

Current Downtown Revitalization Efforts

INFRASTRUCTURE AND FACILITY UPGRADES

Project and Description	Current Status	Lead Agency/Staff
1. Wayfinding Signage <i>Installation of new directional signage for parking and points of interest.</i>	COMPLETED: Installation of downtown signage is complete.	Rob Dayton
2. Plaza Maintenance <i>Sidewalk cleaning and landscape maintenance under annual contract with Downtown Santa Barbara.</i>	ONGOING: Maintenance work is ongoing. Implementing new recycled water methods and equipment.	Downtown Santa Barbara/ Victor Garza
3. Brick Maintenance <i>Repair brick pavers in uneven sidewalk areas.</i>	ONGOING: Streets crews have repaired several severely uplifted areas. Contract in place to repair uneven areas of the sidewalks.	Victor Garza
4. Streetlamp Retrofit <i>Energy-saving LED streetlamp retrofit throughout City.</i>	ONGOING: Replacement of City streetlights with LED fixtures complete. SCE continues to replace the SCE streetlights.	Mike Wiltshire
5. Decorative Street Light Repairs <i>Repair decorative light fixtures along State St.</i>	ONGOING: Replace broken glass and light fixtures along State St. as part of a long-term effort.	Mike Wiltshire
6. Trash Can Refurbishment <i>Refurbish trash and recycling cans on State Street.</i>	UNDERWAY: Trash cans refurbished on the 000-400 blocks. Bid is out to refurbish cans through 700 block.	Rene Eyerly
7. News Rack Repairs <i>Repairing and repainting City owned news rack cabinets, in coordination with news agencies.</i>	UNDERWAY: Refurbished news racks and proceeding up State St. as part of long-term plan.	Mike Wiltshire/ Thomas Scott
8. Planting Fountains <i>Install planting in decorative fountains not operating due to drought condition.</i>	COMPLETED: Four decorative fountains planted with drought-tolerant plants.	Victor Garza
9. Electrical Infrastructure Improvements <i>Install new and replace electrical equipment to improve reliability of electrical service in the downtown area.</i>	UNDERWAY: The project is planned to be completed in 2021. Electrical improvements are underway with lane closures at various intersections on Chapala St. between Ortega St. and Anapamu St.	Southern California Edison
10. Library Plaza Improvements <i>Redesign of Plaza area to be more inviting and hold events.</i>	PENDING: The project has been partially funded with a City contribution of \$500,000. Fundraising efforts are underway.	Library Foundation/ Jessica Cadiente
11. Lower State Street Restroom and Visitor Center <i>Planned visitor center and restroom in the Hotel Californian leased to the City and subleased to the Chamber for operation.</i>	UNDERWAY: Lease negotiations are underway with anticipated Council approval this summer.	George Buell/Chamber of Santa Barbara Region
12. Public Use of Business Restrooms <i>Businesses can maintain and provide their business restroom for public access for a fee.</i>	ONGOING: Agreement with Hana Kitchen in place for Visitor Restrooms. Additional funding remains for another business to participate in offering their restroom to the public.	Nina Johnson

OTHER IDEAS TO CONSIDER BASED ON COMMUNITY INPUT: Retrofit Trash Cans to prevent access

