

**MEASURE B – 2009**

**MEASURES SUBMITTED TO THE VOTERS**

**BUILDING HEIGHTS**

<b>B 2009</b>	Shall the City Charter be revised by amending Charter Section 1506 to reduce the maximum allowed building height within the City to forty-five (45) feet generally and forty (40) feet within the El Pueblo Viejo district except for those areas of the City zoned for single-family and two-family homes where the maximum building height will remain at thirty (30) feet?	<b>YES</b>
		<b>NO</b>

**CITY ATTORNEY’S IMPARTIAL ANALYSIS OF  
MEASURE B – 2009**

This ballot measure would amend City Charter section 1506 (as approved by City voters in November 1972) to further restrict the allowed maximum height of buildings within the City. It would reduce the maximum height presently allowed for buildings in certain areas of the City zoned for commercial, manufacturing, and industrial uses from sixty (60) feet to a new maximum height of forty-five (45) feet.

In addition, it would impose a new maximum height of forty (40) feet for all buildings within the area of the City called “El Pueblo Viejo Landmark District” (as defined in Santa Barbara City Charter section 817) except for single family and duplex residentially zoned areas of El Pueblo Viejo. The maximum height limit for single family and duplex residentially zoned areas of the City would remain at thirty (30) feet throughout the City as currently provided in Charter Section 1506. This measure would also allow the Santa Barbara City Council to adopt an ordinance to establish reasonable methods for calculating a building’s height.

