



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** October 9, 2007

**TO:** Mayor and Councilmembers

**FROM:** Planning Division, Community Development Department

**SUBJECT:** Upper State Street Near-Term Improvements And Design Guidelines Update Work Program

**RECOMMENDATION:** That Council:

- A. Review the proposed Upper State Street Design Guidelines and Transportation Near-Term Improvements Work Program; and
- B. Authorize the Community Development Department and Public Works Department to jointly issue a Request for Proposals to prepare text and graphics for Upper State Street Guidelines to determine approximate costs for a "full-service" consultant contract.

### EXECUTIVE SUMMARY:

Staff is asking Council to review and support two items related to the Upper State Street Work Program in response to Council direction on the Upper State Street Study in May, 2007.

Community Development Department Work Program: The proposed Planning work program consists of three phases, illustrated on Attachment 1. The Work Program includes RFPs and securing contracts with consultants, Architectural Board of Review (ABR) and Planning Commission working group review, and other committee reviews, including: ABR, Planning Commission, Ordinance Committee for minor amendments only, and City Council adoption. Staff would focus primarily on ordinance amendments, while the consultant would focus on the Design Guidelines update.

Scope of Professional Services: Council direction regarding the appropriate scope of consultant services is sought so that an RFP can be issued for this project and a consultant contract negotiated. As an alternative, City staff could play a larger role in guidelines completion to reduce costs, but the project would take longer. Another option is for Council to choose some high-priority items to expedite, with the result that the overall guidelines take longer to complete. The actual consultant cost will vary depending on the

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REVIEWED BY: \_\_\_\_\_ Finance \_\_\_\_\_ Attorney

Agenda Item No. \_\_\_\_\_

## Council Agenda Report

### Upper State Street Near-Term Improvements And Design Guidelines Update Work Program

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complexity of studies and guideline depth of details to be carried out. The consultant contract is recommended to cover text, graphics and meeting attendance for the updated guidelines, with staff guidance and review.

Public Works Department Work Program: Improvements will be implemented through the capital improvement program, the land development review process, public/private partnerships, or by folding tasks into the workloads of various City departments. Some near-term efforts also can be implemented with a combination of strategies.

## **DISCUSSION:**

### Background

In April, 2006, Council initiated a focused planning study of the Upper State Street Study Area between Highway 101/Calle Real and Calle Laureles to identify improvements to benefit urban design and transportation, and to provide guidance for review of development applications. In response, between April 2006 and April 2007, the City Planning and Transportation Planning Divisions, along with transportation and urban design consultant contractors, undertook a study of the Area that included:

1. Early discussions with City advisory boards and commissions;
2. Preparation and public release of an information booklet on existing conditions and issues;
3. Preparation of an independent traffic, circulation, and parking study;
4. Public noticing of community involvement opportunities;
5. A public walking tour of the study area;
6. Two community workshops;
7. A traffic work session at a joint meeting of the Planning Commission and Transportation and Circulation Committee;
8. Preparation and public release of the Upper State Street Traffic, Circulation, and Parking Study Report and the Upper State Street Study Report;
9. Public meetings and comments from the City of Santa Barbara Creeks Advisory Committee, Transportation and Circulation Committee, Parks and Recreation Commission, Architectural Board of Review, and Metropolitan Transit District Board; and
10. Receipt of numerous comments from individuals and community interest groups at workshops, hearings, and via letter and e-mail.

In April of 2007, the Planning Commission received the Upper State Street Study Report and held a public hearing to solicit public comment on it. The Planning Commission enthusiastically supported the Study with a unanimous vote, and forwarded it to the Council with recommendations.

The Council held a public hearing on May 8, 2007, and considered the Upper State Street Study Report; staff, advisory board, and Planning Commission reports; and public

comments. The Council approved the urban design and transportation improvement measures specified in the Report's Improvement Measures Summary and Summary Diagrams (available in the reading file).

Among other actions on May 8, 2007, Council directed staff to return with a work program for initial implementation of near-term improvement measures. The Planning Commission requested that the work program include a schedule goal for the amendments to the Upper State Street Area Design Guidelines to be completed within one year. This report provides the work program for the initial implementation of near-term improvement measures and one for updated Design Guidelines to be completed in one year. The specific components of the programs to be completed are listed in Attachment 2.

