

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: November 19, 2009
To: Harbor Commission
From: John N. Bridley, Waterfront Director
Subject: **Draft West Beach Planning Study**

RECOMMENDATION:

That the Harbor Commission review and consider the Draft West Beach Planning Study and provide input on the recommendations and development alternatives therein.

DISCUSSION:

The West Beach Planning Study is a focused study of the area known as West Beach in the City of Santa Barbara's Waterfront. West Beach was originally studied as part of the City's Local Coastal Plan (LCP) in the early 1980s and the Harbor Master Plan (HMP) that was approved in 1996. Both the LCP and HMP recognize that West Beach is a unique coastal resource in an urban area and of great importance and value to residents of Santa Barbara and visitors to our area.

In 2005, the City initiated a design process for the West Beach Pedestrian Improvement Project for the area adjacent to the beach along West Cabrillo Boulevard. Now that the Cabrillo project is under construction, attention has turned to studying uses on West Beach, funded by the City's Redevelopment Agency. The goal of the study is to look at existing uses and to consider adding public uses and/or structures on or near West Beach to enhance those uses as well as to improve its overall appearance and ambience.

The West Beach Planning Study process began with a kick-off community meeting on April 15, 2009. Over 50 stakeholders were interviewed over the summer and their comments were considered in developing the early recommendations of the study. A second community meeting was held on August 19, 2009, during which time three options were presented for discussion. Based on analysis of issues and comments received, the three options were synthesized into the two alternatives presented in this draft study.

The Planning Commission and Parks and Recreation Commission will be discussing the draft study on November 12, 2009. Staff will update the Harbor Commission on comments from the joint meeting on November 19th. Input from all three Commissions will be incorporated into a final study that will be presented to the City Council for acceptance in late 2009 or early 2010.

Note: Copies of the Study will be distributed separately to the Commissioners and for those wishing to review the report; it is available on line at www.santabarbaraca.gov/Government/Departments/Waterfront.