

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

19 March 2009

Santa Barbara City Council
City of Santa Barbara
630 Garden Street
Santa Barbara, CA 93101

**RE: 125 State Street – Children’s Museum of Santa Barbara - Community
Priority Request**

Dear Council Members,

On behalf of the Children’s Museum of Santa Barbara (CMSB), applicants of 125 State Street, we are pleased to submit this letter for a recommendation of Community Priority development status for your consideration.

Children’s Museums – History and Background

The first children’s museum was founded in Brooklyn in 1899. Today, there are over 340 children’s museums in 23 countries around the world. According to the American Association of Museums, children’s museums are the fastest growing type of museum, increasing ten-fold since 1975.

Children’s museums are dedicated solely to providing children with unique experiences designed to meet their specific physical, intellectual, emotional, and development needs. Participation by parents with their children is considered an essential part of the mission. Children’s museums are the place where a diverse cross-section of families can come together to learn, play, and connect in meaningful ways with other families. The museum would provide educational programs and resources for schools, offer creative programs to meet special community needs and has the potential to become a community center.

Site Development History

The subject property is developed with a small structure, known as the Signalman’s building, is located in Downtown Santa Barbara, and is currently owned by the City of Santa Barbara Redevelopment Agency. The site is adjacent to the Railroad Depot to the north, the Santa Barbara Hotel to the south and is bound by State Street to the east and Kimberly Avenue to the west. Previous project proposals that were not pursued to completion included the Visitor’s Information Center and a surface parking lot.

Proposal

The Children's Museum of Santa Barbara (CMSB) project consists of a new two-story structure with a maximum building height of 40-feet of approximately 14,127 square feet. The project includes a surface parking lot accessed off of Kimberly Avenue to provide 10 parking spaces, including one ADA accessible parking space (please refer to Attachment A, site and floor plans). A preliminary parking demand analysis has been prepared by Associated Transportation Engineers that indicates the project would generate a parking demand of 15 spaces on weekends during non-summer months and a parking demand of 22 spaces on weekends during the summer months. In order to meet the peak demand during the summer, the project would need to provide additional spaces in an off-site parking lot, perhaps in the adjacent Railroad Depot lot of other lots located in the vicinity.

Additionally, we are seeking designation as a Community Priority development project and request a preliminary allocation of approximately 2,500 square feet from the Community Priority category. The existing site development potential (applying the vacant land, minor, and small additions categories to the three legal lots involved) totals approximately 11,625 square feet. Therefore, the balance of the floor area necessitates an allocation of Community Priority floor area.

Community Priority Justification

The mission of the Children's Museum is to create extraordinary experiences with the potential to transform the lives of children and their families. The mission and goals of the CMSB are aligned with the intent and purposes of a Community Priority development as set forth in the 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 (CMSB is a registered 501(c)(3) non-profit organization). A children's museum would provide a unique educational potential for children that does not currently exist in Santa Barbara. It is clear that the general welfare of the community would benefit by providing experiences and opportunities where children, teens, parents, grandparents, and educators can come together to interact and learn in a creative and innovative environment.

Through the provisions of educational programs for schools and programs to meet special community needs, CMSB has the potential to create a vibrant community center. Based on projections and data in the 2002 Feasibility Study, the Children's Museum anticipates the first year's attendance to be 90,000 which will likely level off to 72,000 in subsequent years (please refer to Attachment B, *Local Market Needs Assessment* section of the CMSB Business Plan). The proposed museum will provide direct beneficial services to Santa Barbara's children and families consistent with the Council resolution on July 31,

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2007 adopting the National League of Cities platform for strengthening families and improving outcomes for youth.

On behalf of the applicant and project team, we thank you for your consideration of this request.

Sincerely,
SUZANNE ELLEDGE
PLANNING & PERMITTING SERVICES



Trish Allen, AICP
Senior Planner

Attachments:

- A. Site and floor plans
- B. *Local Market Needs Assessment* (CMSB Business Plan, pages 6-7)

PROJECT DESCRIPTION

THE PROJECT CONSISTS OF THE CHILDREN'S MUSEUM OF SANTA BARBARA (CMSB) PROPOSED IN A TWO-STORY (40') STRUCTURE OF APPROXIMATELY 14,000 SQUARE FEET. THE PROJECT INCLUDES A SURFACE PARKING LOT ACCESSED OFF THE MAIN AVENUE TO PROVIDE 100 PARKING SPACES, INCLUDING ONE ADA ACCESSIBLE PARKING SPACE.

