



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: October 29, 2013

TO: Mayor and Councilmembers

FROM: Planning Division, Community Development Department

SUBJECT: Request For Designation Of 1130 State Street (Santa Barbara Museum Of Art) As A Community Benefit Project

RECOMMENDATION:

That Council find the proposed expansion of the Santa Barbara Museum of Art a Community Benefit Project pursuant to Santa Barbara Municipal Code (SBMC) §28.85.020.A. and allocate 8,990 square feet of non-residential floor area to the project from the Community Benefit category.

DISCUSSION:

As part of the implementation of the General Plan Update, on March 12, 2013 the City Council adopted a new Nonresidential Growth Management Program (GMP) ordinance (SBMC Chapter 28.85). The GMP limits total new non-residential growth to 1.35 million square feet over 20 years, of which 600,000 square feet is reserved for Community Benefit Projects. Three categories are included within the Community Benefit Project designation: Community Priority Projects; Economic Development Projects; and Development Plan-New Automobile Sales Projects. The Santa Barbara Museum of Art is requesting a determination for non-residential square footage as a Community Priority Project (Attachment 1).

Proposed Project

The Santa Barbara Museum of Art is a non-profit organization with a long-term lease from the County of Santa Barbara to provide a public art museum for Santa Barbara County residents and visitors. The County Board of Supervisors approved initiation of the proposed project on June 4, 2013 (Attachment 2). The Museum of Art proposes to: (1) comprehensively upgrade electrical, mechanical, safety and climate control systems; (2) retrofit unreinforced masonry walls for seismic safety; (3) provide new roofing and waterproofing; and (4) both reconfigure existing space and add 8,990 square feet to improve circulation and increase exhibit area and office/exhibit production/storage/handling space. The addition of 8,990 square feet of floor area to the existing 60,000 square-foot museum includes 4,700 square feet of exhibit space,

2,200 square feet of administrative office/collection stewardship/exhibit production space, 1,420 square feet for a public roof-top pavilion and terrace, and 670 square feet for a state-of-the-art art receiving elevator. The art receiving elevator is the only addition that expands the building footprint of the museum; the remaining additional square footage would be either internal to, or above, the existing building envelope. The public roof-top pavilion would increase the height of that portion of the existing building to just under 60 feet.

Museum Development History

The Museum of Art was first granted a lease in 1940 by the County of Santa Barbara to occupy the former United States Post Office Building located on the corner of State Street and Anapamu Street. The Museum has remained in this location ever since, growing over time. Six major expansions to the building have occurred between 1942 and 1996. Attachment 3 provides a diagram listing the date of each expansion, and gross and net square footage. The addition of the Peck Wing in 1996 also incorporated several adjoining parcels, which provided the Museum about 10,000 square feet of combined Minor and Small additions under the previous Development Plan Ordinance. With that 1996 expansion, the Museum exhausted the nonresidential floor area allocated to the site through Minor and Small Additions. Any further expansion of the building would need to occur either through a Transfer of Existing Development Rights or as a Community Benefit Project.

Community Priority Designation

A Community Priority Project is defined as one that has “a broad public benefit, is not principally operated for private profit, and is necessary to meet a present or projected need directly related to public health, safety or general welfare.” Museums are an example of a Community Priority Project listed in the Nonresidential Growth Management Ordinance (SBMC §28.85.020.A.).

The Santa Barbara Museum of Art, a non-profit institution, receives about 150,000 visitors a year. Zip code surveys indicate that it serves as a public art and educational resource for not just Santa Barbara County, but for the tri-county area and beyond, including international visitors. The most recent survey conducted by the Museum indicates a geographic breakdown of visitors as follows:

Santa Barbara County	33%
Ventura County	10%
Northern California	15%
Los Angeles County	17%
San Diego	5%
Out of state/USA	20%

While its art collection is highly diverse, spanning 5,000 years of human creativity, only a fraction of the Museum’s permanent collection can be displayed at a time. Equally important is the ability of the Santa Barbara Museum of Art to attract significant traveling

exhibitions from renowned collections worldwide. In order for the Museum to continue to provide public art experience and education that is relevant in a changing world, its collection must continually grow and its exhibitions remain dynamic. It must also comply with standards established by lending institutions and insurance companies for receiving, security and preservation of loaned art work.