#### Near-Term Improvement Measures Implementation

The near-term improvements measures identified in the Study are discussed below in terms of implementation strategy by category. Improvements will be implemented through the capital improvement program, the land development review process, public/private partnerships, or by folding programmatic tasks into the workloads of various departments. Some near-term efforts also can be implemented with a combination of efforts:

##### *Capital Improvement Program*

Most of the items in the near-term list are capital projects such as: traffic signal and intersection improvements, new sidewalks, bus stop improvements, and medians. These projects will be added to the unfunded capital project list. Council typically incorporates capital projects into the budget on a two-year budget cycle, the next of which will begin Fiscal Year 2009/2010. A mid-cycle adjustment can also be made to the current capital budget in the spring of 2008. Many City capital projects compete for comparatively few dollars. Occasionally, a project can be funded with a grant that is specific to a type of capital project. Some capital projects can also be funded through the land development process.

A couple of the capital projects listed in the study have been put in place or are under development. The MTD's increased bus service was put in place and is already attracting additional ridership. The reconfiguration of State and De la Vina Streets is under design.

##### *Land Development Process*

Most of the near-term improvements will be implemented through the land development review process. As new land development projects located on Upper State Street come through the process, staff will look for project compliance with the Upper State Street Study and forthcoming Design Guidelines. The traffic signal improvements and other appropriate capital improvements will be required to mitigate project traffic impacts as appropriate. The new Pedestrian Master Plan sidewalk standards will be required along

project frontages and, potentially, locations for paseos. New site development will give staff the opportunity to require fewer and improved driveway locations and more efficient parking configurations.

Please note that not all land development applications trigger these types of requirements. Projects such as tenant improvements that do not add new square footage, rarely require capital improvements. Projects that add new square footage or housing units tend to allow for site plan adjustments and capital improvement opportunities.

#### *Public/Private Partnerships*

The Upper State Street Study identified a number of near-term improvements that would require the City to work with existing businesses with access and/or parking inefficiencies. Typically, these improvements require staff to identify the improvements needed on private property and then work with the businesses to make improvements. This type of work is challenging, as it requires businesses to voluntarily take initiative and fund private improvements. Additionally, this work requires significant staff time or consultant services. It is unknown how many businesses would respond favorably to such a program. Unfortunately, too few businesses participated in the Upper State Street Study process to appropriately gauge the interest. Therefore, staff recommends holding off on focused efforts, but rather, working with the applicants of minor projects (such as tenant improvements) that are "in the door" to suggest voluntary site improvements. This level of service can be folded into the Transportation Division's current workload.

#### *City Programs*

A number of the near-term improvements will need to be folded into existing or new City programs. Traffic volume monitoring and intelligent transportation system development efforts on Upper State Street will continue to receive attention from the Transportation Division. Transportation demand management efforts to reduce traffic congestion on Upper State Street will also continue through the Alternative Transportation Program. We will plan to shift half of the Bicycle Hitching Post Program to this area, with the goal of installing 50 posts in the public right-of-way this fiscal year, and re-evaluate the need for the following year.

Removing sidewalk obstructions requires staff time and, often times, a capital expenditure. The obstructions include news racks, utilities and related facilities, benches, vegetation, and in some cases, illegal private improvements. The removal of some of these obstructions can be accomplished through the Land Development process. Others will have to be addressed as part of a future capital improvement project.

### Design Guidelines Update

The Upper State Street Design Guidelines, located in the reading file, were adopted in July, 1992. The guidelines divide the Upper State Street area into six neighborhoods and provides guidance on the following topics:

- Architectural Style
- Site Planning
- Color in Architecture
- Exterior Finishes
- Roofs
- Architectural Elements
- Building Height
- Lighting
- Neighborhood Compatibility

The Upper State Street Design Guidelines update would apply to the area defined in the Upper State Street area map, rather than for all of the neighborhoods listed for the original design guidelines.

Direction received from Council in May calls for addressing a number of topics in the Design Guidelines update. (Detail is included in Attachment 2.)

