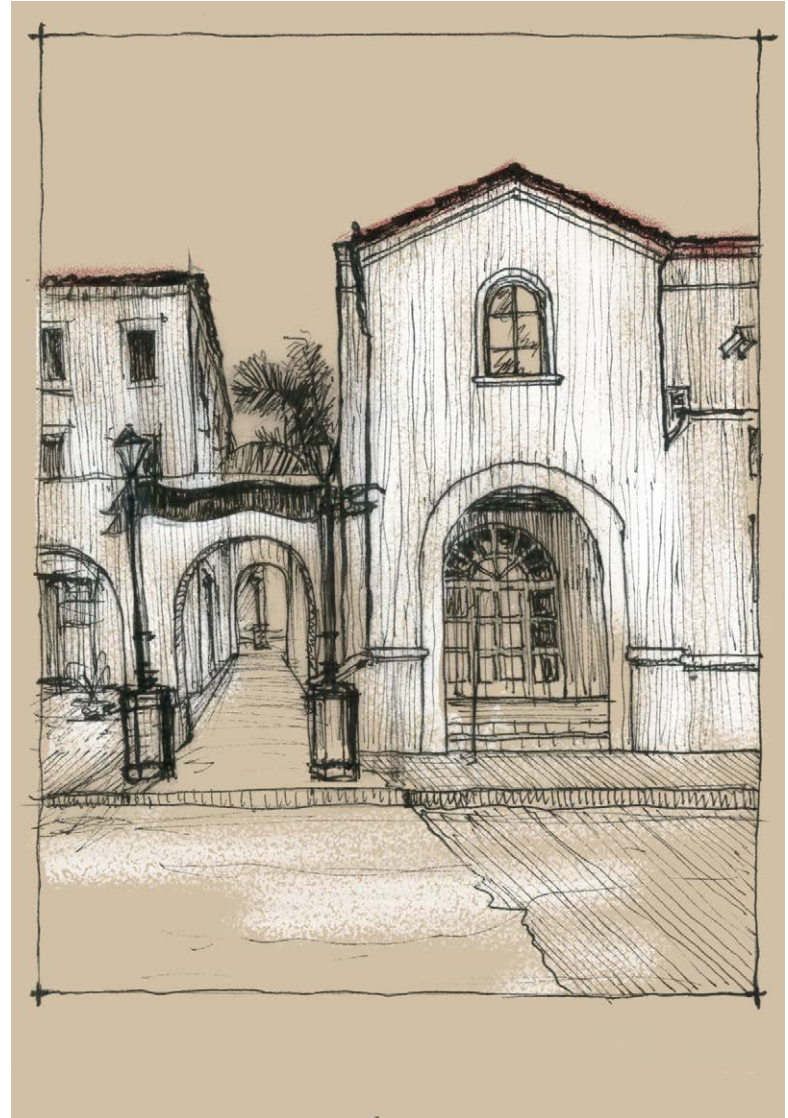


POTENTIAL SITE

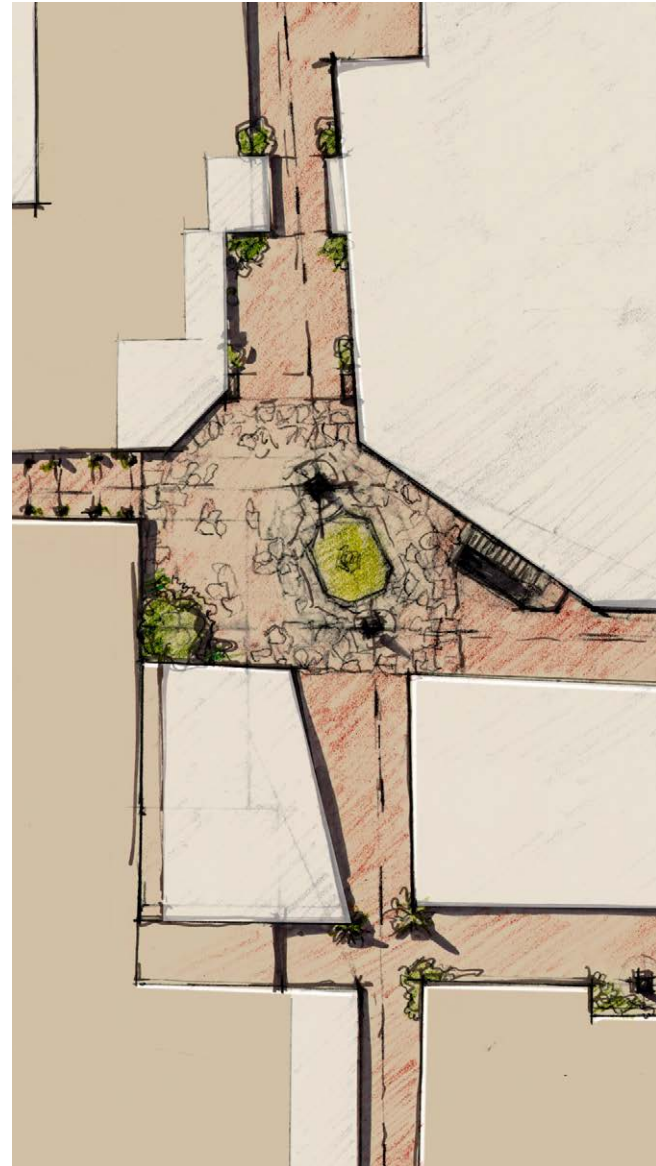
