



# GATEWAY ONTO STATE

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# 400TH BLOCK

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# 400 BLOCK - TEAM B

## HISTORY OF SANTA BARBARA

The history of Santa Barbara runs deep, through many cultures, across the Santa Barbara Channel, and throughout the city as it stands today. Culture is around every corner, and as you step into Santa Barbara, it's also a step back in time into early Hollywood or to the very first days of Fiesta.

From the basketry and boat-building techniques of the Chumash Indians, to the Spanish Colonial influence that can be seen around every corner, and the first days of filmmaking, Santa Barbara's history is vast and truly unique.

When Mexico won its independence from Spain in 1822, California became part of Mexico. In 1848, following the Mexican-American War, California became part of the expanding United States, and joined the union as a state in 1850. For more information about the history of the Presidio and our city's early settlement, explore the Santa Barbara Trust for Historic Preservation website.

June 29, 1925, a major earthquake, destroyed much of the downtown State Street corridor. At the time of this disaster there was a growing community movement in Santa Barbara led by Bernard Hoffman and Pearl Chase to have a uniform architectural style, evoking Spanish Colonial past. Their efforts led Santa Barbara to form the country's first architectural review board with strict design standards. What the earthquake leveled would now be rebuilt – in the Spanish style.

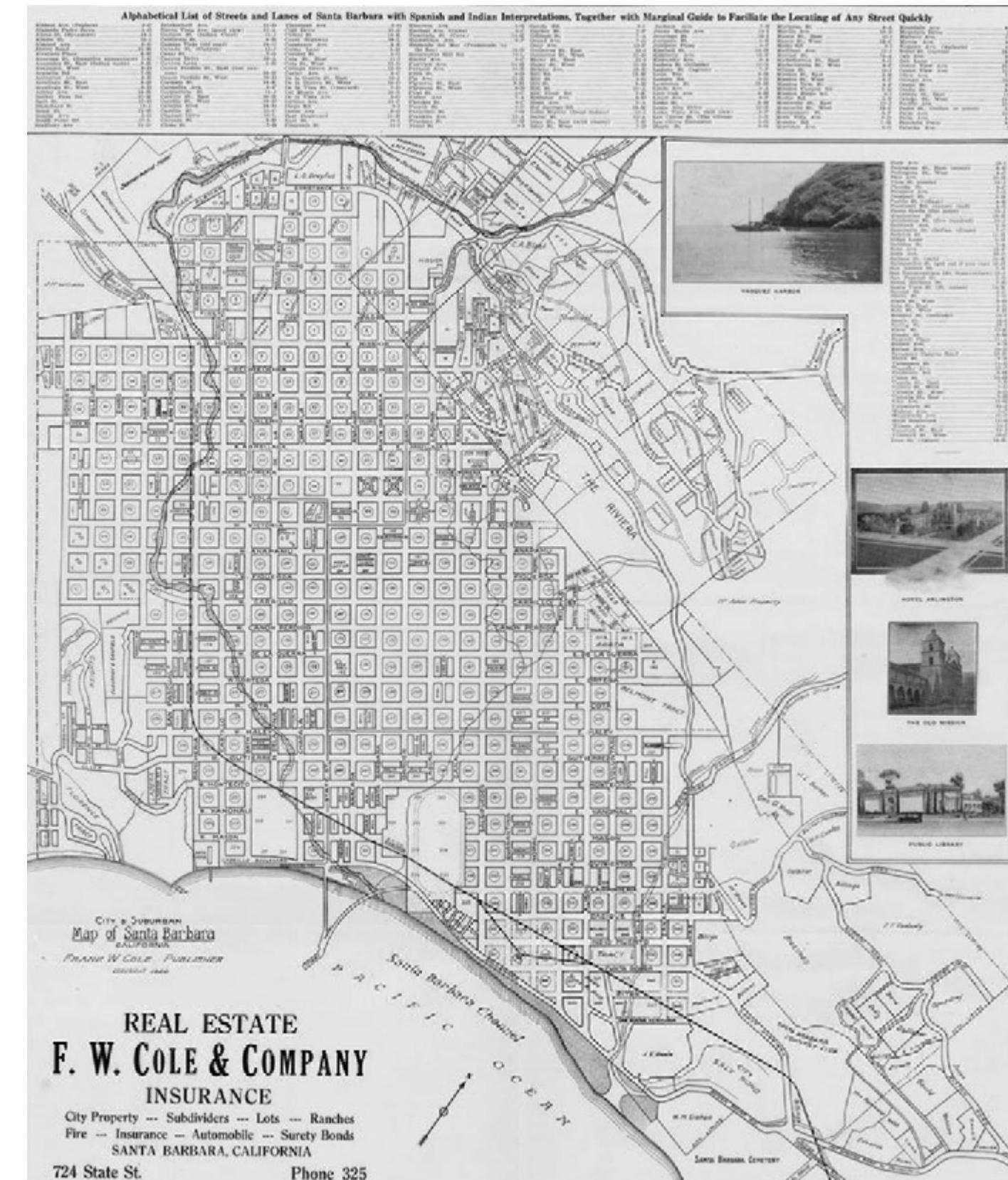
This distinctive look of "El Pueblo Viejo" – the City's core historic district – rose from the rubble and serves today to set Santa Barbara apart. Renowned Hispanic architecture is defined by red tile roofs, white stucco walls, decorative wrought iron on windows, balconies, and walls handrails, and decorative tiles. Lush landscaping provides color and contrast. The charm and history of the city permeates its buildings and public spaces, bringing to life the cultural tapestry of Santa Barbara.