We expect that the updated Guidelines will be between 50 to 75 pages long, divided into chapters, to reflect these topics:

- I. Introduction:
  - a. Corridor Identity and Character
  - b. Sound Community Planning and Consistency with Design Guidelines
  - c. Zoning Standard Variations
- II. Mountain Views
- III. Open Space & Creeks
- IV. Building Setbacks
- V. Building Size
- VI. Building Access and Parking
- VII. Public Streetscape
  - a. Relationship to Pedestrian Master Plan
  - b. Raised Medians
  - c. Street Tree Landscape Plan

### Planning Work Program

Attachment 1 illustrates a work program to develop and adopt the design guidelines and ordinance changes, consisting of the following three general phases:

Phase I: RFP/Consultant Contract Text Drafting

Phase II: Consultant: Design Guidelines Drafting  
Staff: Ordinance amendments preparation, initial PC discussion of ordinance amendments

Phase III: Hearing Body Reviews of Guidelines and Ordinance amendments/  
Environmental Review/ Adoption

### Proposed Consultant Contract

Staff recommends circulating a Request for Proposal (RFP), for text and graphics preparation, in accordance with direction received from Council on the Upper State Street Study in May of 2007. Aspects of the project include:

- **Many Areas of Analysis.** Each of the seven chapters outlined above requires special analysis and drafting of concepts into guidelines. This is a comprehensive project, not a narrow study of just one issue. The work proposed to be done by the consultants will cover architectural design issues as well as transportation, parking and access issues.
- **Form-Based Guidelines and Variable Setback topics** are especially challenging. Staff intends to work with a consultant and the Planning Commission to develop a number of preferred site layout options with graphics and text.
- **Special Studies** are required to complete the Guidelines. One example of a special study is further corridor analysis so that block-by-block, preferred view corridor preservation designations can be made, including intersection views, positive example photographs of how existing site layouts and building developments create view corridors and viewing locations along Upper State Street, and how landscaping and parking design affects views.
- **Street Tree Improvement Program.** A specific tree removal and replacement landscape plan consistent with the City's Street Tree Master Plan.
- **Creeks Issues.** This study must address special creeks issues and creatively bring greater "creek awareness" to Upper State Street.
- **Working Group and Hearing Attendance.** To ensure timely completion of the work, we recommend that the consultants take the lead in the public hearing process. Since they will have developed the guidelines and graphics, it will be most efficient for the consultants to answer questions from the working group and hearing bodies. Consultants will also receive immediate direction for moving forward if they attend all of the relevant major meetings.

### Upper State Street Design Guidelines Review Process

An Upper State Street Design Guidelines working group of two ABR members and one Planning Commission member is recommended to assist staff with reviewing draft text and graphics for the Guidelines, which the consultants would provide to them. Once review is completed, suggested revisions would be incorporated, and a public workshop held when the Draft Guidelines become available. After the public workshop, the ABR and Planning Commission would review and comment on the Draft Guidelines at regularly scheduled hearings. With revisions incorporated, the Guidelines would then be reviewed and acted upon by the City Council.

### Potential Scope Issues

Some Upper State Street issues that have been raised constitute significant policy challenges facing the City as a whole, including growth, density, traffic, housing and housing affordability. These important policy issues are more appropriately addressed in the City's upcoming SB 2030 process, and as they arise for the Upper State Street area, staff will encourage the public to participate in the SB 2030 process.

It will be important that this project does not get sidetracked by issues not related to the immediate development review process. Minimum required parking standards, long-term transit projects such as a regional rail corridor, and La Cumbre Plaza Area Specific Plan, will not be addressed in this work program, but are included in the Council resolution for further action on the part of the City as part of a separate work effort. For example, parking standards will be addressed as part of the Plan Santa Barbara process. Long-term transit and regional planning are ongoing issues which a special Council subcommittee is assigned to address. The La Cumbre Plaza Area Specific Plan will be presented separately, working with the Planning Commission working and affected property owners. Also, a form-based zoning code will not be prepared for these guidelines, only form-based guidelines will be considered.

### **SUSTAINABILITY IMPACT:**

At the time of City Council initiation of the Upper State Street Study (April 2006), the scope of analysis for the Study was focused on urban design and transportation issues, and it was recognized that larger policy changes on sustainability issues would be deferred to the citywide *Plan Santa Barbara* General Plan Update process.