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PUBLIC SAFETY

Project and Description	Current Status	Lead Agency/Staff
<p>13. Downtown Ambassador Program Expansion <i>Uniformed ambassadors engage with businesses and visitors and liaison with the Police Dept. and social service providers to address issues encountered related to behavior, maintenance, and aesthetics.</i></p>	<p>ONGOING: On July 1, the Ambassador Program doubled. Previously, two ambassadors were patrolling downtown from 9 AM to 6 PM every day. Currently, two to four ambassadors patrol downtown from 9 AM to 10 PM, seven days a week.</p>	<p>Victor Garza</p>
<p>14. Public Safety Patrols on State Street <i>Ambassadors, Police Officers, Volunteers in Policing and Community Liaisons work as a team to address concerns and provide a visible public safety presence.</i></p>	<p>ONGOING: A State grant was received that covers \$330,000/year in enforcement costs for Ambassadors and Police Officers to deter nuisance issues, enforce smoking, and improve the downtown experience. Funds cover patrols for two years.</p>	<p>Lt. Dan McGrew/ Victor Garza</p>
<p>15. Volunteers in Policing (VIP) Program <i>New volunteer program to enhance law enforcement's presence downtown.</i></p>	<p>ONGOING: Volunteers in Policing celebrated their one-year anniversary with 11 volunteers to enhance community communication and law enforcement's presence downtown. The Police Department is recruiting for another 10 volunteers.</p>	<p>Lt. Dan McGrew/ Mark Corbett</p>
<p>16. Restorative Policing Program <i>Program to help homeless individuals move off the streets into supportive programs in-lieu of jail time for misdemeanors such as petty theft or trespassing.</i></p>	<p>ONGOING: From July 2017 to June 2018, police officers made 1,224 contacts with individuals to connect them to housing, health, and social services. 86 were placed in a program, 69 were reunited with family or friends, and 35 Veterans were assisted.</p>	<p>Lt. Dan McGrew</p>
<p>17. Solutions Court <i>Partnership with Superior Court, Public Defender, District Attorney, Probation, and mental health services to help individuals move off the streets in-lieu of jail time for nuisance crimes such as sleeping, urinating, or drinking in public.</i></p>	<p>PENDING: Developing program for code enforcement attorney to prosecute nuisance crimes with the help of the Public Defender, District Attorney, Probation, and mental health services at the table.</p>	<p>John Doimas</p>
<p>18. Homeless Reunification <i>Street outreach teams identify homeless individuals and reunify them with family and friends.</i></p>	<p>UNDERWAY: Special targeted efforts along commercial corridors have been conducted in past years. A reunification effort was conducted on a July weekend with 2 individuals reunited with family or friends.</p>	<p>Home for Good/ Downtown Santa Barbara</p>
<p>19. Public Information to Prevent Panhandling <i>Public outreach campaign to prevent panhandling and encourage donations to social service providers.</i></p>	<p>ON HOLD: Informational card prepared for distribution to businesses. Approach needs more discussion before launching.</p>	<p>Downtown Santa Barbara/ Chamber of Santa Barbara Region/Visit Santa Barbara</p>
<p>20. Smoke-Free Outdoor Public Areas <i>New law designates outdoor public areas as smoke-free to reduce cigarette butt litter and limit exposure to secondhand smoke.</i></p>	<p>UNDERWAY: Signage is being designed for sidewalks, parking structures, parks, and other outdoor public areas. Decals are available for windows. The City received a two-year grant of \$878,000 to cover costs of signage, public information, and enforcement.</p>	<p>Nina Johnson</p>

Current Downtown Revitalization Efforts

<p>21. Alcohol Sales Ordinance <i>New law being drafted to restrict single-serving alcohol sales at off-sale premises (i.e. drug stores, convenience stores) to prevent alcohol-related nuisance behavior.</i></p>	<p>PENDING: Discussion will be initiated with the Council Ordinance Committee in September.</p>	<p>Anthony Wagner</p>
<p>22. Sit-Lie Ordinance Expansion <i>Expand Sit-Lie ordinance that prohibits sitting or lying down on State Street from Cabrillo to Sola Street to include 000-100 block of E. Haley Street.</i></p>	<p>PENDING: Ordinance introduced at Council on August 7 and scheduled for adoption on August 14; Council asked staff to return with options to expand citywide.</p>	<p>Ariel Calonne</p>
<p>OTHER IDEAS TO CONSIDER BASED ON COMMUNITY INPUT: Medical Staff on Patrol; Prescriptive Easements and other tools for property owners to have more authority to secure property and prevent loitering</p>		

