



2 November 2016

Mayor Schneider and City Council
City of Santa Barbara
630 Garden Street
Santa Barbara, CA 93101

RE: 35 Anacapa Street (APN 033-112-002)
Museum of Contemporary Art Santa Barbara
Needs Assessment
Reservation of Community Benefit Square Footage Request

Dear Mayor Schneider and Councilmembers,

On behalf of the Museum of Contemporary Art Santa Barbara (MCASB) we are pleased to submit for your review and consideration the following Needs Assessment describing MCASB's request to the City Council to designate a proposed new art museum as a Community Benefit Project and reserve 3,007 square feet of non-residential square footage under the Community Priority category as required by the City's Growth Management Program. Described below is a non-profit cultural and arts facility with broad public benefit intended to serve the general welfare of the community. The museum will enhance MCASB's mission to provide educational programs and world class exhibitions by providing a permanent home with state of the art facilities. The subject property is located at 35 Anacapa Street (APN 033-112-002).

Proposed Project

MCASB is proposing to build a 21,000 square foot 3 story art museum that will include the following:

- Gallery/exhibition space
- Educational classrooms, theater/presentation space
- Ancillary gift shop, and café
- Office space, break room,
- Loading, work shop, general back of house
- Exterior roof deck and sculpture garden

The proposed project is consistent with existing zoning and General Plan designations. The property is zoned OC/SD-3 – Ocean Oriented Commercial/Coastal Overlay Zone (Non-Appealable). Art galleries, art schools, restaurants, small stores and “*other arts related uses found to be consistent with the OC zone*” are permitted uses. The property has a General Plan designation of Ocean Related Commercial/Medium High Residential. The General Plan identifies that “*the area below the railroad tracks in what has become known as the funk zone is zoned for primarily ocean dependent and ocean oriented uses, commercial recreational uses, arts and related uses, restaurants, and small stores*”.

Available and Requested Square Footage Breakdown

The property is eligible for existing non-residential floor area resulting from the 2009 demolition of structures that existed in 1989 when the Nonresidential Growth Management Program was adopted. City staff has confirmed the availability of 14,993 square feet on non-residential square footage as a “demo credit” and 3,000 additional square feet from the Minor and Small Addition categories. Since a 21,000-square foot museum is proposed, MCASB is requesting a reservation of 3,007 square feet of non-residential square footage under the Community Priority category. Square footage is summarized as follows:

Existing Nonresidential Floor Area:	14,993 square feet
Minor Addition:	1,000 square feet
Small Addition:	2,000 square feet
<u>Total Existing Eligible Square Footage</u>	<u>17,993 square feet</u>
Proposed Project	21,000 square feet
<u>Existing Eligible Square Footage</u>	<u>17,993 square feet</u>
Community Priority Square Footage Request	3,007 square feet

Need For Requested Square Footage

MCA currently utilizes approximately 4,500 square feet of gallery and office space at Paseo Nuevo. This location is constrained with regard to classroom space, storage, exhibition gallery display and security. The proposed project would alleviate those constraints. MCA would continue to utilize the Paseo Nuevo space for a community gallery, meetings, and storage and administration.

MCA is currently experiencing a shift in its organizational life cycle. In 2013 the Board of Trustees approved a three-year strategic plan, a new mission statement, and a name change that represented an evolution from a 37-year alternative art space to

a contemporary art museum. The strategic plan identified five goals addressing a desire for financial sustainability; greater operational capacity; visibility and awareness; programmatic and facilities upgrades; and broadening and diversifying audiences.

MCA saw extraordinary outcomes in audience and awareness after the plan was adopted in 2013: exhibition attendance grew by 57%; monthly website traffic is up 145%, and social media platforms averaged an 8% growth rate. Goals for 2016-2019 are to further broaden and diversify their audience through strategic programmatic partnerships, increasing the breadth and frequency of advertising and media opportunities, and to expand overall visitorship and visitor services.

The successful strategic growth of the last few years has resulted in a staff that has nearly outgrown the administrative facilities. Art education and development programs increasingly find themselves without sufficient space. A lack of proper classroom, meeting, and theater spaces limit programs and the ability of the museum to fully function. Expansion into a more central, ground-floor location that accommodates a larger staff, as well as an increased variety of programs has become essential for the Museum to reach its full potential.

MCA has completed a feasibility study which reviewed some examples of other non-collecting, contemporary art museums that have been built in the last 10 years. Aspen Art Museum, Museum of Contemporary Art Denver, Museum of Contemporary Art Cleveland, and Contemporary Art Museum St. Louis are colleagues who have similar missions and display/audience needs. These all have slightly larger floor plans (approximately 25,000 to 35,000 square feet). MCA also considered their existing and proposed sites and MOXI to determine what their size should be and developed the proposed square footage.

