

Urban Design Recommendations

The Urban Design Plan is composed of eight key components:

- Land Use
- Gateways
- Major / Minor Intersections
- Linkages and Connections
- Pedestrian Environment
- Neighborhood Character
- Opportunity Sites
- Development Standards

A description of each of these components is described below:

I. Land Use

Clear land use differences occur along the length of the Mission Street Corridor. The site analysis and committee input process determined that the existing land use pattern should continue as follows:

A. East End

The east end of the corridor from approximately Laurel to Chestnut is closer to downtown and more historic in character. The buildings are generally older and have distinctive historic detailing. The use of the buildings varies from residential to office to professional services to institutional with limited commercial. The recommendation arising from the committee process is that the quality of this segment should be

preserved and enhanced to the greatest degree possible with streetscape elements complementing the historic character. Encouraging additional conversion of the historic buildings for professional office is recommended as an effective means of preserving this character. Pedestrian scale should be preserved with parking strongly restricted to the rears of properties.

B. Mid-Corridor

The mid-corridor from approximately Laurel to Olive has mixed characteristics of historic and contemporary land use patterns. This segment still has a majority of buildings set close to the sidewalk but parking areas are more prominent than in the east end segment. Some older building lend a historic quality but modern buildings are more prominent than in the east end. The character of this segment suggests that future land uses should encourage pedestrian-oriented uses with more commercial uses entering the mix and allowance of some convenient vehicle-oriented uses as long as parking can be segmented between and behind buildings but not dominating the fronts of the lots.

C. West End

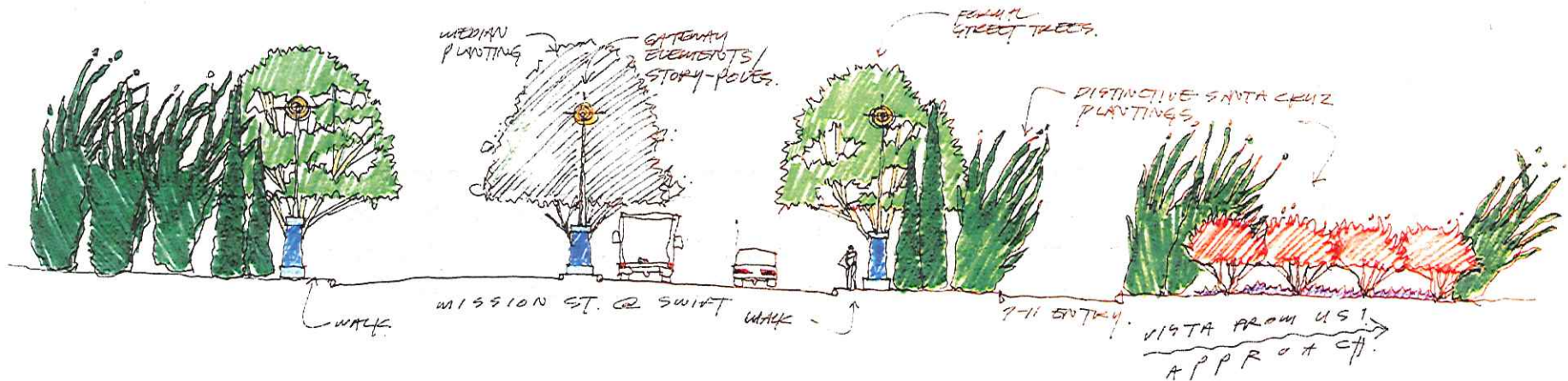
The west end from Olive Street to Swift Street is much more dominated by vehicular-oriented commercial uses. In some regards, this offers a specific type of convenient services such as gas stations, large grocery and quick stop retail uses. The recommendation arising from the committee process is that this zone should be gradually converted in the long term to a more pedestrian oriented district however, in the interim, the same general mix of uses can be encouraged and hence concentrated in this end of the city. However streetscape treatments should be employed which mitigate highly visible parking areas and unify the segment with street trees, planting, lighting and furnishings making it more pedestrian in character and more contiguous with the mid-corridor and east end.

II. Gateways

Two gateway elements are proposed; one at Swift and Mission Street and a smaller “pre-announcement” gateway element at Western Avenue. The Swift gateway features vertical column elements with “story poles” on top providing an opportunity for public art expressions specific to the culture of the west end neighborhoods. The column bases as well as story-pole elements are proposed as stand alone art elements which can

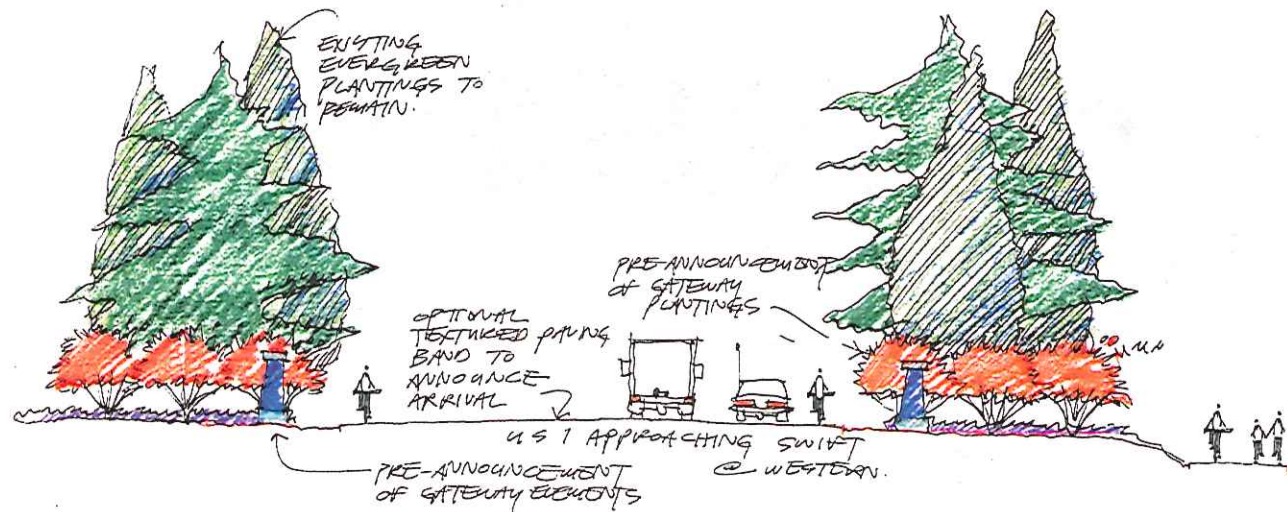


Gateway element at Swift Street



Gateway element at Swift Street

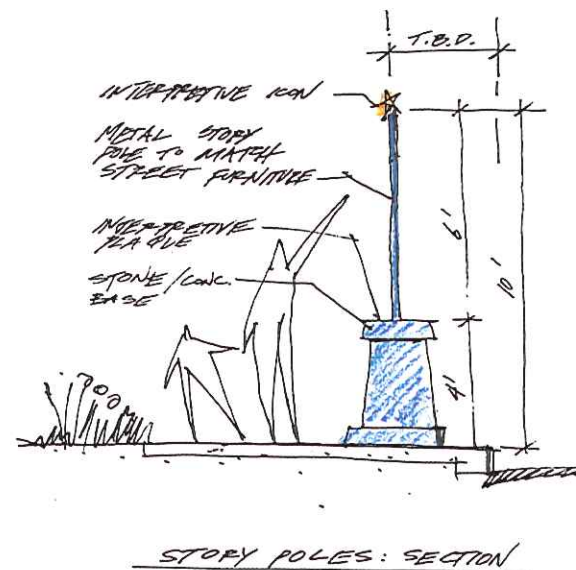
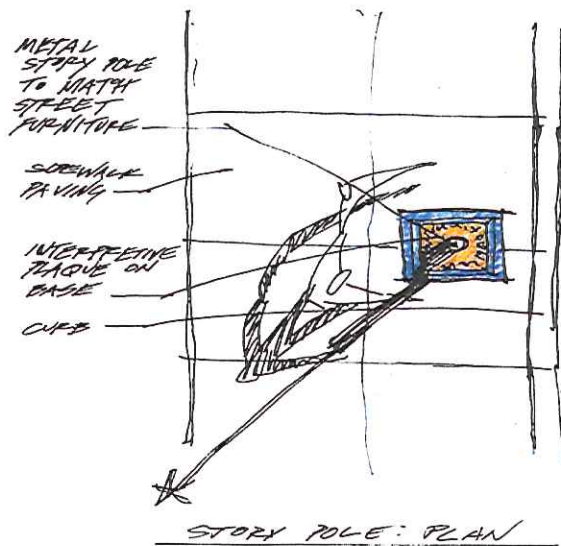
incorporate ceramic and/or metal art by local artists. Proposed planting includes intensive plantings of Hollywood Juniper and small flowering ornamental trees combined with accent plantings of tall vertical cypress. These plantings are meant to capture a stylized, whimsical Santa Cruz vernacular landscape in order to make a strong statement that one is entering this unique community. The plantings are set against a backdrop of broad spreading street trees on both sides and in the median. Pedestrian crosswalks feature



"Pre-Announcement" of Gateway at Western Drive

“fossil” imprints offering further opportunity for artistic expression. The imprints are to feature modern icons that speak to the culture specific to Santa Cruz and west end neighborhoods. They would be placed in a colored, textured concrete slab meeting Caltrans design standards.

The Western Avenue gateway incorporates scaled down versions of the column elements but with no story poles thus offering a hint or pre-announcement of the larger expression to come later at Swift. A mass of ornamental trees is also proposed here representing a simplified version of the Swift planting as well as a striking contrast to the monumental evergreen masses on either side of the road. The design also proposes to augment the evergreens to enhance the sense of natural planting on this segment leading up to the Swift gateway. This segment is seen as a linear transition zone between the two gateways statements and is proposed to have a strong forested appearance using more of the native evergreens that currently exist as well as accents of forest understory trees and a strong native ground cover.