The town's main thoroughfare, State Street, has been the route through which history, people, and events have entered and shaped Downtown Santa Barbara.

The Gold Rush ushered in the American age and changed Santa Barbara from a sleepy pueblo to a bustling little town. Soon steamships arrived, loaded with visitors from the eastern states. When the historic Stearns Wharf was built in 1872, it allowed direct access for ships to safely unload building materials, freight, and passengers. At the dawn of the 20th century, the railroad was then completed which fully connected Santa Barbara to Los Angeles and San Francisco, ending the community's isolation and ensuring its future as a major visitor and resort destination.

A steady stream of retailers, doctors, bankers, and service businesses set up their storefronts and offices in Downtown Santa Barbara.

From 1912-1921 Santa Barbara was a major center of silent film production in the days before Hollywood. (Salvatore Ferragamo started his career here crafting shoes for the film stars.) By the 1940s, State Street had also established itself as a retail shopping mecca for the region and its visitors.



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## HISTORY OF DOWNTOWN SANTA BARBARA

Things began to shift in the late 1950s and 1960s, as the city limits expanded to the north. Attention was diverted from the old downtown and to the new retail developments uptown. Across the country downtowns began experiencing this downward spiral of disinterest and disinvestment. Downtown Santa Barbara was no exception, as mall shopping became the new way of life.

In response to the development of the region's first regional mall, La Cumbre Plaza, downtown businesses organized as the Downtown Organization of Santa Barbara in 1967.

The Santa Barbara Redevelopment Agency (1972 until 2012) fueled unprecedented public investment in Downtown Santa Barbara, including the construction of the Paseo Nuevo as a public-private partnership, and the creation of convenient downtown parking lots and garages.

One of the City's significant developments was "The Plaza," a six-block section of State Street. Originally constructed in 1969 and designed by architect Robert Ingle Hoyt, the Plaza's sidewalks, paseos and landscaped streetscape define The Downtown's special charm and pedestrian environment. The Plaza was expanded in the 1990s, with additions of public art, benches, and favorite, the State Street Flag Program.

Downtown Santa Barbara also provided important leadership for the revitalization of the downtown area, advancing a proposal in the mid-1970s to create a self-assessment on all the businesses to create a stable budget in support of the organization's work. Santa Barbara's first Downtown Business Improvement District (BID) was created in 1975, and a second BID was created for the Old Town District in 1976.



Downtown Santa Barbara's retail mix also continued to evolve in the 1970s and '80s. The City of Santa Barbara's commitment to planning continued with the completion of a Historic Resources survey effort, along with the adoption of the "Burgard Plan," a visionary plan to blend commerce and culture to make arts an integral part of the Santa Barbara experience. The Paseo Nuevo opened with fanfare in 1989, and small businesses continued to make Downtown Santa Barbara their home, expanding the district to side streets and growing from 400 businesses in 1975 to more than 1420 businesses in 2015.

The economic downturn in 2008 created increased vacancies and budget challenges, and the elimination of redevelopment agencies in the State of California in 2012 marked the end of an era for public reinvestment. Yet Downtown Santa Barbara has recovered and rebounded from the economic downturn.

Today State Street serves as the cultural heart and soul of Santa Barbara. Its vibrant theatre district has five theaters serving 80 to 2000 audience members and nine museums, some of which, such as the Santa Barbara Museum of Art, have distinguished national reputations.

In recent years, start-ups and technology-related firms such as Sonos Corporation have made Downtown Santa Barbara their headquarters, creating new demand for similar tenants. Adding to the mix are a growing number of wine tasting operations, creating a cottage industry – and a new pastime – for downtown customers and residents.

Downtown Santa Barbara today is at an important crossroads, with a legacy of success and opportunities ahead. New investments are anchoring the lower blocks of State Street, providing infill and new uses to activate and connect the Downtown core to the waterfront.