Community Benefit Overview

The mission of MCASB is to advance creativity and inspire critical thinking through meaningful engagement with the art of our time. The proposed project will provide MCASB the opportunity to: expand its delivery of art education programs and contemporary art exhibitions to a broader and more diverse cross-section of our community; enhance the quality of services provided to local educators, students, families, and artists; and draw more visitors and tourists to Santa Barbara.

The mission and goals of MCASB are aligned with the intent of a Community Priority project. 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 (MCASB is a registered 501 C-3 non-profit organization).

Students, residents, tourists, and the cultural arts community will all benefit from MCASB's new location, as will nearby businesses, restaurants, and nonprofits. The site is located conveniently near bus and shuttle routes, in close proximity to attractions and lodging, and in a prime location to develop synergy with other non-profit cultural organizations such as the new MOXI museum, the Santa Barbara Arts Fund, the SB Arts & Crafts Show, and the Ty Warner Sea Center. Notably, the museum will establish additional family and student oriented programming and activities and maintain a connection to the eclectic arts related vibrancy of the area.

MCASB Background

MCASB was founded as Santa Barbara Contemporary Arts Forum (CAF) in 1976 by artists and supporters seeking a venue that was dedicated solely to contemporary art. In 2011, CAF opened a satellite location at the Hotel Indigo Santa Barbara on lower State Street. This site enabled CAF to further its mission by offering cutting-edge exhibitions and public programs to an even larger segment of the community—free of charge. The space also enhanced CAF's capacity for creative partnerships with local neighborhood associations such as the Funk Zone, Santa Barbara Waterfront, Urban Wine Trail, Stearns Wharf, and the Historic Downtown Santa Barbara Arts District.

In 2012 trustees guided the organization toward what they saw as the next step in its history and CAF became MCASB with a refined mission toward education and the arts. What began as a grassroots, artist-run organization with nominal funding now has a 17 member board of trustees and serves as the leading contemporary arts presenter in Central California.

Celebrating its 40th year in 2016, the MCASB, has expanded its role in Central California and beyond as the premier non-collecting contemporary arts institution dedicated to exhibiting, commissioning, and documenting the most innovative and compelling art of our time. MCASB continues to function as a non-profit museum dedicated to innovative and experimental contemporary art and arts education. Both adaptive and responsive, MCASB is an incubator for new ideas and risk-taking artwork as it positions itself to be a contemporary museum for the 21st century.

MCASB's world-class roster features solo and group exhibitions of artists of diverse media, ethnicity, geography, and gender, with accompanying scholarly

publications serving as critical contributions to the field of art. MCASB also promotes avant-garde performance art and has been the only Santa Barbara museum with an ongoing roster of new music, dance, video, and performance art, often co-sponsored with local institutions. In the course of a year, MCASB presents 8-10 exhibitions and over 30 special events. Admission to the MCASB is free, with a suggested donation and a free Engage Membership program.

MCASB Programs

MCASB is the only museum solely dedicated to programming of contemporary art between Los Angeles and the Bay Area, making it a West Coast anchor organization that offers educational offerings and exhibitions of living artists to area residents and visitors. On an annual basis, MCASB presents one of the most diverse artistic programs in the country, with a range of artistic media (film, painting, sculpture, new media), gender, ethnic points of view (African American, Asian, Chicano/Latino), age range, and geography (regional, local, national, international) in both exhibition representation and audience participation in the arts.

As schools defund arts programs of all kinds, the demand for arts programming is great and expansion of the museum will help meet that demand. MCASB's highest priority is to be fully integrated into the cultural fabric of Santa Barbara, thus ensuring that all community members benefit from its resources. The immediate benefit will be greater access for people of all backgrounds and ages to form an appreciation and understanding of the creative process, especially for those who are first-time and/or non-English speaking visitors. The long-term benefit is to contribute to the sustainability of an invaluable and unique public resource for communities in the Tri-Counties area and beyond. The benefit to the community will be a deeper and more extensive exposure and appreciation for contemporary art and for the significant role art and artists play in the structure of a healthy society.

Programs like Art Klatsch are bimonthly meetings that give art teachers the opportunity to learn about the contemporary art field, develop curriculum and lesson plans around contemporary art on view, and to network with their peers for professional support and resources.

Visiting Artist Series connects students with contemporary artists through tours and classroom visits that educators can sign up for free of charge. Trained staff from the MCASB Community Engagement department support teachers in the classroom, providing activities and programs that complement classroom curriculum.