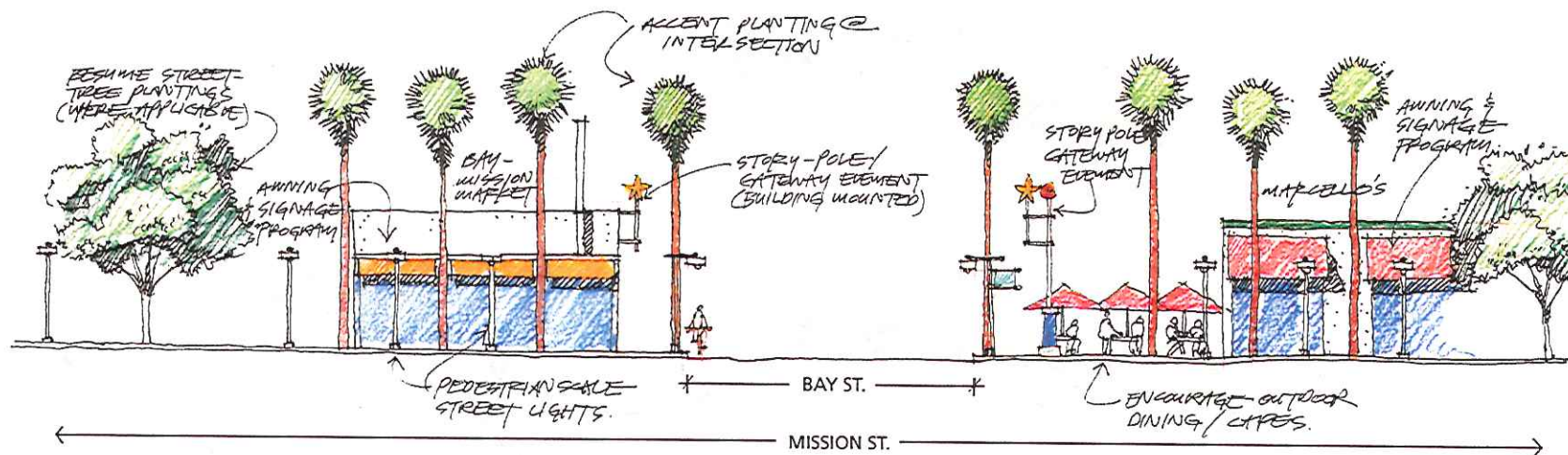


Story pole elements for use at gateway and neighborhood entrances

Both Gateway areas and in fact, the entire length of Highway 1 in this area will incorporate strong bicycle and pedestrian circulation elements. The Swift Gateway area including the wide section of Mission Street extending to the intersection at King will serve to provide bike lanes on either side of Mission Street and complete the bicycle connection from King to Swift heading south to the proposed bike trail on the old railroad right-of-way. Bicycle lanes are proposed on either side of Highway 1 from Swift westward to connect, eventually, to Wilder Ranch and a parallel multipurpose path is proposed on the south side of Highway 1 between Swift and Moore Creek which will have a more meandering character and work its way through the existing planted area.

III. Major / Minor Intersections

A differentiation of major and minor intersections is proposed. The major intersections which might be typical of Bay, Swift, Almar/Younglove and Chestnut feature pedestrian crosswalks constructed of concrete with “fossil” imprints. The fossils are an opportunity for artistic expression by local artists and feature shapes and icons from modern Santa Cruz history with particular emphasis on symbols and icons from the west end neighborhoods. Preceding the crosswalks would be textured warning bands so that cars are encouraged to slow down for intersections. The scheme includes an enhanced accent planting of palms to highlight key intersections. The palms are placed in concentrated informal groupings at these key intersections which can be seen from a distance as one approaches these areas of more intensive activity. Adjacent businesses are proposed to offer opportunities for pedestrian gathering such as small patios for outdoor dining. The concept is for these intersections to be very pedestrian-friendly and encourage “neighborhood commerce”. On the side streets leading into neighborhoods, smaller vertical gateway elements with story poles are proposed to mark the entrances to these quieter districts. The story poles offer opportunity for artistic expres-



Major intersection and activity node at Bay Street

sion featuring elements which speak to the unique culture of the respective neighborhoods.

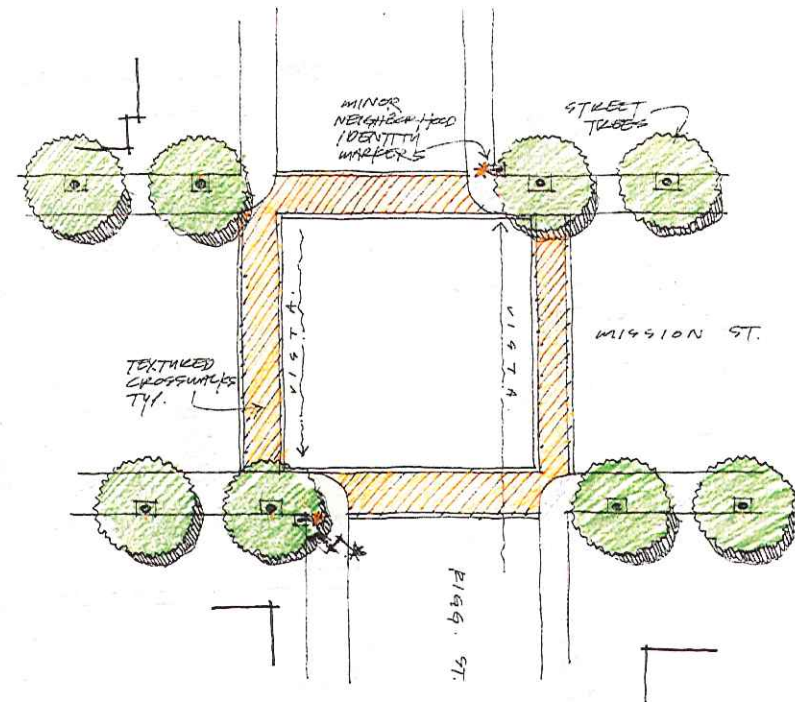
Minor intersections propose similar crosswalks but street tree plantings would be continuous through the intersection and will not distinguish from the corridor plantings. Small neighborhood gateway elements are also proposed for these intersections but perhaps only a single marker column for each side street.

In all intersections, high quality paving materials are proposed for crosswalks and warning textures to give the sense of durability and permanence. These treatments will also serve as traffic calming devices to make pedestrian activity safer at these important activity points. Special safety features are proposed for intersec-

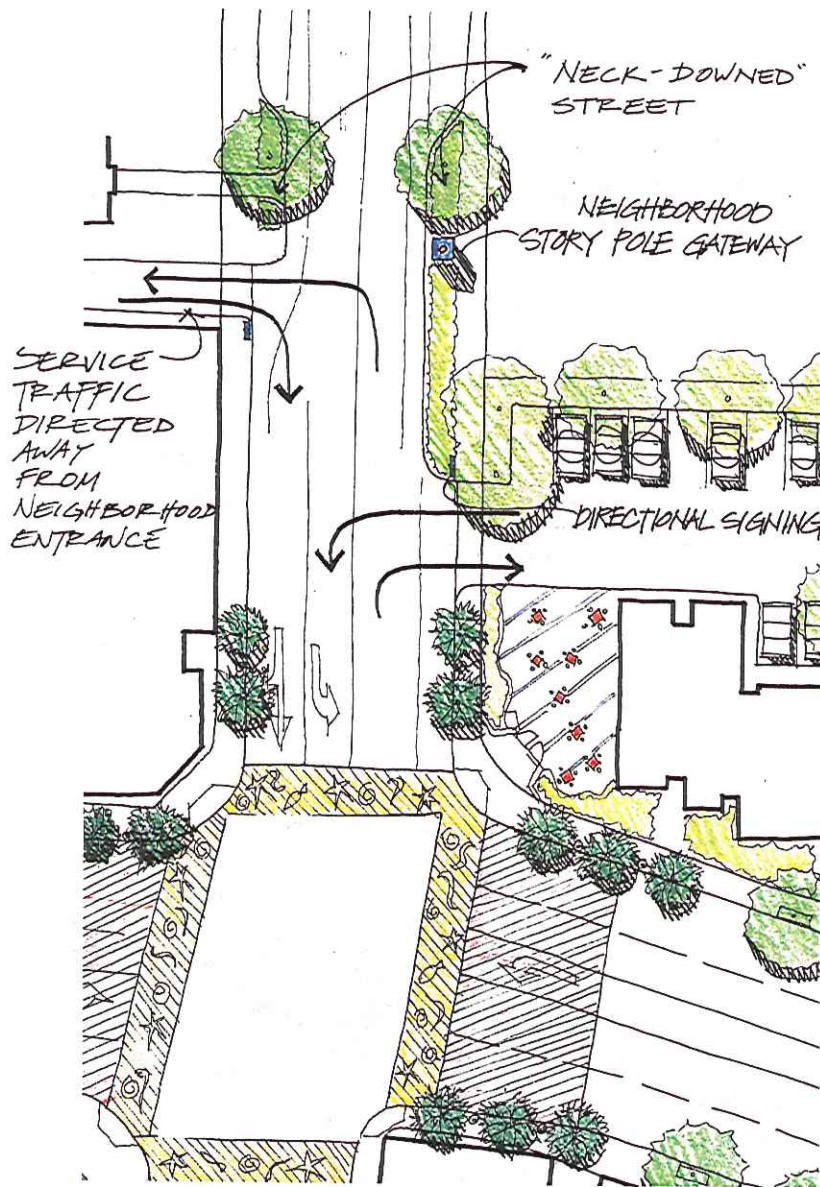


tions associated with school crossings. These may include special signage, blinking lights or other safety warning elements. Where possible, site furnishings, particularly benches, will be incorporated to further enhance the pedestrian-friendliness of the intersections. In certain intersections, where existing mature trees exist, every effort will be made to preserve these trees as a part of the distinctive character of these intersection areas. Laurel Street intersection is an example of a zone where many mature trees exist giving this area a unique character.

