



# CITY OF SANTA BARBARA

## City Administrator's Office

### *Interoffice Memorandum*

**DATE:** August 5, 2021  
**TO:** State Street Advisory Committee  
**FROM:** Jason Harris, Economic Development Manager  
**SUBJECT:** State Street Advisory Committee Background Information

**RECOMMENDATION:** That the State Street Advisory Committee Review of the March 9, 2021, Council Agenda Report Regarding State Street Subcommittee Recommendations and Downtown State Street Vision Principles.

---

This memorandum provides the State Street Advisory Committee (SSAC) background information regarding the Council's actions for the closure of State Street, adoption of the State Street Vision Principles, and directives to initiate the master planning effort and formation of the SSAC.

#### State Street Closure

Downtown State Street opened to pedestrians on May 22, 2020, as a temporary pedestrian promenade to promote economic recovery pursuant to an emergency order issued by the City Administrator acting as Emergency Services Director. That same day and throughout the weekend, people and families visited the street. On May 28, the order was confirmed by the City Council's Emergency Economic Recovery Ordinance (Ordinance No. 5944). In the ensuing weeks, businesses staged expanded restaurant seating within the public right-of-way. On August 11, 2020, Council adopted Ordinance No. 5963, which extended and amended Ordinance No. 5944 to extend the ordinance term and made certain operational amendments including extending the hours of outdoor dining until 12:30 a.m. for food service businesses in the Central Business District, Funk Zone and Coast Village Road, authorizing certain signs, and regulating beach closures. Ordinance No. 5963 was automatically extended on December 9, 2020, until March 8, 2021, due to the continuation of the public health orders. Finally, on February 23, 2021, Council adopted Ordinance No. 5933, which extended the term of the Emergency Ordinance until March 8, 2022.

The opening of State Street to pedestrians and expanded outdoor dining has successfully stimulated vitality to the downtown. The initial use of construction barricades and borrowed plantings to operate State Street as a promenade closed to motor vehicles was adequate for a short-term emergency period but not for a longer-term interim period. The City made an approximately \$200,000 capital investment to the interim intersection controls and improvements to the street to provide a more appropriate condition to better match the aesthetic and commercial feel of State Street. Although the intersection controls are not permanent, they have improved the channelizing of bicyclists into the center of the street and direct pedestrians to the sidewalks. The interim improvements also included some additional decorative lighting over and

along the roadway section of Downtown State Street; however, these modifications are temporary improvements and are not adequately designed for people and activities.

#### Council Actions for State Street

The March 9, 2021, Council Agenda Report regarding the State Street Subcommittee Recommendations included four actions outlined below:

- A. Adopt the vision principles to guide the development process;
- B. Direct staff to pursue the closure of Downtown State Street to motor vehicles;
- C. Direct staff to identify the actions and resources necessary for the development of a Master Plan for Downtown State Street; and,
- D. Establish a Master Plan advisory committee to oversee the master planning process.

The Council unanimously adopted all four of the recommendations. The March 9, 2021, Council Report also included an attachment called the Downtown State Street Vision Principles that represented the input of over 125 City Board and Commission Members, stakeholders who were interviewed, and reflected the opinions of nearly 4,600 responses to a City community survey regarding State Street.

As part of the Fiscal Year 2022 Budget Council committed to funding two full-time staff to manage the master planning of State Street and staff the State Street Advisory Committee. The Master Planner will oversee the recruitment of the Project Planner position, assume the staffing of the SSAC meetings, coordinate, and oversee the required amendments to the General Plan and other policy documents to carry out the vision for the future of downtown and the procurement and production of the Downtown State Street District Master Plan.

Council approved the State Street Subcommittee's recommended scope of a Master Plan to include the area of downtown from the 101 freeway to Sola Street, and Chapala to Anacapa streets to ensure all aspects of the downtown environment are taken into consideration and address the breadth of guiding principles or vision put forth from the community. Additionally, the Master Plan should address the elements of:

- Streetscape Design and Amenities;
- Traffic Circulation, Street Activation, and Transportation;
- Public and Performance Arts;
- Festivals and Parades;
- Addressing the Impacts of Homelessness ;
- Operation and Maintenance Needs;
- Funding Strategy;
- Housing and Redevelopment Influences;
- Economic, Equity, and Accessibility Needs;
- Public Safety Issues; and
- Green Infrastructure/Sustainability Strategies.

Lastly, after reviewing more than 90 applications and interviewing 66 applicants the Council appointed the State Street Advisory Committee on July 20, 2021, to be comprised of fifteen members; three City Council members, one representative of the Historic Landmarks Commission, one representative of the Planning Commission, three representatives of the business community, and seven at large representatives. Two alternate members were also

selected. The complete list of committee members and their associated representation is listed below.

- Dianne Black (at large)
- Hillary Blackerby (at large)
- Dave Davis (at large)
- Roger Durling (at large)
- Nadra Ehrman (at large)
- Robin Elander (business)
- Peter Lewis (business)
- Kristen Miller (business)
- Ken Saxon (at large)
- Susanne Tejada (at large)
- Michael Becker (alternate)
- Marge Cafarelli (alternate)
- Roxana Bonderson (Planning Commission)
- Ed Lenvik (HLC)
- Alejandra Gutierrez (Council)
- Meagan Harmon (Council)
- Mike Jordan (Council)

The SSAC will provide input to the City Council on both the interim operations of Downtown State Street (post-March 8, 2022) and the creation of the State Street District Master Plan that guides the development of a Downtown State Street capital project.

This concludes the overview of background information regarding the Council's actions for the closure of State Street, adoption of the State Street Vision Principles, directives to initiate the master planning effort, and formation of the SSAC.

JH

#### Attachments

cc: Paul Casey, City Administrator  
Rebecca Bjork, Assistant City Administrator  
Ariel Calonne, City Attorney  
Elias Isaacson, Community Development Director  
Joshua Haggmark, Acting Public Works Director



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** March 9, 2021

**TO:** Mayor and Councilmembers

**FROM:** City Administrator's Office

**SUBJECT:** State Street Subcommittee Recommendations

**RECOMMENDATION:** That Council:

- A. Adopt the vision principles to guide the master planning process for the Downtown State Street Area as recommended by the State Street Subcommittee;
- B. Direct staff to initiate amendments to the General Plan Circulation Element and other actions necessary to transition from temporary to permanent closure of certain blocks of State Street to motor vehicles and other circulation improvements for Downtown State Street as determined during the planning process;
- C. Direct staff to initiate planning and other processes necessary for the preparation of a Master Plan for the Downtown State Street Area, including identification of necessary staffing and resources; and
- D. Establish a Master Plan advisory committee to oversee the master planning process.

**EXECUTIVE SUMMARY:**

City Council has been discussing how to revive the economic vitality of Downtown for over five years. Council commissioned the Kosmont Companies Downtown Revitalization Recommendations Report, Land Development Audit, and created the Economic Development Manager position. In response to the COVID-19 pandemic, the City took emergency actions to create the State Street Promenade and to allow the temporary expansion of commercial uses into streets, sidewalks, parking spaces, and other areas citywide. These temporary emergency economic recovery actions were recently extended to March 8, 2022. The temporary State Street Promenade prompted additional discussion about the need to revitalize the downtown area including a redesign of State Street itself.

The Council appointed Councilmembers Harmon, O. Gutierrez, and Sneddon to the State Street Subcommittee (Subcommittee) on June 23, 2020. The Subcommittee directed the staff outreach and community input process that involved public participation and broad representation of City advisory boards and commissions, as well as State Street stakeholders to form a unified vision for a Master Plan to redesign Downtown State Street

and surrounding area. This report contains an explanation of the Subcommittee's recommendations to City Council as well as future milestones for consideration.

### **BACKGROUND:**

The Subcommittee held its first meeting on July 30, 2020 and met regularly until February 8, 2021 when it concluded with recommendations to City Council. The meetings were conducted in compliance to the Brown Act, with meeting recordings, agendas, presentations and minutes posted on the City Council's webpage. The meetings began broadcasting live on City TV in August.

