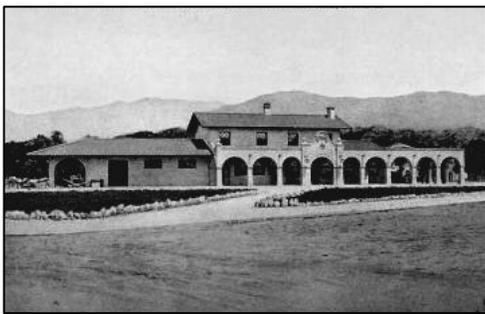


7. *The City asks, “What type of economic development should be encouraged?” We ask:*

- Wouldn't strict limitations on commercial and industrial growth (e.g., the extension of Measure E) ameliorate our key problems such as workforce housing shortage and price escalation, exhaustion of scarce resources, and commuter traffic?



Vintage postcard depicting the Santa Barbara train station, which could accommodate enhanced regional transportation.

8. *The City asks, “What issues should be dealt with on a regional level?” We ask:*

- Don't our serious regional transportation problems demand immediate attention by the City, for example by limiting growth in commercial and market rate residential properties until workforce housing can catch up?

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Bigger Questions

- Shouldn't the main goal of “Plan Santa Barbara” be the preservation of our small-town qualities of life: its ambience and livability?
- Shouldn't the primary inquiry be into the question of physical growth, its impact upon our chosen qualities of life, and how to control it?
- Shouldn't the residents have the opportunity for a direct and democratic ultimate say on the choices posed by the General Plan Update Process, as by ballot measures?

Allied Neighborhoods Assn.

Allied Neighborhoods Association, an alliance of neighborhood associations, has been working for almost four decades to preserve and protect the City and its neighborhoods through conservation and good planning. Read more questions and answers about the current General Plan Update at sb-allied.org/PlanSantaBarbara.html.



Casa Covarrubias, a gem that helped establish the traditional architectural profile of Santa Barbara.

“Plan SB” Challenges: Questioning the City’s Questions



Three- and four-story projects such as this do violence to long preserved and cultivated traditional streetscapes and skyline themes.

1. *The City asks, “How much **commercial development** does Santa Barbara need?” We ask:*

- When some 30,000 workers already commute to the South Coast daily, do we really need more jobs?



City Hall as it should be: a good neighbor to fine buildings, mountain views, and open space.

2. *The City asks, “How much **housing** do we need and where should it go?” We ask:*

- How many more large, expensive dwellings do we need?
- Wouldn't their occupation by new residents further increase the City's jobs/housing imbalance?"

3. *The City asks, “How can we provide local housing for our **workforce**?” We ask:*

- Can limited requirements for “inclusionary” affordable units in large market rate projects contribute sufficiently to our stock of affordable housing to justify the many negative impacts of such projects?



Attractive public housing, such as the Castillo Cottages, can be an asset to any neighborhood.

4. *The City asks, “What **transportation alternatives** should we pursue?” We ask:*

- Couldn't sensible, coordinated growth and development controls lessen the need for major increases in public transit, some of whose effects upon the community are not entirely benign?"

5. *The City asks, “How do we preserve and improve the look and **livability** of our City?” We ask:*

- Why not preserve our precious heritage of “small town” ambience by such measures as capping heights at 40 feet?



Tall, out-of-scale buildings overshadow our historic treasures such as El Paseo.

6. *The City asks, “How do we reduce **energy use**, encourage **green building** and protect our **water quality**?” We ask:*

- How do we moderate population increase and building sizes which are the primary factors in our energy use, preservation of natural resources, and living within our limited resources?