At bends in the Mission Street alignment, special opportunities exist at vista terminuses where focal element or special uses are proposed.

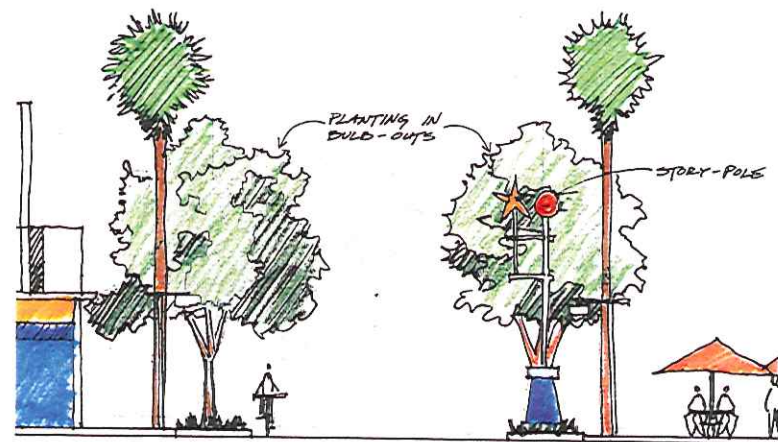


Typical minor intersection - Elevation



Segregation of service area traffic and neighborhood access

As a part of intersection enhancements, "neck-downs" are proposed on neighborhood cross-streets. These are proposed in locations prior to entering the residential frontages of the neighborhoods but after passing the rear service accesses to Mission Street businesses. These are intended to control truck and service vehicle traffic destined for the businesses from entering into and disrupting the residential neighborhoods.

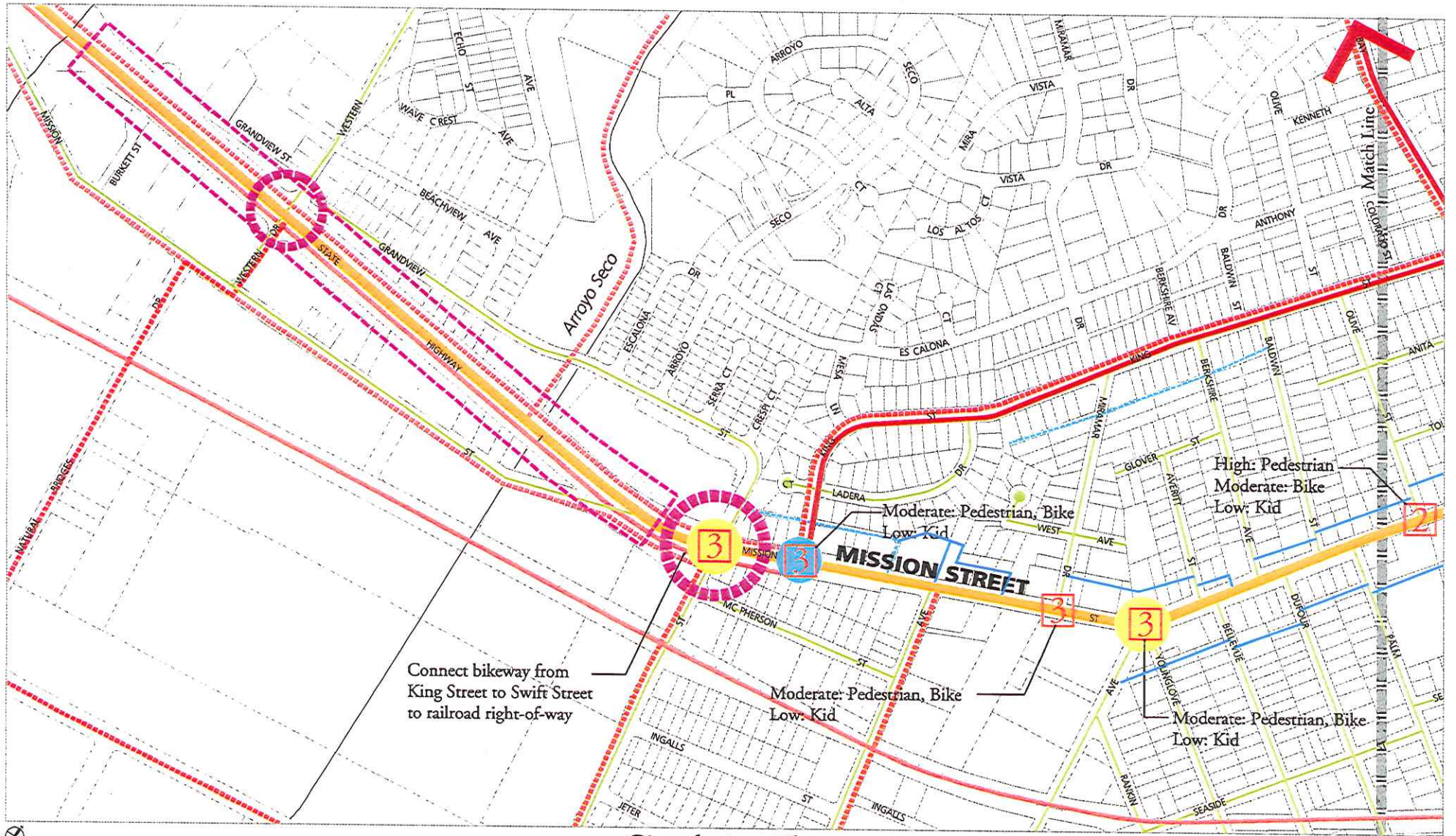


Neighborhood entrance on side street

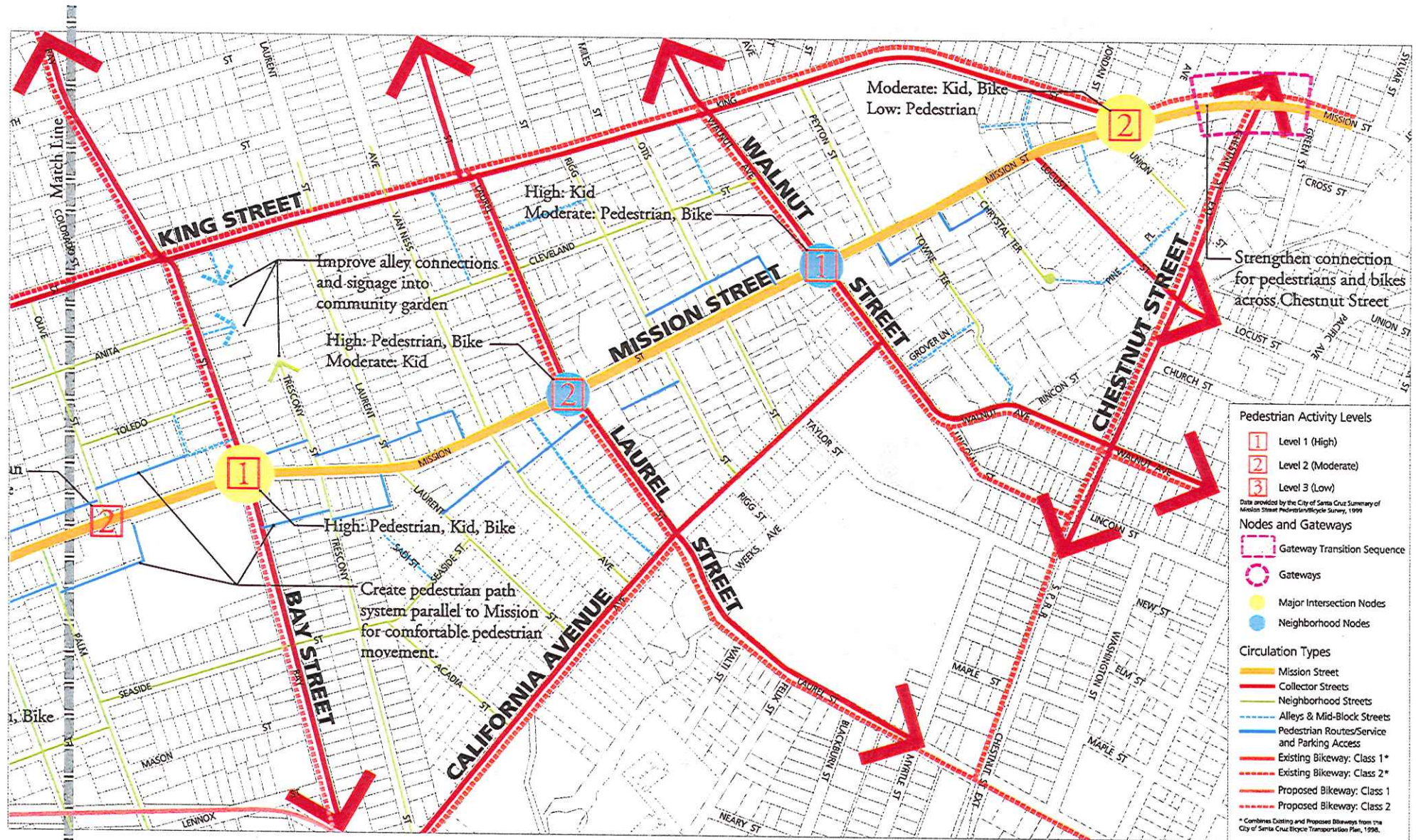
IV. Linkages and Connections

A comprehensive, interconnected circulation system is proposed that gives high importance to pedestrian and bicycle circulation. The scheme emphasizes the development of a network of walkways, alleys, cut-throughs and rear parking zone passages that combine to form an alternative network, but also connect into the Mission Street sidewalks. Circulation connections are also proposed which coincide with and take advantage of natural features including Arroyo Seco and the Bay Creek artesian spring.

Bicycle connections and crossings are also emphasized in this plan and are shown as a further development of the proposed City Bikeways Plan. Special signage and possibly activated signals are recommended at key bicycle crossing intersections. Special pedestrian scale signage are recommended to highlight the proposed pedestrian and bicycle network.