The Subcommittee gave oversight and direction to staff in conducting the outreach effort to gather stakeholder and resident input into the vision of Downtown State Street. This effort involved stakeholder interviews and a community-wide resident survey. Independently, the American Institutes of Architects (AIA) Santa Barbara Chapter issued an online survey in the summer of 2020 seeking feedback on both the State Street promenade as well as housing and parking.

At the direction of the Subcommittee, staff interviewed 15 City Boards, Commissions, and Stakeholder groups representing over 125 individual's perspective and vision regarding the future of State Street. The majority of the meetings included public participation and were televised. Each group interviewed received a presentation on the history of State Street and how it has evolved over time.

The community survey was developed based on, and used to affirm, reoccurring stakeholder vision themes. The survey, in English and Spanish, was open to the public for two months and closed on January 31, 2021. In person surveys were also conducted on State Street by Downtown Ambassadors. The City received nearly 4,600 responses and was taken by a cross section of age groups from various city neighborhoods.

The City survey asked respondents their thoughts on improving Downtown State Street, and what they would like to experience Downtown in the future. Over 70 percent stated that the street needed to address the economic health of retail and restaurants and over 56 percent stated that the street should address the homelessness situation. The majority of respondents stated agreement that State Street is a key component of the City's overall economic vitality. Lastly, slightly more respondents thought that bikes should continue to operate on State Street.

The AIA survey was conducted in late summer 2020 and was asked respondents their opinion on closing Downtown State Street to vehicles of which 93 percent responded support and there was also a 56 percent majority of support for State Street being shared by both cyclists and pedestrians. Also, the AIA survey respondents ranked strong support for dining and retail uses as well as incorporating art and seating. These two community surveys highlight local interest and support for the closure of State Street to vehicles, the need for State Street to support the commercial district businesses, and community interest to have a safe environment with amenities.

### **Downtown State Street Area Master Plan**

The Subcommittee recommended the development of a Master Plan to describe the direction for Downtown State Street and adjacent city blocks. A Master Plan is a holistic and dynamic long-term planning document that provides a conceptual layout of an area and an action plan to create it. It includes analysis, recommendations and proposals for a defined area's population, economy, housing, transportation, and community facilities, and land use. The main focus of this Master Plan effort is to conceptualize Downtown State Street corridor and describe how surrounding elements in the area work together successfully (as described by the vision principles). The Subcommittee proposed area of the Master Plan is from the freeway to Sola Street, Chapala to Anacapa Streets. In addition, it is anticipated that the Downtown State Street Area Master Plan will evaluate connectivity and synergy that the commercial areas of the Funk Zone and waterfront can be enhanced. Likewise, the Master Plan will also take into account connectivity of the surrounding downtown neighborhoods. The goal to include this broader area is to ensure that other areas of the downtown core are addressed in the Master Plan including:

- Streetscape Design and Amenities
- Transportation and Circulation
- Housing and Redevelopment Influences
- Economic Development
- Historic Resources
- Equity and Accessibility
- Homeless Engagement
- Public Art
- Operation and Maintenance
- Funding Strategy

In addition, staff proposed the Subcommittee consider recommending the composition of an advisory committee to provide input into the development of the Downtown State Street Area Master Plan. The Subcommittee also recommended additional stakeholder and community representation on the advisory committee.

### **RECOMMENDATIONS:**

#### Adopt the State Street Vision Principles

The majority of the Subcommittee's work has been to set the vision for the future of the Downtown State Street area. The Subcommittee wanted to be inclusive in forming a vision and took two key approaches: 1) interviews of key board and commission members and Downtown Stakeholders, and, 2) the creation of a citywide survey to affirm the vision direction. The Subcommittee's stakeholder interviews were comprehensive and effective at developing vision themes for Council's consideration. Each City board and commission and stakeholder group was asked the same questions:

1. What do you believe is the reason for redesigning State Street Downtown at this time?  
This question was designed to answer: Why now?
2. If State Street is redesigned Downtown, describe what is going on when you visit.  
What are you experiencing?  
The question was designed to answer: What purpose will State Street fulfill?
3. What role does a redesigned State Street play in the vitality of Downtown? What is your goal for State Street?  
This question is designed to answer: Why does redesigning State Street matter for Downtown revitalization?

Over 125 city board and commission members and stakeholders were interviewed. Once all the interviews were completed, staff summarized the most common vision themes. These themes were presented to the Subcommittee, which also added its input. Because the vision themes are relatively short, the Subcommittee is recommending that City Council adopt the vision themes as process guiding principles (Vision Principles) to be referred to throughout the development of the Master Plan and project development process. The Vision Principles and interview notes are included as an Attachment.

#### Initiate Actions Necessary to Implement Permanent Closure of Downtown State Street to Vehicles

Permanent closure of all or part of Downtown State Street to vehicles requires amendment to the General Plan Circulation Element. The Subcommittee recommends that the Circulation Element amendment and other actions necessary to accomplish a permanent closure be processed concurrently with the development of the Downtown State Street Area Master Plan. The portion(s) of downtown State Street to be closed will be further evaluated and considered during the Downtown State Street Master Plan process. Both the Circulation Element amendment and the Master Plan will require environmental review. Processing the Circulation Element amendment, including environmental review, is expected to take over a year to complete.

#### Initiate the Process for the Development of Downtown State Street Master Plan Including Identification of Necessary Staffing and Resources

The development of a Master Plan and design of any resulting capital project for Downtown Area and State Street Promenade will require both in-house staff and professional services. The plan and project workload is sizeable enough to warrant new staffing assignments and organizational adjustments to ensure the process moves forward effectively, efficiently, and prioritized accordingly to the significance of the initiative. The work involves:

- Developing a master planning process and scope of work;

- Procuring professional service contracts to prepare a master plan and conduct traffic circulation and environmental studies;
- Researching, developing and implementing capital and operational funding mechanisms; and,
- Staffing a new advisory committee.

The Subcommittee recommends that Council direct staff to identify the needed actions, staffing, and budgetary resources required to develop the Downtown State Street Area Master Plan and return to Council for approval.

#### Establish a Downtown State Street Area Master Plan Advisory Committee

The Subcommittee is recommending that an advisory committee be formed to help guide the Downtown State Street Area Master Plan. Staff suggested the advisory committee be both diverse enough to account for a wide variety of professional input, but small enough to be agile enough to complete the task efficiently. The following list includes every suggestion from the Subcommittee for consideration:

- 2 Councilmembers
- 2 Planning Commissioners
- 2 Historic Landmarks Commissioners
- 1 Access Advisory Committee member
- 1 Architect or Design representative
- 1 Coalition for Sustainable Transportation or Santa Barbara Bicycle Coalition representative
- 1 Downtown Parking Committee member
- 1 Downtown Property owner representative or Downtown Business owner representative
- 1 Downtown Santa Barbara Organization representative
- 1 Environmental Sustainability representative
- 1 Trust of Historic Preservation representative
- 1 Homeless Service Provider or Advocacy representative
- 1 Santa Barbara Metropolitan Transit District /Public Transportation representative
- 1 Youth Council representative
- Arts Advisory representative

In their discussion, committee members acknowledged that there is overlap in some of these suggested representatives and wanted the Council to determine the final composition of the committee. Staff recommends that the Council consider a committee of approximately ten representatives. Similar efforts have found that groups of less than ten individuals are most effective at including all participants in the discussions and deliberations. As the advisory committee meetings would be Brown Act compliant, organization representatives not included on the advisory committee will be able to participate and make recommendations to the committee. The key for choosing the right



mix of representation is to consider the decision-making authority needed for the task. All other groups will be included in discussions and community engagement opportunities, but not all are needed for decision-making.

Staff recommends that the Council narrow the list to City boards and commissions. For instance, including an architect or design representative may be duplicative as there are Historic Landmarks Committee members proposed to be on the advisory committee. Similarly, a Downtown Santa Barbara Organization representative could also represent a downtown business owner. In addition, broadening the composition of the advisory committee to outside organizations will have the unfortunate result of winners and losers where one advocacy group's interests are weighted against another's. The only exception to this recommendation is for downtown property owner and business representation. Property owner and business engagement in the decision-making will be critical to the success of the master planning process.