PROJECT DATA

SITE ADDRESS: 125 STATE ST., SANTA BARBARA, CA
 LAND USE ZONE: HRC2/SD-3, HOTEL AND RELATED COMMERCE ZONE/COASTAL OVERLAY ZONE

GENERAL PLAN LAND USE DESIGNATION: HOTEL AND RELATED COMMERCE

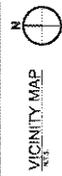
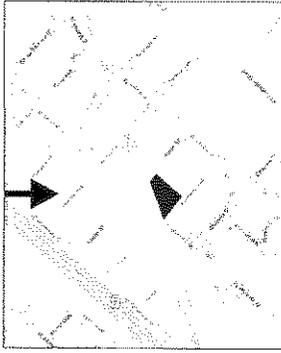
APN: 033-075-012
 AVERAGE SLOPE: 1%
 LOT AREA: 21,954 SQ. FT.

PARKING
 EXISTING: NONE
 REQUIRED: 1 SPACE/250 SQ. FT.
 PROPOSED: 10 SPACES

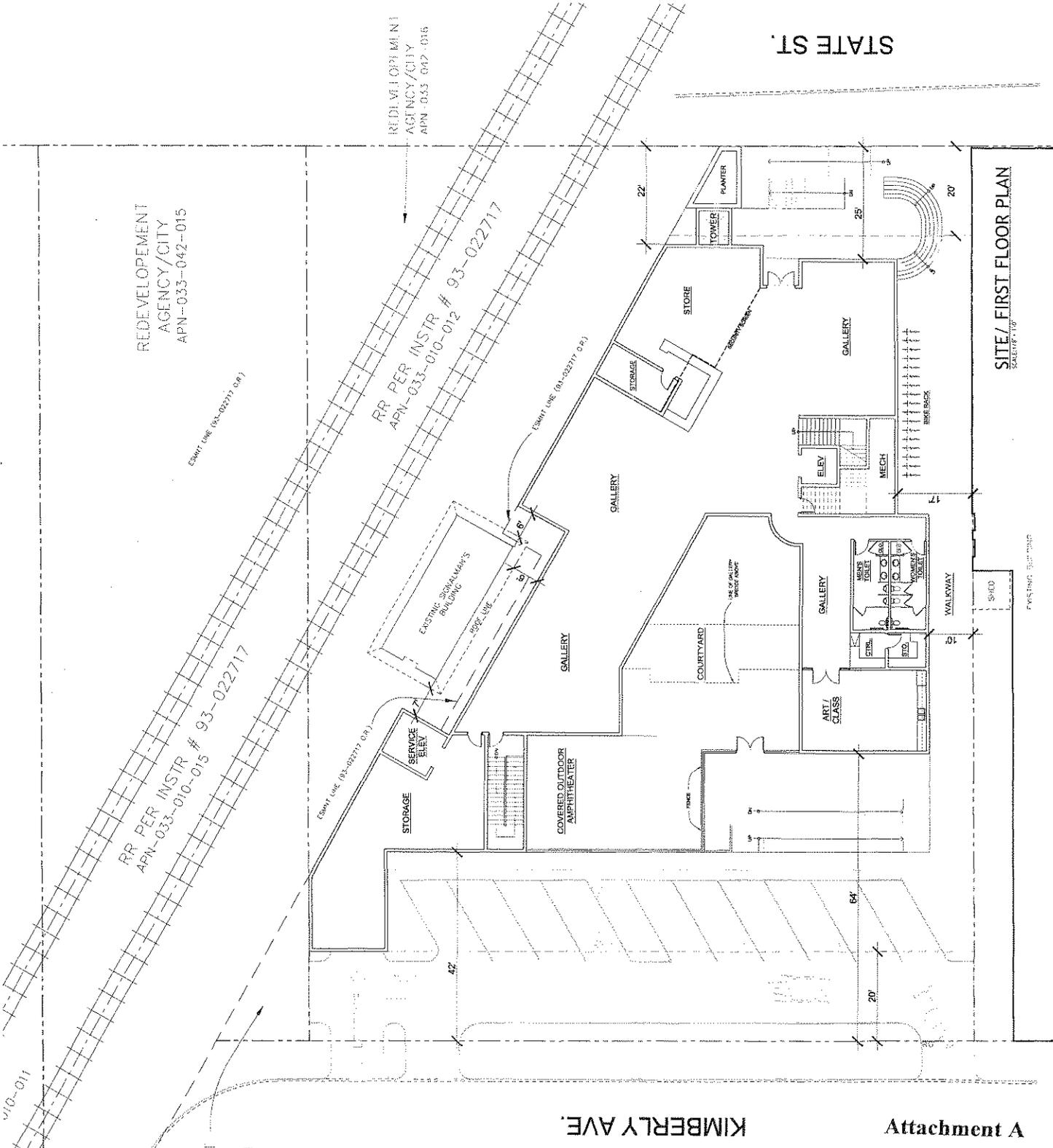
EXISTING BUILDINGS
 GROSS AND NET SQUARE FOOTAGE FOR EXISTING:
 GROSS 0 SQ. FT. / NET 0 SQ. FT.

