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March 11, 2011

Paul Casey, Community Development Director  
 Allison De Busk, Associate Planner  
 City of Santa Barbara, Planning Division  
 630 Garden Street  
 Santa Barbara, CA 93102

**Subject:** *Request for Measure E Square Footage, From the City's "Economic Development Project" Pool, For Proposed Revisions to the Originally Approved 34 W. Victoria Street Project; MST 2009-00266*

Dear Paul and Allison:

The purpose of this letter is to formally request 3,437 square feet of Measure E square footage from the City's "Economic Development Project" Pool, which relate to Proposed Revisions to the Originally Approved 34 W. Victoria Street Project; MST 2009-00266. Please refer to a separate request for a Substantial Conformance Determination relating to Proposed Revisions to the Originally Approved 34 W. Victoria Street Project; MST 2009-00266, which necessitate this additional Measure E square footage.

The proposed project is located on a 58,715 sq. ft. (1.35 acre) site at 34 West Victoria Street, the northeast corner of Chapala Street and Victoria Street.

During the preparation of the final plans for the Project, the owners (Victoria Street Partners, LLC), solicited input from perspective retail tenants which have resulted in refinements to the Originally Approved 34 W. Victoria Street Project. These refinements include amenities that the perspective retail tenants have concluded would be necessary and beneficial, such as additional "back-of-house/storage" areas.

The 34 W. Victoria Street Project's Measure E square footage is comprised as follows:

- 20,125 square feet associated with the demolition of the existing "Von's" Grocery Store;
- 1,000 square feet from the City's "Minor Addition" allowance;
- 2,000 square feet from the City's "Small Addition" allowance; and,
- 3,437 square feet of Measure E square footage from the City's "Economic Development Project" Pool

### **34 W. Victoria Street Project/Santa Barbara Public Market Fact Sheet**

The Santa Barbara Public Market is part of a mixed-use development that includes 21,981 (net) square feet of commercial/retail space and 37 residential condominium units.

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The Santa Barbara Public Market is a 14,665 (net) square foot market that will be comprised of artisan food and wine merchants showcasing Santa Barbara region farmers, wine makers and other providers of locally produced food. The very best regional and seasonal foods will be sold, including meats, poultry, seafood, cheese, fresh produce, flowers, bread and baked goods, olive oils, and other specialty items like chocolate and ice cream. An additional 7,316 (net) square feet of commercial/retail space will complement the Public Market, bringing the total commercial/retail square footage to 21,981 (net) square feet.

The 34 W. Victoria Street Project Designed to be a model of sustainability, the project incorporates a significant number of sustainable features with the goal of achieving a LEED for Homes Platinum designation, and LEED for Core and Shell Platinum designation for the market.

We believe the Proposed Revisions to the Originally Approved 34 W. Victoria Street Project is meritorious of Measure E (Economic Development Project) Pool square footage for the following reasons:

- The Proposed Revisions to the Originally Approved 34 W. Victoria Street Project is consistent with the City Charter, General Plan and Section 28.87.300.3 of the Municipal Code;

As identified in Section V of the staff report (dated August 5, 2010 for the August 12, 2010 Planning Commission hearing), the project complies with all provisions of the City's Zoning Ordinance (Title 28).

- The Proposed Revisions to the Originally Approved 34 W. Victoria Street Project will enhance the standard of living for City and South Coast residents, as it will create a new downtown public market, the likes of which are not presently available to City and South Coast residents;
- The Proposed Revisions to the Originally Approved 34 W. Victoria Street Project will strengthen the local economy by creating new permanent employment opportunities relating to new jobs associated with the new public market and retail spaces;
- The Proposed Revisions to the Originally Approved 34 W. Victoria Street Project eliminate the need for Project retail tenants to rent off-site storage facilities thereby reducing associated traffic impacts;
- Similar to the Originally Approved 34 W. Victoria Street Project, the Proposed Revisions do NOT require any Municipal Code "modifications"; and,

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- The Proposed Revisions to the Originally Approved 34 W. Victoria Street Project will enhance the City's revenue base by creating a new downtown public market, creating new and increased property taxes and sales taxes for the City.

In addition, Proposed Revisions to the 34 W. Victoria Street Project will accomplish the following:

- Support diversity and balance in the local economy by establishing and expanding new businesses (via the introduction of a new downtown public market) which does not currently exist on the South Coast; and,
- Provide a new downtown public market, which is currently not available locally.

**Additional Findings:**

As identified in Section V of the staff report (dated August 5, 2010 for the August 12, 2010 Planning Commission hearing), the project complies with all provisions of the City's Zoning Ordinance (Title 28).

As described in Section VI of the staff report (Planning Commission Staff Report dated August 5, 2010, for the August 12, 2010 Planning Commission hearing), the project is an infill mixed-use project proposed in an area where commercial and residential development are permitted uses. The project is located in Downtown Santa Barbara, in the delineated Central Business District (CBD), an area envisioned for higher intensity commercial uses. Given the site's location near the northern edge of the downtown and CBD, development as proposed, is appropriate. The project is adequately served by public streets, public transportation and utilities.

As described in Section VI of the staff report (Planning Commission Staff Report dated August 5, 2010, for the August 12, 2010 Planning Commission hearing), the design has been reviewed by the City's design review board (Historic Landmarks Commission), which found the architecture and site design appropriate. Specifically, the project has been designed to be sensitive to the adjacent Arlington Theater, a designated City Landmark. The immediate neighborhood contains a mixture of one and two-story developments, with primarily one-story buildings fronting on State Street and the much taller Arlington Theater to the north and the Victoria Theater to the south. The project contains one- and two-story development along the street (Chapala and Victoria), with three story structures located on the interior of the lot. The project includes courtyards and paseos, consistent with the historic and encouraged development pattern in the area. Final review of the project, including architectural details, outdoor lighting, mechanical equipment and landscaping will be provided by the Historic Landmarks Commission.

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As described in Section VI C. 5. of the staff report (Planning Commission Staff Report dated August 5, 2010, for the August 12, 2010 Planning Commission hearing), adequate City services, including water, are currently available to the project site. Water resource impacts are not anticipated as a result of the construction of new nonresidential floor area.

As explained in Section VI C.4 of the staff report (Planning Commission Staff Report dated August 5, 2010, for the August 12, 2010 Planning Commission hearing), the project will not generate substantial traffic and will not significantly affect any area intersections.

The project site is adequately served by existing public streets and utilities. No traffic improvements are required as part of the project; however, required sidewalk improvements must be completed prior to project occupancy, as outlined in the project's conditions of approval.

In conclusion, we believe the Proposed Revisions to the 34 W. Victoria Street Project is meritorious of Measure E (Economic Development Project) Pool square footage and the required "Findings" can be made as describe above, and as such, we respectfully request that the Revised 34 W. Victoria Street Project be provided with these Measure E credits.

If you have any questions, need further documentation, or wish to further discuss this request with the Applicant, please do not hesitate to contact me.

Sincerely yours,



Kenneth E. Marshall, AICP  
Principal

Enclosures

cc: Stephen P. Wiley, Esq.  
Bettie Weiss  
Margaret L. Cafarelli  
Brian Cearnal