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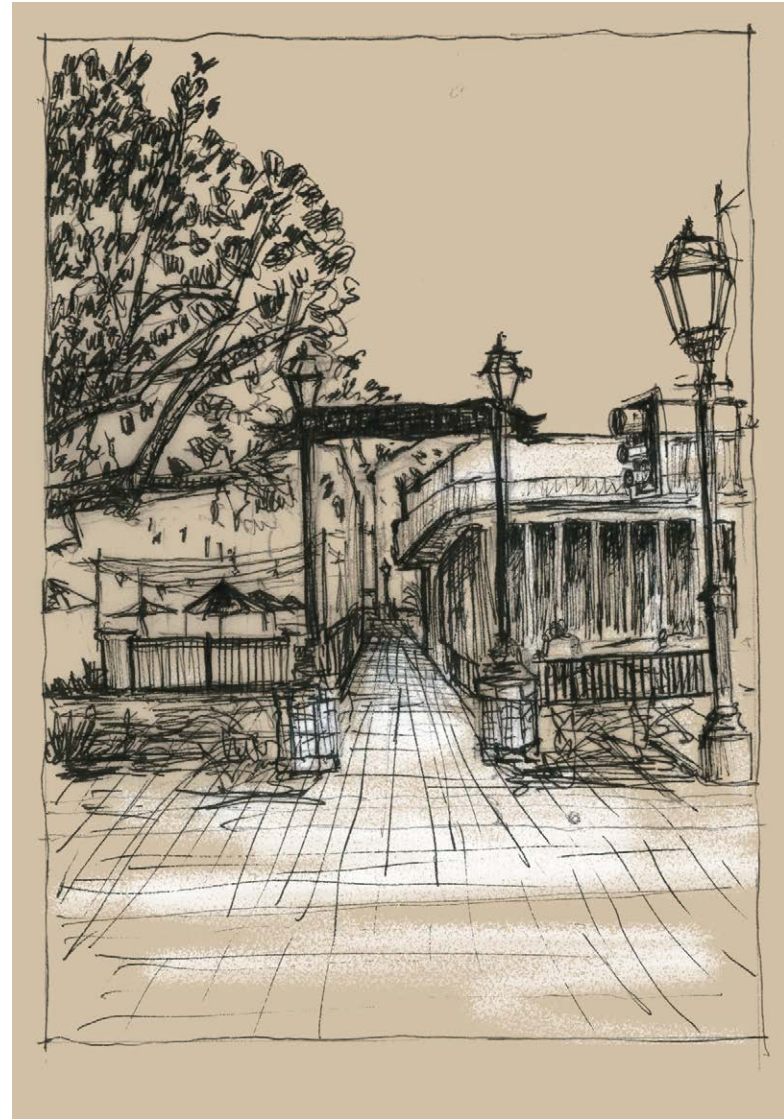
500 BLOCK STREET VIGNETTES