PROPOSED BUILDINGS
 GROSS AND NET SQUARE FOOTAGE FOR PROPOSED:
 GROSS 14,886 SQ. FT. / NET 14,127 SQ. FT.

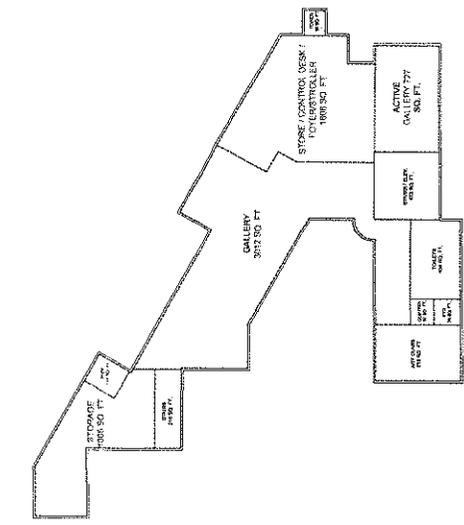
LOT COVERAGE
 BUILDING: 39.9% (8,761 SQ. FT.)
 HARDSCAPE: 52.1% (11,448 SQ. FT.)
 LANDSCAPE: 8.0% (1,769 SQ. FT.)



CHILDREN'S MUSEUM OF SANTA BARBARA
 125 STATE ST., SANTA BARBARA, CA 93101
D3 SITE / FIRST FLOOR PLAN
 SCALE: 1/8" = 1'-0"
 A-0.1



SITE / FIRST FLOOR PLAN
 SCALE: 1/8" = 1'-0"



AREA CALCULATION

OUTDOOR GALLERY:

755 SQ. FT.
440 SQ. FT.
598 SQ. FT.
1753 SQ. FT. TOTAL

INDOOR GALLERY:

3646 SQ. FT.
3672 SQ. FT.
777 SQ. FT.
7885 SQ. FT. TOTAL

INDOOR/OUTDOOR GALLERY:

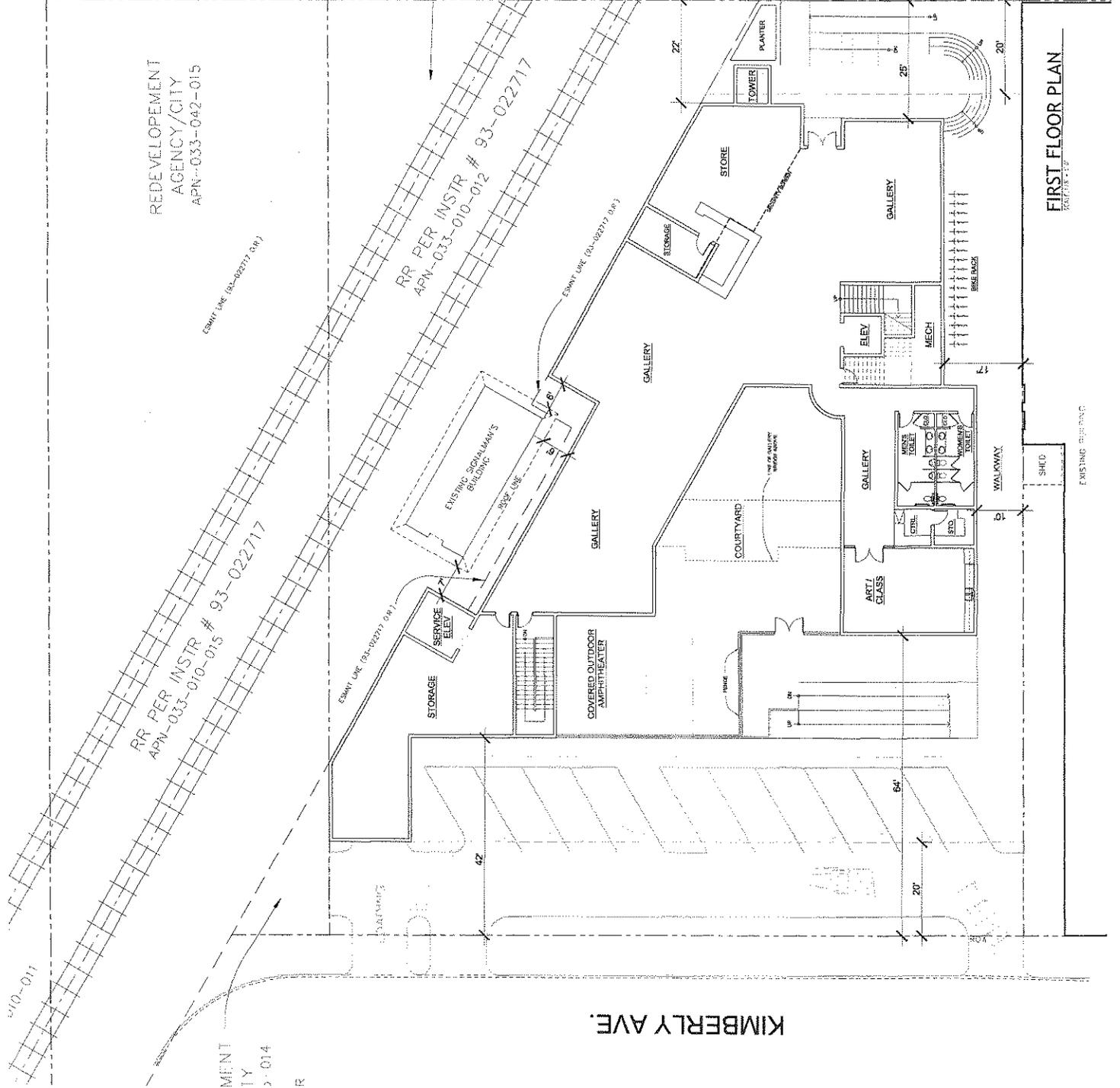
1783 SQ. FT.
7885 SQ. FT.
9138 SQ. FT. TOTAL