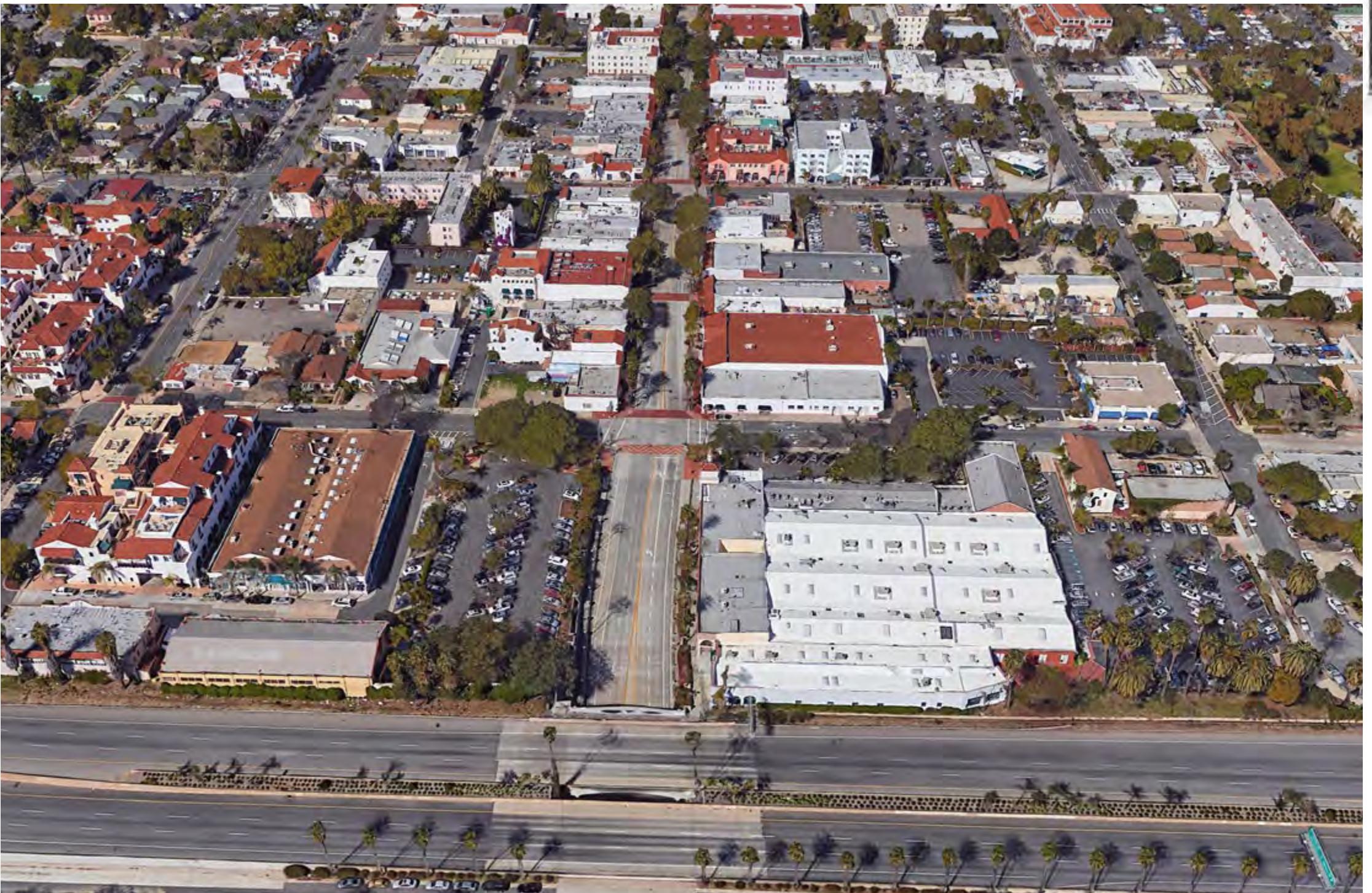


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## 400TH BLOCK GOALS

The goal of the 400 Block is to create a vibrant and green space for residents and visitors alike. To provide commercial and residential mixed use, while preserving its historical landmarks and making room for innovations and art of the future. The main challenges faced in this block are the lack of residential space, access to open spaces, pedestrian safety, and dynamic commercial uses. To change this, our team reimagined the 400 block with the following changes:

1. Closure of State Street in the 400 Block for all non-emergency vehicles.
2. Conversion and preservation of the Historic Savoy Theater for residential use.
3. Green Roofs/ Terrace and courtyards for addition of open space.
4. Paseos and alleyways connecting the courtyards through State Street to Haley, Chapala, Anacapa and Gutierrez.
5. Redevelopment of the 99 Only Store and the adjacent surface parking lots into housing.
6. Addition of housing above existing commercial buildings along State, Anacapa and Chapala.