BUSINESS RETENTION AND VACANCIES

Project and Description	Current Status	Lead Agency/Staff
<p>23. Retail Study <i>Independent evaluation of the mix of businesses on State Street, how individual businesses are merchandising, and a retail strategy.</i></p>	<p>COMPLETED: Organized by Downtown Santa Barbara, consulting firm Downtown Works completed a Retail Study in June 2017 with recommendations to inform community stakeholders. Retail Study findings are available online.</p>	<p>Downtown Santa Barbara</p>
<p>24. Re-Tenancing Vacant Macy's Building <i>Pacific Retail Capital Partners acquired the remaining 48 years of the 75-year lease with the City and welcomes proposals for the property.</i></p>	<p>ONGOING: Pacific Retail Capital Partners that operate Paseo Nuevo acquired the remaining leasehold in February. Negotiations are underway with Pacific Retail Partners to encourage a high quality development and investment in the full property. A Holiday Market is planned for December.</p>	<p>Pacific Retail Capital Partners</p>
<p>25. Temporary Pop-Up Assistance for Vacant Spaces <i>Help entrepreneurs start their business in vacant spaces for short-term occupancy without requiring a permitting process.</i></p>	<p>PENDING: An event is currently being planned for September to introduce entrepreneurs to property owners/brokers representing vacant spaces and provide training and guidance on designing a pop-up and tips before signing a lease.</p>	<p>Nina Johnson/ Downtown Santa Barbara/ Womens Economic Ventures</p>
<p>OTHER IDEAS TO CONSIDER BASED ON COMMUNITY INPUT: Retail Recruitment; Publish Vacancy Listings in Central Location; Penalty for long-term vacancies; Update 2017 Retail Study; Outdoor Dining license approvals over the counter and/or at no cost; Eliminate PBIA assessment for vacant properties with short-term tenants; Work with tech companies with State Street frontage on more creative window displays to add visual appeal for pedestrians</p>		

Current Downtown Revitalization Efforts

TRANSPORTATION AND PARKING

Project and Description	Current Status	Lead Agency/Staff
<p>26. New Downtown/Waterfront Shuttles <i>New electric shuttles to move passengers between Stearns Wharf and Sola St.</i></p>	<p>COMPLETED: New shuttles purchased by MTD that accommodate more passengers are running on State Street. City provides funding to operate shuttles. Day passes will be sold to hotels in September for guests to purchase.</p>	<p>MTD/Rob Dayton</p>
<p>27. Assessment of Loading Zones and Pick-up Areas <i>Review short-term loading and pick-up areas and associated on-street curb painting and signage.</i></p>	<p>PENDING: Staff is working with MTD and businesses to assess on-curb loading areas. Staff will explore how to maximize commercial and passenger loading on 000-100 blocks, east and west of State.</p>	<p>Victor Garza</p>
<p>28. Bike Share Program <i>Implement public bike sharing program to pick up and return a bike without stations.</i></p>	<p>PENDING: Working with Bike Coalition to draft an ordinance allowing the sharing program. The Transportation and Circulation Committee will review the draft ordinance.</p>	<p>Bike Coalition/ Rob Dayton</p>
<p>29. Scooter Sharing Policy <i>Permitting program for stationless, powered scooter sharing to provide a convenient transportation option in a safe manner.</i></p>	<p>UNDERWAY: Council adopted an emergency ordinance regulating the operation of scooters and requiring operators to obtain a permit before beginning operations on City streets. A workshop will be held on August 15 to gather public input.</p>	<p>Rob Dayton</p>
<p>30. Valet Parking Ordinance <i>New ordinance to guide on-street valet operations and parking requirements.</i></p>	<p>UNDERWAY: Ordinance currently being drafted.</p>	<p>Rob Dayton/ Victor Garza</p>
<p>31. 101 State St. Underpass Revitalization Project <i>Create a safe and inviting destination area with active street and art elements, lighting, reconfigured lanes for vehicles and bikes, and pedestrian paths to improve the interconnectivity between the waterfront and downtown areas and draw pedestrians up State Street.</i></p>	<p>PENDING: Public design workshop held in November with all community input posted on website. Council approved new traffic configuration in March and State ATP application submitted for 2022 grant funding. Staff is seeking public/private partnerships and funding for art elements. With sufficient funding, a request for proposals will be released in partnership with arts organizations.</p>	<p>Nina Johnson/ Rob Dayton</p>
<p>32. Additional Electric Vehicle Chargers <i>Add new electric vehicle charging stations in City-owned parking lots.</i></p>	<p>PENDING: Electric vehicle charging stations are planned for the Granada Garage and Cota Commuter Lot in 2017, building on stations in the Library Garage, Helena Lot, and Harbor Lot. The City is looking for more opportunities for electric vehicle charging stations in other areas.</p>	<p>Rob Dayton</p>
<p>OTHER IDEAS TO CONSIDER BASED ON COMMUNITY INPUT: Parking and shuttle incentives on First Thursday events</p>		