*The above statement is an impartial analysis of Measure B.*

/s/ Stephen P. Wiley  
City Attorney

**FULL TEXT OF MEASURE B - 2009**

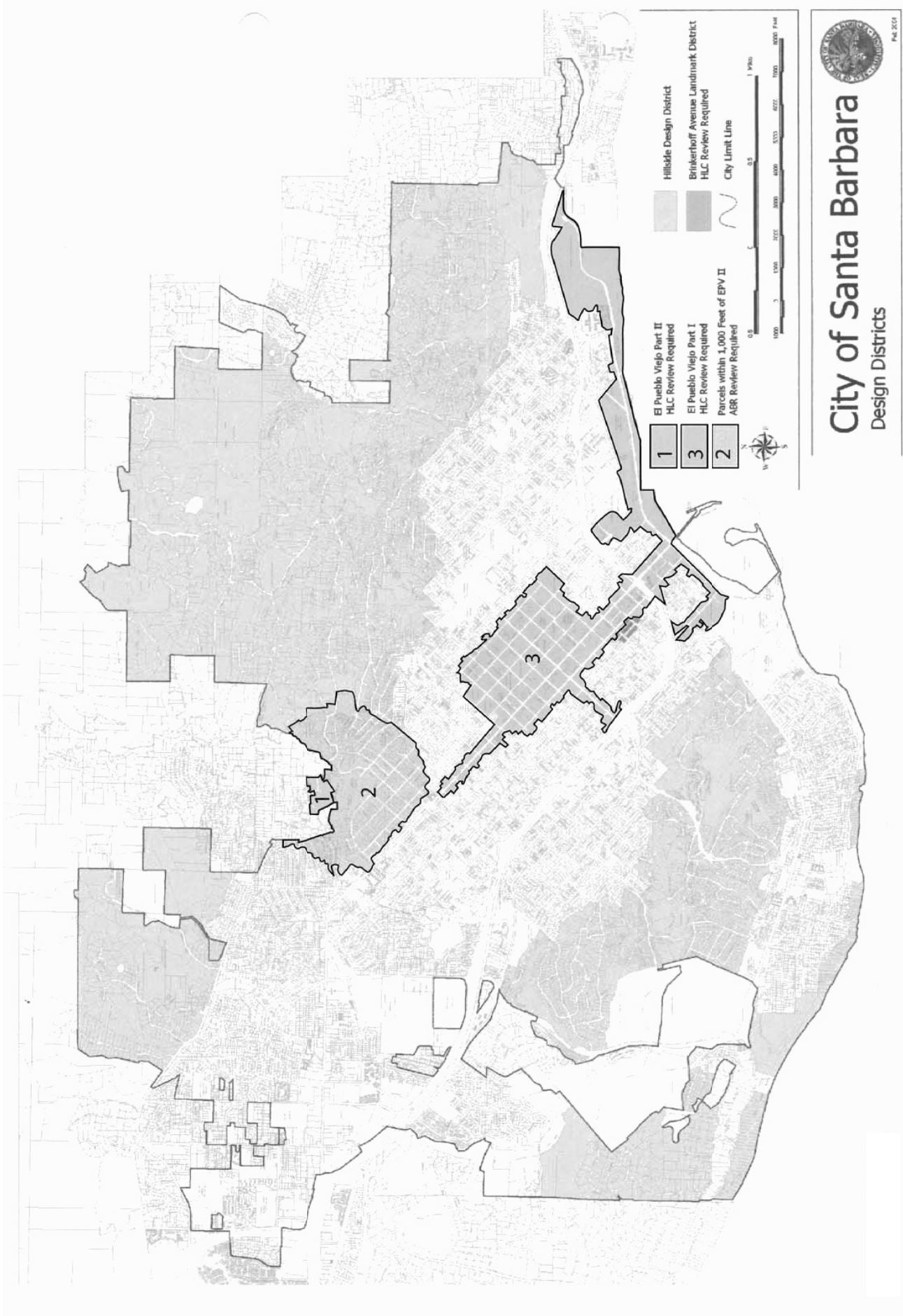
**SHOWING CHANGES FROM EXISTING CHARTER LANGUAGE**

DELETIONS IN STRIKE-OUT TEXT  
NEW LANGUAGE IN UNDERLINE

**Section 1506. Building Heights. Limitations.**

It is hereby declared the policy of the City that high buildings are inimical to the basic residential and historical character of the City. ~~Therefore, B~~building heights are limited to 30 feet in areas zoned for single- family and two- family residences; and building heights are limited to 45 feet in areas zoned for residences for three (3) or more families; and all other building heights shall be limited to 45 feet except in the El Pueblo Viejo Landmark District<sup>1</sup> where building heights shall be limited to 40 feet. ~~for hotel, motel and office use; are limited to 60 feet in areas zoned for industrial, manufacturing and other commercial uses; and 30 feet for all other zones.~~ The Council may, by ordinance, set limits of heights less than these maximums. The Council may, by ordinance, set up reasonable methods of measuring the heights set forth in this section.

<sup>1</sup> The El Pueblo Viejo Landmark District is as defined in Section 817(c) of this Charter. Areas zoned for single family and two family residences in the El Pueblo Viejo Landmark District are subject to the 30 foot height limitation above. Areas zoned for residences for 3 or more families and all other building heights in the El Pueblo Viejo Landmark District are subject to the 40 foot limitation above. The present boundaries of the District are shown in Exhibit A.



**EXHIBIT A**

## ARGUMENT IN FAVOR OF MEASURE B

Santa Barbara's unique, small town character is under assault! A YES VOTE ON MEASURE B IS YOUR OPPORTUNITY TO STOP HIGH-RISE DEVELOPMENT IN OUR CITY.

Recently, shock ran through our town when residents saw massive, out-of-scale buildings constructed on Chapala Street. These buildings are just the tip of the iceberg—more are planned. They will become a common, defining feature in our city unless we act now.

The City Council was asked to address the problem of high-rise development, but declined. Consequently, citizens organized and gathered more than 11,500 signatures to put this initiative on the ballot amending the City Charter to lower building heights.

By voting yes on Measure B, you will place lower building height limits in the City Charter and preserve Santa Barbara's unique charm and small town atmosphere. Measure B requires that buildings in our historic downtown do not exceed 40' and that buildings in other commercial areas do not exceed 45'.

Imagine the impact of a high-rise building in or near your neighborhood! Bigger buildings overshadow our streets, block views, and result in lower air quality and increased traffic congestion. Measure B is essential to keep new development in harmony with the character and scale of our city.

In today's economy, influenced by environmental concerns, smaller buildings are greener and more sustainable than high-rises. Smaller buildings require fewer materials to build, cost less to heat and cool, and are therefore more affordable.

Over and over, Santa Barbarans have said what they love about their city is its views, sense of openness, and small town feel. These qualities set Santa Barbara apart from other communities.

For this and future generations, your yes vote on Measure B is vital. PRESERVE SANTA BARBARA'S VIEWS, CHARM, AND BEAUTY FOR ALL SANTA BARBARANS!

VOTE YES on MEASURE B!

/s/ Bill Mahan, AIAE, Chairman  
Save El Pueblo Viejo Committee

/s/ Sue Adams, President  
Pearl Chase Society

/s/ Frank Banales, Executive Director  
Zona Seca

/s/ Connie Hannah, Past President  
League of Women Voters

/s/ Jeanne Graffy, Former Supervisor  
County of Santa Barbara

## REBUTTAL TO ARGUMENT IN FAVOR OF MEASURE B

VOTE NO on Measure B!

VOTE NO – This change to the City Charter is unnecessary. WE STOPPED ALLOWING TALL BUILDINGS 40 YEARS AGO when the current 60 foot height limit was added to the Charter. In most of the City, building height limits are ALREADY 45 feet.

VOTE NO – Protect our environment from sprawling development. Encouraging compact, downtown projects will protect open space and help preserve views and resources.

VOTE NO – Support our local workers. If more workers live downtown, our streets will be safer and commuting will be reduced, which improves air quality and saves energy.

VOTE NO – Our community is stronger if it attracts and keeps people with a broad range of incomes, not only the wealthy or those who already own homes.