The proposed Santa Barbara Museum of Art renovations and expansion comply with the criteria for a Community Priority Project because the Museum is a non-profit organization devoted to providing life experiences and education involving art to the general public. The requested square footage from the Community Benefit category represents 1.5% of the 600,000 square feet available for these types of projects over the next 20 years.

- ATTACHMENT(S):**
1. Letter from Suzanne Elledge Planning & Permitting Services, dated October 7, 2013
 2. Letter of Authorization to Proceed with Application for Phased Plan, SB County Board of Supervisors, dated June 4, 2013
 3. Chart and Diagram of Historic Development of the Santa Barbara Museum of Art

PREPARED BY: Peggy Burbank, Project Planner

SUBMITTED BY: Paul Casey, Community Development Director

APPROVED BY: City Administrator's Office

S U Z A N N E  E L L E D G E
 P L A N N I N G & P E R M I T T I N G S E R V I C E S , I N C .

PRINCIPAL PLANNERS
 SUZANNE ELLEDGE • LAUREL F. PEREZ

7 October 2013

Santa Barbara City Council
 735 Anacapa Street Street
 Santa Barbara, CA 93101

RE: 1130 State Street – Santa Barbara Museum of Art Request for Community Priority Designation Request (MST2013-00237)

Dear Mayor and Council,

On behalf of the Santa Barbara Museum of Art (Museum), we are pleased to submit this letter to request Community Priority designation by City Council.

Santa Barbara Museum of Art –Background and Mission

The County of Santa Barbara owns the subject property located at 1130 State Street (APN 039-230-020) and since 1940 has had an agreement with the Museum which provides for the operation of a public art museum. The terms of the lease stipulate that any structural additions, changes or exterior alterations require prior written approval of the Board of Supervisors. On June 4, 2013 the Santa Barbara County Board of Supervisors granted approval of the requested additions and alterations (see Attachment 1, Letter of Authorization).

Additionally, the lease specifies that any proposed renovations and expansions will be reviewed and considered for approval by the appropriate Boards and Commissions of the City of Santa Barbara. As has been done in the past, the City of Santa Barbara will issue the necessary land use and building permits with oversight and review by County staff.

On June 5, 1941, the Museum first opened to the public in the building that once served as the Santa Barbara Post Office (1914-1932). Since it's opening, the Museum has gone through various expansions and renovations. Currently, the Museum's gross floor area of 60,000 square feet includes exhibition galleries, a museum store, cafe, a 154-seat auditorium, art storage, administrative offices, a library containing 50,000 books, and a children's gallery dedicated to participatory interactive programming. The mission of the Museum is to integrate art into the lives of people. It serves an important role in the community as evidenced by the number of visitors each year,

approximately 150,000 individuals, in addition to long established educational programs.

As an educational institution, the Museum has the following goals:

- To provide life-enhancing experiences with works of art;
- To provide art experiences that encourage an individual's cognitive and empathetic growth;
- To promote the idea that life-enhancing experiences with works of art have both private, individual benefits, as well as community benefits;
- To provide studio art instruction in the context of the Museum's collections and exhibitions;
- To increase community participation in the Museum, especially among under-served audiences;
- To facilitate informed discussion of artistic and cultural issues.

Santa Barbara Museum of Art – Proposed Project

At this point in time, the Museum's various mechanical systems have nearly reached their life expectancy with many of the systems operating for at least 30 years. As part of addressing general building maintenance issues, the Museum hired a facility assessment consultant to conduct a comprehensive technical analysis of the building mechanical systems and structural components. As a result, the Museum has identified renovations and improvements that must be implemented to continue operations and to ensure that the art collections continue to be protected in a safe manner. Given the extent of the building upgrades and renovations, it is logical and prudent financially for the Museum to include additional internal improvements in the project that are not directly related to general building maintenance.