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# 400 BLOCK - TEAM B

## EXISTING BUILDINGS:

### LEGEND:

- EXISTING HISTORIC BUILDINGS
- EXISTING LANDMARK BUILDINGS
- EXISTING BUILDINGS
- EXISTING NEIGHBORHOOD BUILDINGS  
(Not Part of Project)



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## PROPOSED ADAPTIVE RE-USE OF EXISTING BUILDINGS

LEGEND:

- PROPOSED RE-USE FOR NEW HOUSING
- EXISTING BUILDINGS
- EXISTING NEIGHBORHOOD BUILDINGS  
(Not Part of Project)



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## PROPOSED NEW RESIDENTIAL APARTMENTS

LEGEND:

- NEW RESIDENTIAL BUILDINGS
- NEW RESIDENTIAL ON EXISTING BUILDINGS
- EXISTING BUILDINGS
- EXISTING NEIGHBORHOOD BUILDINGS  
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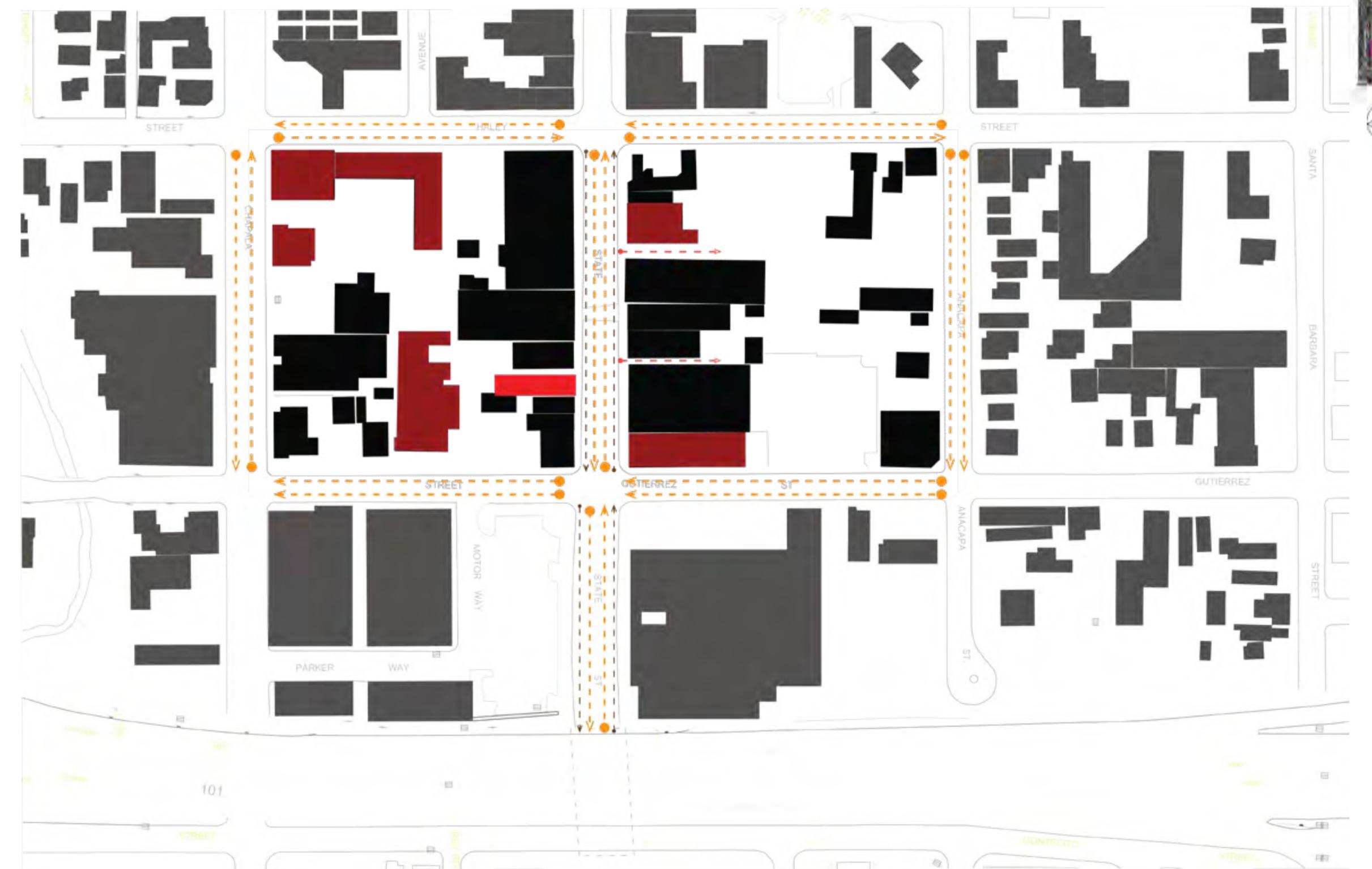
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# 400 BLOCK - TEAM B

## EXISTING VEHICULAR & PEDESTRIAN CIRCULATIONS:

LEGEND:

- EXISTING VEHICULAR TRAFFIC
- EXISTING BICYCLE PATH
- EXISTING PEDESTRIAN TRAFFIC



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## PROPOSED VEHICULAR & PEDESTRIAN CIRCULATIONS:

### LEGEND

- PROPOSED VEHICULAR TRAFFIC
- PROPOSED PEDESTRIAN
- PROPOSED BICYCLE PATH



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# 400 BLOCK - TEAM B

## PROPOSED SITE PLAN:

### LEGEND

- (E) commercial
- (E) residential
- (E) hotel
- (N) residential infill
- (N) Adaptive Reuse
- paseos courtyards / plazas
- trees / bioswale
- (N) parking structure w/ rooftop use
- circulation - pedestrian
- circulation vehicular delivery
- (E) traffic flow
- (N) traffic flow
- (E) trees / palms
- point of interest



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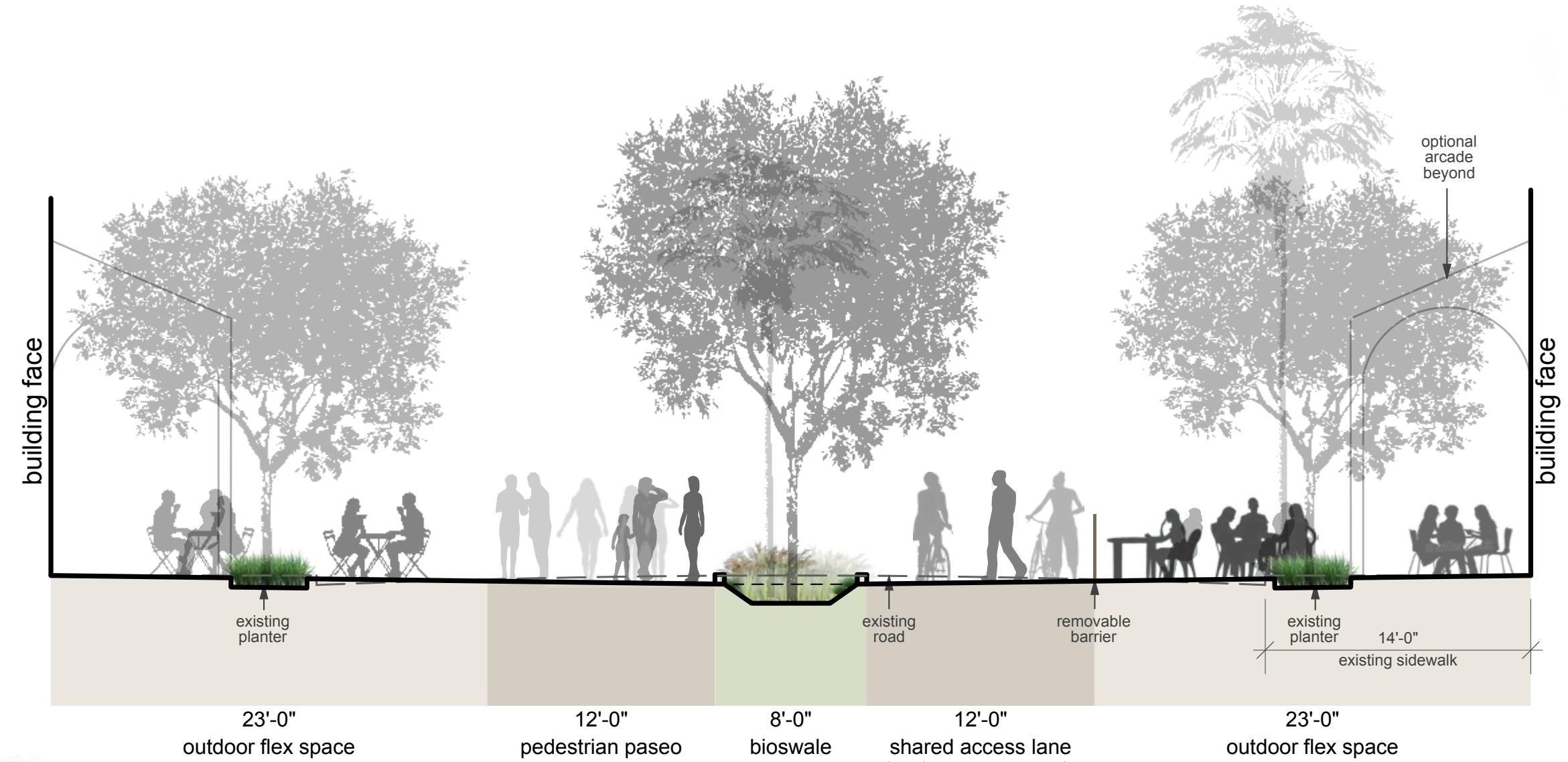
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## PROPOSED VEHICULAR & PEDESTRIAN CIRCULATIONS:



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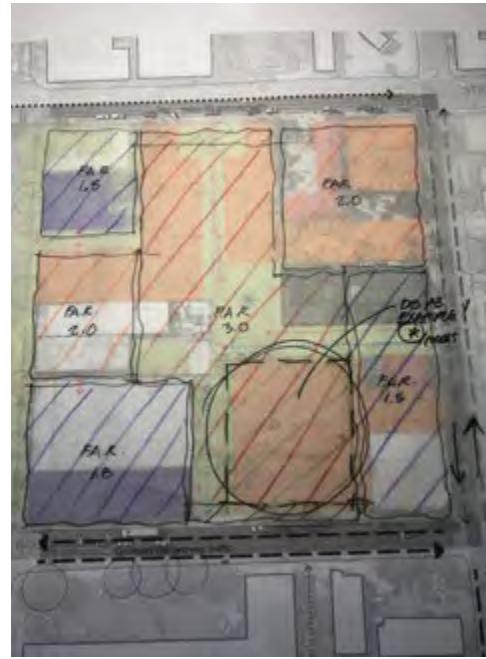
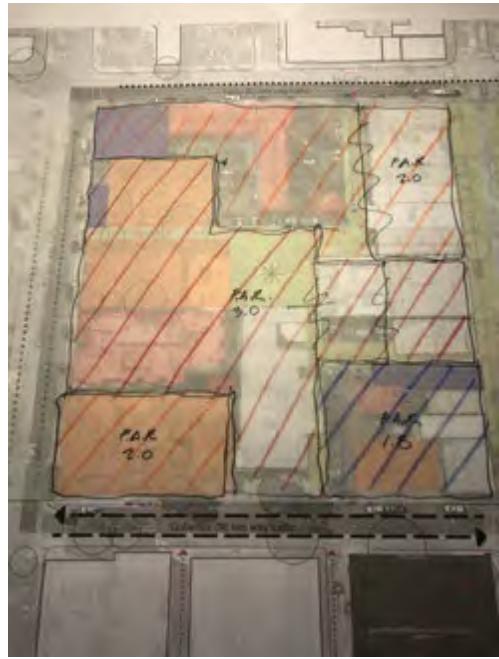


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## 400 BLOCK - TEAM B



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# 400 BLOCK - TEAM B

## MASSING AND HOUSING:

Through the site analysis of the 400 block, the team has found that many spaces have the potential for change and growth. This dynamic block acts as a connector to the 300 and 500 block but also as a clear transition space as the Gateway into State Street. These two blocks currently include commercial uses with a sprinkling of residential but it has the potential to be so much more. The proposed massing below provides us an image of what the 400 block can look like with its new additions. The use of dynamic building heights and setbacks will give the space the much-needed residential space while also protecting its mountain views and maintaining Buildings under the 60 feet height maximum.

This massing model accounts for the following number of units/ F.A.R.:

- Newly converted Historical buildings for residential: ± 25 units
- New floors to currently built space for residential: ± 25 units
- New development for residential: ±225 units

This created an average of 2.8 F.A.R. and totals of about ± 300- 325 units in the 400 block. The final unit count will depend on the square footage of the units itself. While this number seems high, it will match our pending Regional Housing Need Allocation (RHNA) which is requiring ± 8,400 units over 4-5 years in the City of Santa Barbara! The highest F.A.R. will be located along Anacapa, Chapala, and the inner sections of the 400 block to maintain the human scale and small town feel along State Street.

This model also includes two parking structures, one above ground accessible off Chapala and below ground parking on the 300 block located off of Gutierrez which will feature a new open space on the surface level. The massing also includes the new green roofs, and open spaces in the 400 block, with the closure of State Street and the redirection of traffic on Gutierrez as a two-way street.



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### LEGEND:

■ (E) BLDG TO REMAIN
■ (E) BLDG TO BE REMOVED
■ (E) HISTORICAL BLDG TO REMAIN
■ (E) HOTEL
■ (N) RESIDENTIAL INFILL
■ (N) GREEN ROOFS

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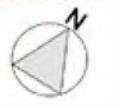
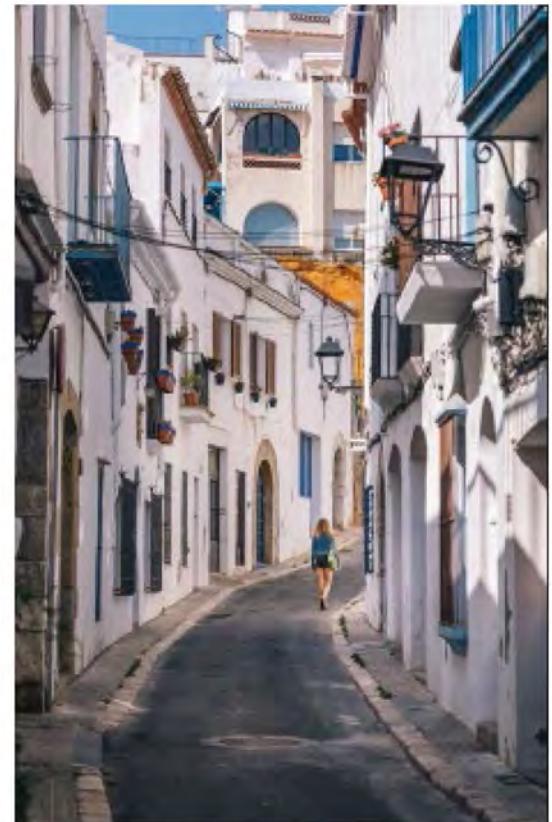
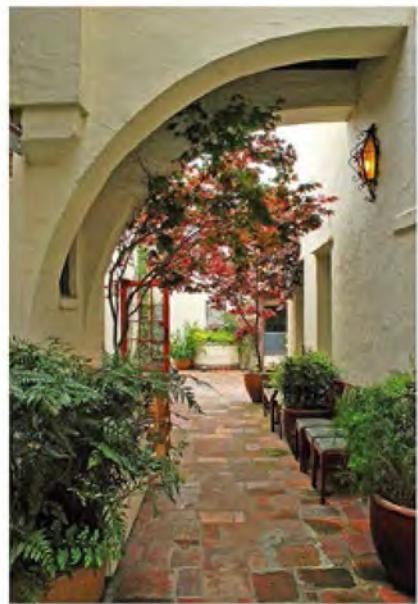
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# 400 BLOCK - TEAM B