INDOOR FACILITIES:

OFFICES/MEETING 1275 SQ. FT.
STORAGE 1218 SQ. FT.
STAIRS/ELEVATORS 886 SQ. FT.
TOWER 101 SQ. FT.
TOILETS 884 SQ. FT.
ART CLASS 516 SQ. FT.
SERVICE CORRIDOR 210 SQ. FT.
STORE/CONT. DESK/FOYER/STOLLER 1675 SQ. FT.
TOTAL 6742 SQ. FT.

OVERALL SQ. FT. (W/O OUTDOOR GALLERY)

INDOOR FACILITIES 6749 SQ. FT.
INDOOR GALLERIES 7385 SQ. FT.
OVERALL TOTAL/NET 14127 SQ. FT.



FIRST FLOOR PLAN

KIMBELLY AVE.

STATE ST.

REDEVELOPMENT
AGENCY/CITY
APN--033-042-015

REDEVELOP
AGENCY/C
APN--033-014

RR PER INSTR # 93-022717
APN-033-010-015

RR PER INSTR # 93-022717
APN-033-010-012

ESWMT LINE (93-022717 048)

ESWMT LINE (93-022717 041)

ESWMT LINE (93-022717 047)

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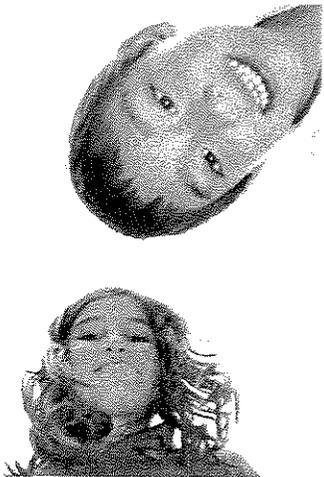
LOCAL MARKET NEEDS ASSESSMENT

The Children's Museum will serve children aged 2-10 and their families and caregivers. The resident market, including Santa Barbara, Goleta, Carpinteria, and Montecito, will be our primary customers. This market is readily accessible and available on a year-round basis, more economical to market to, most likely to be repeat visitors and eventually members and donors, and often suggests attractions to visiting friends and relatives. Our secondary market extends north to San Luis Obispo and south to Thousand Oaks. According to 2000 census figures, those markets total slightly over one million people. There are 55,000 children under the age of nine in Santa Barbara County and 120,000 in Ventura County.

Annual attendance at local cultural institutions is: Zoo (457,000), Museum of Natural History and Sea Center (149,000 combined), Museum of Art (130,000), and Botanic Garden (120,000). None of these institutions feature exhibits designed specifically for children aged 2-10. Based on projections and data in the 2002 Feasibility Study, we anticipate the first year's attendance, with the Grand Opening festivities, to be 90,000. This will most likely level off to 72,000 in subsequent years.