A summary of the primary project components is provided below:

- Seismic retrofit of the existing masonry walls
- New roof structure and waterproofing
- Replacement of antiquated mechanical systems including electrical services, lighting, fire protection
- Interior circulation improvements to connect gallery spaces and eliminate dead-ends
- Reconfiguration of interior space to create and increase gallery space, improve art storage and administrative offices
- New art receiving area

The majority of the renovation involves reconfiguration of the building interior, but the plan also includes floor area additions and some exterior alterations. For example, in order to seismically retrofit the unreinforced masonry walls, the project proposes to construct a new floor on the upper level gallery that will provide structural reinforcement as well as increase gallery space by approximately 3,000 net square feet. Additional project components that will result in improved museum circulation and connectivity include additions on the upper level of approximately 2,200 net square feet to create new space in order to relocate existing administrative offices and an addition of approximately 1,700 net square feet for a proposed multi-purpose gallery. The new administrative addition and new multi-purpose gallery will unify the architecture of the older structures by adding a mission tile roof and altering the horizontal nature of the existing buildings into a more cohesive massing of the buildings. The project also proposes to extend an elevator and stair to the roof level to access a new public roof garden and terrace area of approximately 1,420 net square feet. On the ground level of the Anapamu Street side of the building, an addition of approximately 670 net square feet is proposed to create a much needed art receiving area with a freight elevator servicing three levels. The existing sidewalk lift within the outdoor courtyard on Anapamu Street does not conform to standards for the receiving and handling of art established by the American Association of Museums (AAM) as well as major sureties and lending institutions, thereby jeopardizing the Museum's ability to secure international loans. Currently, the Museum also relies on the use of a passenger elevator for art movement, which cannot accommodate often monumentally scaled works of art.

In summary, the proposed building renovation will involve an addition of approximately 8,990 net square feet within the existing building footprint and a comprehensive retrofit of the existing floor area. The project proposes phased construction over a period of 6 to 10 years which will facilitate the Museum's commitment to remain open to the public.

Community Priority Designation Request and Needs Assessment

As stated above, the mission of the Museum is to integrate art into the lives of people. The mission and goals of the Museum are aligned with the intent and purposes of a Community Priority development as set forth in the City's Municipal Code. A Community Priority project must be found to meet a "present or projected need directly related to public health, safety or general welfare." The municipal code also defines general welfare as a community priority project which, "has a broad public benefit, for example, a museum, and which is not principally operated for private profit," (the Museum is a registered 501(c)(3) non-profit organization). The proposed project will improve the Museum's ability to continue to serve the community and positively affect people's life experiences. It is apparent that the general welfare of

the community benefits from the art and life-enhancing experiences and opportunities that the Museum provides through exhibits, artistic and cultural discussions and its long established education programs.

While many of the Museum's visitors are from Santa Barbara and the South Coast, many visitors come from outside the immediate area, state, and country. Visitors from all regions seek out this Museum as a destination.

Recent visitor zip code information reveals the following breakdown:

- o Santa Barbara County: 33%
- o Ventura County: 10%
- o Los Angeles (and surrounding areas): 17%
- o Northern CA: 15%
- o San Diego: 5%
- o Out of state: 20%

The diversity of the Museum's collection is quite broad and comprises more than 28,000 objects – an art museum of magnitude and quality more commonly found in cities eight times the size of Santa Barbara. The collection spans more than 5,000 years of human creativity and includes classical antiquities rivaled in the West only by the J. Paul Getty Museum, and masterpieces of French Impressionism with no West Coast museum owning more Monet paintings.

Only a fraction of the Museum's permanent collection can be shown at any particular time. Of course, increasing gallery space will not only allow the Museum to show a greater percentage of these works, it will allow them to organize more comprehensive exhibitions and to accept more significant travelling exhibitions that may require more space.

In many cases, SBMA represents the first venue or exclusive West Coast venue for many of the exhibitions they accept or organize – making this city's art museum vital now, and in the future. Just a few past/current examples include:

- o *Delacroix and the Matter of Finish* (opening October 2013) represents the first exhibition on Eugene Delacroix in the U.S. in over a decade and the first major monographic show devoted to the artist on the West Coast
- o *The Artful Recluse* (2012) presented a major exhibition of nearly 60 Chinese works with many of the paintings exhibition for the first time in the United States.
- o *Pasadena to Santa Barbara* (2012) was Santa Barbara's representation in the Getty Foundation's major southern California initiative *Pacific Standard Time: Art in L.A., 1945-1980*

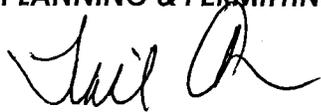
- o *Picasso and Braque: The Cubist Experiment, 1910-1912* (2011) was the first exhibition to unite many of the paintings and nearly all of the prints created by Pablo Picasso and Georges Braque during two exhilarating years of their artistic dialogue
- o *Ori Gersht: Lost in Time* (2011) represented this artist's first solo museum exhibition in the Western U.S.
- o *Charles Garabedian: A Retrospective* (2011) represented the first important museum presentation in 28 years devoted to the works of this artist
- o *Chaotic Harmony: Contemporary Korean Photography* (2010) represented the first major exhibition in the United States of photographs made by contemporary Korean artists presently living in Korea
- o *Noble Tombs at Mawangdui: Art and Life in the Changsha Kingdom (3rd Century BCE – 1st Century CE)* (2009) represented the first time the objects of the contents of three lavish 2,000-year-old Chinese tombs were displayed in the U.S.