Circulation Plan

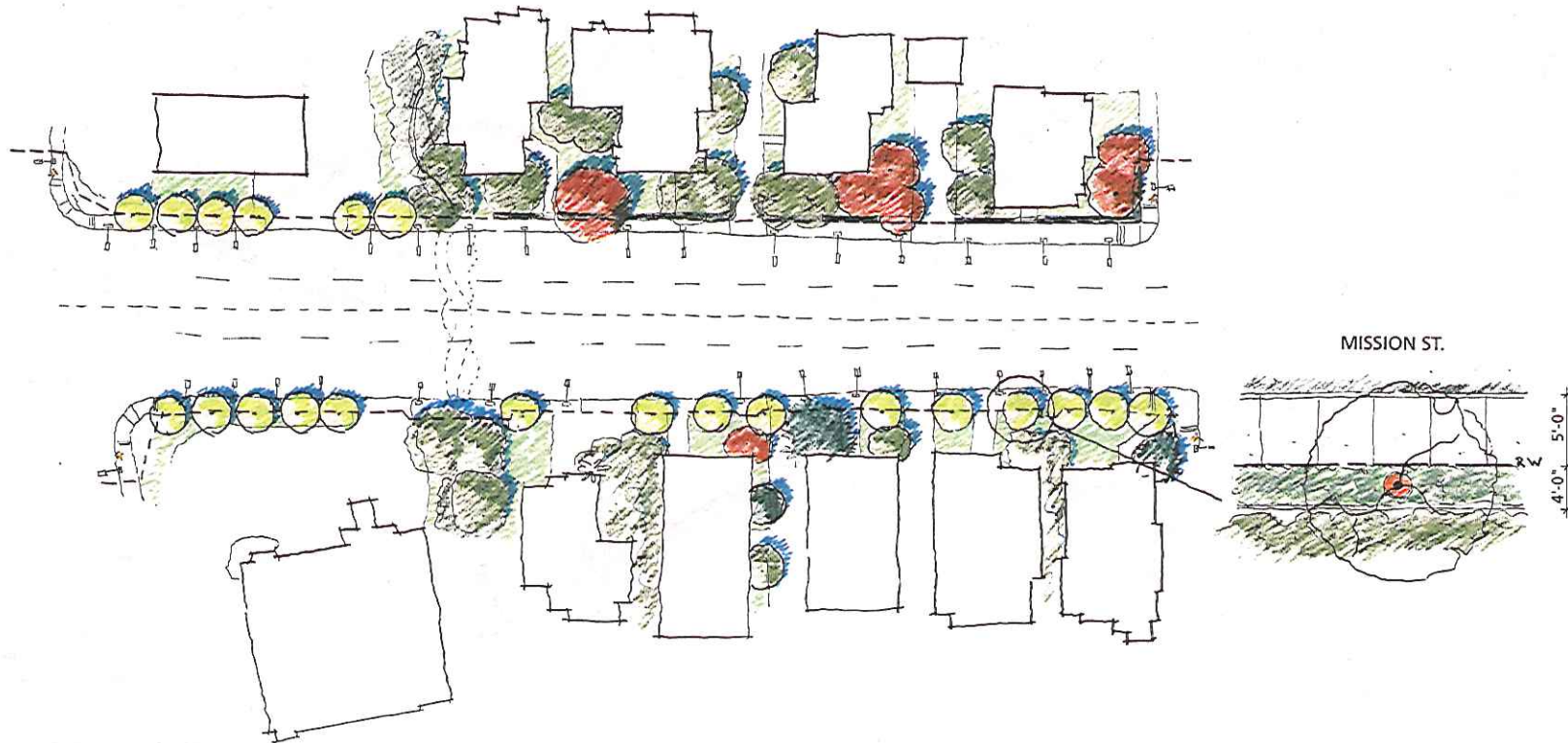


Mission Street Corridor Urban Design Plan

Department of Planning and Community Development
City of Santa Cruz, California

V. Pedestrian Environment

Specific enhancements for streetscape and pedestrian environment are proposed for three different conditions along the Mission Street corridor. The typical condition is that of a 5-foot sidewalk extending from the back of curb. This 5-foot walk typically fills the available right-of-way leaving no additional space for planting or additional walkway width. The second condition is an even tighter condition in the eastern end of the corridor which has sidewalk widths of 5 feet or less and often a garden wall or fence enclosing residential front yards. The third category includes several special circumstances in which more right-of-way was available than the typical condition.



East-End (historic district) condition - alternating "Santa Cruz Garden" in front yards and street tree planting in 4' landscape easement

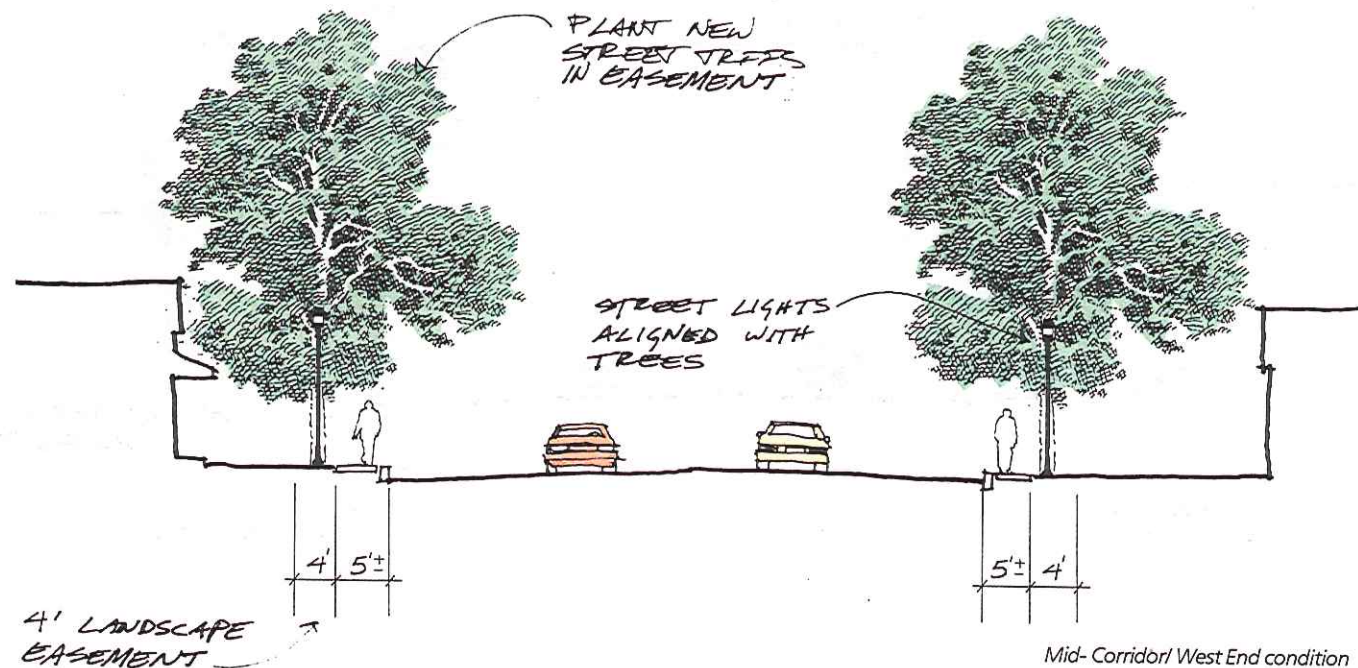
A. East End Condition (Historic District)

In the tighter condition of the corridor's east end (historic district), two variations are proposed: one utilizes an informal tree pattern with mixed species that would utilize private front yards and would be an extension of an already appealing tree pattern in this area termed the "Santa Cruz Garden" effect. With existing garden walls and fences in this area, it was thought to be more problematic to implement the landscape easement. The other variation proposed for this area is a scheme which places consistent street trees in rows in a landscape easement where front garden conditions are conducive to this. The proposed street tree scheme will combine these two variations as conditions allow along the corridor.



B. Typical Condition (West End and Mid-Corridor)

In the typical condition of approximately 5-foot walks, a street tree program is proposed which places trees outside the walkway in a 4-foot landscape easement. By doing this, a consistent row of street trees can be achieved giving a unifying effect in areas which are characterized by a disjointed streetscape appearance. A street tree maintenance assessment district is proposed for proper care of the trees in this easement. Street lights are then proposed along the back of sidewalk so as to cast light on the roadway and walkway both and also serve as a standard for City signage. In these segments as well, distinct zones will employ the more informal “Santa Cruz garden” approach, playing on groupings of existing mature tree specimens. The street lights are proposed stepping down in height at intersections to enhance the pedestrian environment at these nodes.