Staff recommends the following representatives needed for decision-making authority:

- 2 Councilmembers
- 2 Planning Commissioners
- 2 Historic Landmarks Commissioners
- 1 Downtown Parking Committee Member
- 1 Downtown Santa Barbara Representative (for business representation)
- 1 Property Owner Association Representative (if created)

#### **BUDGET/FINANCIAL INFORMATION:**

The development of a Downtown State Street Area Master Plan, the facilitation of an advisory committee, and the work product that will likely come from the plan will require staffing, professional services, as well as sizeable capital and operational funding. With Council's direction, staff will return with the resource requirements to accomplish this work.

**ATTACHMENT:** Vision Principles and Interview Notes

**PREPARED BY:** Jason Harris, Economic Development Manager  
Robert J. Dayton, Transportation and Parking Manager

**SUBMITTED BY:** Rebecca J. Bjork, Assistant City Administrator

**APPROVED BY:** City Administrator's Office

## Downtown State Street Vision Principles

**Vision Principles:** The following principles come from the aggregate of responses of City commissioners, committee members and downtown stakeholder interviews and input from the State Street Subcommittee. The complete listing of interview notes are included below under each Commission, Committee or Stakeholder Group.

1. Why now?
  - To revitalize the Downtown
  - To create a safe experience
  - For economic revitalization
  - To be people centric
  - To facilitate housing Downtown
  - To recapture/re-establish Downtown's identity
  - To bring people Downtown
  - To design for locals
  
2. What purpose does State Street fulfill?
  - It is: the healthiest, most thriving part of Santa Barbara; the defining place of SB's identity; accessible to all types of people, families, generations, income levels, abilities and diversities; a place memories are made; a place to see people and experience community, a gathering place, the spine of Downtown, the Grand Paseo, a must experience and re-experience.
  - It feels: safe, inviting, accessible, bustling, local
  - It provides: dining; music; art; local culture; play spaces; open spaces; a place for walking, for biking, for people with all abilities to move up and down the street; a spine for downtown; recognized districts; a park-like experience; a gathering place for the community; and connection to side street businesses.
  - It represents: Santa Barbara's sustainable values and experience that are unique to Santa Barbara.
  - It reflects: our history and indigenous people that lived before us; the diversity of our community and is welcoming to them all.
  
3. Why does redesigning State Street matter for Downtown revitalization?
  - Because it accomplishes the most significant part of Downtown revitalization
  - Because it will create and define the identity of Santa Barbara
  - Because it gives the Downtown revitalization a local focus
  - Because it will renew our pride in our Downtown.
  - Because it will make Downtown a stronger destination for Santa Barbarans, the region, and the tourist industry

Notes- The following are the notes taken from each Board, Commission, or Stakeholder interview asking the three questions. Each group chose to answer the questions using different orders.

### **Arts Advisory Committee**

This committee choose to rotate between members answering the questions they choose to answer. Accordingly, all comments are lumped by individual, not by question.

- We need to have mixed use opportunities for the street. How do we do that? She like the reference to the slides. State Street is very long. Accessibility is important. Should we have a vehicle to show people what is open. We need a vehicle. We need to include bicycle traffic because it's important for activity. The affordable housing is key because we need to accommodate artists in the downtown – people who will provide the art feel we need. The downtown space needs to be for everyone. The music scene needs to be re-cultivated so that we experience that. Bike racks should be art.
- We need affordable work and living spaces for people. We need opportunity for public art. We need interactive opportunities. The street is very long. How can we sustain the street and its long area? Especially without the shuttle. People live above the street in the European city. We need to be able to do that. The plazas that people come to at night or day create community and culture. We need that vibe by having people live there. We are learning that we need to be together. The bicycles are important. The bottom line is that it needs to promote prosperity and economic revival. Shop window visibility is paramount. The landscape cannot block access. Permanent and seasonal art. We need a district art identity that brands the district.
- We need both forms of art: transient and permanent. Permanent art could have a water feature. The ADA thing is huge. ADA parking spaces near the intersections would be good. Affordable housing is critical for the village feel. Art can help landmark the districts. It can be ground level and incorporated into other things.
- Look at Miami design district to interactive art. We need to challenge our assumptions about public art and examine the spectrum. Sound, light, pop up, not just fixed. Interactive light structure. The Hotel Indigo.
- Keep the cross traffic open for access. Encourage shop owners to convert to housing, because it will take community activity to make it all work.

### **Community Development and Human Services Committee**

This committee choose to rotate between members answering the questions they choose to answer. Accordingly, all comments are lumped by individual, not by question.

- It took the pandemic to close the street. It was not an effective vehicular street. Likes the new pedestrian experience. Believes the city should proceed, dedicated bike lane, more trees. It should be more vital and healthier. The street should be pedestrian oriented, we should take the creative organizations and make the let it go and let grow.
- It is fabulous. It should continue. Homeless have increased. Hope we can accommodate but want the visitor and residents to enjoy the downtown. We should mimic European cities.

- Need containment for the cyclists to one area. Very challenging on what the pedestrians and bikes are to do. Want to address existing infrastructure, affordable housing, senior housing, homelessness needs. Need to evaluate how the space is used.
- Agree that downtown needs mixed income housing workforce. How to address high rent? Need to keep the workforce in the City.

### **Community Events and Festivals Committee**

This committee choose to rotate between members answering the questions they choose to answer. Accordingly, all comments are lumped by individual, not by question.

- Close the street to vehicles. District the zones so that there is a sense of discovery and place making. Can we afford to close other streets and eliminate some of the cross streets if possible. The redesign of State Street brings a new defined identity to the Downtown. We are redefining the role of downtown by redesigning the street. We need new housing and a living population for the downtown. It should be as welcoming as main street Disneyland. The 800-pound gorilla is vagrancy. We need to bring back the warm and fuzzy place back. We need to highlight the buildings and the history of the architecture. We need busking to be formalized and channeled so that it is consistent and well done.
- She was involved in 16<sup>th</sup> Street Denver. Not much will change if we do not have housing for many types of people within the downtown. Housing must be tackled. In Europe, people walk and move with effective transit, not the slow shuttle on the street. We need to create a street and downtown that enables the type of mobility that will work. Second, we must focus on culture. We must not have a drinking culture, but a more Santa Barbara culture and build the street around the culture we want to see. We have an appetite for public art and people want to be outside to see it. Preservation of historic buildings is important. We need to refurbish buildings and building housing on the street. Revitalization must take into consideration the existing demographics. We need to be realistic about the demographic that wants to live and work downtown. What type of generation and people want to be there? People know Santa Barbara as a soup opera. People know it as the freshness, the flora, the surf, the cultural events, the culinary, the wine, the beauty, the whole package of what SB has.
- We need public bathrooms on State Street. It would be good to have a mandate that when a storefront is not leased to be made to look good while it is vacant. Vacant property tax should be on the table.
- Revitalization is more than just redesigning State Street. We need more work in the retail spaces. We need to covert more to housing. We need spaces that are smaller to lease. We have seen some experiences where that works. We need to address the culture
- He lives downtown and can walk there. He has notice the number of families. A successful street has attracts families. We need districts. Break the street down into sections that have identity and can be locational. He recalls when there was more music oriented. We need to cultivate performances. People are going to want to be social.
- We need better signs of State Street. We need to preserve the history of State Street. The Perl street trash cans point people to the museums. The current temporary set up is a good example of what we can be in the future. Kid stuff can become dated, and needs to be carefully

designed. Just as simple as a bag of caulk and work well. She would love to see seating that is more relaxed.

- The reason to redesign State Street is to create a multi-dimensionally location. It needs to become an identity for the town. We need to recapture that.

### **Downtown Parking Committee**

The Downtown Parking Committee members each answered the three questions in order. So the bullet points generally refer to each question.

#### **Committee Member 1**

- Two forces: retail is not working in combination with the efficiency of the street (driving is not very good on the street). The Community has an appetite for change now. We need something more dramatic.
- The street will be very stimulating. Some blocks could be open, like a de la Guerra plaza, areas for playgrounds, outdoor dining is key. He likes outdoor dining hugged to the building. Music is also important. Find ways to contrast the Spanish revival style. We need modern contrasting style with the Spanish revival.
- The role of the street is to have more permanent residence downtown. We need residential to increase the timeframe for people presence. The street plays a role in residential. The street is a branding opportunity for the street.
- Tie into the restaurants, different activities like music, performance.

