

Revitalizing Downtowns Without Losing the “Old Town Soul”

Presented by:

City of Santa Barbara

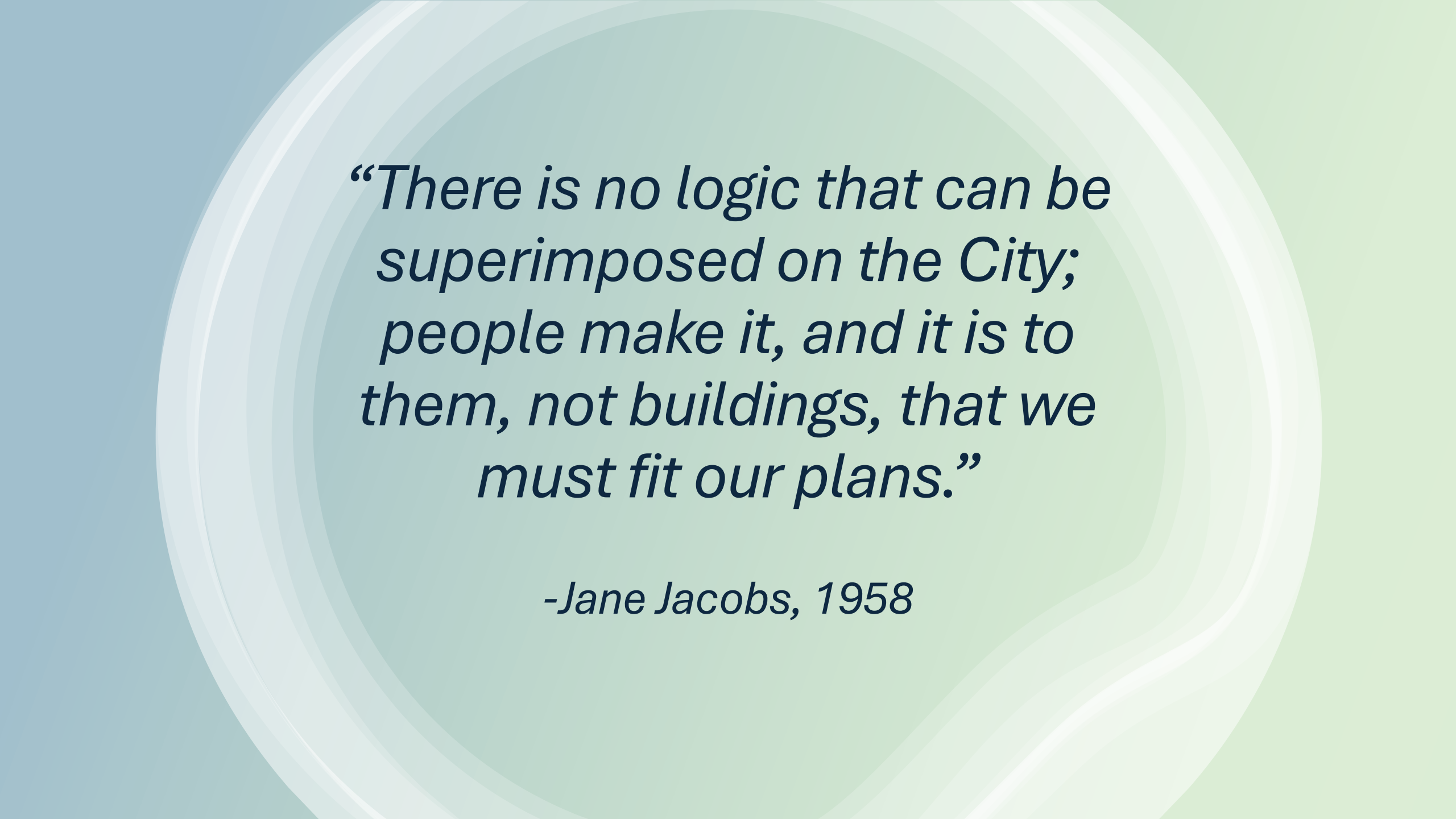
City of Goleta

City of San Luis Obispo



“The chief function of the City is to convert power into form, energy into culture, dead matter into the living symbols of art, biological reproduction into social creativity.”