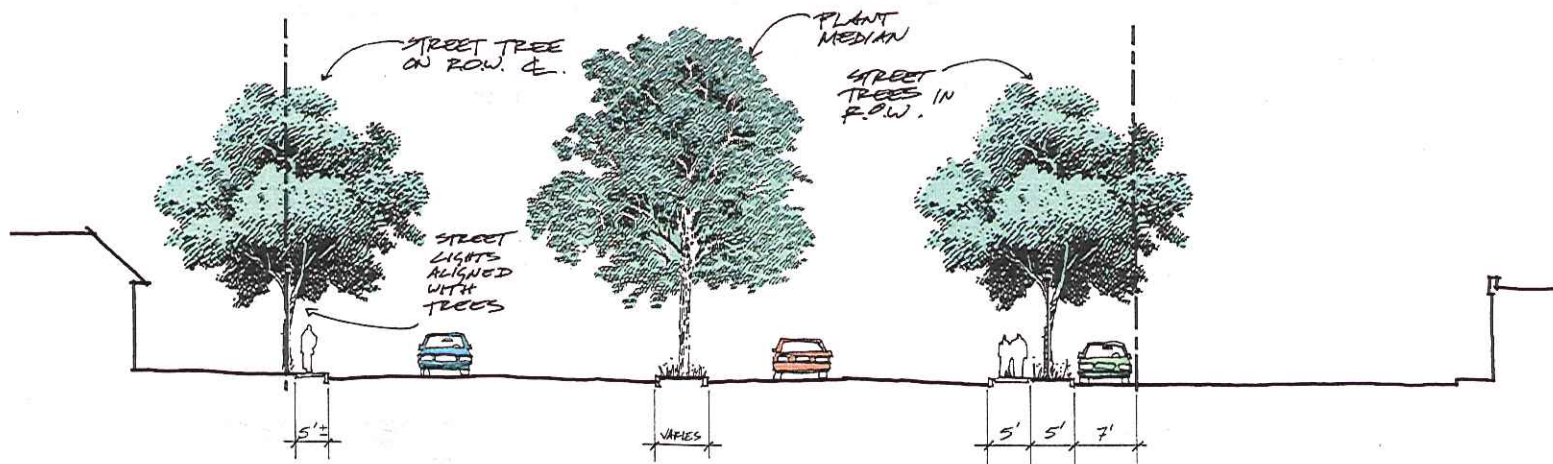


C. Special Opportunities Condition

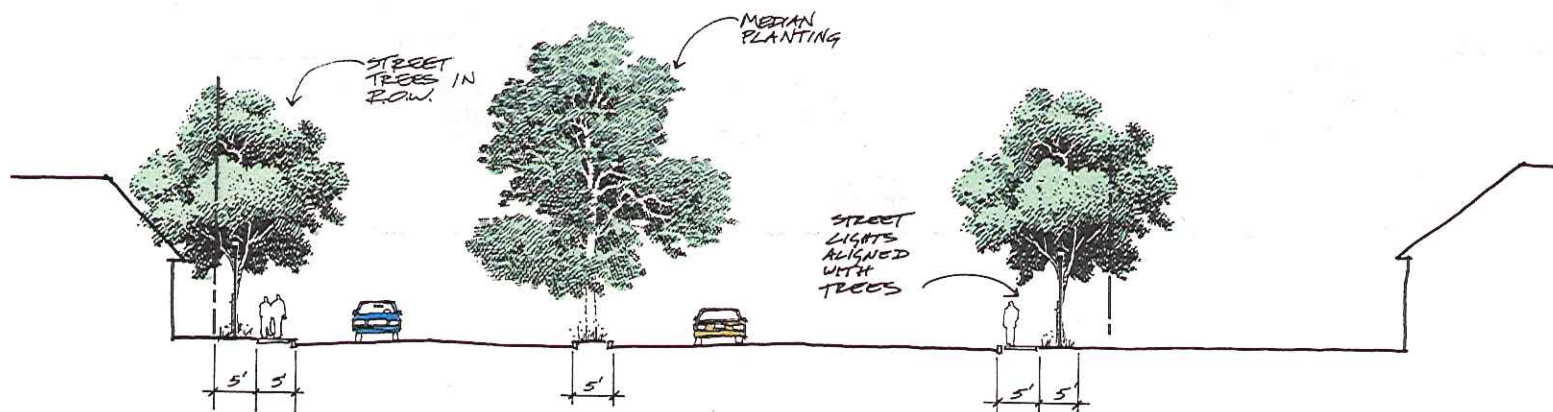
The third condition proposed occurs in areas where more right-of-way width is available and also median areas are available. Here, the general approach proposed is to maximize street tree planting in these areas including the placement of rows of trees in the median to offer the maximum effect. These areas occur between Chestnut and King and just east of Swift, offering opportunities to make a strong statement at each end of the corridor.



Special condition in Mid-corridor



Special condition at West End between King Street and Swift Street



Special condition at East End between King Street and Chestnut Street

D. Landscape Plan

Along the corridor as a whole, a mix of street tree segments species is proposed in order to give a distinctive environment within different segments of the corridor as well as to avoid monotony and homogeneity along the corridor.

Mission Street Urban Design Tree List

Street Trees*

Aescalus carnea "Briotii"	Red Hosechestnut
Pistacia chinensis	Chinese Pistache
Platanus acerifolia "Columbia"	Plane Tree
Quercus frainetto "Forest Green"	Forest Green Hungarian Oak
Quercus robur	English Oak
Quercus suber	Cork Oak
Quercus virginiana	Southern Live Oak
Ulmus parvifolia "Drake"	Chinese Elm

Gateway Trees*

Flowering

Lagerstromia indica "Natchez,"	Crepe Myrtle
"Muskogee," "Tuscarora"	

Palms

Washingtonia robusta	Mexican Fan Palm
----------------------	------------------

Conifers for Highway 1 Segment**

Cupressus macrocarpa	Monterey Cypress
Pinus halepensis	Aleppo Pine
Sequoia sempervirens	Redwood

One species should be chosen from the Street Tree list for each of the Street Tree Species (1, 2, 3, and 4) indicated on the Street Tree Planting Concept plan.

*Consistent with City of Santa Cruz Parks Division Approved Street Tree List

**Expanded tree list, not to be used in a typical street tree application.

"Santa Cruz Garden" Areas**

Conifers

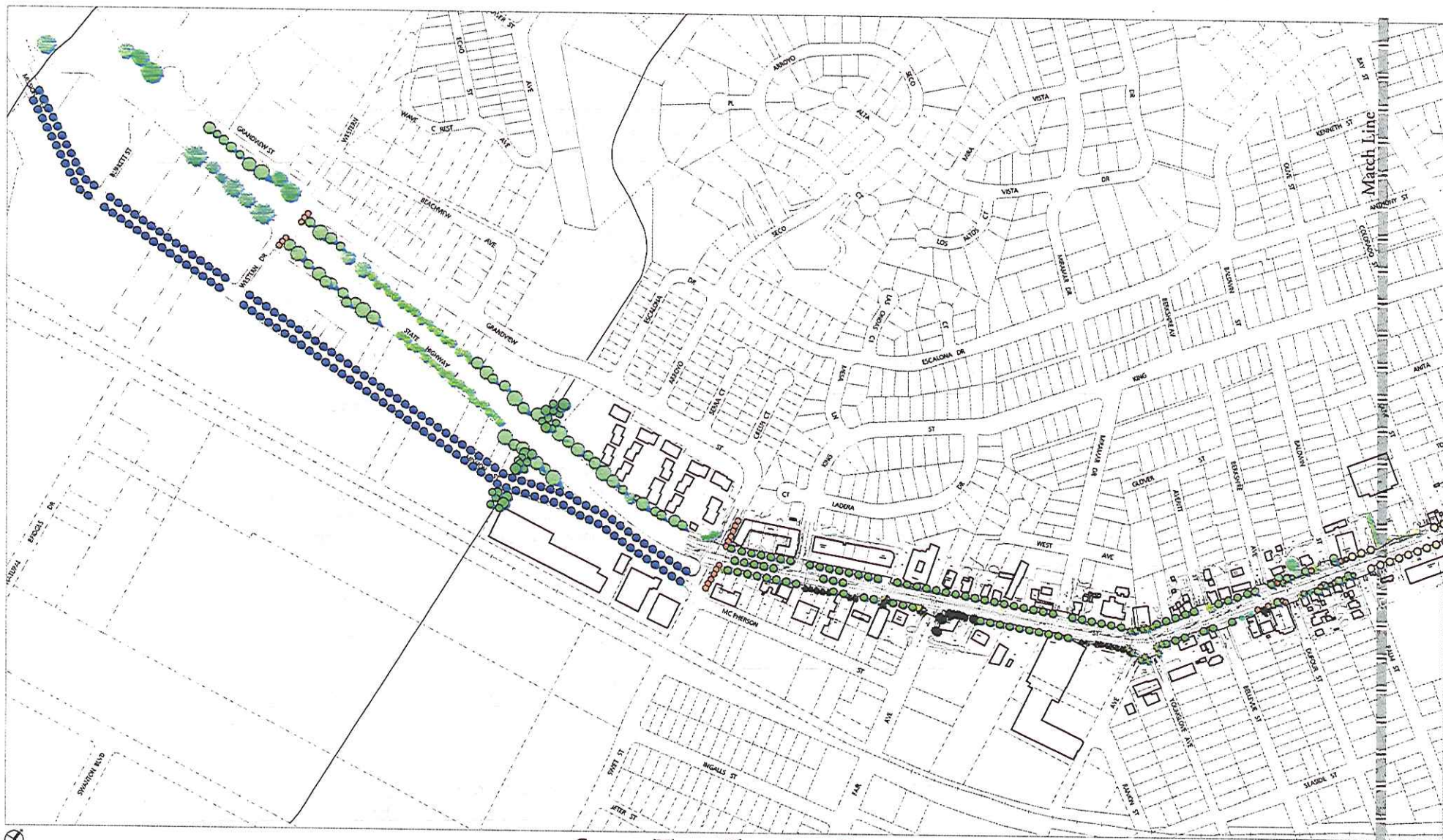
Cedrus atlantica, deodara	Atlas Cedar, Deodar Cedar
Chamaecyparis...	False Cypress
Cupressus macrocarpa, sempervirens	Cypress
Juniperus chinensis 'torulosa'	Hollywood Juniper
Pinus canariensis	Canary Island Pine
Sequoia sempervirens	Redwood

Flowering

Aesculus californica	California Buckeye
Cercis canadensis	Eastern Redbud
Jacaranda acutifolia	Jacaranda
Lagerstromia indica	Crepe Myrtle
Leptospermum laevigatum	Australian Tea Tree
Leptospermum scoparium	New Zealand Tea Tree
Magnolia soulingiana, Magnolia stellata	Saucer Magnolia, Star Magnolia