#### **Committee Member 2**

- State Street was a victim of its excessive control. Nothing was happening or evolving because of that control. State Street is long and so we need to be innovative. Now is the time.
- State Street is our public square. It's where we see people. Seeing people dining outdoor is the magical experience we need to keep. It is a pedestrian plaza now people are more willing to walk further. A long-term bike path is needed for transportation, destination, and to keep the street active. It doesn't need to be purely for commercial. In the long-term, we need to reduce the amount of retail.
- Emphasis on the side street needs to be a part of the discussion and how they relate to State Street. It is a main street and will renew the vitality of Downtown.

#### **Committee Member 3**

- The last iteration of State Street seems to have been developed for tourists. Now is the time to design for locals. We need a redesign that is local driven and a place that Santa Barbarans want to be. It needs to be designed with a new residential district in mind. The reason we do it now is the shift in retail and the new need for experience and designing a place to be. Many of the stakeholder groups want to see State Street redesigned now.
- It should be bustling with activity, flourishing, all age groups – kids to elderly. The big change is that there will be more people and less vehicles. The paseos need to be designed to support at redesigned State Street. I see more access to back of house as well as walking. Side streets need to be a part of the experience. If we pack it full of design items, then it may interfere with

parades and celebrations. Could we design it for both. Multi-income, multigenerational in appeal, gallery spaces, parades, events.

- State street plays a huge role in the vitality of Downtown. If we design for locals, tourists will love it. People want to go where the locals go. Keep the locals as the focal point. A redesigned State Street will influence the pride and interest in downtown more broadly. For example, Amazon came to state Street. We will see the broader community more engaged in Downtown with a redesign of State Street. The impact is broader than economics.

#### Committee Member 4

- Any local knows not to drive down State Street. You don't need vehicle access for State Street so why are cars still there? We go downtown for shopping and people do not do that anymore. I grew up in Santa Barbara.
- State Street is not a place to hang out. Technology has brought so many more options. We need to design a local experience whereby State Street recaptures its purpose to be the gathering space for people. The street is a component of building housing. State Street will serve as the "park" of those residents. It seems there are more people now than ever. I think the first step in revitalizing Downtown is the redesign of State Street. It is the grant paseo and connects everything else. We cannot rely solely on the private reinvestment. It is what we can control now.
- Redesign of state street is what we should do.

#### Committee Member 5

- We have been talking about Downtown revitalization for the past five years. So we must do a redesign of state street now, which is key to that revitalization. We knew we should change it, and now we have the opportunity because everyone can see how it can work.
- Vitality on State Street needs to be done without vehicles as people have been saying in the community. The key word for the street is "gathering place." It needs to be redesigned as a gathering experience. The street needs to have a large gather place somewhere on the street. Small and large spaces for gathers. If it appeals to locals, it will appeal to tourists. The tourists what to go where to locals go. We need to ensure that it is local. IT NEEDS TO BE A SAFE SPACE. If I'm a family, if I live there, if I'm a tourist – it needs to feel safe. If not, it will not be successful. It is a long street. It needs to be redesigned into discrete districts so there is variation and a sense of discovery. He agrees that modern needs to be intertwined with the Spanish Revival. Parades can go on the side streets instead of State Street.
- The street plays a key role in the economic vitality of the City. Downtown is the engine from a sales tax standpoint. The economic success of our city is born in the Downtown, the economic success of the Downtown is born from a successful State Street. We have a constant movement back and forth from the expensive to the less expensive (with locals). We need to be careful that State Street does not drive out locals because it is too expensive. We need to be aware of that dynamic. We have all talked about State Street, but we need to look at the bigger structure of the Downtown: side streets, the parking garages, and other system components and how they feed into a successful street. I would take the blocks off State Street, I would have two alleys between Chapala and Anacapa and State Street to facilitate back of house functions. We need more access with a state street closed to vehicles. We need as much green as possible.

## Downtown Santa Barbara

Downtown Santa Barbara choose to rotate between members answering the questions they choose to answer. Accordingly, all comments are lumped by individual member for each bullet point, not by question.

- Now is the time for economic change, add vitality, address public safety, create more housing amenities. The future of State Street needs to have children's activities, gathering spaces for businesses and more opportunities for residents to interact. Downtown State Street is the heart of the community, needs more experiential uses and activities, attract more housing, good for business. It is a safe and clean environment, devoid of homeless.
- Downtown is the heart of the City, with retail, dining, arts and culture all interfacing. Closing State Street was long overdue, the crises was the opportunity to pursue it.
- Cars in downtown are a thing of the past. Need to have more residential. Revive the retail environment and create gathering spaces. It needs to be vibrant and interactive and engage people from all walks of life and all standing. Ping pong tables. Our ideal place for this was Library Plaza. See attached photo of beautiful concrete sculptural table with stainless steel net. Splash pads! Zip line? Exciting contemporary art. See attached video from downtown Los Angeles from a few years ago. Funded entertainment: Jugglers, dancers, music, art. Yes to people movers!
- Timing is great, big unknown, vitality is important.
- Celebrate the climate. Include music. Create a place for us to engage with the community members and experience a multi-sensory environment. Different activities, all ages, backgrounds, children and families, places to go and visit.
- Space for families and kids, play areas, near dining. Time is now to make a change and make a better first impression. Bikes are important transit element. Public gather spaces integrated. Explore plazas and paseos with unique treatments. Opportunities to connect adjacent neighborhoods and business off State Street.
- Future State Street should be inter-generational, inclusive, interactive, art in the space. Now is the time for the change.
- Yes, time is now. It is essential that it happens now to respond to COVID, differentiation from other coastal towns, improve quality of life, attractive, centrally located, diversify businesses, and activities, less national chains, primary and most important, key to sustainability. The street needs to stay nimble, flexible and adaptable.
- Agree, now is the time, never waste a crises. Outdoor dining adds vibrancy and needed to keep people in the area. The atmosphere needs to evolve and be authentic. Emphasis on architecture, enhance landscaping and lighting, legacy business program, walking tours. It should be a place for locals to experiential activities and be the spine to support the City.
- Envisions every changing use of spaces with infrastructure built in to support it. Interconnected signage, performing arts, innovative sustainability elements, and support of local food systems.
- Yes, now is the time to respond. Retail is changing. Need to balance the uses and not over commit to food and beverage uses. There needs to be kids activities, sports and ping pong. The blocks need to be differentiated with different activities. In addition, housing off State Street needs to be connected.

## Historic Landmarks Commission

The Historic Landmarks Commission members each answered the three questions in order. So the bullet points generally answers each question in order by the Commissioner.

### Commissioner 1

- Always been an advocate and wanting it closed. Businesses have always wanted to have people be able to see their business by car. We have proved them wrong.
- The street is currently an experiment. Bicycles are mostly parked or walked. He has had bad experiences with bikes. Speed limit 5 mph. Fast walker is 4 miles an hour. Some bikes are going 8 miles an hour. Ebikes are easily going 25 miles an hour. Pedestrian plazas don't have bikes. He already knows people who have been hit on State Street. Eventually bikes need to be on Anacapa and Chapala to bikes. He is not for putting bikes on State Street.
- The HLC does not need to weigh in with string lights.

### Commissioner 2

- He wants to eliminate vehicles.
- The street is only crowded on the weekend. We need to make State Street something that people want to go to. If it's done well, people will come to the street. We need places to sit. People walk side by side down the street. 8 feet is reasonable. We need appropriate widths for walking. Bikers and skateboarders are disruptive for seniors. We need to be able to control bikes so that they don't disrupt people. If you asked the merchants about bikes, they would probably say that they don't care about bikes. The shopping experience is critical. Current use of bikes is not ok. I hope that State Street is as successful as other successful street. Can't be just k-rails. Get some artists to comment.
- In the interim period for parklets – something other than raw wood would be better.

