

## SANTA BARBARA LEADERSHIP TEAM

# 10 / 2030 PLAN

## FOR REVITALIZING SANTA BARBARA

*“The magical secret in planning for the future is that the more you think big and reach for the stars – the stronger your foundation becomes.”*

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### FOUR FUNDAMENTAL COMPONENTS

- Create a “21<sup>st</sup> Century City Economic Development Plan” for the future of Santa Barbara
- Create a “Culture of Accountability” for local government planning and development approvals
- Tackle significant anti-social street behavior
- Involve significant citizen participation, and communicate to every level of the community

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### *Ten Points of Transformation to be achieved by the Year 2030:*

- 1. PARTNER WITH OUR EDUCATIONAL INSTITUTIONS TO CREATE AND BUILD NEW ECONOMIC BUSINESSES (AND TAX BASE) FOR SANTA BARBARA**
  - *Partner with UCSB, et al, to create a 21<sup>st</sup> Century Economic Development Plan for S.B.*
  - *PARTNERSHIP: UCSB; SB City College; Westmont College; S.B. High School District*
- 2. CREATE A MODEL “URBAN VILLAGE” IN THE 300-600 BLOKS OF STATE STREET**
  - *Create a special district to integrate housing and unique commercial developments*
  - *PARTNERSHIP: City of S.B.; Selected property owners; Downtown Organization; SBAIA*
- 3. LOCATE UP TO 1,000 UNITS OF HOUSING FOR PEOPLE WHO WILL LIVE, WORK, AND PLAY IN DOWNTOWN SANTA BARBARA**
  - *Concentrate remaining development potential around jobs in the downtown area*
  - *PARTNERSHIP: City of S.B.; S.B. Housing Authority; selected property owners*
- 4. LINK COMMUNITIES OF FAITH AND COMPASSION TO OFFER HEALING TO PEOPLE WITH BROKEN LIVES**
  - *Empower organizations that seek to challenge and restore street people with addictions*
  - *PARTNERSHIP: Rescue Mission; Catholic Social Services; S.B. Police Dept.; SB-ACT*

## **5. RE-IMAGE / PROMOTE THE CENTRAL CITY AS FIVE DISTINCT DESTINATIONS**

- *Change the marketing of S.B. into focused creative sub-zones (i.e.-history, the arts, etc.)*
- *PARTNERSHIP: Media Partners; Conference and Visitors Bureau; Downtown Organization*

## **6. TRANSFORM TRANSPORTATION PATTERNS TO ENCOURAGE HEALTHY ALTERNATIVES TO THE AUTOMOBILE**

- *Build more jobs & housing where there are easy and alternative ways to get to work without a car*
- *PARTNERSHIP: City of S.B.; MTA; COAST; Transportation Commission*

## **7. BUILD PUBLIC SAFETY AND EMERGENCY RESILIENCE IN EVERY NEIGHBORHOOD**

- *Prepare resiliency into every neighborhood so they can stand alone in a major disaster*
- *PARTNERSHIP: Red Cross; VOAD*

## **8. ASSURE THAT OUR FUTURE HAS A STRONG AND SUSTAINABLE ENVIRONMENTAL BASE IN ITS NATURAL RESOURCES**

- *Plan all levels of development and activities to manage and protect our natural environment*
- *PARTNERSHIP: City of S.B.; Community Environmental Council; UCSB Bren School*

## **9. ENLIVEN STATE STREET EVERY DAY OF THE WEEK WITH COMMUNITY EVENTS, FARMER'S MARKETS, COMMUNITY DINNERS, MUSIC AND DANCES**

- *Open State Street to more on-going events (weekly street dances, food events, etc.)*
- *PARTNERSHIP: City of S.B.; Downtown Organization; Non-Profit Partners*

## **10. PRESERVE AND CELEBRATE LIFE IN ALL THAT WE DO THROUGH THE ARTS, HISTORY, AND CULTURES OF OUR CITIZENS**

- *Santa Barbara thrives when it builds upon its history and culture, its world-renown style*
- *PARTNERSHIP: City of S.B.; Arts Commission; Museums; Cultural Affinity Groups*

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### **SHORT TERM OBJECTIVES TO BE COMPLETED IN 2019**

1. Engage 100 citizens, non-profit organizations, business leaders, property owners, and government officials in creating community strategies for the future of Santa Barbara.
2. Create a public process "future vision map" for the community to see what is possible.
  3. Create accountability measures in the development approval process.
4. Establish an "Ombudsman" position in the Community Development Department to help facilitate, or "clear the path", for projects to get through the approval process.
5. Work with the City of S.B. to hire an Economic Development Specialist to assure that the long-term economic health of the community is strategically maintained.