Current Downtown Revitalization Efforts

ARTS AND CULTURE

Project and Description	Current Status	Lead Agency/Staff
33. Art Displays in Vacant Storefronts <i>Work with artists or arts organizations to create displays in vacant storefronts or a marketing display.</i>	PENDING: Two displays completed last year. Window wrapping is in design for property owners to order for vacant windows.	Downtown Santa Barbara/Sarah York Rubin
34. Sculptures on State Street <i>Organize and install public art downtown.</i>	ONGOING: Sculpture exhibit organized on State Street in Spring 2018. Requesting proposals for Pianos on State for October.	Sarah York Rubin
35. Cultural Arts District Designation <i>Officially designate downtown area as cultural arts district under state and national arts requirements.</i>	PENDING: Application to National Endowment for the Arts to be submitted in September for "Our Town" grant.	Sarah York Rubin
36. Cultural Arts Master Plan <i>Develop comprehensive program of policies and tools to encourage public art.</i>	PENDING: Master Plan process and components being discussed with Arts Advisory Committee; Seeking funding for larger study.	Sarah York Rubin
37. Grants to Arts Organizations <i>City contributes \$733,400 to arts organizations annually.</i>	ONGOING: Grant disbursements to arts organizations approved by Council in July, including Solstice, Old Spanish Days, Film Festival.	Nina Johnson/ Sarah York Rubin
38. Restructuring Arts Funding and Committees <i>Review current grant funding structure and advisory bodies.</i>	UNDERWAY: Staff is preparing recommendations to restructure funding and committees for arts and cultural activities.	Nina Johnson/ Sarah York Rubin
OTHER IDEAS TO CONSIDER BASED ON COMMUNITY INPUT: More Arts Activities and Festivals; Art in Public Spaces		

Current Downtown Revitalization Efforts

EVENTS AND MARKETING

Project and Description	Current Status	Lead Agency/Staff
39. First Thursday Events <i>Art and cultural events planned for first Thursday of each month to encourage residents to visit downtown.</i>	ONGOING: Events are planned with art organizations and local businesses each month. Program is currently being reviewed to enhance the event offerings and promote to residents.	Downtown Santa Barbara
40. Holiday Parade <i>Annual holiday parade on State Street.</i>	ONGOING: Efforts underway to work with local businesses to plan the parade.	Downtown Santa Barbara
41. Block Parties/Street Closure Events <i>New events planned to close blocks featuring music, dancing, and food with local business participation.</i>	PENDING: Special event proposals currently being planned and/or under review.	Downtown Santa Barbara
42. Love Local Business Marketing Campaign <i>Regional marketing campaign encouraging community to shop and support local businesses.</i>	UNDERWAY: Committee of stakeholders discussing proposed marketing campaign, image, and business needs.	Womens Economic Ventures
OTHER IDEAS TO CONSIDER BASED ON COMMUNITY INPUT: Kids Night/Family-Friendly Activities; Streamline Event Procedures in Public Areas; Move established City-funded and organized events into the downtown core (i.e. Sunday Arts and Crafts Festival, Concerts in the Park); Farmers Market Enhancements; Merchandising Assistance for Local Retailers; Publish Best and Worst Merchandising		