### Commissioner 3

- It is the right time because of the community inertia that we have.
- He referred to Jane Jacobs book. State Street is the spine of the street. We need a spine and nervous system to the vitality of Downtown. The Native American state street ran from the waterfront to the Mission.
- The corridor needs to have diversity accommodating people of all walks of life. It's about more than just buying something. The features of the street need to encourage use of the street throughout the day so as to expand the use and activity of the street. The experience should fit the needs of all people.
- State Street feeds the vitality of other streets. It is the background and connects people to other streets. People refer to the Courthouse as a living person. State Street must also be personified in that it is alive. He would encourage some level of transportation on the street – so people who don't walk as well to have a way to move.

### Commissioner 4

- State Street is the place to go. We need to design for locals and activities. People need to see each other. He does not like the idea of bikes or shuttles. Make it a peaceful place where



people can cross the street without being run over. State Street is where the big buildings are. It is architecturally the center of town. While I have been opposed to no cars in the past, I am in favor of it now as a design element. He is excited about the State Street so that it becomes a design goal.

- The fiesta Parade could be rerouted to Chapala. He would like to ensure that the parades should move forward.

#### Commissioner 5

- When the pandemic was first happening, he was thinking that this is going to last longer and we need to have some kind of standard for the short term. We need a more coherent standard for the temporary structures on the street. He thinks a couple of members of HLC should be available to help shepherd the design and guide the aesthetics.
- Long-term: if we are going to spend 10s of millions of dollars, it is a bigger question than just State Street. The bigger question is the housing question (which is the life-blood of the downtown). So we have a spine and life-blood and to other organs, such as the heart (de la Guerra plaza). We need to figure out the bigger picture first. We want the best city. And long-term sustainability questions should be answered first. We need a holistic and professional look at the design of the Downtown.
- State Street is very long and possibly only portions need to be redesigned. His main concern is that we would miss the whole.

#### Coastal Housing Coalition

The Coastal Housing Coalition members choose to answer the questions in order. Therefore, answers are categorized by question in order. Eight members expressed their views.

##### Question 1: Why now?

- We need to see the revitalization of retail, but we also need housing. Redesign of State Street is the opportunity.
- It's an opportunity to make State Street inviting for locals, not just tourists.
- It is an opportunity for housing and fulfill the RENA numbers. And we need a mix of unit types.
- It would be interesting to see what the city can do in the way of infrastructure. There is a symbiotic relationship between housing and street activity.
- We need more open air activities on the street.
- The time is right because of the confluence of the pandemic, economic shifts from retail. Now is the time to address these changes.
- The City has prioritize housing for the downtown area, so it is essential to have housing as a component of success of a more active state street.
- People want to be in an environment where they are with and see other people.
- A "walk street" is a key element of place-making in a city.
- If we don't move forward with housing to get a living population, the future street might not work. Streets don't work without people.
- We need to create the downtown neighborhood to make the street make sense
- It's time to re-look at the paseo network and how they connect to the grand paseo, which is State Street.

- It's a time to make downtown really interesting.
- The end of the Euclidean zoning (work and retail). We have the opportunity to make the space.
- It's a time for creating a space where we all want to be and be together.
- The use of State Street needs to be active and tactile.
- It's an opportunity to categorically reshape our urban planning and form that will be catalytic for activity downtown.
- State Street is the focal point of the town and of our community.

Question 2: What purpose does State Street fulfill?

- The experience downtown on State Street needs to support housing uses.
- Children want to be there. Parents feel safe with their kids downtown.
- The place will have many outdoor experiences.
- Maybe MTD has a shuttle so that people don't need to walk as far.
- Play space is important.
- The space is interesting with landscaping, art, places for music and performances,
- You can hear the bustling of people, not engines.
- Bike space is highly organized and differentiated from pedestrians so that peds feel safe.
- Bikes and peds are separated.
- It is a park-like experience. People go there just to be in the park.
- The street has programming of activities – so it has on-going funding to make it happen.
- It has a foundation that raises money for improvements and also for sustaining the spaces activities.
- State Street has anchor attractions that are connected with the street (spine)
- The street maintains people's interest and changes to maintaining interest. The novelty does not where off.
- It needs some sort of a transportation vehicle that can move people through the area.
- It needs a conference center or a major arena that people come to for events.
- The street changes with the seasons.

Question #3: Why does redesigning State Street matter for Downtown revitalization?

- The street helps attract a diversity of people types to live in Downtown.
- State Street re-design will attract Santa Barbara to want to live downtown.
- The re-design will make downtown much more attractive for local and people living in the region.
- The increase of housing downtown will welcome a diversity of land uses beyond tourist retail
- The re-design will introduce a new model for Santa Barbara living that brings us back to fundamental living and to live sustainably.
- The re-design makes it easy for Downtown to be accessible by all modes of transportation.
- All different types of housing is welcome.

### **Neighborhood Advisory Council**

The Neighborhood Advisory Council choose to have each member answer whichever question and comment at the same time. Eachs bullet represent comments from each member.

- Brimming with excitement. I believe that walking down State Street now – there is such a buzz and excitement that it is feeding on itself. We need so much improvement. The positive aspect of the pandemic is the reformation of State Street. It will take investment, but it will put us on the map again. Completely on board. This lays the foundation. In the future, I'm experiencing the tradition and reputation of Santa Barbara as the jewel of California. It is world class. It is culturally vibrant, while maintaining the smallness of the town. It will be the main thoroughfare and set the tone for the entire Downtown. This will be the attraction for congregation. We can have the funk zone and other places, but this is the main place.
- I do not like it. I do not like the crowds and the crowds are crazy. This is not other places. She used to work as an ambassador for the cruise ships. Take the shuttle all the way up and see where you want to go and then walk down to where you want to go. So the current design is not for cruise ships. Walking from the harbor to State Street is a challenge. What is missing is people of color and the disabled. These people are being ignored. They can't get up and down State Street. They don't have a place to be dropped off. They are going to La Cumbre Plaza. Now that we will have LPR in the parking structure, but now they will need to pay. People of color do not feel welcome. It is a mega white down. What about parades on State Street? Cannot put them on Chapala Street. So what do you do? What happened when the novelty ends. If you want to close three blocks, then do it. If the resign takes away vehicles, it takes away the charm of State Street.
- Need to make more accommodations for people with disabilities. Try a bollard system and close it only for the weekend. The problem with State Street is that the locals have not been going downtown. Maybe the younger locals, but the older locals don't want to go downtown. We could give SB that European flair. It could be cute. But will rents go through the roof. Will we have deliveries? Look at doing the entire distance. Who is going to spend the money? Needs to be very inclusive.
- It's a good time to look at State Street redesign. Expense is a concern, but now is the time. My mom used to parked on State Street way back when it had parking! So change does happened. When visiting other places, I've wondered when we could close State Street to vehicles. I do not need to worry about holding my daughter's hand when walking. We still have the cross streets. I would be more likely to run errands Downtown because it is more exciting and vibrant. She is really excited about it. Most of the concerns that people have mentioned, can be addressed.
- Loved the old pictures. I have longed for pedestrians in the street. We should make it inclusive. It's a hub for activity and vibrant. I hope that parades are taken into consideration. But maybe the parade could be on Cabrillo. I'm seeing the vibrancy. I see a mix of people, but many locals. I see housing fueling the activity. How do we make this a hub and a true city center?
- We have the means of being inclusive. I see this as community effort. Our community is broken into pieces. State Street will bring us all together again – genders, art, history, performing arts, all people. We can have it all! We need to bring our community together. That richness of community. We can have people movers that are different and unique to Santa Barbara. We can be innovative. Older people need to be transported in ways where they engage with the street. Shopping small businesses. People are looking, but they are not buying. We need to create community over retail. Maybe the shops are more interactive and beautiful. The retail is more than retail, it is experiential. We do not want to set up businesses to fail. Bring everyone together. We need to create energy and emotion. We need performances. She is really excited. It will be amazing! It is about the people.