Nevertheless, many of the recommendations in the Study which will be implemented by the work programs and consultant contracts proposed in the CAR are compatible with, and would promote and implement, environmental and sustainability principles, including:

- Increased landscaping, parkways, and open space, and scenic view protection
- Pedestrian and bicycle facility improvements and connections
- Creek protection and restoration
- Traffic congestion improvements/ air quality benefits
- Transit service and facility improvements
- Parking efficiency management and mixed-use policies

### **BUDGET/FINANCIAL INFORMATION:**

Based on analysis of other recent design guideline efforts, staff believes that the proposed RFP may result in proposals of \$250,000 to \$350,000. (See Attachment 2 for estimate information.) Additional costs include staff time for background research, public workshops, committee review meetings, guideline drafting, and revisions and adoption hearings. Staff also requests approximately \$10,000 for a temporary, paid intern or

planning technician to assist in this effort. Duplication, required newspaper advertisements; and other materials costs are also requested. Total non-consultant and non-staff time efforts are not expected to exceed \$3,000.

Staff recommends this approach because it is most responsive to the scope and timing for implementation. We also recognize that this is a large dollar amount to consider. With Council concurrence, staff will release the RFP, select a consultant, and return with a contract for Council approval and appropriation of dollars in December or January.

#### Alternative Options to a Large Consultant Contract

Since a large consultant contract may not be the preferred method for completing this project, due to budgetary considerations, alternative methods for completing the work include:

- 1) A smaller consultant contract with a longer implementation time frame. While we are not sure how much this would cost, we estimate it to be \$200,000. For example, staff could draft the Guidelines text and have a stronger role in managing technical studies and graphics completion to reduce higher-rate project manager billable hours. This approach would work well, given staff's experience in working with the public, boards and commissions in bringing products to Council which meet expectations, but this will take longer to complete, with more responsibilities placed on staff.
- 2) Council can direct some items from the Work Program to be elevated above others. Since staff estimates approximately a minimum of one year from the time of consultant contract establishment to the Design Guidelines completion, this tight time frame could cause higher consultant costs. If Council would like to see certain items completed ahead of others, it may be possible to design a work program to expedite those items and defer some costs to a later time.

#### Recommendation

Staff recommends that Council review the proposed Upper State Street Design Guidelines and Near-Term Transportation Improvement Work Programs and authorize related consultant RFPs.

**NOTE:** The following documents have been provided to the Mayor and Council under separate cover, and are available for review in the Council office, and the City Clerk's office:

1. Upper State Street Study, City Council Resolution, Adopted May 8<sup>th</sup>, 2007
2. Upper State Street Study, Study Report, March 2007  
(includes Existing Upper State Street Area Design Guidelines in Appendix C)