-Lewis Mumford, 1961



*“There is no logic that can be
superimposed on the City;
people make it, and it is to
them, not buildings, that we
must fit our plans.”*

-Jane Jacobs, 1958



Robert Nisbet
City Manager, City of Goleta



Meagan Harmon
Councilmember, City of Santa
Barbara



James Kyriaco
Councilmember, City of
Goleta



Erica A. Stewart
Mayor, City of San Luis Obispo



Santa Barbara: Rethinking Downtown for the Next 50 Years

Presented by
Meagan Harmon
City of Santa Barbara, District 6



1905



1930



1950s



1970s



2018



2022



2026





Retail Area	202,320 sf	384,360 sf	204,120 sf	= 790,800 sf TOTAL
Parking Stalls	1,367 parking	1,617 parking	1,008 parking	= 4,000 parking stalls TOTAL



State Street Sub-Districts



State Street Master Plan: Design Changes for the Future

- 30-foot pedestrian sidewalks
- Two 10-foot travel lanes for bikes, transit, emergency vehicles, and during specified hours for private vehicles and deliveries
- Retractable bollard system at each intersection
- Implementation plan with economic development strategies at the forefront



Adaptive Reuse in Downtown Santa Barbara

- Former Macy's vacant since 2017
 - *New corporate office for Yardi Systems with 600 employees*
- Former Nordstrom vacant since 2020
 - *New 100+ units of rental housing with 10% at moderate income*



PROJECT CONNECT: RECONNECTING GOLETA

*What We Changed, What We
Learned & What's Next*

Presented by
James Kyriaco, Councilmember
City of Goleta, District 2

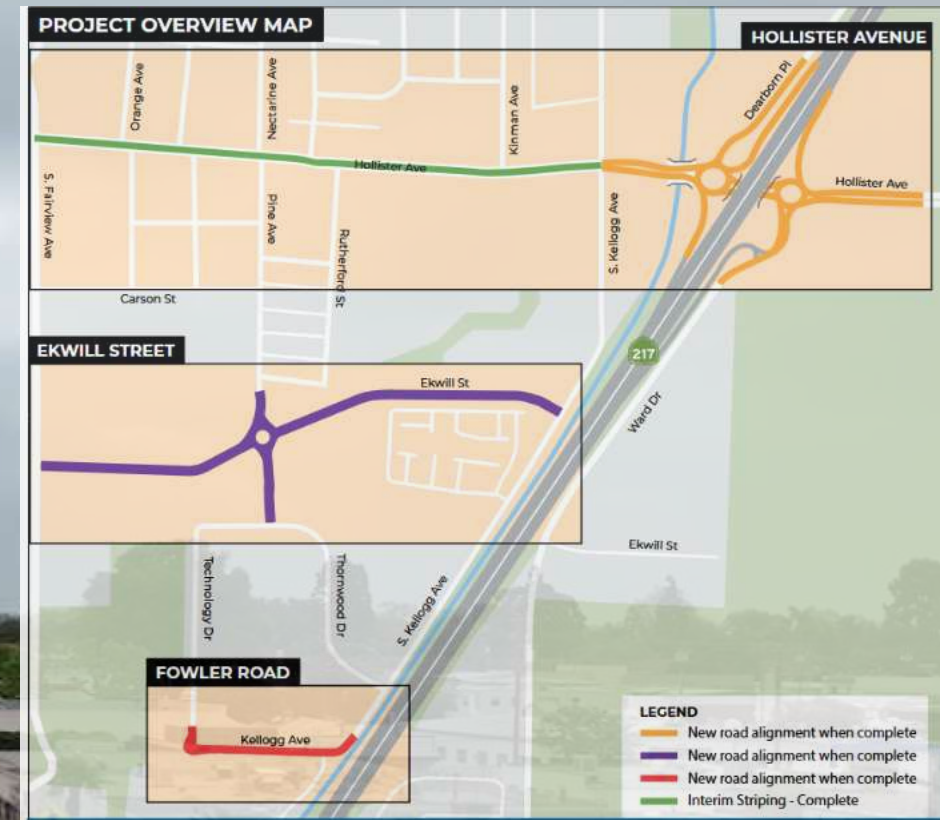


GOLETA HISTORY.COM

WHY PROJECT CONNECT?