- I'm excited about building the future. He is very concerned that the street is exclusionary. But we need to not be afraid of change. We need to revitalize the street. The first thing that was there is the cart – so we need to have way to do the same thing the cart did. We need some mode of transportation that moves people up and down the street. Likes the flexibility of having parades on Cabrillo and possibly on State Street too. Feels the street should be married to De la Guerra Plaza. Maybe it needs to be done in stages and open it back up to vehicles. Financially, this will be difficult to implement. Phasing could be a really good thing. Focus on the areas that are most vacant. He likes the brightness and the lights that are on the restaurants. It feels safer to me. He likes the light. He really likes the mix of uses with performances and flexibility.
- The reason for redesign of State Street right now is that people's imagination is stimulation. We need to stimulate thinking and people engaging the times right now. What is happening now is what we hope to see in the future. We need to make space for more civic engagement. There are many ways that people interact with their communities. Places for people to interactive with each other. Improving the vitality of interaction of the city with its community is a powerful opportunity.
- State Street is the heart of the city. We need designative places for ADA. We need a vibrant culture center. Civic engagement. Music – all types. Community and unity – diversity. More than bars and restaurants. Parades on Cabrillo is a good idea. State Street does need some changes. It would be great to see different models. The shuttle? How would we do it? I believe it is needed. Those are the ideas I like. Right now the fork in the road is at Haley – I would like to include the 400 block. Redo the one-way street system. That could alleviate traffic on Milpas as well. For a quick fix, Gutierrez two way. Difficult until Garden.

### **Parks and Recreation Commission**

The Parks and Recreation Commission choose to have each commissioner answer the three questions in order. Therefore, each bullet is generally a response to the questions in order.

#### **Commissioner 1**

- State Street is obsolete and has changed so much that it must be redesigned. Additionally, we need to respond to covid.
- In the future people are eating outside. There are kids. Dining, shopping, play areas, people hang out there. Keep pedestrian centric, but somehow bicycles are accommodated.
- The redesign is critical to the revitalization of downtown.

#### **Commissioner 2**

- Something needs to change! People actively avoid State Street pre-pandemic. It is an opportunity to build on the success that we have. Please do it quickly. We do not need a long drawn out process.
- We have places to live and multitude of things to do. It is safe at all hours. Peds must be safe from bikes. It's invited.
- The redesign is about revitalizing Santa Barbara! It is more than Downtown.

#### **Commissioner 3**

- It would have been a Ghost town without the change since Covid. The street needs to be accessible to people who have a fixed income. Design the street for people. Music and bands are needed.

#### Commissioner 4

- Earthquake 3.0 is the reason to redesign State Street now (covid combined with the economic crisis). We have shown that it can be vibrant and will work without cars. The reason is to bring kids back and giving community and accessibility to Downtown.
- State Street in the future needs to have Disneyland quality spaces. Not just like it, but includes that kind of detail.
- Re-designed State Street now will be an economic boost for Downtown.

#### Commissioner 5

- Retail needs to be repurposed and get rid of the long spaces so that retail can work better.
- It should emulate Main Street USA, Disneyland. Woman feel safe in the future.

#### Commissioner 6

- Re-design of State Street is needed now. Not just the street, we need to have the retail re-envisioned. Glad that council moved quickly. Being adaptive and flexible has been a good approach.
- In the future, State Street will feel European. It feels great for kids and give parents a good feeling of having your kids there. Kids must have places to run around. Retail spaces re-imagined. It needs to be funkier. Bikes and pedestrians are integrated in the future. It is a major bike thoroughfare. It has lots of housing so that a new community is created downtown. It has affordable and workforce housing. If we want to support people living and working downtown, we are going to need workforce housing.

#### Commissioner 7

- Bring State Street back to life – a redesign is needed now.
- The future should food, shopping and entertainment. If we live here, we want to spend our money here, but can't now. Some blocks are two frenetic. We should limit the amount of restaurants so that it can be more quiet. It needs to be all age oriented. Young to old. It needs to be safe for them too! I see playgrounds. It should align with the redesign of De la Guerra. We need to look at the plantings. Flowers should be introduced. Re look at the plans in the past and see what worked and did not work. The number of homeless on State Street is a problem.

### **Planning Commission**

The Planning Commission choose to have each commissioner answer the three questions in order. Therefore, each bullet is generally a response to the questions in order.

#### Commissioner 1

- We need to redesign State Street now.
- We need to create a community living room feeling. A place at all times with generations of family walking down the street. Have a permanent "Yes" store that sells the art of the

community. We need to see other people walking around and people you know. It cannot be just retail oriented. We need to find a reason for locals to come downtown – it can't be about retail. It needs to feel congenial and multi-generational. It needs to have a sense of community. It feels lush with lots of landscaping. Paseo Estado.

- If you get people to State Street, the vitality of downtown will come.

#### Commissioner 2

- So many reasons why we are ready to redesign State Street: to keep business alive, for safety, an accumulation of issues. Downtown was already losing vitality prior to the pandemic. The Kosmont report was completed and highlighted last year. The shortage of affordable and close by housing needs addressing. It is time to meet state housing requirements. We are already in the vision process.
- In the future I am experiencing an increase of economic activity. Vehicles are reduced. In the future I am not afraid of getting hit by a bike. Rules on the street must be enforced. In the future, the rules are enforced. Accessibility by all people. We are not leaving anyone out. Locals are discouraged by the parking fees and bus timing.
- State Street plays a vital role for the success of Downtown. It is the spine of the Downtown and connects the various cultural districts. If it is done well, it will enhance the sense of community and provide a true park in Santa Barbara. A city center is the crux of the success of city center. We need a place where people say, "I'll meet you in the center!" Downtown needs an entry way and gateway. We need a central plaza – a place to gather.

#### Commissioner 3

- The reason for redesigning State Street is to re-imagine and recreate its identity (the experience evolves and has districts). The other reason is to incentivize downtown. We need to create a living room. If we can create and experience that locals like, then the tourists will come.
- In the future State Street has different districts that are notable destinations. (theatre district) It is an experience as you move down the street. This is an opportunity to have bikes and peds and create their individual places to be. All these add to the experience of the street. Accessibility is key. It is a community for all people. How do we incentivize traffic on side streets (off State)? Greenery is big. Canopy trees. It feels more like a park or a plaza. It has more than one mode of transportation.
- If we create an experience for locals on State Street, we will have revitalized Downtown. It will create a cycle of prosperity. It needs to be driven by local needs. Maybe we have some kiosk vendors that are local and real.

#### Commissioner 4

- We need to redesign State Street now for economic development and sales tax opportunities. Homelessness needs to be addressed. Introduce locals (don't focus on tourists). I experience State Street on my bike. State Street is more of an experience on a bike than in a car. Walk-only in the 500 block is perfect. When I go to State Street now, I see my friends. It does not need to be a drunk zone, like the funk zone. It needs to be about families. We need to transition between the 500 and 600 blocks. It is cool because people get to walk in the middle of the street. We need to work on uniformity so it is not chopped up. We have a gateway and we know we have arrived (like an arch).

- State Street is our spine and we need to go the chiropractor and we need an adjustment. Permanent closure is part of the adjustment. Once the spine is healthy, the body (downtown) will be healthy.

#### Commissioner 5

- State Street needs to be a “convening place” for our downtown and city. It is long overdue that we re-envision it. I’d like to call it something other than a street. It is not just a street. She would like to look at the redesign of the entire Downtown. Other cities have gone through a transformation.
- “When” State Street is redesigned, everyone will feel welcome. It will be first attractive to locals. It needs to feel like our downtown. The commercial experience needs to be financially, physically, and environmentally welcoming for all people types. The street needs to take back the mantle of the birthplace of the environmental movement. We need to live out our environmental values or else they are just words. We need to rebrand our downtown with an environmental brand. We need to attract what we want the city to be. Green space and experiences that go with housing and the living population of downtown. We need to find the nexus of integration of transportation/environmental/housing. The designs and policies of the downtown must bring together these things. We need a way to move softly from one district to the other (not like Disneyland). We need to create excitement and intrigue.
- Nashville wanted to build a vibrant urban core. Our Downtown needs to be office space, multifamily, and hotels. That is our dream.