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**ATTACHMENTS:**

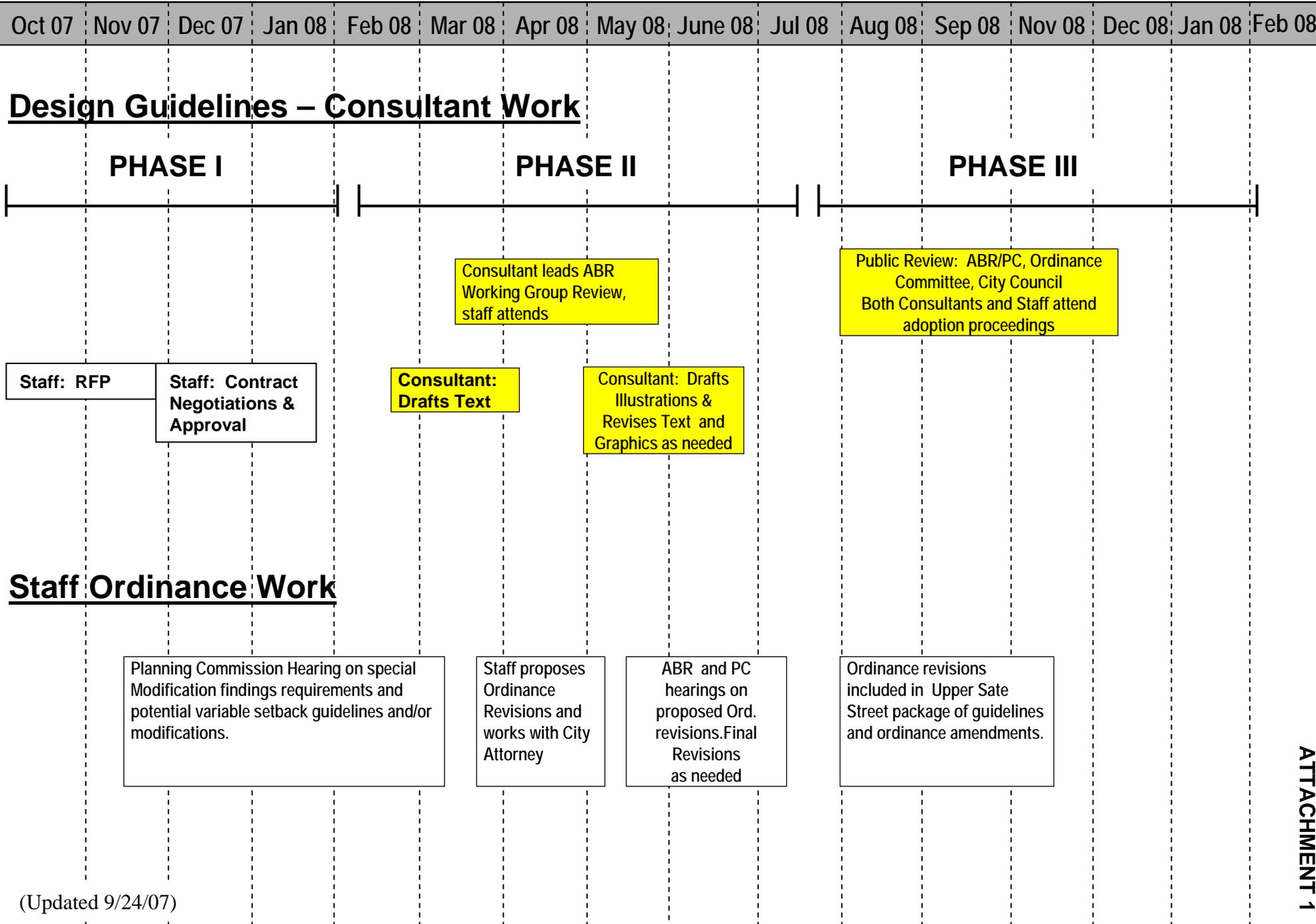
1. Work Plan Illustration
2. Upper State Street Design Guidelines and Minor Ordinance Amendments and Near-Term Transportation Improvements Council Direction (Excerpt from Upper State Street Study, April, 2007)
3. Consultant Contracts Reference Information

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Rob Dayton, Supervising Transportation Planner

**SUBMITTED BY:** Paul Casey, Community Development Director

**APPROVED BY:** City Administrator's Office

# Upper State Street Work Program



(Updated 9/24/07)

**Upper State Street  
Design Guidelines and Minor Ordinance Amendments  
Council Direction  
(Excerpt from Upper State Street Study, April, 2007)**

**A. GENERAL DIRECTION**

1. **Summary Direction:** The following are overall guidance statements for the Upper State Street Study Area:
  - a) Urban Design: Maintain and enhance the character of Upper State Street, including the public streetscape, open space, creeks, views, site design, and building aesthetics.
  - b) Transportation: Improve traffic, circulation, pedestrian and bicycle connectivity, and parking.
  - c) Longer-Term Future: Preserve longer-range future improvement opportunities.
  
