



OFFICE OF THE **CITY ADMINISTRATOR**

DOWNTOWN LONG-RANGE PLANNING INITIATIVE COMMITTEE

August 19, 2020

Process Update and Overview

Committee purpose:

- To do a vision process for State Street and return to City Council.

Committee name:

- State Street Subcommittee

What's the
Purpose of
State Street?

Visioning Process



What's the
Purpose of
State Street?

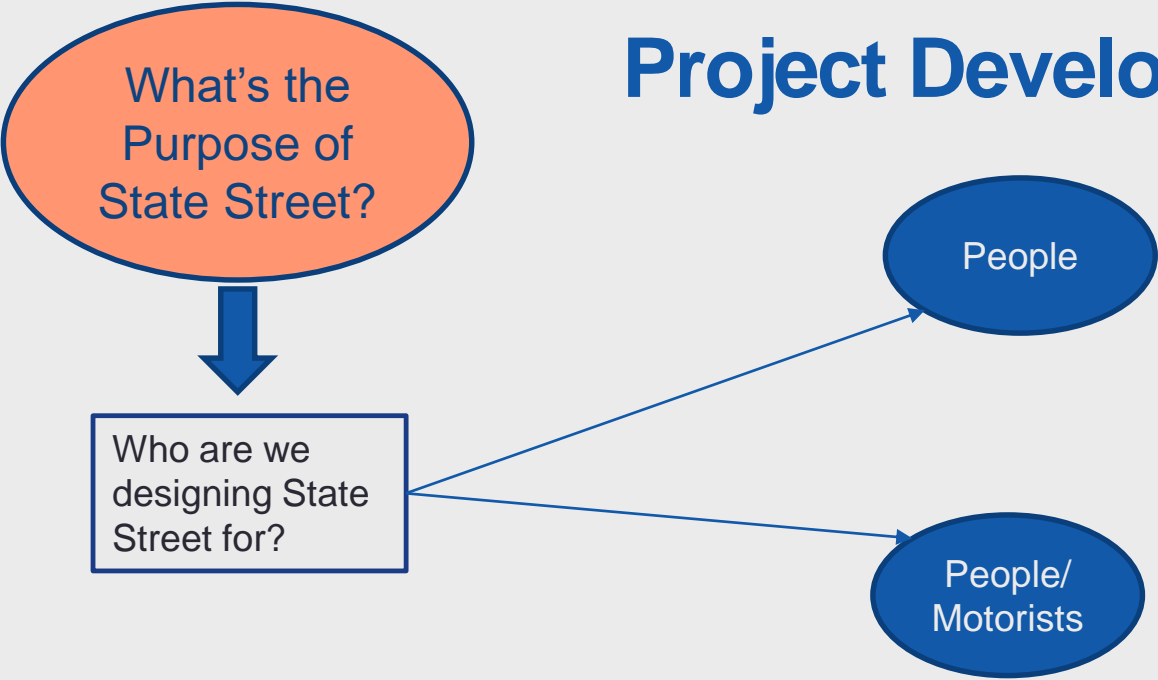


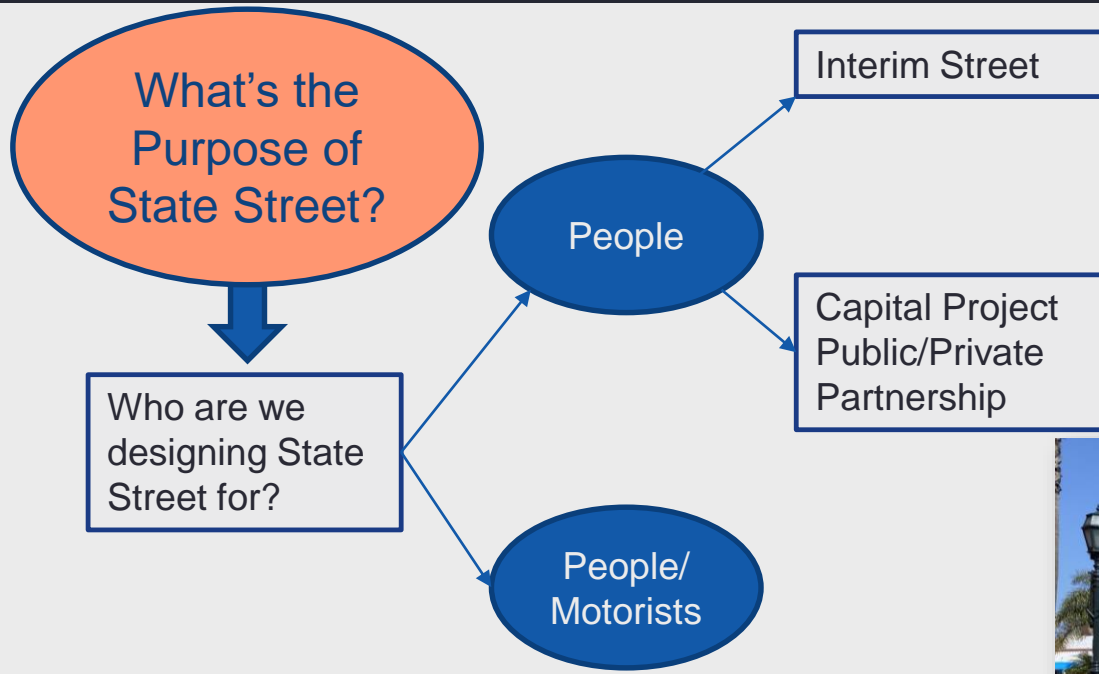
Who are we
designing State
Street for?

