

Downtown Strategic Plan

SUMMARY

What's Involved

Public outreach through community meetings and stakeholder interviews to receive input from residents. The strategic plan will incorporate an analysis of ideas generated through public outreach and best practices in other cities.

The City has hired Kosmont & Associates, a real estate and economic development consulting firm to complete the plan by June 2019, with findings presented to the community and City Council. The Plan will address the following components:

Scope of Work

- **Business Retention and Vacancies:** A detailed analysis of the following:
 - Community demographics
 - Resident spending patterns
 - Spending leakage to other commercial areas within and outside the City or online shopping
 - Commercial lease rates with other comparable communities, and
 - Total retail space, retail demand, and market potential
- **Land Use Planning:** Recommendations and strategies to create and support a mix of retail, office, and residential uses that support vibrancy, encourage diverse housing options, and serve the City's unique demographic needs.
- **Regulatory Tools and Policies:** Assessment of City regulations that affect local businesses, including review of rules, regulations, and implementation procedures for City permitting, signage, outdoor dining, and special events.
- **Economic Development:** Review of services provided by the City and different business organizations to develop recommendations to better focus resources, clarify roles, identify unmet staffing needs, improve alignment of mission, key responsibility areas, and address gaps in service.
- **Infrastructure and Facility Upgrades:** Assessment of the downtown streetscape, sidewalks, street amenities, and public seating areas to identify opportunities for upgrades and redesign and improve the pedestrian environment and aesthetics.
- **Other Recommendations to Enhance Economic Vibrancy Downtown:** Recommendations related to transportation, parking, safety, events, and cultural arts will also be addressed but to a lesser extent, given a limited budget and project scope.

Comments

Ideas and suggestions from individuals or organizations can be sent directly to Kosmont & Associates at DTPlan@SantaBarbaraCA.gov.