500 BLOCK STREET VIGNETTES



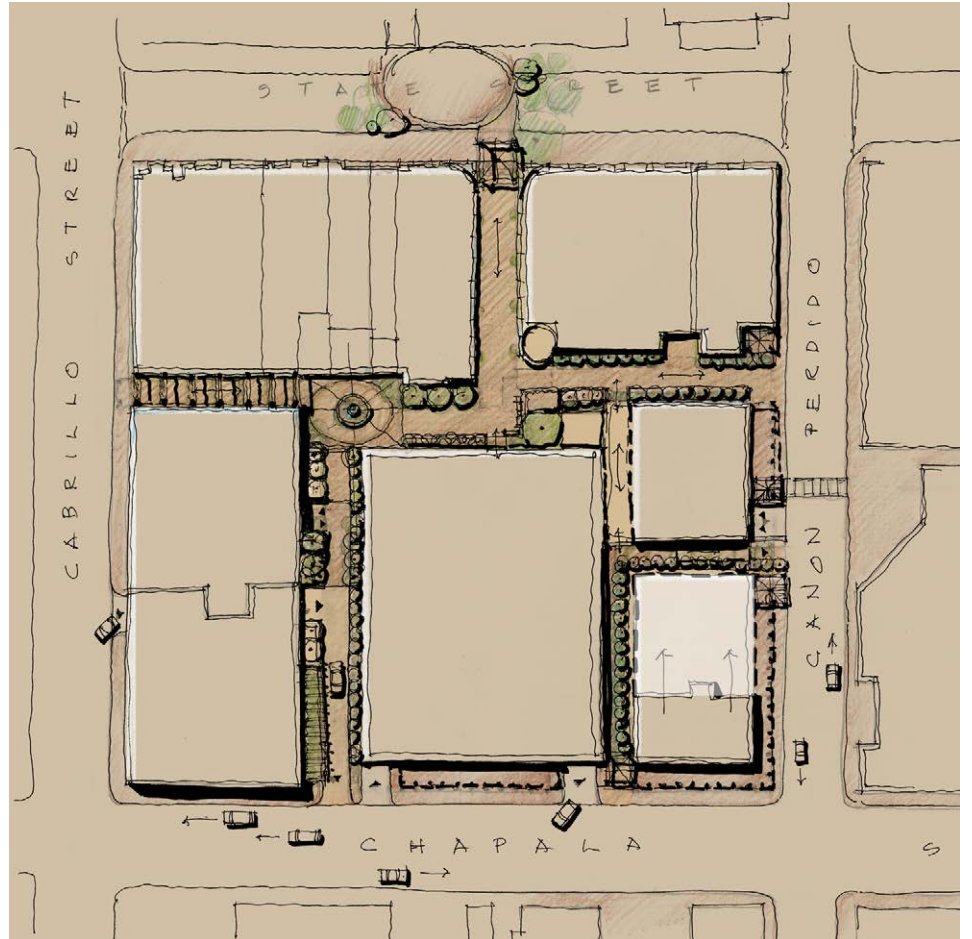
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500 BLOCK STREET VIGNETTES