Visioning Process



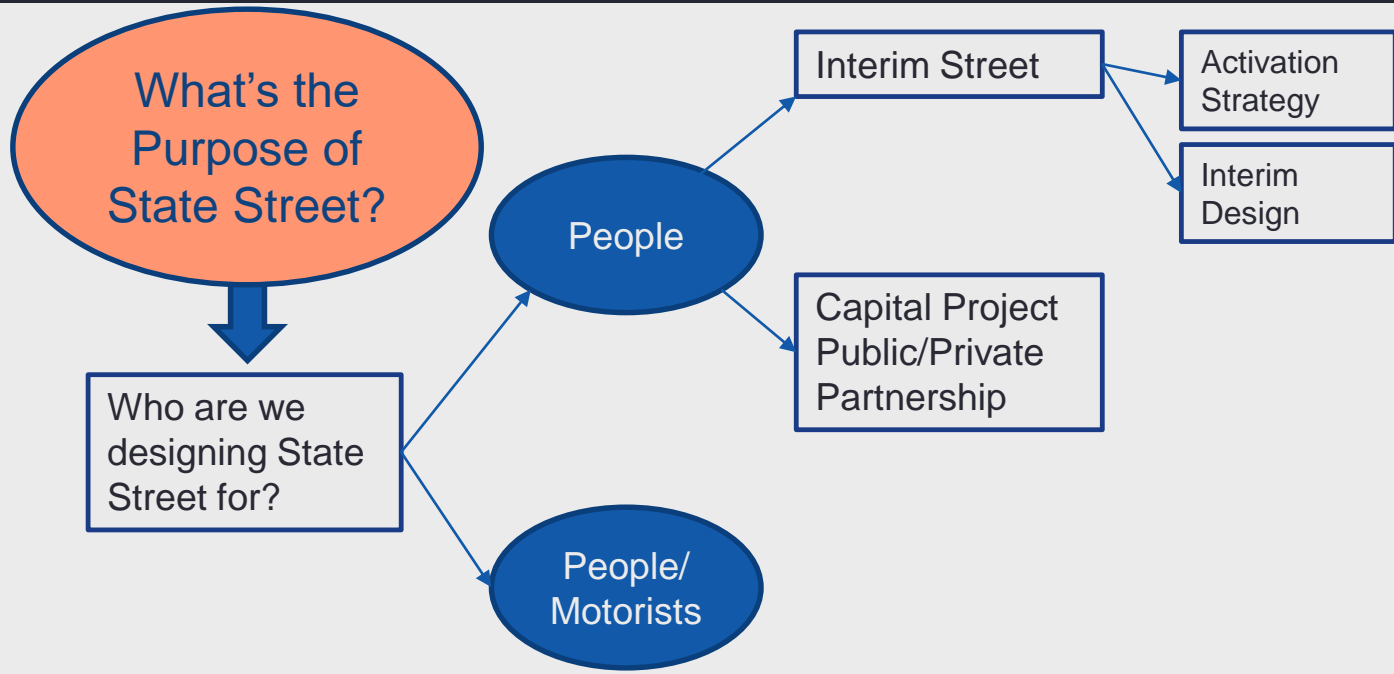
Project Development



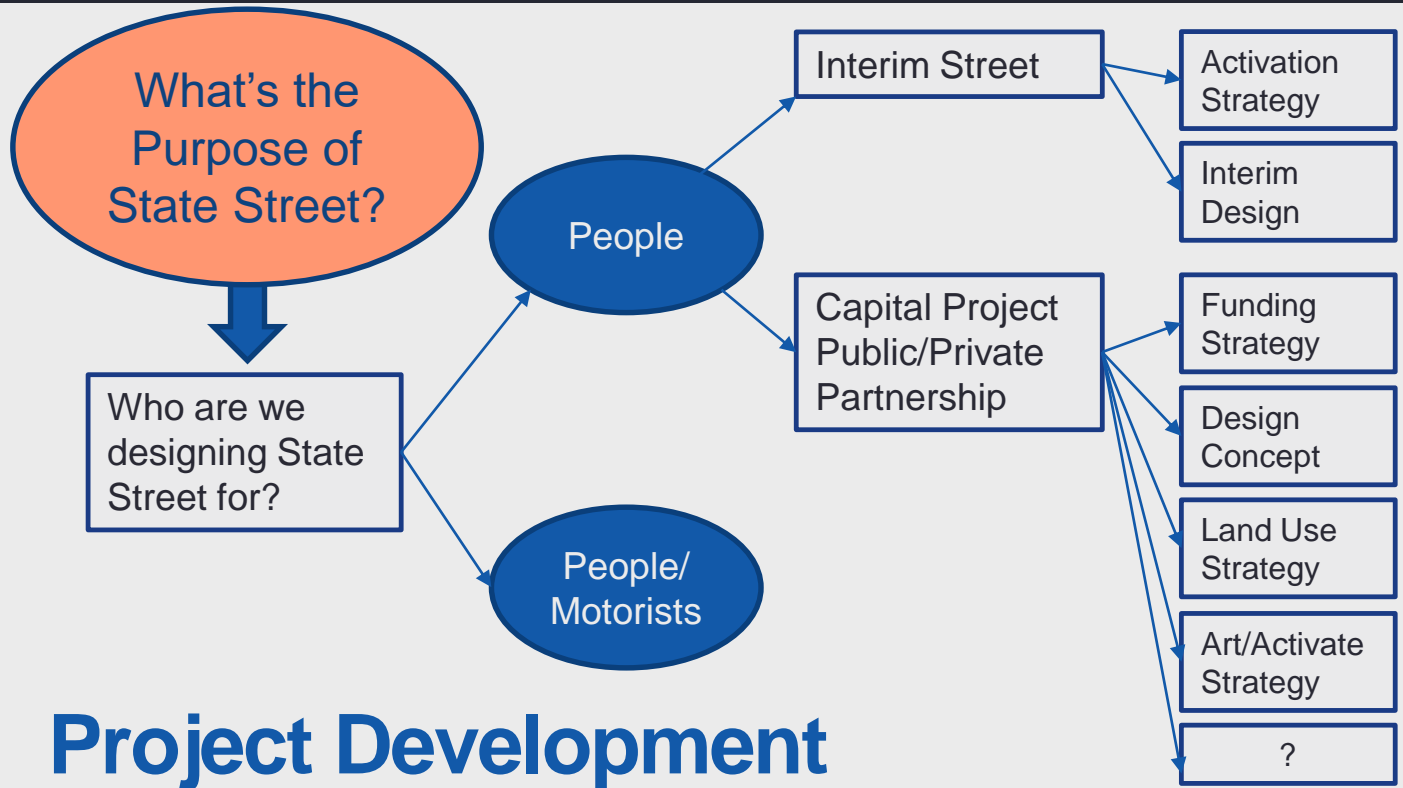


Project Development

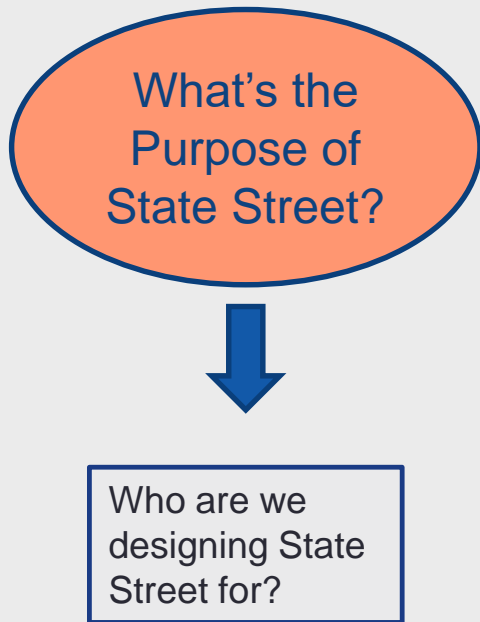




Project Development

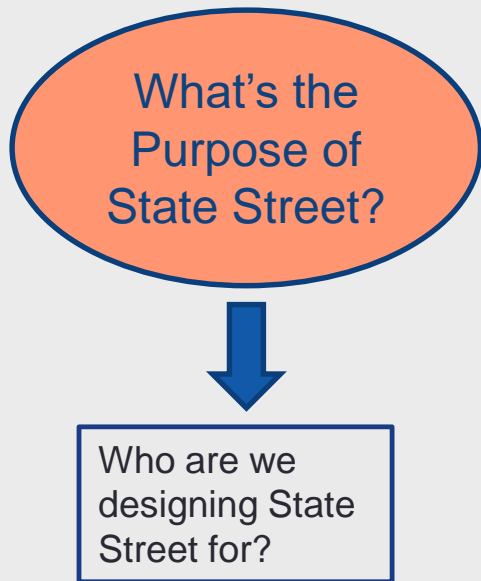


Project Development



Staff Recommendation:
Complete Visioning Process and return to the full Council.

Visioning Process



- Community Input: broad survey of the purpose of State Street
- WHY Theme Development
- Committee Purpose Statement Work

Public and Stakeholder Outreach Campaign

- Coordinate with City Departments
- Visit Boards and Commissions
- Involve Stakeholders / Organizations
- Outreach to the Public



Visit Boards and Commissions

Decision rubric:

Visit Boards and Commission that have a role advising City Council on policy issues related to Downtown and State Street.



The screenshot shows a video conference interface. At the top, a video feed shows a woman with glasses and a floral top speaking. Below the video is a presentation slide with the following content:

V. Administrative Agenda

- A. Committee and Liaison Reports.
 - 1. Staff Hearing Officer Liaison Report
 - 2. Other Committee and Liaison Reports
- B. Revisions to Advisory Board Liaison Appointments

At the bottom of the slide, there is a blue bar with the text "SantaBarbaraCA.gov", a grey bar with "CITY OF SANTA BARBARA PLANNING COMMISSION", and a black bar with "Administrative Agenda". The City of Santa Barbara logo is visible in the top right and bottom right corners of the slide area.

Visit Boards and Commissions

- Arts Advisory Committee
- Community Development & Human Services Committee
- Community Events & Festivals Committee
- Downtown Parking Committee
- Historic Landmarks Commission
- Neighborhood Advisory Council
- Parks and Recreation Commission
- Planning Commission
- Santa Barbara Youth Council
- Transportation and Circulation Committee

Involve Stakeholders / Organizations

Decision rubric:

The purpose of the organization includes influence over Downtown and/or State Street.



DOWNTOWN
SANTA BARBARA

Involve Stakeholders / Organizations

- Downtown Santa Barbara
- Visit Santa Barbara
- Downtown Property Owners
- SB Farmers Market
- SB Bicycle Coalition
- SB South Coast Chamber of Commerce
- Coalition for Sustainable Transportation
- Festival, Events and Arts Organizations
- Coastal Housing Coalition

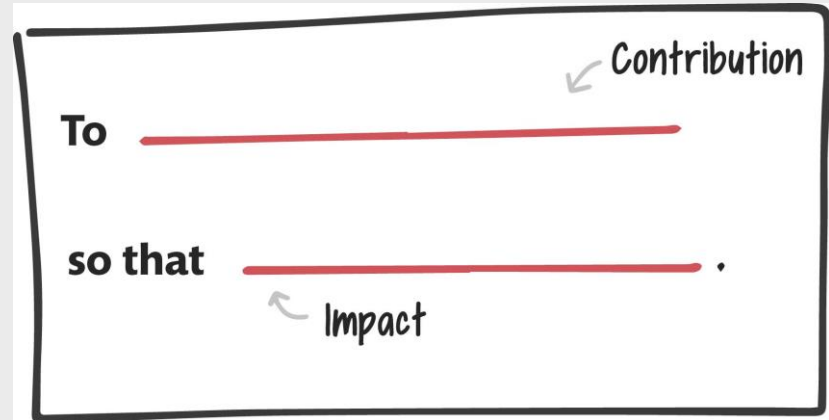
Outreach to the Public

- Resident focused
- Broad communication effort
- On-line survey
- Ambassador survey on State Street



Public Input Purpose Statement

- Consolidate public input
- Organize input into themes
- Present themes to the sub-committee to developed the State Street purpose statement



Regular Scheduled Meetings - Every Other Monday, 11 a.m. to 12:30 p.m.

- Monday, August 31
- Monday, September 14
- Monday, September 28
- Monday, October 12
- Monday, October 26
- Monday, November 9
- Monday, November 23
- Monday, December 7
- Monday, December 21

CONCLUSION

Questions & Discussion