2. **Improvement Measures:** Amend the Architectural Board of Review (ABR) Ordinance and *Upper State Street Area Design Guidelines* and S-D-2 Zone to incorporate the following:
  - a) Sound Community Planning, Compatibility, and Consistency with Design Guidelines. Require a design review finding of sound community planning, compatibility with the surrounding area, and project compliance with the *Upper State Street Area Design Guidelines* that references (1) Summary Direction statements above for Urban Design, Transportation, and Longer-Term Future, (2) Updated direction in the *Upper State Street Area Design Guidelines* addressing area identity and character, public streetscape, mountain views, open space, creeks, building setbacks, intersection traffic level of service, mid-block congestion, pedestrian/bicycle/transit facilities, and parking; and (3) Summary Diagrams for Urban Design Improvements and Transportation Improvements. (*Architectural Board of Review Ordinance, Design Guidelines*)
  - b) Zoning Standard Variations. Establish required decision-maker findings that modifications to development standards (e.g., building setback distances) may only be approved with the provision of substantial community benefits (such as views, open space, creek buffers, pedestrian amenities, improved circulation or connectivity, and/or affordable housing). (*S-D-2 Zone, Design Guidelines*)

**B. URBAN DESIGN IMPROVEMENT MEASURES**

**1. Corridor Identity and Character**

- a. **Summary Direction:** Preserve and enhance the character of Upper State Street and its subareas and neighborhoods.
- b. **Improvement Measures:** Amend S-D-2 Zone, *Upper State Street Area Design Guidelines*, and ABR Ordinance to incorporate the following guidance:
  - 1) Key Characteristics. Identify key characteristics that define the character and sense of place in the Upper State Street corridor, subareas, and neighborhoods. Include guidance on a range of architectural styles and

materials appropriate within each subarea, to include more contemporary styles, and natural materials such as sandstone, stucco, and tile. (*S-D-2 Zone intent; Design Guidelines*).

- 2) Activity Nodes. Develop activity nodes with public gathering places and distinctive visual features that create an animated pedestrian experience and provide street presence, a sense of place, points of orientation breaking up the long corridor, and access links to the surrounding circulation network. Elements such as plazas, fountains, seating areas, passive open spaces, pocket parks, and view corridors could be incorporated. Potential locations identified for activity nodes are: La Cumbre and State Street, and Las Positas/ San Roque and State Street. (*Design Guidelines*)
- 3) Paseos. Incorporate pedestrian-scale paseos in new development to facilitate interaction and transportation connections between the commercial corridor and surrounding residential areas. (*Design Guidelines*)
- 4) Neighborhood Compatibility. Carefully review new development for compatibility with the surrounding subarea and neighborhood. Add more detailed compatibility criteria for residential uses, including separation and buffering between residential and commercial development, and landscaping requirements. (*Design Guidelines, ABR Ordinance*)

## 1. Public Streetscape

- a. **Summary Direction:** Improve the public streetscape and adjacent pedestrian connections.
- b. **Improvement Measures:** Enforce landscape requirements; amend *Upper State Street Area Design Guidelines* to incorporate guidance on the following issues, and include sidewalk improvements within the City capital improvement program.
  - 1) Development Design. Incorporate elements within site layout and building design to facilitate pedestrian activity and create a lively, pedestrian-friendly environment along the street. Elements may include: building entrances and outdoor activity spaces, landscaping, plazas, paseos, fountains, furniture, lighting, trash receptacles, etc. Also facilitate use of mass transit. (*Design Guidelines*)
  - 2) Parking Placement. Review site plans carefully for parking lot placement to consider area conditions and potentially competing objectives for circulation and scenic views. Underground parking is preferred because it provides space for high quality, attractive projects aboveground. Parking lots behind or next to buildings, and building entrances that are inviting from the street are generally preferable for circulation. Parking may be placed in the front of buildings if necessary to provide scenic view corridors or public viewing locations, with landscaping or other visual screening provided. (*Design Guidelines*)
  - 3) Landscaping. Incorporate landscaping at building frontages to improve the pedestrian environment aesthetically, and in parking lots to help screen automobiles and provide shade. (*Design Guidelines*)
  - 4) Pedestrian Buffers. Buffer pedestrian facilities from automobiles, particularly in locations where cars line commercial development and overhang the sidewalk. (*Design Guidelines*)