EXISTING SITE



POTENTIAL SITE

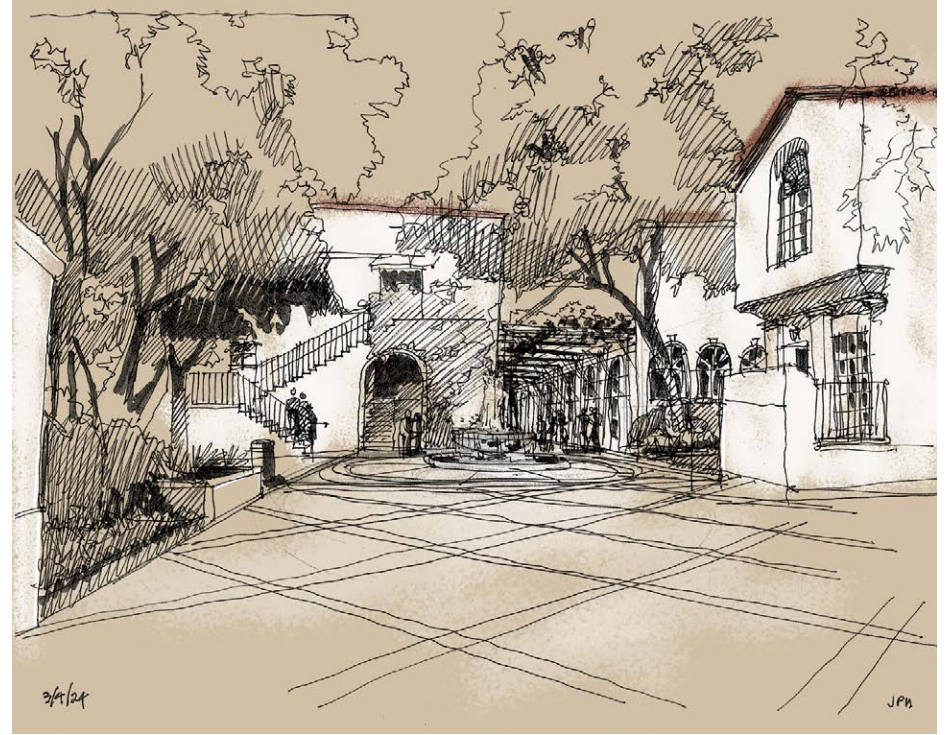
900 BLOCK



900 BLOCK STREET VIGNETTES



900 BLOCK STREET VIGNETTES



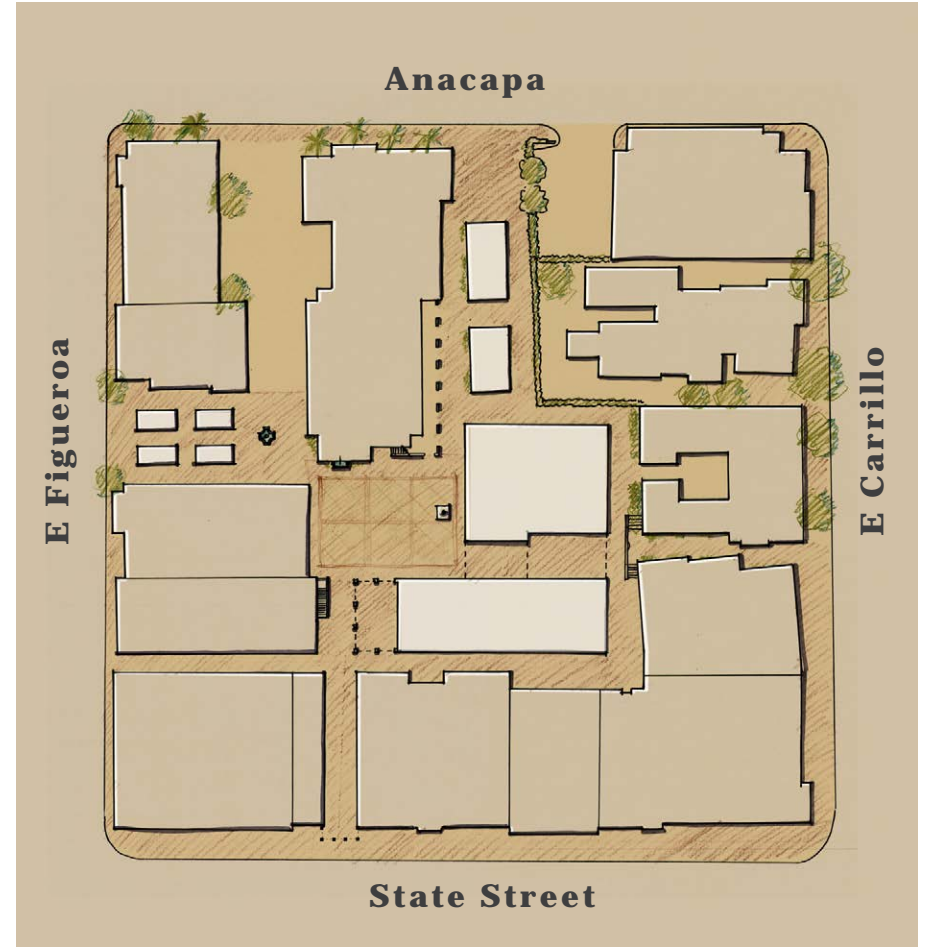
900 BLOCK STREET VIGNETTES



900 BLOCK STREET VIGNETTES



EXISTING SITE



POTENTIAL SITE

1000 BLOCK



1000 BLOCK STREET VIGNETTES