VOTE NO – Help make it possible for young people to continue to work and live here. We should plan for the future, not the past.

VOTE NO ON MEASURE B – A diverse coalition of groups and individuals are recommending a “No” vote on Measure B to preserve our current height limit and protect Santa Barbara's future, including:

Community Environmental Council  
Santa Barbara Region Chamber of Commerce  
Democratic Party of Santa Barbara County Central Committee  
American Institute of Architects Santa Barbara Chapter  
PUEBLO  
American Planning Association Central Coast Chapter  
Coastal Housing Coalition  
Santa Barbara Association of Realtors  
SB CAN (Santa Barbara County Action Network)  
Homebuilders Association of the Central Coast  
Coalition for Sustainable Transportation

/s/ John Romo  
Former President, Santa Barbara City College

/s/ Dan Secord  
Former Santa Barbara City Councilmember

/s/ Dave Davis  
Executive Director, Community Environmental Council

/s/ Gil Garcia  
Former Santa Barbara City Councilmember

## ARGUMENT AGAINST MEASURE B

VOTE NO ON MEASURE B. Help preserve our building height limits and our community's distinctive character.

Preserve the City's Historic Character and Environment. For decades, the City Charter has included a 60 foot height limit for downtown buildings. This limit has resulted in the Santa Barbara we know and love today.

Under Measure B, existing downtown buildings that are over 40 feet would be out of compliance with the City Charter and COULD NOT BE REBUILT if destroyed by fire, earthquake or other disaster. This includes Trinity Church, the Lobero Theatre, the Granada Building, the Arlington Theatre, and other beloved historic landmarks. In fact, more than 1/3 of our most treasured downtown buildings are over 40 feet.

Even worse, the new Cottage Hospital, currently under construction, would be out of compliance on the day it opens, and could not be rebuilt if destroyed in a disaster.

Measure B is fatally flawed. It is poorly drafted and inflexible.

True Environmental Values Call for a No Vote on Measure B. By reducing height limits downtown, Measure B increases the pressure to build in outlying areas like the Gaviota Coast or in existing neighborhoods like the Mesa or San Roque.

Instead, we should be encouraging more housing near downtown workplaces and promoting use of public transportation and walking/bicycling to save fuel and reduce our community's carbon footprint.

Help preserve Santa Barbara's record of environmental leadership.

Protect Local Employees and Employers. A lower building height limit will make it harder to provide affordable housing for families, further eroding our social and economic diversity, and making it harder to retain our local workforce.

Let's not make it harder to provide housing for local workers.

Please help preserve our current height limits, and protect Santa Barbara's future.

VOTE NO ON MEASURE B.

/s/ Daraka Larimore-Hall  
Chair, Democratic Party of Santa Barbara County

/s/ Julie McGovern  
Vice Chair, Santa Barbara Region Chamber of Commerce

/s/ Belen Seara  
Executive Director, PUEBLO

/s/ Alex Pujo  
Secretary, Coalition for Sustainable Transportation

/s/ Mickey Flacks  
No on Measure B Coalition

## REBUTTAL TO ARGUMENT AGAINST MEASURE B

What do you want the future of Santa Barbara to be?

Do you want to preserve Santa Barbara's small town atmosphere?

Do you want to prevent more massive buildings such as are now on Chapala Street?

Do you value and recognize Santa Barbara's unique character? If so, vote YES on Measure B!

Don't be fooled; opponents say the current 60' limit is just fine. But that limit allowed monster buildings to loom over our beautiful downtown, blocking sunlight and views and threatening to turn Santa Barbara into just another soulless, congested city.

Opponents claim that existing, landmark buildings taller than the Measure B height limit could never be rebuilt if they were destroyed in a disaster. These buildings can always be rebuilt if you think they should be. All it takes is your vote.

Opponents of Measure B say that overdevelopment in downtown Santa Barbara will somehow reduce development elsewhere on the South Coast. The City of Santa Barbara has no control over what happens outside its borders. An over-built downtown will not stop development elsewhere.

Reducing height limits to 40' in El Pueblo Viejo and 45' elsewhere makes environmental and financial sense. The vast majority of those units are in buildings of one or two stories. Smaller buildings are affordable by design - they use less materials to construct - and more environmentally sustainable - they use less energy to heat and to cool.

VOTE TO PRESERVE THE SANTA BARBARA WE ALL CHERISH!

VOTE YES ON MEASURE B!

/s/ Marty Blum  
Mayor, City of Santa Barbara

/s/ Harriet Miller  
Former Mayor, City of Santa Barbara

/s/ Hal Conklin  
Former Mayor, City of Santa Barbara

/s/ Sheila Lodge  
Former Mayor, City of Santa Barbara

/s/ Dale Francisco  
Councilmember, City of Santa Barbara