



DOWNTOWN PARKING COMMITTEE

REGULAR MEETING

MINUTES

Thursday, October 8, 2020
GoToWebinar Meeting

1) **CALL TO ORDER:** 7:30 AM

2) **ROLL CALL**

DPC MEMBERS

Trey Pinner (Chair)
Ed France (Vice Chair)
Andrew Newkirk
Matt LaBrie
Sean Pratt

Attendance

Present
Present
Present
Present
Present

CITY STAFF PRESENT :

Rob Dayton, Transportation Planning & Parking Manager
Victor Garza, Downtown Parking & Plaza Manager
Jason Harris, Economic Development Manager
Sarah Clark, Administrative Supervisor
Dion Tait, Facility Maintenance Supervisor
Roy Forney, Parking Supervisor
Chelsey Swanson, Project Planner
Sergio Arriaga, Parking Coordinator
Justin Berman, Parking Coordinator
Mindy Jackson, Administrative Specialist

LIAISONS PRESENT:

Barrett Reed, Planning Commission Liaison
Gabriel Escobedo, Planning Commission Liaison Alternate

3) **CHANGES TO AGENDA:** None.

4.) **PUBLIC COMMENT:** None.

5.) **APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF September 10, 2020**

Motion: To approve the minutes from the regular meeting of September 10, 2020

Motion Made By: Andrew Newkirk **Second:** Ed France

Vote: Yeas: 5 Nays: 0 Abstain: Absent:

6.) **VISIONING THE FUTURE OF DOWNTOWN STATE STREET** (LOCATION ON VIDEO: 3:45)

RECOMMENDATION: That the Committee discuss and provide the State Street Subcommittee with the future contributions and community outcomes of a redesigned State Street.

Rob Dayton introduced Jason Harris, the City's Economic Development Manager. Mr. Harris asked for the committee's input on where we go from here with the future of State Street.

Mr. Dayton gave a brief presentation on the history of State Street from past to present and showed examples of plazas around the world and how they are being used.

The Committee was asked to comment on each of the following questions:

- What do you believe is the reason for redesigning State Street Downtown at this time?
- If State Street is redesigned Downtown, describe what is going on when you visit. What are you experiencing?
- What role does a redesigned State Street play in the vitality of Downtown? What is your goal for State Street?

Mr. Newkirk:

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- 1.) A. The vacancy rates are the reason to do something, B. The inefficiency of the right of way for vehicles, C. There is an appetite for it.
- 2.) Some blocks used for different purposes. An open forum like in De La Guerra Plaza for Play areas and music performances. Finds way to contrast the Spanish Revival Architecture with modern style. Don't be dogmatic about the look, especially with things that are temporary like umbrellas and string lighting. These things can come and go.
- 3.) Have more permanent residents' downtown. Make it more of a marketplace for residents to support more businesses. This could be a branding opportunity for the City when done right.

Mr. France

- 1.) State Street was a victim of its own excessive control. Nothing new and exciting has been happening there. There is a logistical challenge with State Street being a long corridor. We need to be innovative. Seeing people in the new normal on State Street in the outdoor dining has been positive.
- 2.) Needs to be more than a pedestrian plaza. The bike connection to the beach and for Bike Share a long term bike route is essential for connectivity and activity. It needs some type of activity as shown in the slide presentation. The experience is not purely commercial. Long term needs should be more than restaurants and dining.
- 3.) A healthy State Street will radiate out to commercial zones off of State Street.

Mr. LaBrie:

- 1.) State Street seems to have been designed with tourists in mind. The reason to redesign State Street is to win back home town loyalty and support of locals. A State Street corridor that appeals to locals will be economically, culturally, and socially sustainable throughout the year. This would be along with an infusion of residential units in the downtown corridor.
- 2.) Experiences are more important. Right now, stakeholders groups are enthusiastic about some sort of change. The experience would be of economic and cultural vibrancy. A space that is conscious of a variety of age groups. A place where the entire community can meet. The paseos can serve a lot of purposes. A redesigned State Street would accommodate different sized events like parades and marches.
- 3.) There will be a lot more people and less vehicles. If we keep locals in mind, tourists will love what they experience. Tourists want to go where the locals go and where the locals like to spend their time and money. A redesign of the downtown core would have a broad impact on the Santa Barbara community and not just economics.

Mr. Pratt:

- 1.) You don't need access to go down State Street. We go downtown for food or shopping. Shopping is struggling. Need a place to hang out, like a public square. There needs to be more than just a selection of shops.
- 2.) Think about the experiences. Want to go where locals go. Focus on the local community and you will get tourists.
- 3.) The goal is to draw people downtown. We can't rely on just the tenants of all the businesses and think of the environment and the experience.

Chair Pinner

- 1.) The changing role of how retail is being viewed. State Street is a poor street to drive on. It would not be completely restricted to the Spanish Revival in design.
- 2.) A place where it creates a gathering experience. Needs a significant gathering space where a community can gather in a significant scale along with small scale gatherings.

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- 3.) If it appeals to locals, it's going to appeal to tourists. Make it accessible and what a local community wants. It is critical that it have a feeling of being a safe space for locals, tourists, and residents. Economic vitality is critical. Be mindful that as one area becomes great, other areas can become less great. We need to look at the whole downtown structure and not forget about the side streets. We need to talk about the connections that are in between parking structures and State Street. Take the blocks between Chapala and State and State and Anacapa Street and cut them in half and have an alley down the middle. So that the blocks aren't so deep. You would have areas for deliveries and flow for residents and businesses. "Back of house" deliveries. You path of travel and ways to enter and exit buildings. A new path of travel that is parallel to State Street. He would like to see as many trees and plants as possible.

Jason Harris thanked the committee for their input.

PUBLIC COMMENT: None.

- 7.) **PARKING OPERATIONS, REVENUE, AND EXPENDITURE UPDATES** (LOCATION ON VIDEO: 1:04:40)
RECOMMENDATION: That the Committee receive an update on parking operations and trends in revenues and expenditures.

Sarah Clark gave the presentation on revenues and expenditures.

Less was used of reserves than had been projected.

Some of the parking lots are being kept open for extended hours on the weekend and generating more revenue.

Victor Garza stated that the implementation of software and hardware upgrades is about to begin.

He also mentioned that there is an elevator that will need to be repaired at a possible cost of \$150,000.

PUBLIC COMMENT: None.

- 8.) **DOWNTOWN PLAZA ACTIVITY UPDATES** (LOCATION ON VIDEO: 1:18:30)
RECOMMENDATION: That the Committee receive an update on the Downtown Plaza, including parklets, outdoor dining, implementation of City ordinances, and status of street closures. Extension of Emergency Ordinance closing State Street and the updating of Notifications to Businesses regarding Storm Flows and Winterization.

Victor Garza gave the presentation. The guidelines are being updated with rules for businesses to comply regarding winterizing, Allowing for storm flows, and also to comply with access for people with disabilities

- 9.) **PROGRAM UPDATES:** (LOCATION ON VIDEO: 1:23:50)

- a. Access Control System Upgrades Installation:

Staff is working with the vendor to make this a smooth transition. Timing is important for credit card processing.

- b. Lighting on State Street: Mr. Garza gave an update on the installation of lighting on State Street at various intersections.

- 10.) **ADJOURNMENT**

The meeting adjourned at 9:05 AM.