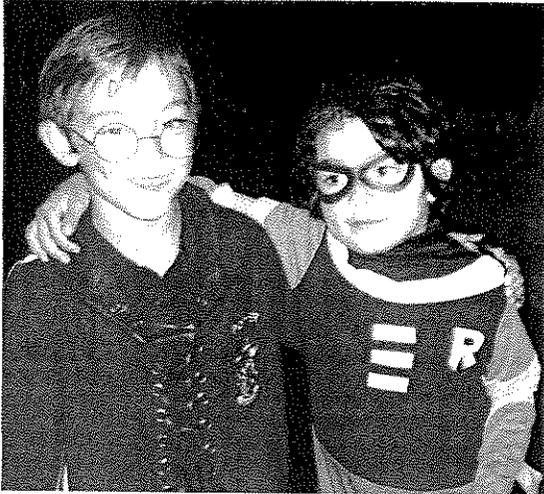
Because of CMSB's education focus, the school market is important, although not necessarily large. Typically, school groups represent 20-30% of total attendance at children's museums nationwide. The Children's Museum anticipates attracting 14,000 schoolchildren annually for focused programs linked to California State Standards. We will draw from public and private K-6 schools in Santa Barbara (21,540 students) and Ventura County (29,805 students) in addition to the rapidly increasing home school market. We also anticipate that we will attract preschool classes from throughout Santa Barbara County. According to First 5 Santa Barbara County, there are 31,546 children under the age of 5 in the county.

The Children's Museum has conducted informal meetings with preschool teachers and elementary educators in Santa Barbara. While the teachers appreciate the existing museums and cultural institutions, they have indicated that a children's museum, if its programs were linked to California State Standards, would be a prime field trip destination. Many have visited children's museums on family vacations and are fully aware of the educational potential. Because of tight school budgets, public school teachers indicated that they would need financial support for field trips so CMSB will offer scholarships to Title 1 schools.



The Children's Museum will be an important recreation destination for Southern and Central California families, increasing revenue for hotels, restaurants, businesses, and for the City of Santa Barbara. According to the Santa Barbara Conference and Visitor's Bureau, school-aged children accompany approximately 15% of the 9,000,000 annual visitors to Santa Barbara. The Santa Barbara Region Chamber of Commerce estimates that, once the large development projects in the first three blocks of State Street are completed, 8,000 visitors will walk by the Children's Museum on a daily basis and 12,000 cars will drive by. CMSB will attract tourists with children who will pay full price admission and purchase items in the store, which will contribute significantly to our earned income revenue.

Nearly 280,000 people travel annually on Amtrak to and from Santa Barbara. Our proximity to the station makes it likely that travelers with children will notice and visit the Children's Museum. Amtrak has indicated that they are pleased with our location and will work with us to establish some enticing travel packages for families and school groups that wish to use this form of alternative transportation when they visit our museum.



Latinos comprise over one third of the City's population yet they are severely underrepresented in the attendance figures for local cultural institutions. To ensure that our plans truly match the needs of the entire community, especially Latino audiences, our Board of Directors believes that we must actively engage them in the planning process. As a new institution in the early planning stages, the Children's Museum has a unique opportunity to find out exactly what will attract this important segment of the community and then design our museum's exhibits, programs, and policies to facilitate their participation. One of the conclusions of our 2002 Feasibility Study was that a children's museum would be "an

opportunity to bring the divided Santa Barbara community together." Several community leaders voiced this view during interviews conducted by Lord Cultural Resources.

In 2007, with funding from First 5 Santa Barbara County, the Children's Museum began a needs assessment study entitled Partners for Learning Success (PaLS). Over the course of six months, CMSB worked with low-income Latino parents at McKinley School on the lower west side of Santa Barbara and Franklin School on the lower east side. Both schools have more than 95% Latino enrollment. We introduced the parents to the importance of early educational enrichment, suggested local possibilities, and provided free passes to visit local museums and cultural institutions. Our intent was to introduce the practice of family outings and to use those experiences as a springboard for conversations about what is lacking in Santa Barbara for children and families. The parents were delighted to have the opportunity to visit the local institutions that most had never visited. They brought back many ideas about what they liked and did not like. They also had many useful suggestions for fun exhibits, needed programs, admission prices, and hours of operation. In the fall, CMSB hopes to expand the needs assessment beyond preschool to include low-income Latino families with children enrolled in K-3 elementary grades in Santa Barbara as well as Goleta schools.