

**PLANSB – WORKSHOP SUMMARY
JULY 7, 2007 - HOPE SCHOOL**

GENERAL LARGE GROUP THOUGHTS ABOUT SANTA BARBARA

Arts /Culture/Design

- Vibrant
- Community Support & Events
- Small town feel
- Architecture and Design –good design downtown
- Include design in development projects, trees/flowers

Safety

- Safe Community
- Gangs
- Personal families
- Adequate public safety

Housing

- Protect small scale urban design
- Balance Mangle Growth
- Emphasize healthy design –obesity, connectivity, walkability
- Enhance affordability
- Local workers need housing
- Cost of living too high
- Expand/grow downtown
- Foster sustainability

Transportation

- Provide, multi-modal transportation
- Easy to access
- Location of stores
- Walkable
- Reform political campaigns
- Foster sustainability
- Need safe routes to schools

Community

- Food recycling
- Political Reform – reform campaigns
- Build a stronger sense of community
- Build consensus - ballot issue
- Volunteers
- Awareness
- Air quality

- Our people care – lack of criticism
- Staying active and engaged
- Visitors support our community
- Long term families and generations
- We all know each other
- Complete – without bi-furcated income levels

Environment

- Air quality – address health impacts
- Maintain good quality
- Address health impacts
- Keep people away from pollution and emissions
- Views – easy on the eyes – mountains, ocean
- Parks and Public Spaces
- Climate
- Natural Settings

Group #1

HOUSING/NEIGHBORHOODS

- People don't know about affordable programs
- So much need and you won't get it if you're single, different income levels
- Never can we take care of everyone, but we need to do better for working middle class – make this all we do – like St. Francis, but maybe smaller all over town
- We don't need anymore market rate housing 15% inclusionary = 85% market rate, this makes the problem worse
- Need better balance
- Market rate is the way people raise wealth
- Reexamine zoning – density parking
- Help create affordability by design
- Need zoning for rental housing
- Housing options to be creative (i.e. housing over grocery stores)
- Discussion of affordable housing needed
- Inclusionary –lg. market units needed to subsidize affordable housing
- Challenge – 4 story downtown for affordable housing or what is in lieu of fees – used for what? Not help workforce
- Children shouldn't live above transit center
- Employers need to get involved in housing and administer it to include rentals
- (Lg. coalition of smaller employers needed)
- “True workforce housing
- Just because developers work so long in the process – that isn't a reason to approve
- Peak Oil Crisis – current economic assumptions vs. coming changes
- Attach our local concerns to global issues and future changes and widen our horizons
- Greyhound sign + use needs to stay

- Pop and neighborhood transient and speculators
- More housing in Goleta for students
- What is wealth for you can't take it with you when you die
- Loss of views for new penthouse
- Ordinance needed for protection of current views
- Want to keep two stories
- Mixed use can help solve these issues
- Change is painful – but what about doing nothing? We need to make choices
- Can we really say who lives here?
- What is the 40,005? It does not account illegal units or so much downtown housing
- Climate changes - how does that change our City of Santa Barbara
- What about development that could be under water someday
- Concern about condo conversions
- What about SBCC housing needs
- What about building nothing? What happens?
- Quality of life choice does not equal home owner if you can't afford it

TRANSPORTATION

- Food expenses are likely to rise
- We might live differently in light of all these changes and issues
- Love to walk near Downtown, other areas of town not as much – can we change to be more walkable
- If you build density where we don't have infrastructure – will it make traffic worse?
- Better to have density in urban core
- The bus thing needs a lot of work to be as efficient as the car
- Commuter rail could work here – it does in other places
- Depot and buses together – a hub that is away from housing
- Sidewalks and street lighting needed
- Sustainable fuel –ethanol not available here
- Transit center needed downtown because that is where people work and live
- We've added more buildings and cars yet with less people per household
- What would make you ride the bus – Coffee? Jugglers? Internet?
- Service population not able to stay in community
- Need large mixed-use projects