- Transportation safety and connectivity
- Pedestrian and bicycle access
- Road conditions
- East-west circulation through Goleta
- San Jose Creek flood-flow capacity

***LARGEST CAPITAL IMPROVEMENT
PROJECT IN CITY HISTORY***



HOW DID WE GET HERE?



SB County project concept

20+ of planning & design

City + Caltrans combine projects

Project Connect breaks ground

Targeted completion

1990

2002

2000s- 2010s

2008

2020s

Dec. 2023

Mar. 2024

2025-2026

2027

Goleta becomes City & inherits project

Funding & Agency coordination (Measure A)

Construction contract awarded

Restriping, bridge, roundabouts & Ekwil Fowler work

WHAT WE'RE LEARNING

Local News

City Satisfied with Old Town Goleta Restriping Project Data, But Some Businesses Are Not

City officials say the project is on course to meet its safety, parking and traffic goals along Hollister Avenue



by Pricila Flores, Noodinaw Staff Writer May 9, 2025 | 8:22 pm



Opinion > Voices

Goleta's Project Disconnect

Old Town 'Interim Striping Project' Will Affect Traffic and Safety



By Tom Madugno
Wed May 15, 2024 | 2:51pm



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News > Transportation

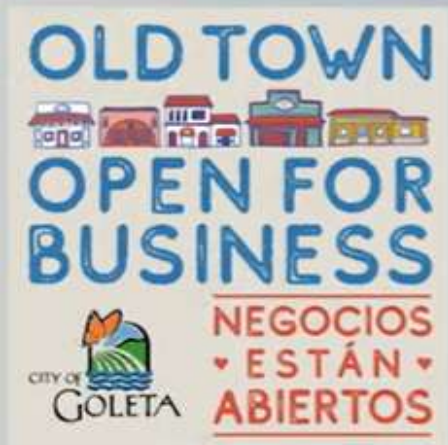
Goleta Residents Divided over Old Town Restriping

By Margaux Lovely
Tue Jul 30, 2024 | 12:02pm



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NOW & THE ROAD AHEAD

Beyond the Headlines: Downtown SLO's Story of Resilience and Renewal



SFGATE

'Heartbreaking': Once thriving Calif. downtown is on the brink

'What the heck happened?'