Other

Eucalyptus sideroxylon, polyanthemus, ficifolia, etc.	Eucalyptus (various)
Fagus sylvatica 'atropunicea'	Copper Beech
Ilex	Holly
Maytenus boaria	Mayten
Melaleuca linariifolia, stypheliodes	Flaxleaf Paperbark, Prickly
Phoenix canariensis	Canary Island Date Palm
Quercus suber	Cork Oak
Schinus molle	California Pepper
Syagrus romanzoffiana (looks ratty)	Queen Palm
Washingtonia robusta	Mexican Fan Palm



Street Tree Planting Concept

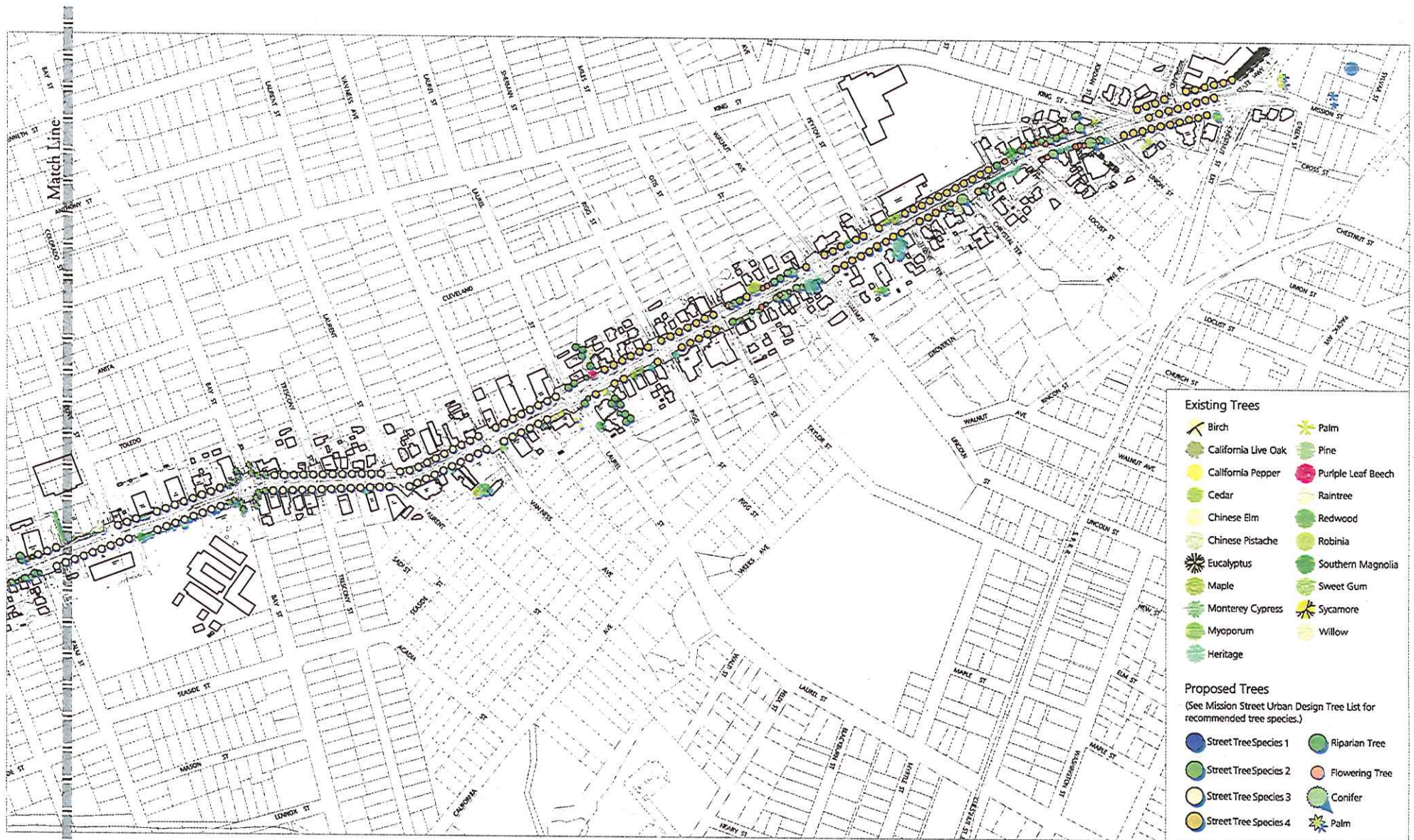
0 100' 200' 400' 1/4 Mile

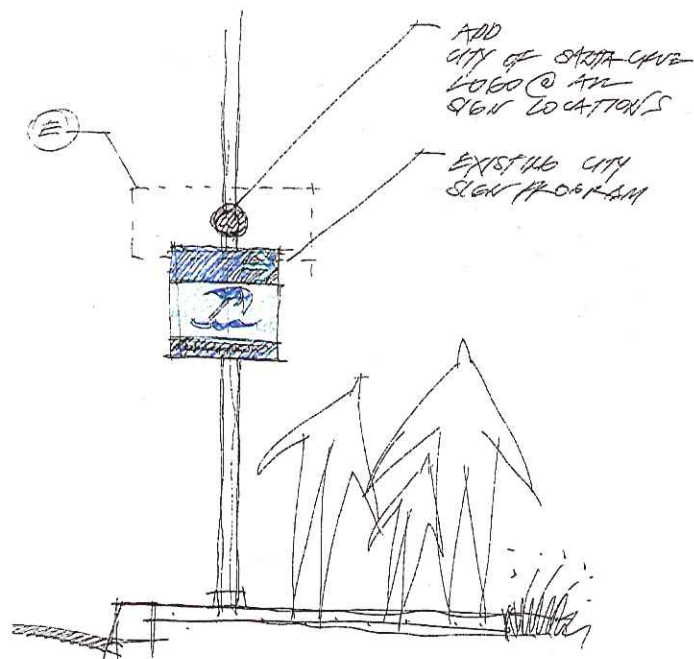
Wallace Roberts & Todd
San Francisco, California

The Sligh Group
San Francisco, California

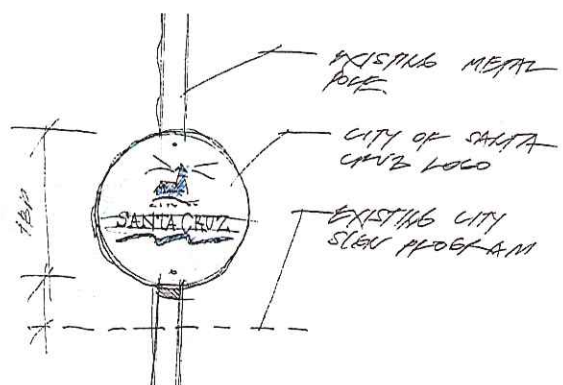
Pacific Group
Berkeley, California

Alta Transportation
San Jose, California





Directional Sign Elevation



City of Santa Cruz Logo Sign Detail to be used in conjunction with directional sign

E. Lighting

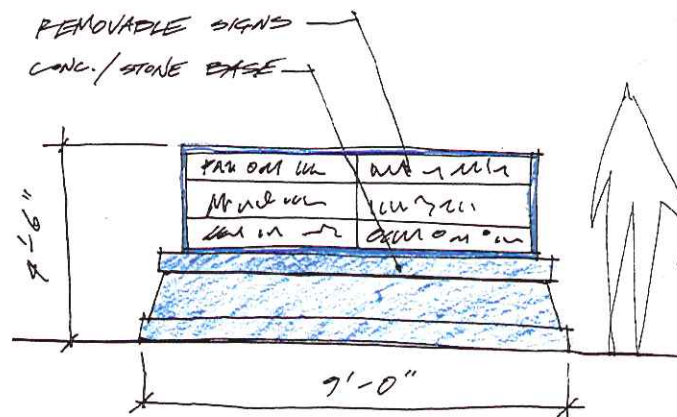
A consistent row of lights doubling as signage standards is proposed in the landscape easement.

F. Signage

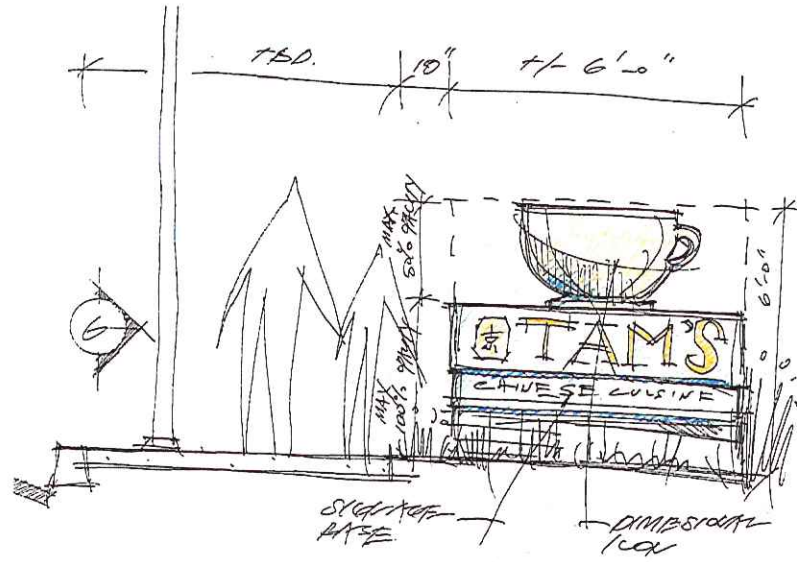
Signage standards are recommended that encourage building-attached signage or low-level freestanding signs for private businesses and which encourage signage designs that play upon the uniqueness of the business rather than using generic designs.