ECONOMY

Don't have much hope to maintain diversity of income due to property values

ENVIRONMENTAL

- Air pollution- traffic corridors
- We can deal with global and local issues
- Flood threats Mission Creek

COMMUNITY DESIGN

- Community needs to be involved in planning
- Concerns about scale of new buildings on Chapala

SERVICES AND FACILITIES

- Need to share cultural resources
- Free tennis courts
- Drinking fountains a long waterfront
- How is Hispanic community in the process – need to reach different groups
- Need to include homelessness in this discussion
- Rising obesity and chronic illness are big issues - we need to encourage and support an active community

“BIG” IDEAS PRESENTED TO LARGER GROUP

- Shared car program
- More frequent buses – tied to costs of oil
- Change zoning to provide creative ways for affordable housing, employer housing
- Hire and buy locally – what you need vs. 100 hairpins
- More choices for the bus – more than 3 bike racks, 24 hours/day

Group #2

OVERALL THEMES

- Need for engaging all segments of community and those typically not involved
- Housing ~ need to decide are we a City just for wealthy? Even if so, need to provide for workers.
- Transportation connections very important
- Need for policies for small businesses

HOUSING/NEIGHBORHOODS

- Growth and density
- Concerns that demolishing our affordable housing and key structures throughout the city – why removing assets.
- What will SB be? Will it continue to be just for the wealthy to live? Do we want it to be inclusive? Youth oriented? Housing affordable or expensive?
- If only for the wealthy to live, do we want affordable housing? Have to ask ourselves these questions.
- Most cannot afford the housing – need both affordable ownership and rental; need housing for service workers
- If going to have more density for affordable housing, must consider open space; need a balance
- Affordable housing linked to traffic, transportation
- What would slow down developer speculation? Rent Control?

- There is the dilemma of condominium development including affordable units and then the wealthy not wanting to live in the development
- Inclusionary requirements result in more market units. Need to increase the % of affordable units.
- Inclusionary not really working.
- Rent control a bad idea.
- Does the public pay for the affordable housing?
- Accept that affordable housing is inevitable.
- The reality is that not everyone who wants to live here gets to live here.
- There has been an increase in population. Over time housing needs have not kept up. How do we provide for a decent living for people living in our community?
- Can we look at what other coastal communities have done as far as solutions to our city issues?

TRANSPORTATION

- Good transportation network is crucial for people getting around.
- Concerned with parking modifications being granted.
- 101 should be open to three lanes asap.
- Widening 101 is a lousy idea.
- Improve surface streets, make MTD Free.
- Why aren't kids taking the buses? Why are they driving to school?
- Light and heavy rail needs to be looked at regionally.
- Need freeway connectivity.
- Bus service needs to be increased. Subsidized bus systems. Limited service affects connections.
- Transportation planning affecting residences. If too public transportation oriented then neighborhoods will be affected.
- Express trolley on De La Vina could better serve small businesses off of State Street.
- Downtown parking lots need to be available for people doing the shopping.
- Problem that on Sundays and Holidays there is no bus operating from Montecito to the Eastside.
- MTD has provided great service.

ECONOMY

- Need for affordable local business opportunities
- Need cultural and economic diversity.
- When large businesses go out why not subdivide them into affordable tenant spaces for local small businesses.
- Many small businesses are disappearing.
- Need policies for small, local business
- La Entrada is ruining the area!

ENVIRONMENTAL

- Sustainability

- City more than the physical setting.

COMMUNITY DESIGN

- Importance of cultural heritage, diversity and history
- Historic Structures must be preserved.
- Open Space must be considered in developments.

SERVICES AND FACILITIES

- What recreational services can we offer for the youth?
- The sewer treatment plant needs to be improved. It needs to be able to handle more capacity.
- The permit process needs to become tougher. Should look at sewer as a gauge for development control; similar to what was done with water before.