1000 BLOCK STREET VIGNETTES



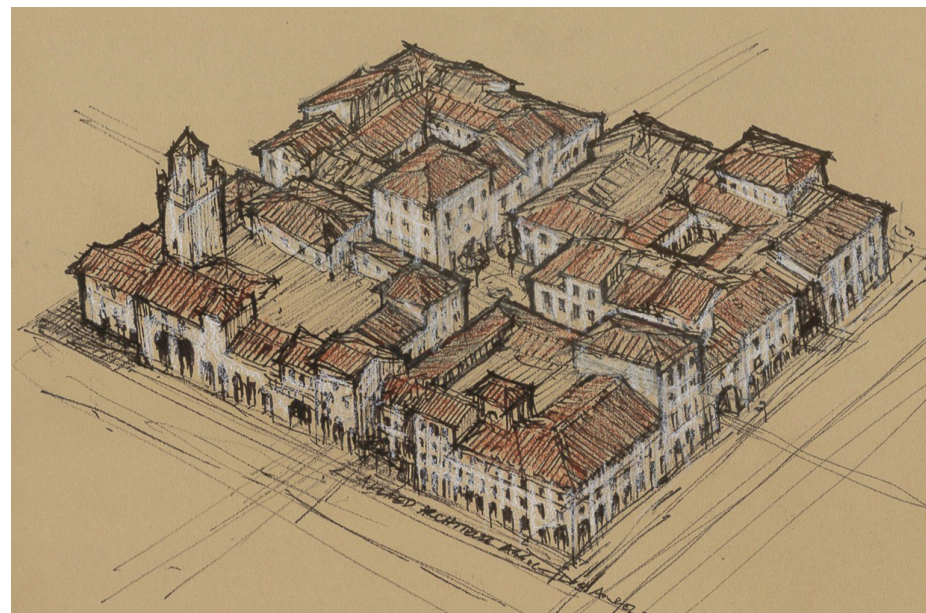
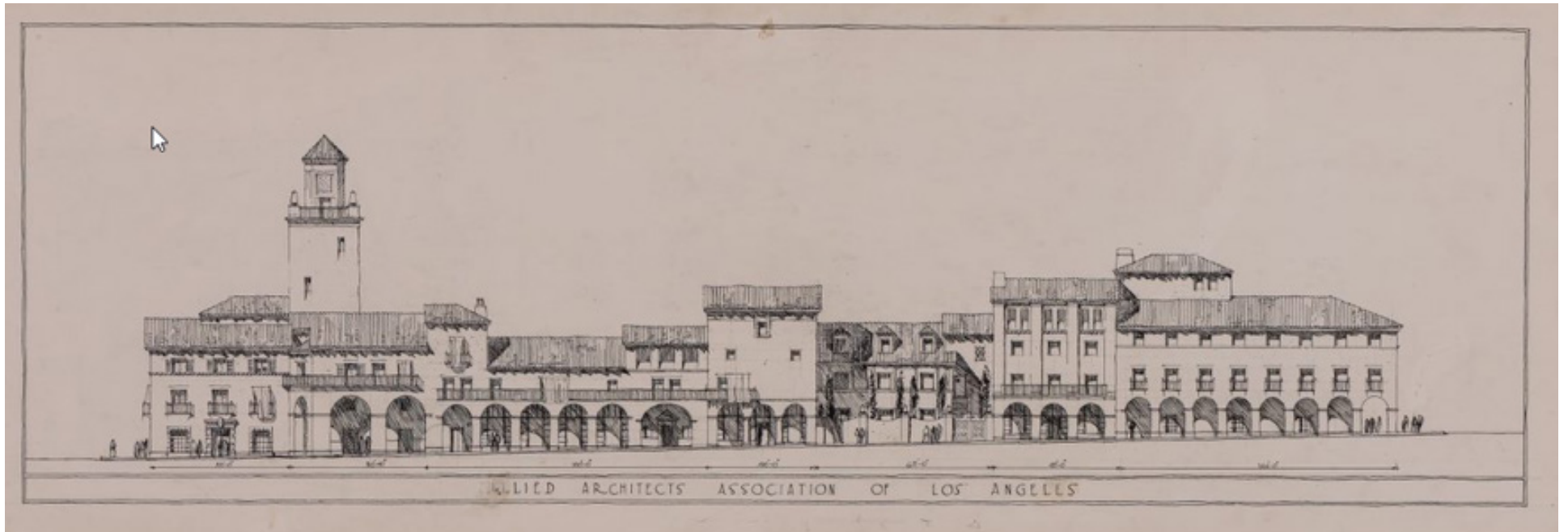
1000 BLOCK STREET VIGNETTES



1000 BLOCK STREET VIGNETTES



1000 BLOCK STREET VIGNETTES



THANK YOU

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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