G. Street Furnishings

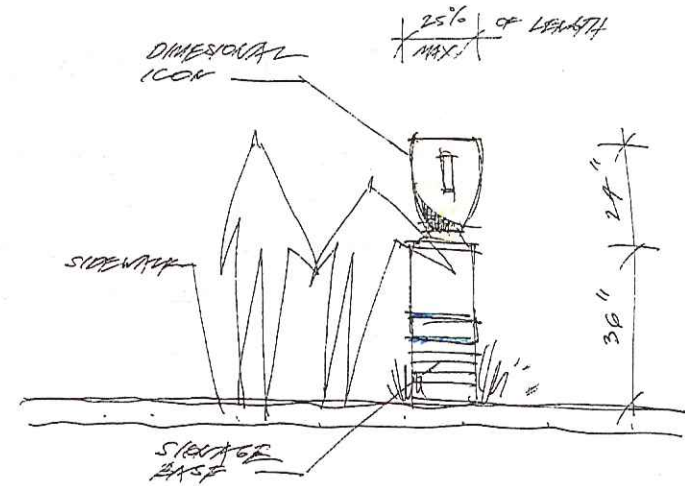
Furnishings should be placed in the landscape easement, with benches concentrated at major and minor intersection nodes. Bus stops and bicycle parking are proposed along the corridor in appropriate locations. All furnishings should be part of a unified, pedestrian-friendly street architecture.



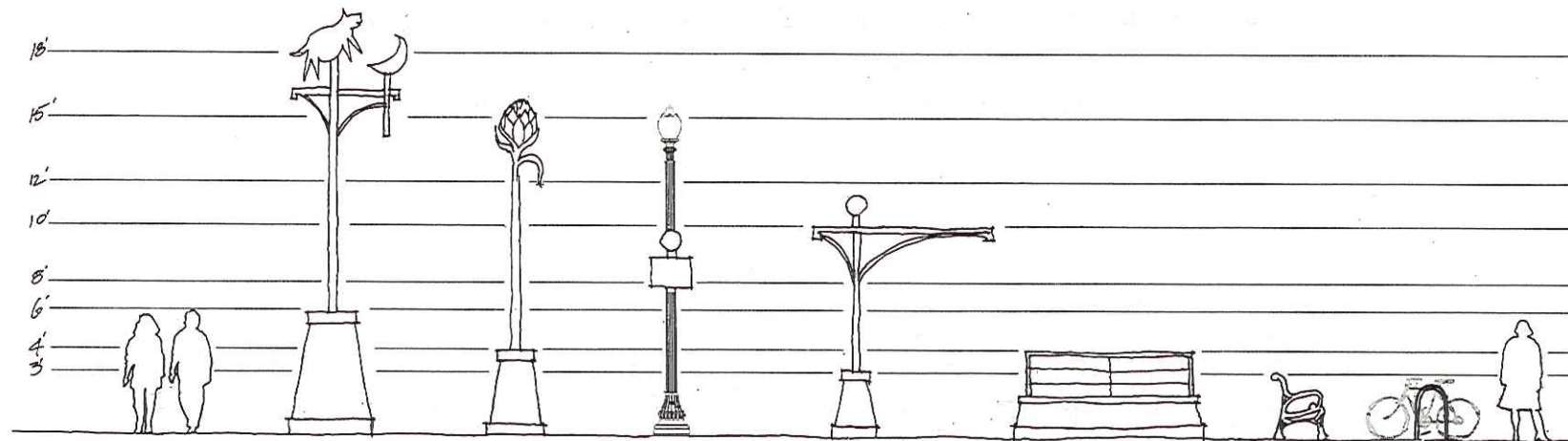
Grouped Commercial Signage



Freestanding Sign Elevation



Freestanding Sign Side Elevation



MAJOR GATEWAY
ELEMENT WITH
STORY-POLE

NEIGHBORHOOD
GATEWAY ELEMENT
WITH STORY-POLE

PEDESTRIAN-
LEVEL LIGHTING
WITH
PEDESTRIAN/BIKE
LEVEL SIGNAGE

BUS
SHELTER

GROUPED COMMERCIAL
SIGNAGE

BENCH

BIKE
RACK

Vocabulary of street furnishing elements

VI. Neighborhood Character

Part of the urban design plan is to highlight the various elements make important contributions to neighborhood character. These include murals, distinctive buildings and historic zones, and natural features such as Laurel Creek. The goal of this plan is to emphasize these elements through preservation, creation of pedestrian spaces adjacent to them, as well as development standards and streetscape treatments that complement them.

For example, the Laurel Street intersection is a zone with strong particular neighborhood character because of the businesses and neighborhood activity that takes place there. This character will be enhanced by providing pedestrian gathering opportunities, reorganized parking and facade & signage improvements. Other similarly distinctive zones are called out on the neighborhood character summary map. Older homes (such as those on the east end as well as the small grouping at Baldwin and Mission) and local businesses (such as Santa Cruz Pottery) are seen as major contributors to neighborhood character.

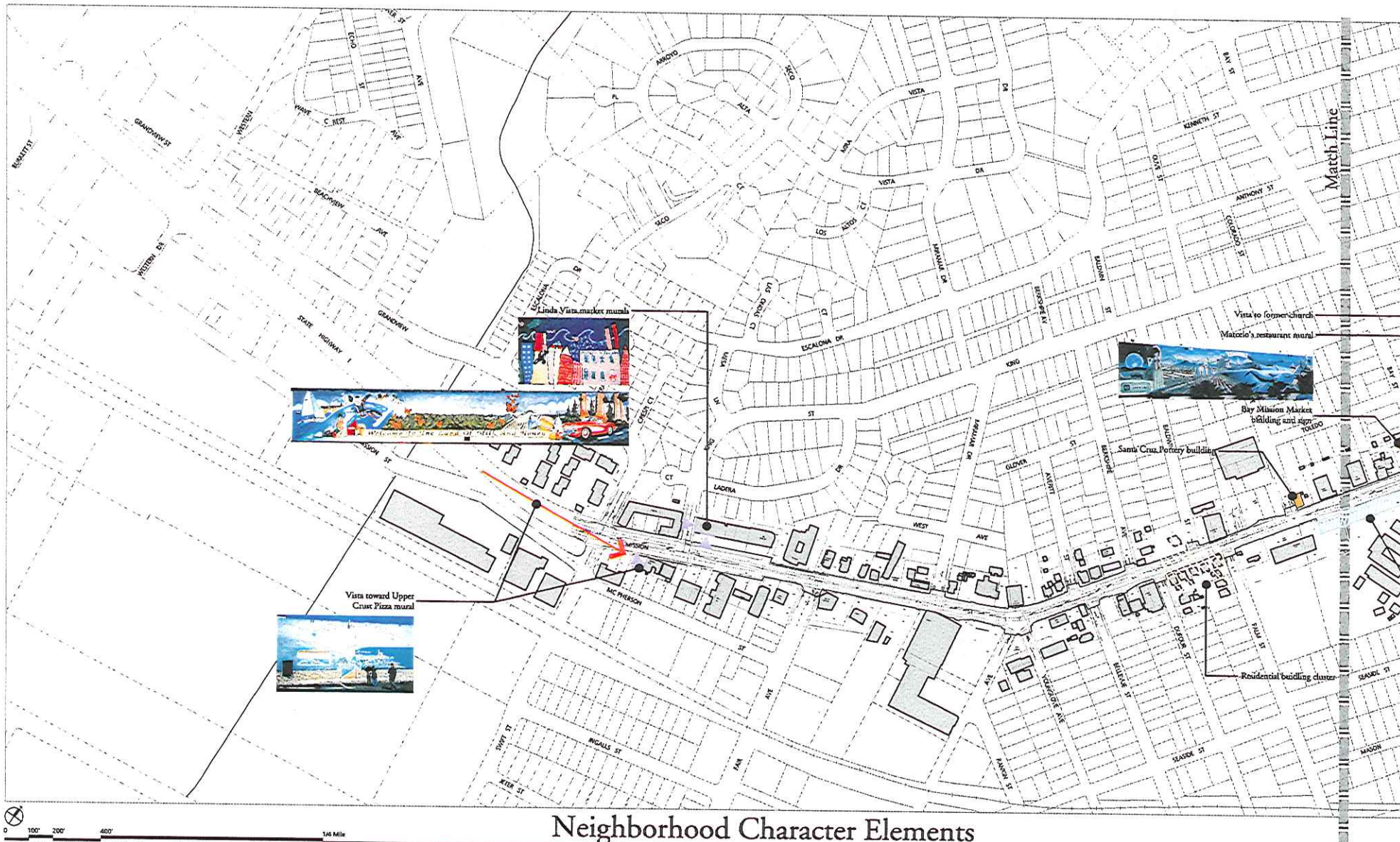


Sound wall cross-section



Sound wall concept at Mission high school

A mural guide is proposed to help highlight the location of the various murals along the corridor. The new proposed sound wall at Mission Hill School is seen as an excellent opportunity to provide neighborhood character by allowing views to open space and distant hills as well as introducing a distinctive street architecture element to this segment of the corridor. A similar, more pedestrian-friendly treatment is also proposed for the sound wall at Bayview Elementary School.