OTHER

- Community Engagement
- Need for community cohesion – how do you engage all segments of the community. Need to engage community in all City processes, not just this effort. If 50% Latino, why is 50% excluded?
- Westside – ghetto attitude, not included
- More proactive about involving people not typically involved. Need very grassroots level. Consider barriers such as transportation and language needs so that all can be involved.
- Need for publicly financed election campaigns.
- There are many community organizations already established – go to these segments.
- Youth engagement
- There is a war on dark people in our country. Large social issues. Economic apartheid affects all.
- Local government and approach to planning and policies.
- Need better understanding of how policies are developed. What is the rational, thinking before decisions are made?
- Public relations and more City effort to get information out before decisions are made. Use the media, liaisons, grassroots, word of mouth.
- Need to educate on smart growth. What is smart growth? Not everyone familiar with this. Better explanation of concepts.
- Planning Department does not exist unless there is actual development.
- Decision makers need to address type and pace of development. Need to consider availability of Transportation and services.

GROWTH

- Too much development growth happening rapidly. Put the break on.
- Santa Ynez accepted that it was a town for wealthy people. They General Plan set densities so would not be overdeveloped.
- The City needs to buy public/open spaces. Perhaps City should appeal to the wealthy.

- Our General Plan needs to pace residential and commercial development (e.g. Measure E).

“BIG” IDEAS PRESENTED TO LARGER GROUP

- Expand outreach to have wider inclusiveness
- Need better public relations and education about City policies
- Better utilization of existing structures
- Affordable housing an important community need; should consider rent control.
- Support transportation in the City and regionally. Increase subsidy for public transit and more school based transportation.
- Need more opportunity for local, small businesses. Subdivide large buildings into small tenant spaces.
- Recreational and open space opportunities for the youth are very important.
- Learn from other coastal communities.

Group #3

OVERALL THEMES

- HOT Committee: Housing, Open Space, and Transportation
- Housing and Affordable Housing
- Who is the developer?

HOUSING/NEIGHBORHOODS

- Inclusionary Housing is not working. This concept may lead to larger buildings.
- A long discussion pursued regarding what Inclusionary Housing is and maybe how to change it.
- Affordable Housing lottery is a bad system, brings negative impacts.
- All in agreement that HOT needs to be integrated in all discussions.
- Who is the developer? It should be EMPLOYERS, the public, private, non profits, etc.
- In SB, developers cannot build at a rate that affordable houses are to sell it at. It costs more to build than the asking price.
- Need policies to building the type of housing that we need vs. letting the market decide?
- Dual density in R3 and C2 Zones to encourage rental and discourage Million dollar homes.
- Require lower density on housing we don't want and allow higher density on housing we do want.
- Major employers should provide housing.
- Higher density areas be developed in coordination with bus routes to move people.
- Housing areas can be dense, but then have Group Public Open Space within the area and/or nearby.
- Develop incentives for the Development we want to see.
- People are here for jobs. Limit job growth and it will help on the housing issues.

- Jobs / Housing balance
- There is angst is building from neighbors. Example: St. Francis development
- Housing is expensive, especially for people coming to SB
- Need a range of rentals
- To build rental housing is cost prohibitive. Loans are not available.

TRANSPORTATION

- All in agreement that HOT needs to be integrated in all discussions.
- Schools equal increased transportation, so how do you change that?
- Need alternative transportation methods, especially to schools.
- Measure D funding and what people think.
- Make riding the bus to COOL.
- Higher density areas be developed in coordination with bus routes to move people.
- Raise taxes to get kids to school vs. single occupant vehicles (mom/dad)
- There is one vote for Measure D if they lock in the funding for light rail and mass transit. Afraid the funds will go only to repairs.
- Develop policies to make it harder to use your own car.
- Find parking options for getting groceries home if you don't have parking or a car.
- Need connectivity of people/parking needs.
- Mass Transit / Park and Ride