## PASEOS AND ALLEYWAYS

Alleyways and paseos are located through the 400 block. Currently there are 4 different pedestrian paseos accessing the inner lots of the 400 block off of State Street meant for pedestrian access to surface parking lots. While these may be well used, these spaces hold much more potential for a more vibrant and complimentary use. For these current paseos we recommend a redesign to create active paseos from and through State Street. Active paseos can provide an interactive and attractive environment for pedestrian travel from Chapala, to Anacapa and from Haley and Gutierrez. These paseos have the opportunity to become gathering spaces, outdoor dining, a place to rest, or a place to step away from the bustle of the State Street. These same passageways and paseos take travelers and residents to the nearest hub of activity while also linking them to the rest of State Street and Downtown through public transportation stops and ride share pick up. This re-designed will create safe and inviting spaces that draws travelers and residents alike to their next destination.

Each of the following images show the type of atmosphere and comfort that we have imagined for the paseos in the 400 block. The use of landscaping /planters, shaded seating, and movable tables can create privacy in a public space allowing people to sit and stay a while.



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## 400 BLOCK - TEAM B

### STATE STREET PROMENADE:

The current State Street vehicle closure ends on the 500 block right before the 400 block, but so much more can be done if the 400 block was also included. With the closure of State Street in this section of downtown, Gutierrez will be converted into a two-way street moving traffic away from the center and out onto Anacapa and Chapala. This will improve the presence on those streets parallel to State and become the access point for alternative mode of transportation. The Street closure create additional open space for the residents and visitors, a home to the many parades that go through Santa Barbara, and access to the internal spaces of the 400 block. Our team created a street section for State Street that include pedestrian arcades, outdoor dining space, pedestrian ad cycles space along with flex space. Flex space in the section also denotes emergency services and vehicle access in the 400 block and through to the beach.

Each of the following images were show many stages of a transitioning vehicle street to a shared or pedestrian street. The installment of permanent and semi- permanent furniture along side parklets, landscaping and ground demarcations are all tools to creating a pedestrian only street that's human scale, welcoming and comfortable. The State Street section recommended also provides a solution to the lack of open space in the downtown area, while doubling as a storm water management tool through the use of pervious pavement and bioswale.



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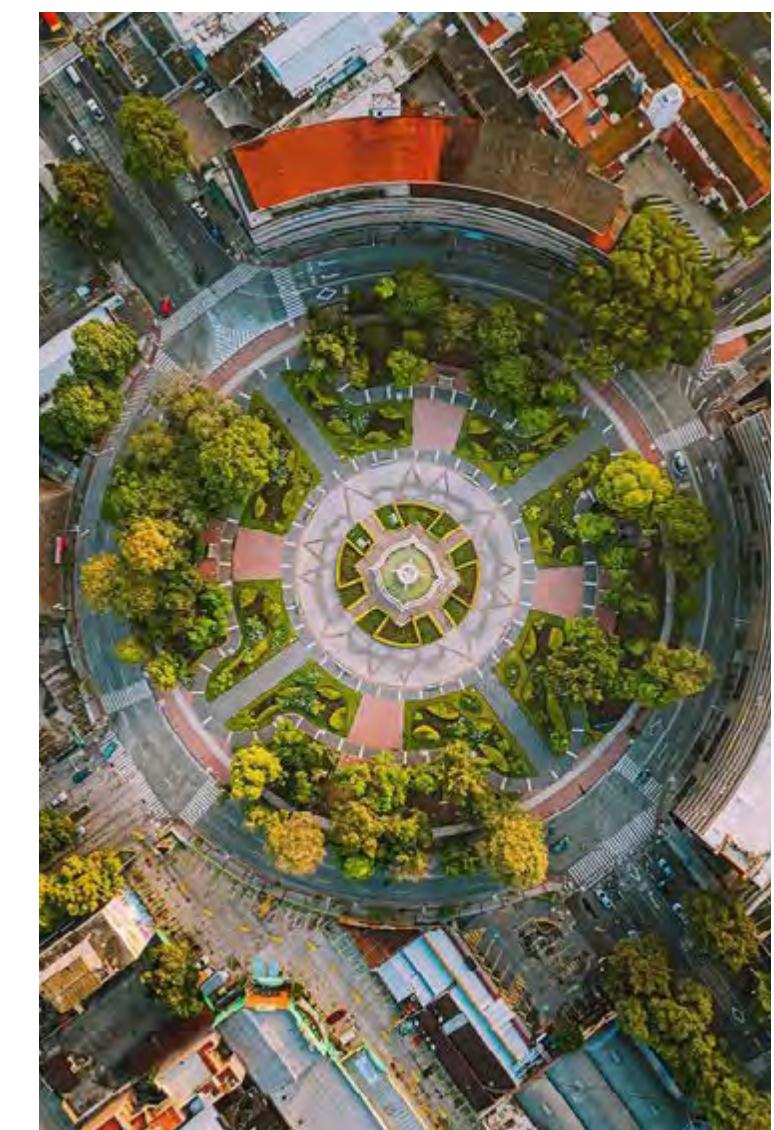
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### CLOSURE OF STATE STREET TO NON-EMERGENCY VEHICLES:

The 400 block of State Street could be closed to become the first of the many segments of pedestrian only spaces in Downtown. We recommend a gateway sign that will both serve as a physical barrier to cars but also a invitation for the pedestrian and cyclist to feel safe and welcomed into State Street restaurants and commercial spaces. As travelers and residents in vehicles approach from the underpass, they approach the monument sign and landscape feature that creates pause and informs them that they are approaching the main pedestrian access onto State Street, directing them to either turn left or right into parking structures in the vicinity.

Each of the following images were show the type of sign or design feature that has the ability to signify the entrance on the pedestrian flex space of State Street on the 400 block. The use of lights and landscaping provide visual impact for those approaching. Scrambled junctions help slow down traffic and allows pedestrian to have easy circulation.



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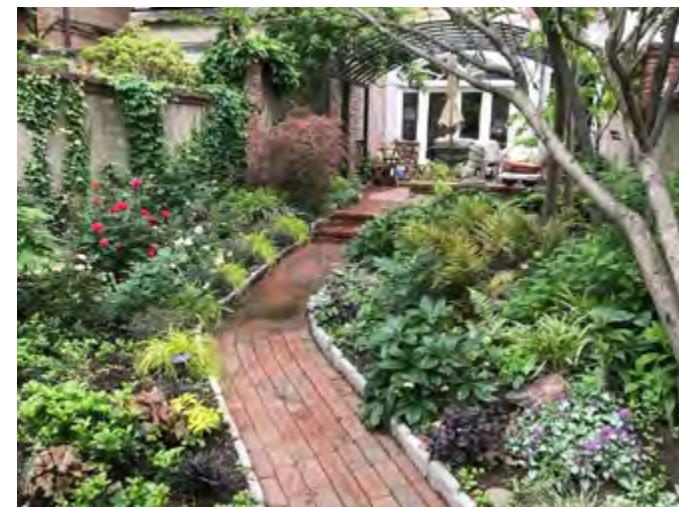
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### GREEN ROOF AND COMMERCIAL COURTYARDS

Currently, Downtown Santa Barbara lacks the green space and open spaces needed for the potential residential growth. We've imagined all of the new residential additions to include rooftop terraces and gardened roofs to create a place for residences and explore and enjoy the views of Santa Barbara from a higher vantage point. These green roofs and connecting inner courtyards will attach to the Paseos, allowing for pedestrians to wander throughout and reconnecting to the main streets. The courtyards will contain outdoor dining, shopping, and public art, while bringing some green space into the inner spaces of the new residential development.

Each of the following images depict courtyards and green roofs of different sizes. This recommendation offers many benefits including: heat island reduction, state required green space, cleaner air and an abundance of semi-private spaces for everyone to enjoy.



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## PROPOSED 410 PROJECT BY CEARNAL COLLECTIVE



A SOUTH ELEVATION - GUTIERREZ STREET  
1/16" x 1'-0"



1 VIEW ACROSS GUTIERREZ ST



2 VIEW FROM STATE ST AND GUTIERREZ ST



B EAST ELEVATION - ANACAPA STREET  
1/16" x 1'-0"



3 VIEW FROM STATE ST



C NORTH ELEVATION - HALEY STREET  
1/16" x 1'-0"



5 VIEW FROM HALEY ST



4 VIEW FROM STATE ST AND HALEY ST



D WEST ELEVATION - PASEO  
1/16" x 1'-0"



6 VIEW ACROSS ANACAPA ST



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