A summary of the site development history including dates and area additions is provided in the attached table. As noted previously, the floor area additions provide for an increase in gallery floor area, community education/event space, art collection stewardship space as well as administrative offices which will allow the Museum to relocate existing administrative offices in order to create a new gallery at the State Street building frontage. The Community Priority floor area allocation will result in a 30% increase of existing gallery area, a 16% increase of community education/event space, and a 1% increase of art collection stewardship space. Therefore, the project includes a request of the City Council for a Community Priority designation for the addition of 8,900 net square feet.

On behalf of the applicant and project team, we thank you for your consideration of Museum's proposed project.

Sincerely,

SUZANNE ELLEDGE
PLANNING & PERMITTING SERVICES, INC.



Trish Allen, AICP
Senior Planner

Attachment 1: Summary of Development History, page 28 HSSR prepared by Post/Hazeltine Associates, dated August 5, 2013

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BOARD OF SUPERVISORS

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COUNTY OF SANTA BARBARA

June 5, 2013

Larry J. Feinberg
Robert and Mercedes Eichholz Director
and Chief Executive Officer
Santa Barbara Museum of Art
1130 State Street
Santa Barbara, California 93101

Dear Mr. Feinberg:

Re: Letter of Authorization to Proceed with Application for Phased Plan
Renovations and Additions to Museum

The County Board of Supervisors, at its regularly held meeting of June 4, 2013, approved your request to initiate the application process with the City of Santa Barbara for a phased plan for renovations and additions to the Santa Barbara Museum of Art. On behalf of the Board of Supervisors, this written approval of your request in accordance with Article II, Paragraph 2.04 of the March 15, 1982 Lease Agreement.

If you have any questions or would like to discuss, please contact Ronn Carlentine, Real Property Manager, in the Office of Real Estate Services at (805) 568-3078.