- 5) Paseo Connections. Establish paseo connections between retail areas and residential neighborhoods where there are opportunities to do so; and consider public safety and maintenance issues in determining their locations and design. (*Design Guidelines*)
- 6) Street Trees. In coordination with the Park and Recreation Commission and Department, identify appropriate street tree species with respect to pedestrian safety, sidewalk maintenance, and aesthetic considerations. (*Street Tree Master Plan, Design Guidelines*)
- 7) Sidewalk Standards. Replace non-conforming sidewalks consistent with Pedestrian Master Plan standards. (*Design Guidelines, Capital Improvement Program*)
- 8) Sidewalk In-Fill. Install missing sidewalk gaps when there are opportunities to do so. (*Design Guidelines, Capital Improvement Program*)
- 9) Setback Uses. Provide direction for appropriate land uses within building setback areas. (*Design Guidelines*)

### 3. Mountain Views

- a. **Summary Direction:** Maintain the backdrop of panoramic mountain views that contributes to the area's sense of place by protecting or establishing intermittent and recurring mountain view corridors and viewing locations on a block-by-block basis.
- b. **Improvement Measures:** Amend the *Upper State Street Area Design Guidelines* and S-D-2 Zone to address the following:
  - 1) Building Height Limits. Retain current height limits for buildings in the S-D-2 Zone. Establish decision-maker findings for approval of three-story buildings only when substantial community benefits are provided (such as views, open space, creek buffers, pedestrian amenities, improved circulation or connectivity, and/or affordable housing). (*S-D-2 Zone, Design Guidelines*)
  - 2) View Corridors. Protect and/or create view corridors when siting new buildings, parking, and streetscapes. (*Design Guidelines*)
  - 3) Step Buildings. Consider stepping upper stories back as one design solution to create view corridors. (*Design Guidelines*)
  - 4) Intersection Views. Protect views at corners that intersect with State Street. (*Design Guidelines*)
  - 5) Parking Placement. Parking may be placed in the front of buildings if necessary to provide scenic view corridors or public viewing locations, with landscaping or other visual screening of the parking provided. (*Design Guidelines*)
  - 6) Viewing Locations. Redevelopment of parking lots on the south side of State Street must include public viewing locations for scenic mountain views. (*Design Guidelines*)
  - 7) Landscaping and Trees. Provide appropriate designs and plant species within landscape plans to frame views but not substantially block them. (*Design Guidelines*)

#### 4. Open Space

- a. **Summary Direction:** Maintain, enhance and create open space where feasible.
- b. **Improvement Measures:** Amend the *Upper State Street Area Design Guidelines* to address open space and plaza elements, and identify opportunities for public park locations as part of the General Plan Update process.
  - 1) Open Spaces and Parks. Create opportunities for private and public open spaces when siting development, including pocket parks, passive open spaces, and landscaping. Recognize various populations that have park needs, including all ages, and both residents and persons that come to shop or recreate (examples include passive open space, tot lots, skate parks, dog walking areas, and outdoor amphitheaters). (*Design Guidelines*)
  - 2) Plaza Elements. Incorporate plaza elements as a part of development to establish street presence and a sense of open space, such as plazas, paseos, pedestrian resting areas, and bulb-outs for bus waiting areas. (*Design Guidelines*)
  - 3) Public Parks and Open Spaces. Identify locations and opportunities to establish public parks and open spaces, including potentially at La Cumbre Plaza and the Army Reserve Building sites. (*General Plan Update*)

#### 5. Creeks

- a. **Summary Direction:** Protect and enhance San Roque and Arroyo Burro Creeks.
- b. **Improvement Measures:** Amend the *Upper State Street Area Design Guidelines* to address the following:
  - 1) Creek Protection. Restore creek areas; reduce impervious surfaces; increase creek buffers and building setbacks from creeks; and establish use of water quality best management practices, native plants, and integrated pest management near creeks. (*Design Guidelines*)
  - 2) Development Orientation. Orient development to face the creeks as well as toward State Street within the commercial/mixed use corridor to better incorporate creeks as part of the landscape and public open space. Examples include outdoor dining areas, residential open spaces or balconies facing creeks, trail connections, and landscaped creek buffers. (*Design Guidelines*)
  - 3) Creekside Paths. Establish creekside pedestrian paths within the commercial corridor where appropriate, to improve circulation, increase connectivity between the commercial corridor and residential areas, and public awareness of creeks. (*Design Guidelines*)
  - 4) Street Presence. Establish better street presence of creek locations on State Street to increase public awareness of creeks, and provide points of orientation and identity along State Street. Examples of measures include pocket parks and signage to delineate creek and trail locations. (*Design Guidelines; Capital improvement program*)

#### 6. Building Setbacks

- a. **Summary Direction:** Reaffirm the existing S-D-2 zone building setback requirements, and provide clarifications for their application.