ECONOMY

- Raise taxes to get kids to school vs. single occupant vehicles (mom/dad)
- Live within our resources.
- Questioned how much do we want / spend / see vs. living within our current resources.
- People are here for jobs. Limit job growth and it will help on the housing issues.
- Jobs / Housing balance
- Need public information on OPTIONS and then what are these COSTS to the public.
- Impact fee study is going on and how to fund our infrastructure needs.
- Real Estate Transfer Fee – Then where do the funds go? Schools, infrastructure, transportation, affordable housing??
- Some of the ideas presented seem to be creating an unfriendly business environment. Is this what we want?
- Businesses do have a responsibility to community – find creative ways to help.
- Per SBCAN HOT, they don't want multi-millionaires, major CEOs in town, they want responsible businesses to the citizens of SB.
- Find a way for current responsible businesses can continue to be prosperous in SB.
- UCSB fosters small businesses and this is good.
- The community should decide what type of business environment to foster.

ENVIRONMENTAL

- All in agreement that HOT needs to be integrated in all discussions.
- Keep drainage on site of the property.

- Live within our resources.

COMMUNITY DESIGN

- Overflow parking in adjacent neighborhoods near higher density areas is a problem. Projects should take care of their own parking.
- Chapala Condos have nice internal Open Space, but non for the public.
- Reauthorization of Measure E.
- Measure E worked very well.
- Shorten the process on development projects.
- Design of buildings – make them pedestrian friendly and comfortable to live in.
- Not into urban sprawl. Look at Upper State St. Corridor for development
- Need an aesthetic scale in SB – Nature 1st and urban development 2nd.
- View issues – View Corridors are needed.
- Height limit / organic

SERVICES AND FACILITIES

- Enforce speed limits. Slow down SB.
- Establish a linear public park along Mission Creek.
- El Estero plant is at capacity – Expansion is needed.
- Need an updated study of the carrying capacity of our resources / infrastructures
- Need development certainty, especially for plan check time frames if building green.
- Sustain public services in SB
- Need more teen centers in town. Army Reserve or Armory.

OTHER

- Regional coordination is needed, especially with SBCC and UCSB.
- Non Profits contribute to our quality of life in SB.
- Whenever there are changes to our environment / surrounding, we freak out. After awhile we settle down and it is OK.
- Increase regional discussion regarding all the outlying areas.
- New towns?

“BIG” IDEAS PRESENTED TO LARGER GROUP

- HOT Committee: Housing, Open Space, and Transportation
- Regional Cooperation is needed
- Create Developer / Non Profit Incentives to get the type of development the community wants.

Group #4

OVERALL THEMES

- Affordable Housing
- Pedestrian, Biking, Transit Facilities

- Sustainable Community
- Regional Coordination

HOUSING/NEIGHBORHOODS

- **High cost of housing** – This is a big problem. Few members of high school graduating class of a few years ago are still in Santa Barbara.
- **Lack of Affordable Housing** – Important issue.
- **Tall Buildings/ Affordable Housing** – Tall buildings are needed to provide affordable housing.
- **Housing Location** – Housing should not be too close to major transit corridors due to air quality and noise effects. Suggest needs to be a block away.
- **Housing Types/ Income Strata** – There is limited capacity for housing, and clearly are housing affordability issues for needed workers. Identify income strata for workers needed in City, and correlate with type and price of housing to identify housing needs. Establish policies to only allow housing of type and price needed.
- **Rental Housing** – Difficult to find rental housing. The rental housing system is all based on who you know. Need a better, fairer system.
- **Rental Housing** – Need to have policies to support creating more rental housing.
- **Unoccupied Housing** – There are large numbers of second homes and other homes of part-time residents that stand unused for long periods and represent existing unused housing capacity.
 - Find a way to connect this housing with people in need of rental housing.
 - Consider taxation as disincentive to allowing housing to remain vacant.
 - -Consider legal means, such as used in Britain, to disallow housing to remain vacant.
- **Home Businesses** – Allowing home businesses will contribute to housing affordability for a segment of small business.
- **Retain Limits on Home Businesses** – The problem with allowing home businesses in residential areas is that in some cases they may begin to generate negative impacts to quiet areas such as substantial truck traffic, noise, clients to the neighborhood.
- **Employer Provision of Housing** – Should require developers of business and institutional uses to provide enough affordable employee housing to support their uses.
- **Mixed Use Zoning** – Provide in more locations to improve livability by having residences in close proximity to commercial uses.
- **Funding for Affordable Housing** – Need to identify funding sources to subsidize affordable housing.
- **Rental and Parking Regulation** – Establish regulated rental units and parking.