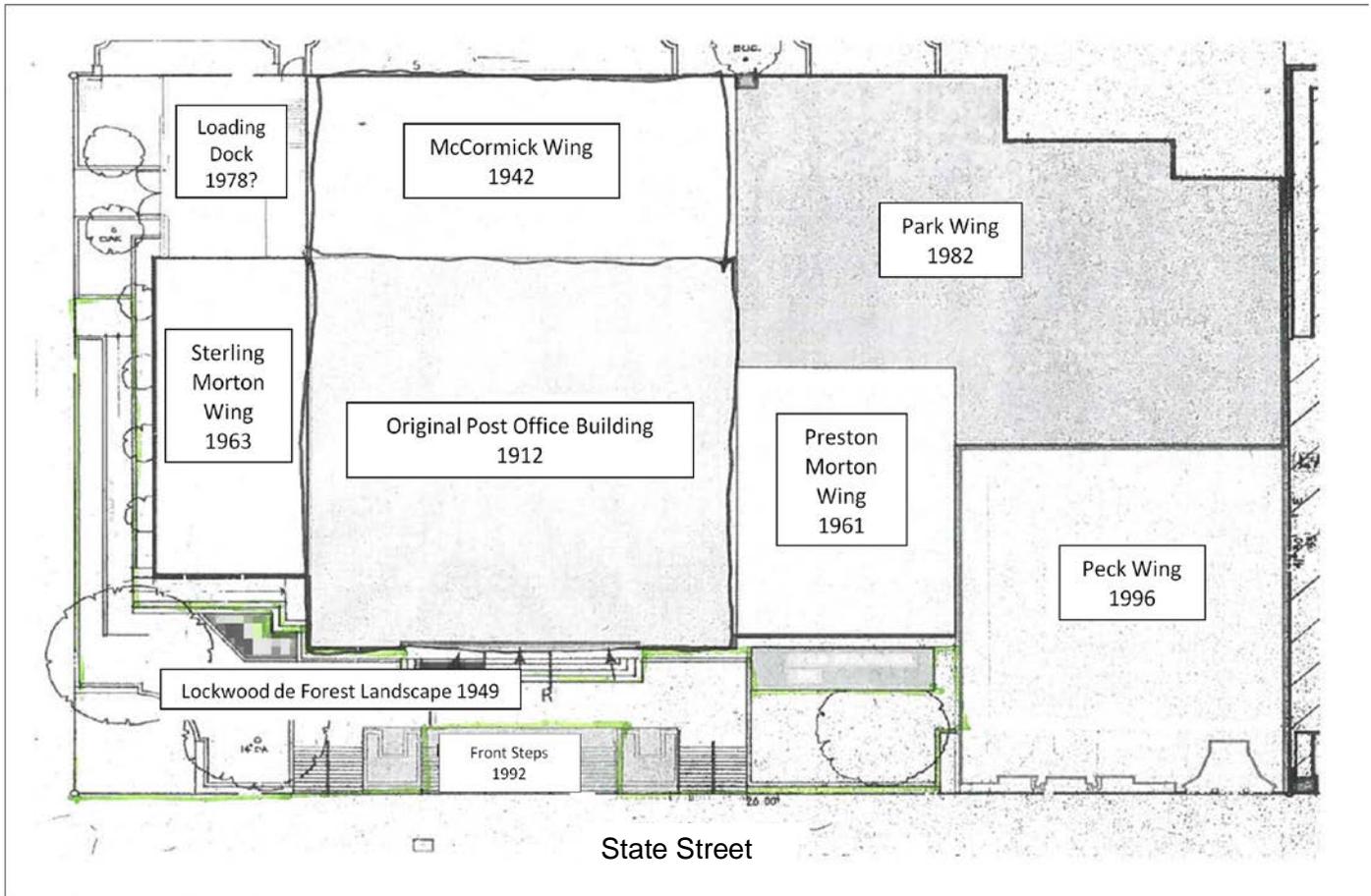
Sincerely,

Supervisor Salud Carbajal
Chair, Board of Supervisors

Historic Capital Project Record Summary Table: Santa Barbara Museum of Art 1912-2013 Notes: Refer to Page 19 for SBMA Project Detail Sheet Information						
Project Description	Year	Number Of Levels	Net Square Feet	Gross Square Feet	Project Foot Print Size (Feet)	Notes:
U.S. Post Office	1912	See 1940	See 1940	See 1940	See 1940	Same As 1940 SBMA
Santa Barbara Museum of Art	1940	3	(10,450 Sq. Ft.)	3,700 X 3 = 11,000 Sq. Ft.	+/- 53'X70' 3,700 Sq. Ft.	
McCormick Wing	1942	2	(5,600 Sq. Ft.)	3,000 X 2 = 6,000 Sq. Ft.	+/- 40'X75' 3,000 Sq. Ft.	
Lockwood DeForest Landscape	1949	NA	NA	NA	NA	
Preston Morton Wing	1961	2	(4,750 Sq. Ft.)	2,500 X 2 = 5,000 Sq. Ft.	+/- 42'X60' 2,500 Sq. Ft.	
Sterling Morton Wing	1963	2	(3,800 Sq. Ft.)	2,000 X 2 = 4,000 Sq. Ft.	+/- 28'X70' 2,000 Sq. Ft.	
Loading Dock	1978	NA	NA	NA	NA	
Park Wing	1982	4.5	(21,850 Sq. Ft.)	5,000 X 4.5 = 23,000 Sq. Ft.	+/- 52'X100' 5,000 Sq. Ft.	
Front Stairs	1992	NA	NA	NA	NA	
Glass & Steel Entry Doors	1993	NA	NA	NA	NA	
Peck Wing	1996	3	(10,450 Sq. Ft.)	3,700 X 3 = 11,000 Sq. Ft.	+/- 52'X70' 3,700 Sq. Ft.	
Siqueiros Mural	2002	NA	NA	NA	NA	
Totals (Approximate *)			(56,900 Sq. Ft.)	60,000 Sq. Ft.		

* All dimensions are approximate based upon the best existing project record available.
NA=Not Applicable

DIAGRAM AND CHART OF HISTORIC DEVELOPMENT OF THE
SANTA BARBARA MUSEUM OF ART



Source: Post/Hazeltine, June 2013, Historic Structure/Site Report for the Santa Barbara Museum of Art, Appendix A, Figure 19.