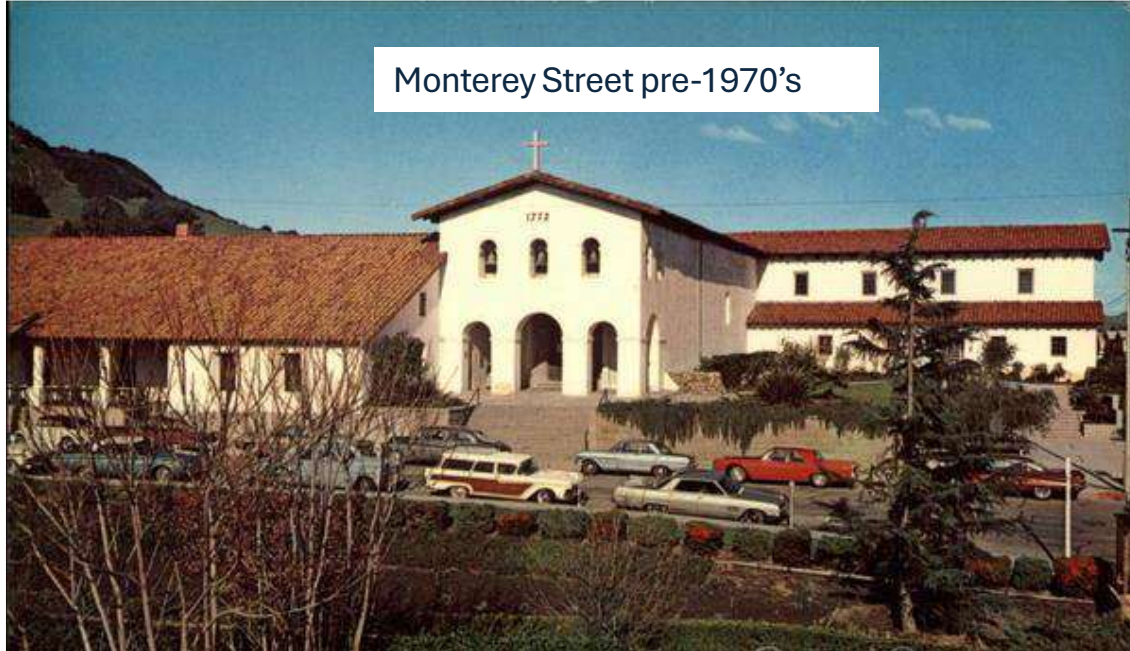


Afternoon light shining on the historic buildings of the downtown core of San Luis Obispo, Calif., Dec. 3, 2021.
MattGush/Getty Images

By **Andrew Pridgen**, Central California Editor
Oct 11, 2025



We have a history of change



- Concept Plans in 1955, 1963 and 1964
- Approved Monterey closure in 1966
- Opened to the public in 1971

Mayor, council approved closing Monterey in '66

By Gilbert Moore
Staff Writer
The City Council's attempt to
reopen and widen Monterey
Street is in violation of the
city's master plan - signed by

Mayor, he said.
"Then the Planning Commission
acted in that field in 1965.
The council had already decided
to re-open."

Mayor Peter Chasen,
adopted by the Planning Commission
and adopted in principle
by the City Council, shows
Monterey street closed to front
of the Old Mission for a plaza
development. This report, however,



Mission Plaza Today





SAN LUIS OBISPO

DOWNTOWN CONCEPT PLAN



- COMMERCIAL DISTRICT**
Shops, restaurants, offices, and other commercial uses.
- RESIDENTIAL**
Single-family homes, townhomes, and multi-family housing.
- RECREATION**
Parks, playgrounds, and sports facilities.
- CULTURAL DISTRICT**
Theaters, museums, and other cultural facilities.
- INDUSTRIAL**
Factories, warehouses, and other industrial uses.
- OFFICE DISTRICT**
Offices, banks, and other professional services.
- RETAIL DISTRICT**
Stores, shopping centers, and other retail uses.
- TRANSPORTATION**
Stations, bus stops, and other transportation facilities.
- PLAZA, MARKET, AND OTHER SPECIAL DISTRICTS**
Public squares, markets, and other special-use areas.
- PARK**
Parks, playgrounds, and sports facilities.

1. EXISTING LAND USE
This map shows the existing land use in the downtown area. The colors represent different types of land use, as defined in the legend.



2. DEVELOPMENT
This map shows the proposed development in the downtown area. The colors represent different types of development, as defined in the legend.



3. RECREATION
This map shows the proposed recreation facilities in the downtown area. The colors represent different types of recreation facilities, as defined in the legend.



4. TRANSPORTATION
This map shows the proposed transportation facilities in the downtown area. The colors represent different types of transportation facilities, as defined in the legend.



5. COMMERCIAL DISTRICT
This map shows the proposed commercial district in the downtown area. The colors represent different types of commercial districts, as defined in the legend.



6. PARK
This map shows the proposed park in the downtown area. The colors represent different types of parks, as defined in the legend.