TRANSPORTATION

- **Mass Transit** – Improve mass transit to address traffic and sustainability.
- **Buses, Shuttles, Electric** – Programs to increase service levels, convenience, coverage would improve future livability.

- **Shared Parking Use** – Large empty parking lots fenced off during evening and weekend hours makes no sense. Should have policies to allow parking lot use for citizens and tourists during off-business hours.
- **Reduce Commuters with Tall Buildings** – Support tall buildings to provide for affordable housing. Otherwise more commuters and associated traffic impacts.
- **Better Modes for Commuters** – Need to have better choices of transportation modes and better service levels for commuters to reduce traffic effects – rail, express buses, car and van pools, etc.
- **Mixed Use Zoning** – Increased residential/commercial mixed use to reduce some traffic trips by allowing residents to do shopping, eating out, work trips by foot, bike, or transit.
- **Regional Coordination on Commuting**– Need better inter-County and Cities coordination on commuting solutions, including Ventura County, Cities of Ventura County, Carpinteria, County of Santa Barbara, Goleta, and North County cities.
- **Car Pooling** – Recently called the existing car pool match program and it was not helpful. Need much better program. This was a method that worked well decades ago when gas prices/ supplies changed.
- **Travel from Station to Job** – Need to focus on providing effecting means of surface travel for those using mass transit to travel from station to jobs or other destinations.
- **Loaner Cars** – Suggest establish program of loaner cars, as is done at UCSB.
- **Van Pools** – Increase emphasis, including funding support, for setting up van pools.
- **Regulated Parking**
- **Bicycle Safety and Ease** – Encourage through physical improvements to support.
- **Reduce Reliance on Cars.**
- **Safety of Bikeways** – A key concern. Need master plan funding to implement.
- **Safe Routes to Schools** – Important transportation priority

ECONOMY

- **Housing Affordability** – This is a huge issue and affects economy – especially ability to attract and retain workers.
- **Jobs/ Housing Balance** – Years ago, the problem was inability to find jobs in area. Now problem is housing affordable for workers. Need jobs/ housing balance, and to be careful we don't focus on housing to exclusion of otherwise supporting jobs.
- **Liberalize Allowable Home Businesses** – This will contribute to housing affordability for many small business owners, and support local small business and local services.
- **Limit Home Businesses** – Avoid traffic, noise, trucks, crime effects to neighborhoods.
- **Employer Provision of Employee Housing** – Require big employers to provide affordable housing for their employees.
- **Affordable Retail Space** – Provide retail condos to support local small business.
- **Education** is an important issue and key component of local economy. Planning for schools should be part of PlanSB process.
- **Tourism** a key component – bring in eco-tourism