Current Downtown Revitalization Efforts

LAND USE PLANNING AND PERMITTING

Project and Description	Current Status	Lead Agency/Staff
<p>43. Accelerate Planning and Permit Expediting <i>Expedited design review and building permit plan check services for businesses along State St.</i></p>	<p>UNDERWAY: Council extended the program to December 2018 and added Coast Village Road as a priority area, following the Thomas Fire and debris flow. A one-year status report will be presented to Council on September 18. In relation to ADA issues, staff is planning educational outreach to property owners.</p>	<p>George Buell/ Renee Brooke/ Andrew Stuffer</p>
<p>44. Building and Zoning Code Review for Prospective Tenants <i>Fee based service to provide early review and input on commercial space for prospective tenants/owners.</i></p>	<p>UNDERWAY: This service has not been used widely. Staff is exploring ways to encourage prospective tenants to receive early review, including fee waiver.</p>	<p>George Buell/ Renee Brooke/ Andrew Stuffer</p>
<p>45. Consideration of Additional Housing Downtown <i>Review of allowed density and development standards to encourage housing downtown.</i></p>	<p>PENDING: City Housing Task Force recommendations made to City Council; City Council initiated amendments to Zoning Ordinance, and referred the matter to the Planning Commission for further discussion and updates to the Average Unit Density (AUD) Ordinance. Several housing projects are in design or under construction in the Central Business District. American Institute of Architects held public design charrette workshop and presented results to Council.</p>	<p>George Buell/ Renee Brooke/ American Institute of Architects, SB Chapter/ Coastal Housing Coalition</p>
<p>46. Parking Incentives for Housing Downtown <i>Consider reducing or eliminating parking requirements for housing projects in the Central Business District.</i></p>	<p>PENDING: City Council initiated amendments to the Zoning Ordinance and referred the matter to the Planning Commission for further discussion and updates to the AUD Ordinance.</p>	<p>George Buell/ Renee Brooke</p>
<p>OTHER IDEAS TO CONSIDER BASED ON COMMUNITY INPUT: Downtown Specific Plan; Downtown Streetscape Assessment or Bench Removal; Turn State Street into Pedestrian Mall; Customer Service Survey; Hire Ombudsman as Liaison for Planning/Permitting; More Flexible Signage Requirements; Recruitment for Design Review Boards; Use Surface Parking Lots for New Residential Development; Deal with Stormwater Compliance in a Collective Manner.</p>		

Current Downtown Revitalization Efforts

ECONOMIC DEVELOPMENT

Project and Description	Current Status	Lead Agency/Staff
47. Revise Entrepreneur’s Guide to Start a Business <i>Instructional guide and online resources to help small business owners navigate City regulations and services.</i>	PENDING: Brochures were developed in 2015 and need to be updated. Brochures are provided with business license application and available at City counters and online.	Nina Johnson
48. Small Business Training and Microloan Program <i>Training, resources, and loans for entrepreneurs.</i>	ONGOING: Programs provided to train and provide start-up funding for local businesses.	Womens Economic Ventures
OTHER IDEAS TO CONSIDER BASED ON COMMUNITY INPUT: Development of Strategic Plan; Marketing Santa Barbara Image; Retail Recruitment; Employee Training on Serving Businesses; Support of Existing Local Industries		

MANAGEMENT AND BUSINESS OUTREACH

Project and Description	Current Status	Lead Agency/Staff
49. Property Based Improvement District Evaluate feasibility of possible property-based improvement district for enhanced services downtown.	ON HOLD: Consultant hired for feasibility study and meetings convened with downtown property owners and stakeholders.	Downtown Santa Barbara/ Nina Johnson
50. Mayor’s Office Hours at Impact Hub <i>Monthly office hours with for business owners for drop-in meetings.</i>	UNDERWAY: The Mayor has held Office Hours at Impact Hub on the first Friday of each month for the last three months.	Mayor Cathy Murillo
OTHER IDEAS TO CONSIDER BASED ON COMMUNITY INPUT: New Economic Development Department		