#### Commissioner 6

- State Street is a key component for the holistic approach to the reimagining of Downtown. It is not just a destination, but also a spine to a remodeled Plaza, Paseo and buildings. Limited retail. We have an opportunity for a blended use. We need food and grocery. We have implemented many positive housing policies in the Downtown and we are in a position to combine the policy changes made in the CBD and marry them with redesign of the public space. I like the community living room. It needs an authentic identity.
- In the future on State Street, I am experiencing an attractive, clean, vehicle-free environment where people come and visit. People feel safe. Living, drinking, appreciating the architecture. I experience and environment where I buy local. We need to see the local feel purchased only in Santa Barbara. People want to purchase a Santa Barbara memory. I see different districts. It needs to be completely accessible. It needs to have greenery.
- It is live, work and play. But it is also a spine. It connects visually and physically. The spine connects our special environment. If we develop State Street to be an environmentally sustainable, it will also be economically. It provides the flexibility to serve our community’s 5 vitalities (De la Guerra statement).

#### Commissioner 7

- We need to re-design State Street now more than ever. Our Downtown needs vision. We are a community with a rich history of crafting vision. A vision that not just the country, but the world. Where there is no vision, the people perish. We are at the beginning of the beginning. Beautifully attractive spaces help people connect with each other. The opposite is also true. Investment in redesign directly benefits our local community by reinvestment and visitors. We need to bring life to State Street.

- In the future sight, sound, hear – I am in the healthy and thriving part of Santa Barbara. The street tells us a story about the people in a way that never loses sight of our past, but prioritizes through innovation. The built environment harmonizes with the natural environment. The old and new can harmonize. This place is truly a special. It is an exploratory place. Energy driven walkable environment. It is a child-oriented amenity. Because of the rich history and character of State Street, but it's obvious the intrinsic value of the street. The authenticity has diminished over time and eroded. Optimistically, it is not lost.
- A successful street re-establishes the authenticity of our town. The street must identify with the core values of our city. If you only have an hour, State Street could satisfy that identity and visitors would have an articulate view of what Santa Barbara is in one short experience.

### **State Street Property Owner Focus Group 1**

This focus group engaged in a flowing conversation. Comments under each are not necessary in response to any one question or in order.

Property Owner 1

Invite story tellers on the street, which increase the amount of time that people spend on the street. People are looking for a unique experience that is unique and authentic to the place. The health care industry needs a place to live and want to live downtown. The city has the capacity to stimulate housing and tie it in with the healthcare industry and schools like Channel Island College.

Property Owner 2

Now is the time!

The important thing is cleanliness and safety. The biggest thing is that people are told not to come here. Clean sidewalks, happy people, people telling stories. Perhaps close the street and open to vehicles at other times.

Redesign of State Street is 75% of the process of re-vitalizing the Downtown.

Property Owner 3

The world has changed. We have closed it and seen the success. So we need to change the design to accommodate that change.

What I see for the street's future is the national chains have left and the local businesses are back. It is more European in nature and that's what Santa Barbara has to offer. Be outside, safe. In the future there's no homeless wondering the street. There is lots of activity. The blocks have brands (like the 500 block). Could be districts. There is a draw from the waterfront and people want to walk up the street. It has to be live/work environment. In Palm Springs – they helped with financial assistance through a bond.

We are creating an atmosphere for local businesses to thrive. If we redesign State Street in combination with a business friendly process, lots of innovation will happen! The Kosmont report talked about hotels and housing on State Street.

Property Owner 4



The main reason to redesign is that retail has experienced a shift and can no longer be relied on for vitality. My biggest concern is that we have activated the street with both locals and tourists. To be sustainable, we need to design for the locals. We are not just creating a promenade. The only way to do that is to sincerely introduced mix use (housing). The City has to re-design the street in tandem with more housing. When the street is active, safety and cleanliness is improved because there is less issues. My biggest priority is activation.

My hope is that the promenade is a great space with a wonderful feel. Cafes, entertainment. I like flexibility for a design so we can have street feasible and other things. Not sure about branding blocks. It needs to feel like a city and let it organically take its own course. It needs to feel like a collectively cohesive city. The big thing is that it is active from day until night. People need to want to come. The 500 block is the most successful example. It needs a café feel to the entire street. It needs to feel like it is your town and you see people you know. If we can do that it will be vital to all who come. Any way we can get a body to stay all day – then it’s working. We need sustainable and viable commercial district. I like boutique hotels. We could have one in every block. The hotels can integrate with the local feel. Does this feel like my city? We need to be the town that formally promotes the type of development we want. We need to be aggressive to get the projects we want.

Property Owner 5

The City needs to be involved in helping property owners to be supportive of developers make the change the city wants.

### **State Street Property Owner Focus Group 2**

This focus group engaged in a flowing conversation. Comments under each are not necessary in response to any one question or in order.

Property Owner 1

The goal is to move people up and down State Street. The ease with which they move is important. We need a process to go through. What is most troubling on State Street is the landscape. The landscape is a barrier to merchants. A redesign needs to appropriately position the landscape. You can’t do a redesign without raising the standard for the look of the side buildings. Re-investment must have a minimum standard to protect other property owners so that we don’t have a second hand store next to a dress shop. We have many people coming in that want to put in new stores, but the permitting process can’t take 1-2 years to change the building. The city needs to work with us on change. We need a less restrictive and more incremental change process. People can’t afford to do everything a building needs all at once. We need landscaping in the right position. It needs to safe place to be and clean and attracts locals. We need to include bikes. Create housing over the city parking facilities. Supportive of the redesign. It’s needs to be done, but needs a process to accommodate the change.

We need housing, not just low cost housing. The problem is there isn’t enough police officers on the street. If we get rid of the inclusionary program on State Street, we will see more people building. Parking should not be free. They should pay something when they come into the lots.

People remember the property owner bonds that were attached to the parking lots. Property tax and sales tax.

Property Owner 2

The reason for the redesign is to save Downtown Santa Barbara.

The parking lots are an opportunity for housing. Some of the parking lots are always full and we need more parking with housing on top. Housing is the key to the future success of Downtown. But developers do not want to build in Santa Barbara because of the PC and bad permitting process.

The homeless issue is so bad that people do not want to participate. We need new policies that keep people moving along and not panhandling while people are eating. That will make the city more vital.

We need to build a Downtown residential community and the locals will come.

Revenue from parking permits. The garages at night. Parking fees. Keep people in the lots. The 75 minutes is important because locals expect that.

Property Owner 3

It's clear how the promenade is very popular. The time is now to move forward with a redesign.

Any design needs to be flexible and change as people go up the street to create a sense of discovery. People need to have a reason to come downtown: trolley like the Grove. We need to have variation throughout the block. Housing is a key component of the success of downtown. We need to get over the canyonization resistance. It can't be like people checking a box.

The vitality of Downtown is directly related to State Street's success. If the homeless presence remains, it won't work.

This is a benefit for the entire community, so it can't be just from property owners. Housing is important, but if the process and the new regulations contradict. He thinks the parking pricing is too good right now. We have room to ramp up the parking cost to have money to re-invest into Downtown.

### **SB South Coast Chamber of Commerce – Economic Development Committee**

This focus group engaged in a flowing conversation. Comments under each are not necessary in response to any one question or in order.

Committee Member 1

Europe is a good example of the residential streets. That's what should be done now. It should be about locals. I want to go there where my kids. It needs to be clean and safe and have lots of residential. Bring locals back to state street. We used to have retailers clamoring to be there and that is not happening anymore.

Committee Member 2

Closing a street is very challenging to do. We need to push people close to the doorways. Put "stuff" in the middle, but please push pedestrians toward the door. There is not enough attraction to downtown now to bring people to the street. We need more. What has been the outreach to business? Other places are doing well, but State Street is not. We need outreach to the retailers.

Committee Member 3

Design is everything. When I think of the European streets, the feeling is always one of adventure and strolling. Also the cities have lots of residents. You are experiencing the locals and how they do life. The areas for young children are vital to the success. All the aspects of design for enjoying the stroll down the street. Certainly, housing is a big component.

Committee Member 4

She enjoys the installations of the businesses. We need to incorporate individual design with each business in an affordable way. Lighting is key and festive and should shift with the seasons so that we have a new experience.

Committee Member 5

Allowing for a maximum flexibility for the businesses to thrive. If we go only pedestrian, we may cut off some businesses. So we need different districts. We need a mix. Keep it limited to a smaller location and allow unique business to grow as they see fit. We need to be careful to design flexibility. Residential is key.