The Teen Arts Council (TAC) is an eight-month program designed to foster a lifelong love of visual art for the next generation. TAC aims to make contemporary art and culture more accessible to local youth and to deepen the engagement of teens with the Museum of Contemporary Art Santa Barbara through advising teen programming, engaging in social media, assisting with funding and planning, promoting and hosting canTEEN! events.

MCASB offers individual and class tours by appointment. Visual Thinking Strategies tours are open-ended yet highly-structured discussions of selected works of art on view. These tours encourage the ability to find meaning in artwork through an interactive process of examination and curiosity-based learning.

The new museum will continue MCASB's Art Lab and Library & Resource Room, which are designated for hands-on learning and helping visitors attain a more in-depth understanding of the current exhibition.

The need for this kind of programming is clear, however MCASB is limited to how many instructors and students they can serve due to space constraints at their current location. A museum building that includes class and conference space would allow expansion of this type of curriculum-development and art education programs to better serve local schools and teachers.

Economic Stimulus

A healthy, thriving, and diverse Funk Zone has a positive effect on the entire city. The Funk Zone is a microcosm of the entire city, viewed by both locals and visitors as a barometer of Santa Barbara's economic vitality and community attitudes. A museum in this neighborhood provides local residents and tourists another compelling reason to spend time and money. Ultimately, a new museum will help grow a cultural industry that supports the arts, jobs, generates revenue, and contribute to another cornerstone of our tourism industry.

Community Engagement

MCASB leadership fully understands that to undertake an endeavor as significant as the proposed museum, it must be in line with the community at large in terms of growth, community resources, and quality-of-life goals. The following are highlights of some of the major community efforts already in motion which an expanded and enhanced MCASB could complement and help to grow:

- First Fridays Art Walk

- Partnership for Excellence
- Santa Barbara Art & Culture Cohort Creative Communities Impact Study, with the Santa Barbara Foundation
- Take Part/Make Art Exploring Engagement Initiative, with the James Irvine Foundation
- Visit Santa Barbara
- Satellite Space at the Hotel Indigo with a roster of annual programs

Environmental Stewardship

It is intended that a new museum would serve as a model for "green" building to ensure the comfort of staff and visitors, protect art works, and minimize impact on the environment by utilizing passive cooling, heating, and natural light to the extent feasible. In addition, MCASB exhibitions and programs bring to the fore critical environmental topics such as climate change and the impact of global warming on our planet. A recent MCASB exhibition gathered artists from around the world whose artwork raises awareness about the damage being done to our environment and communities by mining, drilling, damming, and other forms of natural resource extraction. Program partners included NOAA, Community Environmental Council, and Explore Ecology. Contemporary artists hold up a mirror that reflects the pertinent issues of our time and an expanded footprint in our community will only help MCASB more successfully promote awareness.

Site Development History

Information contained in the City's archived permit history documents the following:

- The demolition of four commercial buildings totaling 14,993 square feet in 2009 (Case number BLD2009-00680). Previous land uses have included a lumber mill in 1907, followed by equipment and supply businesses, a hydraulic company, a cabinetmaker, a shutter manufacturer, electronic equipment engineering and manufacturing, a Formica shop, art and silk-screening, and a glass shop.
- A soil remediation effort involving excavation of approximately 1,000 cubic yards of soil contaminated by petroleum products and back fill with clean imported fill in 2012 (Case number BLD2012-02135).

The property is currently being used for temporary job trailers and construction parking for the La Entrada project.

Anticipated Required Discretionary Approvals

MCASB is processing a Pre-Application Review Team (PRT) application simultaneously with this Community Priority square footage reservation request. Subsequently, a Development Application Review Team (DART) application will be submitted requesting approval of a Coastal Development Permit and Development Plan by the City Planning Commission (and eventual final designation of the Community Priority square footage by City Council). Design review will be under the jurisdiction of the Architectural Board of Review.

Conclusion

This concludes our Needs Assessment as part of MCASB's request for reservation of 3,007 square feet of non-residential square footage under the Community Priority category. Designation as a Community Benefit project will enable MCASB to develop a museum that will certainly benefit the general welfare of the City by being located in an ideal location and allowing MCASB the ability to construct a permanent home in which to refine and enhance their programs and services, increase awareness of the arts and their institution, and engage broader and more diverse audiences.

Please do not hesitate to call me at (805) 966-2758 x 101 if you have any questions or require additional information related to our submittal. On behalf of the applicant and project team, we thank you for your consideration of this request.

Sincerely,

SUZANNE ELLEDGE
PLANNING & PERMITTING SERVICES



Steve Fort, AICP
Senior Planner