

CITY OF SANTA BARBARA  
**STATE STREET SUBCOMMITTEE**

**MINUTES**

Meeting Details:

November 9, 2020

11:00 a.m.

Virtual Meeting via GoToWebinar

Committee Members Present - Chair Meagan Harmon, Mayor Pro Tempore Kristen Sneddon, and Councilmember Oscar Gutierrez

City Staff Present: Jason Harris (Economic Development Mgr.); Rob Dayton (Transportation & Parking Mgr.), Nina Johnson (Sr. Assistant to the City Administrator); Holly Perea (Assistant to the Mayor & Council)

AGENDA

**1. Announcements**

Jason Harris, Economic Development Manager provided an update on the Downtown Santa Barbara Promenade Market that started on November 5<sup>th</sup> and will run every Thursday afternoon/evening through mid-December. He also confirmed that the State Street Subcommittee webpage was updated to include the former name of the subcommittee, and now has links to past subcommittee meeting videos on YouTube for ease of viewing.

Mayor Pro Tem Sneddon thanked staff for the enhanced meeting minutes. Chair Harmon agreed.

**2. Review and Approve Minutes**

Recommendation: Adopt the minutes from the previous regular scheduled meeting.

Action: Motion by Mayor Pro Tem Sneddon to approve the Minutes as presented. Seconded by Chair Harmon. Item passed 3-0.

Speakers: Jason Harris, Economic Development Manager

Public Comment: None

**3. Public Comment**

Three members of the public spoke. The Santa Barbara South Coast Chamber of Commerce representative offered appreciation for the subcommittee's efforts, support for State Street enhancements, and direction to businesses as they transition to winterizing outdoor dining spaces. The Chair of the Historic Landmark Commission spoke of his interest in the subcommittee's efforts. The third public speaker described his recent test ride on the new electronic shared bike, bicycle, remarking how easy it was to manage the bike's speed, and that it would be a great addition to downtown.

**4. Update on Future of State Street Visioning Process**

Staff gave an update explaining that commission, committee, and stakeholder outreach is nearly

complete. Mr. Harris detailed the planned outreach effort to date, and presented the subcommittee with draft multiple-choice survey questions. Rob Dayton explained why certain questions were drafted to identify what group might be the most common future users of the redesigned State Street.

Mayor Pro Tem Sneddon had various questions, suggestions, and concerns regarding the survey. She shared concern over the verbiage asking respondents to choose which audience should be considered most. She asked whether survey participants could rank answers rather than choose one. She asked about adding a response on environmental sustainability. She expressed the need for broad visioning and a downtown planning effort, and asked if it is possible to have more open-ended questions about the bigger issues of housing, downtown visioning, and reasons why residents do or don't frequently visit downtown.

Councilmember Gutierrez shared Ms. Sneddon's concern over which audience to consider most. He also suggested a reference to possibly changing one-way streets and agreed knowing the neighborhoods of resident respondents would be useful information.

Chair Harmon agreed with her subcommittee members that open-ended answers would be useful, that it was important to gather feedback on the issue of mobility, and that ranking the multiple-choice questions would be helpful. She asked whether it would be helpful to know which neighborhoods respondents live in and how respondents heard about the survey.

Public Comment: Five members of the public spoke. Speakers suggested changes to the draft survey, including identifying how the public gets around downtown; revising the question about bike usage on State St; inquiring about housing needs and how to accommodate bikes and wheeled devices on State St; identifying respondents' neighborhoods; having ranked answers multiple-choice questions; and advocacy for more visioning efforts. One speaker referred to State Street as the spine of the City.

## **5. Update on AIA State Street Charrette**

Local professionals with the American Institute of Architects (AIA) Santa Barbara Chapter gave a PowerPoint presentation on design concepts developed over the summer for the State Street corridor and downtown area, envisioning housing, open space, sustainability features, public art, and gateways. They said that a booklet of the design concepts is being developed, and that there were window displays on State Street and Canon Perdido for the public to view. They expressed appreciation to Nina Johnson and others for helping to organize and consult on the effort. Lastly, they shared a desire to present to the full council, and look forward to working with staff to integrate the concepts into City planning and policy development.

All the subcommittee members thanked the AIA for organizing and presenting the materials.

Public Comment: Two members of the public spoke regarding the design study. The first speaker shared appreciation for the AIA presentation, but perceived flaws in the survey and process, questioning whether the survey is a marketing survey or scientific measurement tool. The second speaker pointed out that circulation and design solutions are needed for downtown as well as a master plan which the City's Historic Landmark Commission can help with.

## **6. Adjourn**

The meeting adjourned at 12:45.