Committee Member 6

We need State Street to have a reason to “stay and linger.”

Committee Member 7

I want parklets for both kids and dogs. Design only works if the businesses are thriving with the street. Experiential retail, commercial retail and restaurants. I am concerned about the trend that many cities that don't work and we should not do what they did. About financing - enterprising funds are important to the details and making the completed street continue to function well. I love the idea of having different districts and feel as a place of discovery and to direct people to specific places. I like impromptu bike parades.

Committee Member 8

What about parades? I've been struggling with the parades and how to evolve. I would hate to see them disappear. Let's move the parade to Cabrillo. Residential is the key for the success of State Street and extending the activity of the street to early in the morning and later in the evening. Residential is an important factor in activity. Push people to the sides and to the stores. It needs to be experiential, but without residential, it will not work. God bless Bernie Hoffmann and Pearl Chase for their work. But they did not have a community discussion in process, they just did it. As we move forward, we need the entire community engaged in what we do and how we do it. Those that are not actively engaged need to be. We will be ill served if we did not proceed with that in mind. We need to focus on the tech industry and their business needs because tech culture likes streets like this.

Committee Member 9

I love the thought of having blocks with varied experiences. I don't think the parade is a big deal, Cabrillo could be the place. Businesses don't thrive on parade day.

Committee Member 10

How do our efforts combined. I like the idea of having maximum flexibility for business. I like the pedestrian path to walk by the front doors of businesses. We need to have residential as a key ingredient of success.

Committee Member 11

It needs to be clean, safe, well lit. Some retailers have struggled, but others have thrived. Some success out there, and some much better. The closure is working. Intercept survey on the street. Some of it is tourism. Capture people's thoughts on the street as they experience it. People want to live downtown and it adds to the vibrancy and vitality of the street. Parades can be on a different street.

### **Transportation Circulation Committee**

The committee decided to have each committee member take turns answering all three questions. Bullets are answers to the three questions in order.

Committee Member 1

- We have already started and are in the experiment. Moving State Street from temporary to being more finished is important. We are getting positive feedback about keeping it closed. We are supporting our businesses and supporting art and performances. It's like an ecosystem that needs to be supported. Accessibility is key.
- In the future, you will feel like you can move through the street and also just be. It's important part of our transportation grid. It needs to be accessible. It needs to be beautiful and a place you want to be. She wants to see affordability in public spaces and building affordable housing. We need to designate spaces for people so that they know how to safely move through the space.
- It plays a significant role. It needs to feel like a place you want to be and experience Santa Barbara culture. It represents about 50% of the equation. The other 50% is the installation of residents. 50% activity during the day means that we are only 50% of the way there to vitality. Housing, space you want to be, accessibility.

Committee Member 2

- I see this is a turning of the corner for the street. I'm excited about the catalyst. Agreed with the 1<sup>st</sup> committee member.
- The future of State Street needs to be an experience that you want to have repetitively. It's the hub of Santa Barbara culture. The broader ecosystem involves De la Vina and Anacapa for vehicle use. Bike parking and commuting through State Street. Bikes would gravitate toward State Street. Non-permanent features might facilitate parades.

Committee Member 3

- We have an opportunity given the pandemic to move away from vehicles and focus on the people. This is about residents first, locals visiting, and tourist last. It needs to be a place to live.
- State Street in Madison is a football focus, and Santa Barbara will have it's own culture that needs to be a focus. We need to build on the bikes on State Street. It needs to be a destination center for residents as a place to go.
- Making it a destination for residents. State Street is key to Downtown vitality.

#### Committee Member 4

- State Street was in trouble and we need a better community and space.
- The future is like a European plaza which needs to have people walking or nearby transit. Art outdoors. Dinning. Music. Art. Play areas. Good places to sit. Open spaces for events that would be adaptable. Amphitheater. We need affordable housing on State Street and there should be a real mix of people types that live there.
- A public space that really draws the community for eating, shopping. Housing integrated and nearby. People may not want to hear all the noise. Maybe not have so much housing facing State Street because of noise issues.

#### Committee Member 5

- Yes – it has been time. The reason is that we are moving away from being car-centric and focusing on people and how people experience our downtown and other people.
- Design it for locals. People need to get there by bike, roller skate, transit. People who have mobility issue have issues with the street. People of all ages. Kids are having safe fun so parents don't worry. People feel safe. No more hitching posts. Public art. Music. Art. Dogs and cats being walked. Transit on State Street has always been on the street. Maybe there is something to it. We have a long downtown. We need a district concept. We need bite-size sections. Being Downtown- I want to experience a public place. It's clear that it is not privatized. People feel welcome even if they don't spend a dime. It needs to be people's outdoor living space. Where people hang out. You see many different types of people living there. It is a place where small businesses can afford to be there. Much of the street is local business or locally made. We have places that are only here. We have public restrooms, not just by Marshalls. Each mode of travel can have its own space so that we reduce the conflicts to the space. Thinking about vision zero – it's to put people in the safest place.

#### Committee Member 6

- The reason is economic revitalization. The pandemic pushed us over the edge.
- The future street need art, music, restaurants, housing. Stephan Polyzoides – appointed dean of architecture at Nodre Dame. Use his work. It does not need to add canyonization. Create balconies. So many ways it can be done. It is an ALIVE city for all times of day that you feel something is happening every time of day. I agree that you should not need to buy anything to be there.
- It creates a central place for commerce of our city. I'm disturbed that bikes and skateboards are zipping around. The bike path to get into the thunderdome is a gantlet. The bikes should be off to the side. I would not like to have bikes riding next to a playground. It is a difficult problem. I would rather see people and bike parking at the corner if I could.

## **Visit Santa Barbara Board**

This board took turns answering, but not necessarily each question. Comments under each are not necessary in response to any one question or in order.

Board Member 1

Bike lanes – homeless are on the street – What is the investment in infrastructure versus the investment in maintenance. I am all for the investment, but if you cannot manage homelessness, you will have done nothing. What is the investment versus maintenance? We need to invest in the maintenance of the street.

Board Member 2

We need a short-term plan to keep the homeless behavior in check. We need a raised platform for State Street.

Board Member 3

If there is no investment in maintenance, don't spend a dime. At night, lighting is key.

Board Member 4

Been here for 40 years. The reason we are doing it now is obvious. We need to keep in the long term goals. We need energy and activity in the corridor. When it was first closed, it was amazing. Now we have been crunched down to small amounts of space because the restaurants took the space. We need to bring in activities and families – not just college kids.

Board Member 5

Clean and safe. P-BID needs to happen. What is the dollar amount we need to be effective? There needs to be accountability for how to get homeless off the street.

Board Member 6

We need more of the arts culture that needs to be put on the street. We need to take that into consideration.

## **Youth Council**

Youth Council members decided to answer questions randomly, one member at a time.

Member 1

- Now is the right time because of the economics. I picture it as alive, festive, and colorful. Very green. Tie in the ocean and the weather into the way it is used. It is youthful. The place is for social interaction. Focus on the social aspect of it.

Member 2

- Right now we should be focused on the businesses and their vitality. Getting people from other places to visit.

- We have a unique time to make it more interesting and inviting. The experience includes bike access.
- It's important to have separated spaces. Goal is to make it open a keep bikes on State Street. We should be careful about the future and if no autos can we keep it interested enough to keep it interesting enough to make it work.

#### Member 3

- It's critical to redesign State Street now (what Davis said above).

#### Member 4

- The design is good now, but can be improved. Take a poll, I think people would be open to that. The current way it is set up, there is less traffic. This encourages safety and more of a quiet setting.

#### Member 5

- Redesign it now. Less of an impact to the businesses at this time. It represents our Spanish history.
- I like that it is more welcoming. Kid friendly. More welcoming to children and families.

#### Member 6

- Redesign not because of the lack of interest in the street right now.
- More places to hang out and experience. Improving State Street IS improving Downtown

#### Member 7

- Because we have closed it now, it is easier to imagine a different street. So we are ripe for change.
- Just being there and have it feel good. Open. Walkable. Connected to businesses.
- Businesses will do better if it's redesigned. It will improve the vitality. What is done with State Street is really important to the Downtown. We need to balance the opportunities.