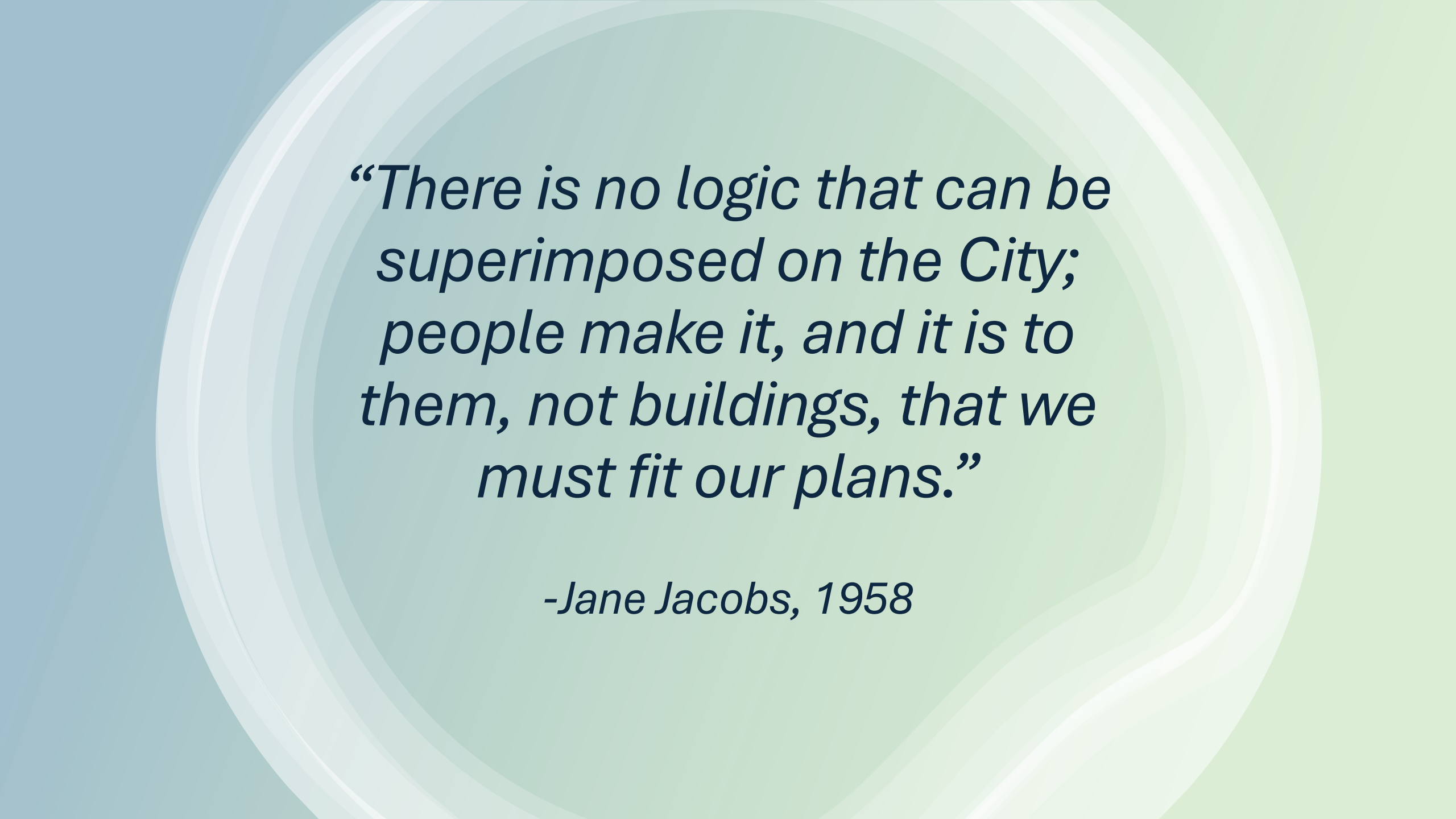
The Next Chapter of Downtown





Creating reasons
to gather,
celebrate, and
support local
businesses





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QUESTIONS?