



Plan Santa Barbara  
LIVING WITHIN RESOURCES

# Agenda

- ◆ *Plan SB* Overview
- ◆ Our Legacy of Community Planning
- ◆ Key Issues For Our Future
- ◆ How You Can Get Involved





# What is *Plan Santa Barbara*?

- ◆ A look at long-term growth and development in the City (*and our General Plan*)
- ◆ City-sponsored, broad-based public outreach process
- ◆ Your opportunity to help shape the future of the City of Santa Barbara

# City Council Direction

- ◆ Conduct a broad effort to ask the community:  
*What do you want for the future of Santa Barbara?*



# We need to know...

- ◆ What do you love about Santa Barbara?
- ◆ What are your hopes for the City's future?
- ◆ What are you most concerned about?





# Our Legacy of Community Planning



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# Make a Difference!



The quality of life we all enjoy is because of the involvement of Santa Barbarans like you

Community-driven efforts have resulted in a General Plan and policies that have shaped our City



# Community-Driven Results

Distinct  
Architecture &  
Character



# Community-Driven Results

Chase Palm,  
Shoreline, and Alice  
Keck Parks

Publicly-Owned  
Waterfront and the  
Douglas Family  
Preserve



# Community-Driven Results

## Pedestrian-Friendly Downtown



# Community-Driven Results

## A Commercial Growth Management Program





# Key Issues for Our Future





# Key Issues for Our Future

- ◆ Neighborhoods
- ◆ Housing
- ◆ Commercial Areas
- ◆ Urban Design/Views
- ◆ Environmental Quality
- ◆ Transportation
- ◆ Economic Vitality & Diversity
- ◆ Sustainability

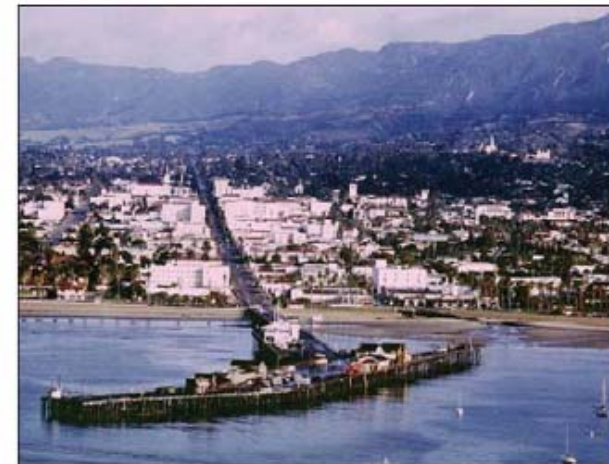
# Conditions, Trends & Issues (2005)

- ◆ Describes City resources, public services, and facilities
- ◆ Highlights trends, policy conflicts, or constraints
- ◆ Identifies questions for discussion during *Plan SB* public participation process



*City of Santa Barbara*

***General Plan Update 2030:  
Conditions, Trends and Issues***



*September 2005*



# This is just the beginning...

- ◆ Grassroots Outreach\ “Listening Tour”  
*(April – June 2007)*
- ◆ Community Workshops Round 1 *(June 07)*
  - What do you love about Santa Barbara? What are your hopes for the City’s future? What are your biggest concerns?
- ◆ Making the Connections Forums *(Fall 07)*
  - Consider community issues in broader context (community diversity, economic vitality and environmental quality, global events and technology)
- ◆ Community Workshops Round 2 *(Winter 07-Spring 08)*
  - Discuss Policy Options



# How You Can Get Involved



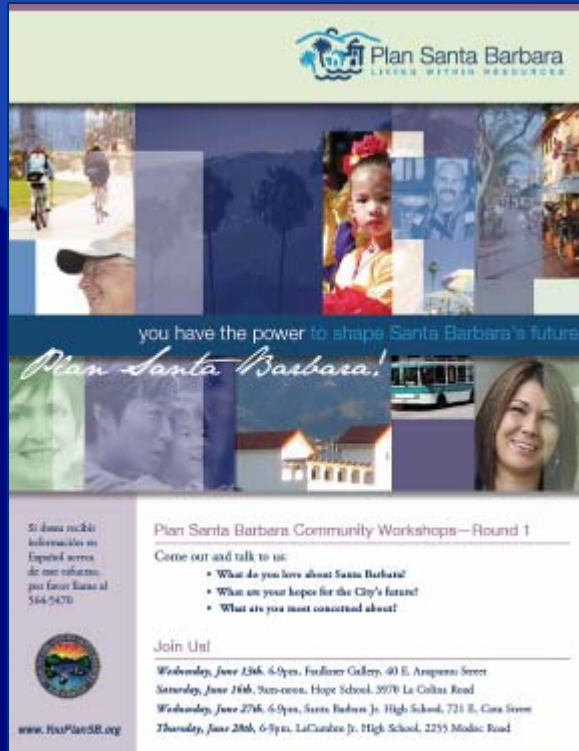
# How You Can Get Involved!

- ◆ Log on to:  
YouPlanSB.org
- ◆ Watch our  
programs on  
City TV  
Channel 18!



*Television that Matters*  
Santa Barbara's Emmy-Award Winning Government Access Channel

# How You Can Get Involved!



- ◆ Read our brochures & newsletters, beginning in May



- ◆ Attend our community workshops beginning in June 2007!



# How Your Organization Can - Get Involved!

- ◆ Spread the word
  - Newsletters, e-mails etc.
- ◆ Organize and inspire your members
  - Hold your own forum, form a committee etc.
- ◆ Ideas?



# We need to hear from...

- ◆ People who like what they see happening
- ◆ People who don't like it
- ◆ People who aren't sure about it
- ◆ People who want more information
- ◆ You!



**YOU have the power to shape  
the future of Santa Barbara!**