**b. Improvement Measures:** Amend S-D-2 Zone and *Upper State Street Area Design Guidelines* to address the following:

- 1) Setback Measurement. Clarify that building setback standards are measured from the back of dedications for sidewalks or other public rights-of-way. (*S-D-2 Zone and Design Guidelines*)
- 2) Site Plan Variations. Identify typical types of site plan lay-outs that are encouraged and discouraged. (*Design Guidelines*)
- 3) Building Dimensions and Spacing Requirements. Identify maximum building depths and minimum spacing requirements between adjacent two- and three-story buildings. (*S-D-2 Zone and Design Guidelines*)
- 4) Eastern Subarea Setbacks. For locations with small lot sizes, ample sidewalks, and a historical development pattern with minimal setbacks, allow consideration of modifications for setbacks of less than the standard S-D-2 setback for one-story structures or the first story of multiple-story structures. (*Design Guidelines*)
- 5) Variable Setback Approach. Study a variable setback approach for multiple properties within a block based on structural volume as a potential development evaluation metric. (*Design Guidelines*)
- 6) Building Setback Reductions. Establish decision-maker findings that modifications to reduce building setbacks below S-D-2 Zone requirements may only be approved in conjunction with substantial community benefits (e.g., views, open space, creek buffers, pedestrian amenities, improved circulation or connectivity, and/or affordable housing). (*S-D-2 Zone, Design Guidelines*)

## **7. Building Size**

**a. Summary Direction:** Encourage variation of building sizes, and require the height, bulk, mass and scale of buildings to be compatible within the context of respective blocks and subareas, proportional to parcel size, and consistent with the Upper State Street Area Design Guidelines, as amended.

**b. Improvement Measures:** Amend *Upper State Street Area Design Guidelines*, Neighborhood Compatibility Section to incorporate the following:

- 1) Compatibility Findings. Strengthen and enforce specific provisions that development be found compatible within the context of the block, neighborhood, and subarea. (*Design Guidelines*)
- 2) Form-Based Guidelines. Incorporate form-based guidelines to provide direction for visual aspects and appropriate form and scale of development in each subarea within the range of development permitted under zoning, and to protect scenic views. Guidelines would address the relationship between building facades and public spaces, and the form and mass of buildings in relation to one another. Examples are building height and bulk, façade treatments, the location of parking, street wall heights, commercial or mixed use designs where courtyards are proposed and parking is underground, etc. Guidelines would emphasize use of graphics and photos to explain application of zoning requirements. (*Design Guidelines*)

- 3) Taller Buildings Criteria. Identify characteristics for when taller buildings that are permitted under the S-D-2 Zone can be appropriate for a site, and criteria for their evaluation. Criteria include scale, proportion, and character of existing development within the surrounding subarea. (*Design Guidelines*)
- 4) Floor Area Ratio. Include a Floor Area Ratio (FAR) measure as one metric for evaluating development projects. (*Design Guidelines*)

**Consultant Contracts Cost Estimating Reference Information**

Expected costs for this consultant contract are difficult to gauge because there is a lack of recent City consultant contracts of a similar scope for comparison. However, given information about smaller recent City Consultant contracts, information from the County Redevelopment Agency, and an initial consultant conversation, staff estimates for a consultant contract are in the range of \$250,000 to \$350,000 for a “full-service” type of contract. Staff reviewed costs of projects with varied project scopes in arriving at this estimate, including the following:

- Chapala Street Design Guidelines text and graphics for streetscape and store front design themes and extensive business community outreach.
- West Beach Sidewalk & Pedestrian Improvement Studies as well as Conceptual, Preliminary and Final Design Approvals and Preparation of Bid Documents in accordance with City Requirements.
- Neighborhood Preservation Ordinance Update Neighborhood Visual Survey and Single Family Design Guidelines graphics.
- County Isla Vista Pardall Street Three-block Streetscape Design Project