ENVIRONMENTAL/ SUSTAINABILITY

- **Air Pollution, Noise - Housing Along Transit Corridors**– Recent studies show that it is not healthy for housing to be too close to freeways or major transit corridors. Should change land use policies to reflect this.
- **Preserve Open Space – Build Higher** –Better to build taller in downtown urban core, in order to preserve open space in outlying areas such as the Gaviota coast.
- **Urban Core Density Problem** – Increasing core density does not preclude outlying developments without regional coordination among jurisdictions.
- **Transfer of Development Rights** – Could use to preclude outlying development.
- **City Role as Leader/ Educator in Sustainability** – The City could provide an example to educate other communities.
- **Sustainable Bio-Region** – Suggest establishing entire South Coast region from Gaviota to Rincon as a sustainable bio-region. (agriculture, energy, pollution, green practices, transportation, etc.)
- **Connect Sustainable City with Tourism** – bring in eco-tourists to help support local economy.
- **Regional South Coast Coordination and Planning** - City/County/Goleta coordination; need planning for Noleta. Coordinate sustainability.
- **UCSB and City College** – Coordinate on sustainability work.
- **Preserve County Farmland**; grow some food locally; zoning for local agriculture.
- **Preserve Gaviota Coast** – Protect from large-scale development.
- **Policies for No Sprawl**
- **Financial Incentives to Promote Green Practices** – e.g., tax breaks, loans for solar, affordable housing.
- **Public Service Announcements** for Sustainable Practices.
- **Climate Change** – Ocean rise and loss of beaches a large concern.
- **New Technologies for Sustainability** – Agri-char, Plasmic-Arc; Solid Waste and Wastewater technologies

COMMUNITY DESIGN

- **Underground Utilities** – need strong policies and programs to make this happen.
- **Building Heights** – Buildings and height limits are too tall.
- **Height Limits** – Need to limit building heights to 2-story. Tall new buildings on Chapala are bad.
- **Building Heights – Open Space** – Build taller to preserve surrounding open areas.
- **Building Heights – Affordable Housing** – Need taller buildings to provide affordable housing - in appropriate locations
- **Vacant Development Projects** – Allowing hotel and other projects to remain vacant for long periods is a problem and eyesore. Should require time limits for projects to clean up the sites.
- **Housing – Yards** – Families need back yards, so this is the best type of housing to provide.
- **Condos – Green Space.** If multi-family housing is provided, provide enough open space and tot lots to support it. All housing needs to provide sufficient open space, green space, recreational space.

- **Denser Urban Development to Reduce Sprawl**

SERVICES AND FACILITIES

- **Public Safety** – This is the biggest priority issues and should be addressed before anything else. Can no longer feel safe just traveling or walking around City, especially at night – Vagrants demanding money; gang violence. Maybe need more police patrols
- **Taxes for Benefits** – Solutions for most issues need more funding. Suggest require higher taxes to provide more services and benefits.

OTHER

- **Property Owner Rights** – Concerned about protecting rights and freedoms of property owners. We need to be sure when we address other issues that we are not unreasonably restricting property use or burdening development.
- **Conflicting Goals and Choices** – This process will be about choosing among sometimes conflicting goals. Can't always have everything. Need to clearly identify choices and options.
- **Community Discussions** – Need more discussions like these to really get to in-depth understanding of issues and options.
- **Coordination Among Jurisdictions** – Need better City/County coordination.
- **Dialogue with Developers** – Need to understand their needs as well to identify good policies and solutions.
- **Options for Issues** – Present public with options; identify uncertainties and costs

“BIG” IDEAS PRESENTED TO LARGER GROUP

- **Sustainable Bio-Region** – Suggest establishing entire South Coast region from Gaviota to Rincon as a sustainable bio-region. (Agriculture, Energy, Pollution, Green Practices, Transportation, etc.) City Role as Leader/ Educator in Sustainability – The City could provide an example to educate other communities. Connect Sustainable City with Tourism – bring in eco-tourists to help support local economy.
- **Improve Pedestrian, Cycling, and Transit Facilities** to address traffic and growth and improve livability.
- **Regional Discussions and Coordination** is needed to better plan for future growth and sustainability – with Governments (Cities, County, SBCAG); Educational Facilities (UCSB, City College), Developers; etc.