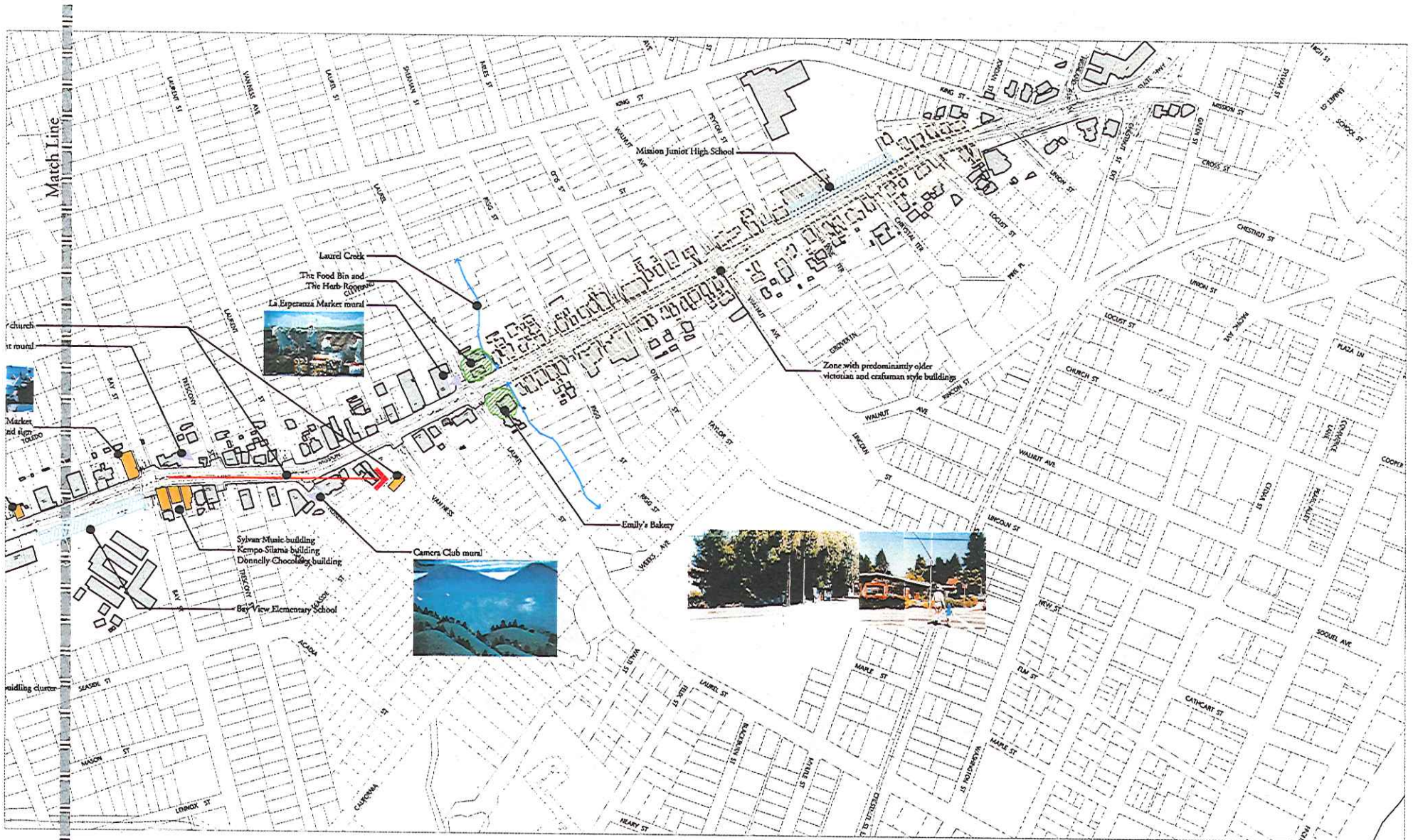
Neighborhood Character Elements

Wallace Roberts & Todd
San Francisco, California

The Sibbes Group
San Francisco, California

Pacific Group
Burlingame, California

Alta Transportation
San Antonio, California

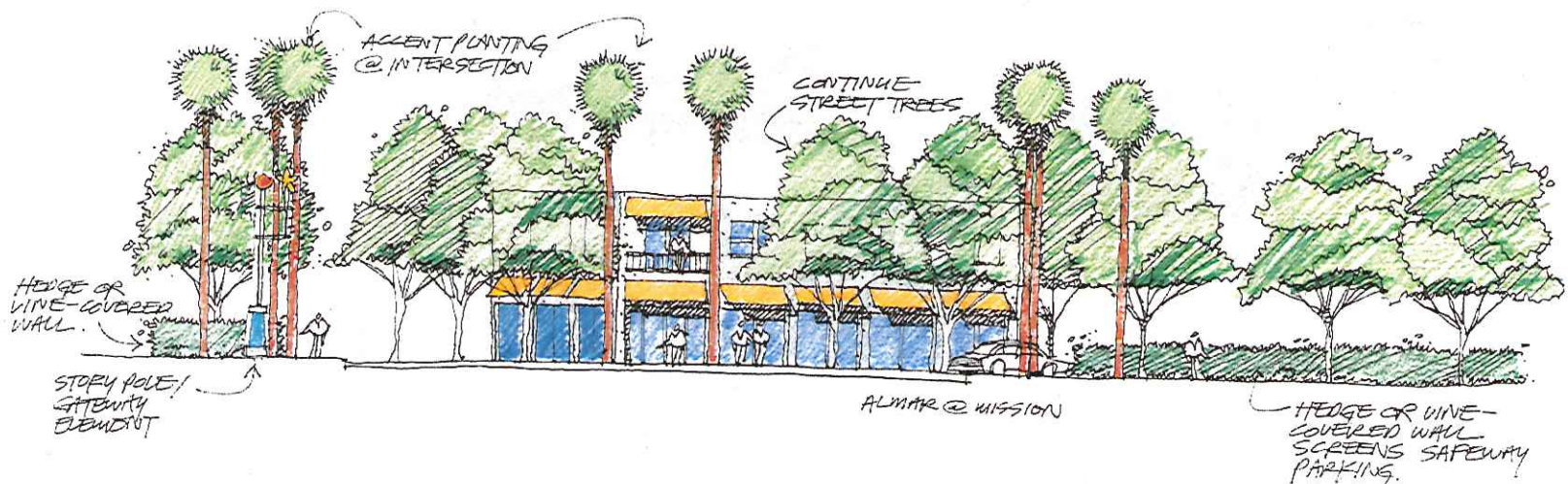


VII. Development Standards

A. Development Prototypes Summary

Potential opportunity development sites are proposed as well as aggregated parking opportunity sites. The development opportunity sites range from sites which can accommodate new projects, to properties which can benefit from major renovation, to properties which may only need landscape and facade treatments. The selection of these sites was based upon a number of factors including vacancy, distressed or blighted conditions, underutilized properties and non-conforming uses.

Aggregated parking zones were determined by examining conditions and configurations of parking areas on the sides and in the rear of existing businesses and seeking out more efficient layouts which can be created by reconfiguring these parking areas for mutual benefit of the participating businesses.



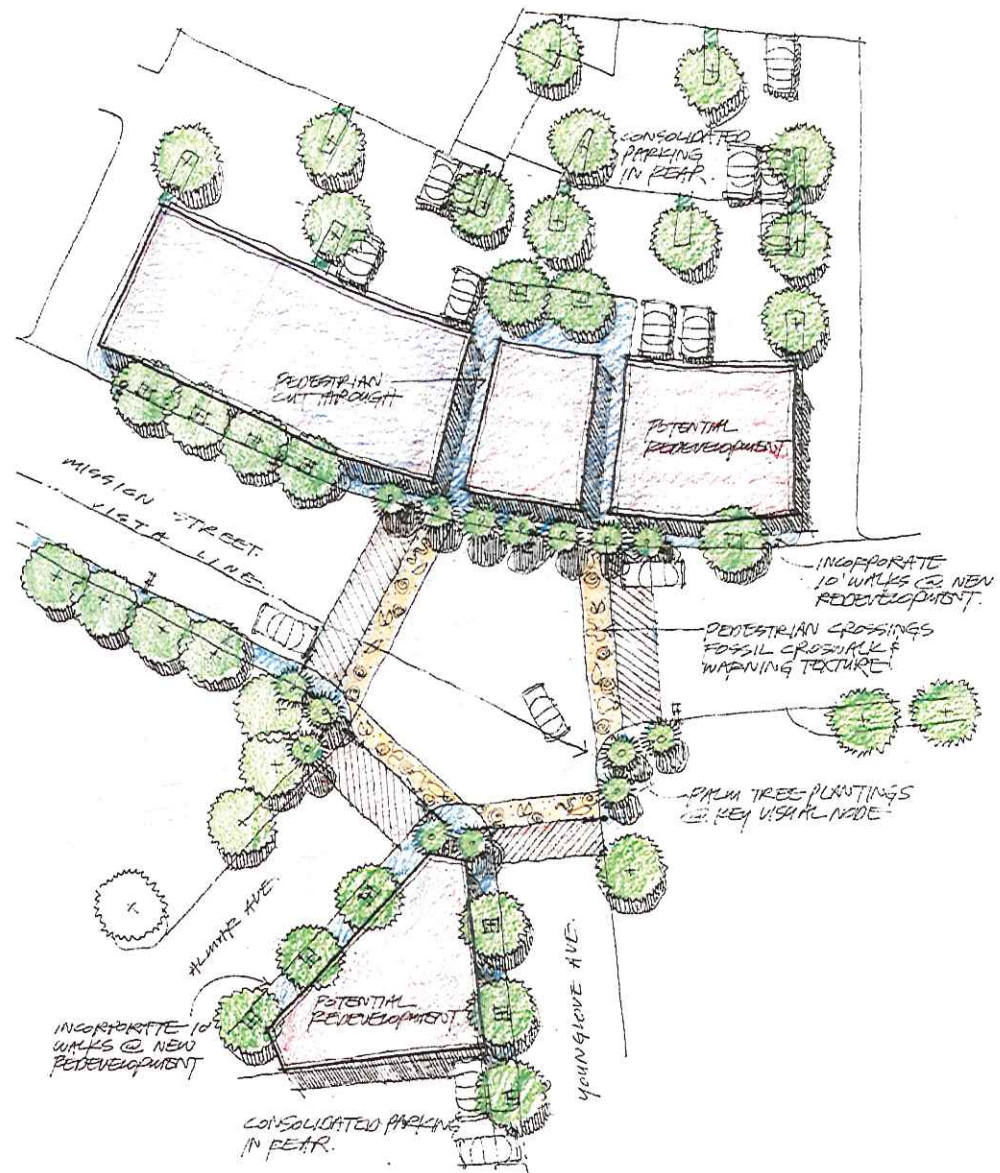
Development opportunity site at Almar Avenue and Younglove Avenue

Mini strip malls represent significant opportunity sites because their renovation / beautification could make a significant impact on the corridor. Parcels terminating vistas at bends of Mission Street also represent significant opportunity sites because of their visual prominence. These include the Safeway and Burger King sites, the Bay / Mission Market site and Good Will site. Creating aggregated parking areas may be one technique for making opportunity sites more feasible for development and also to enhance the potential of existing uses.

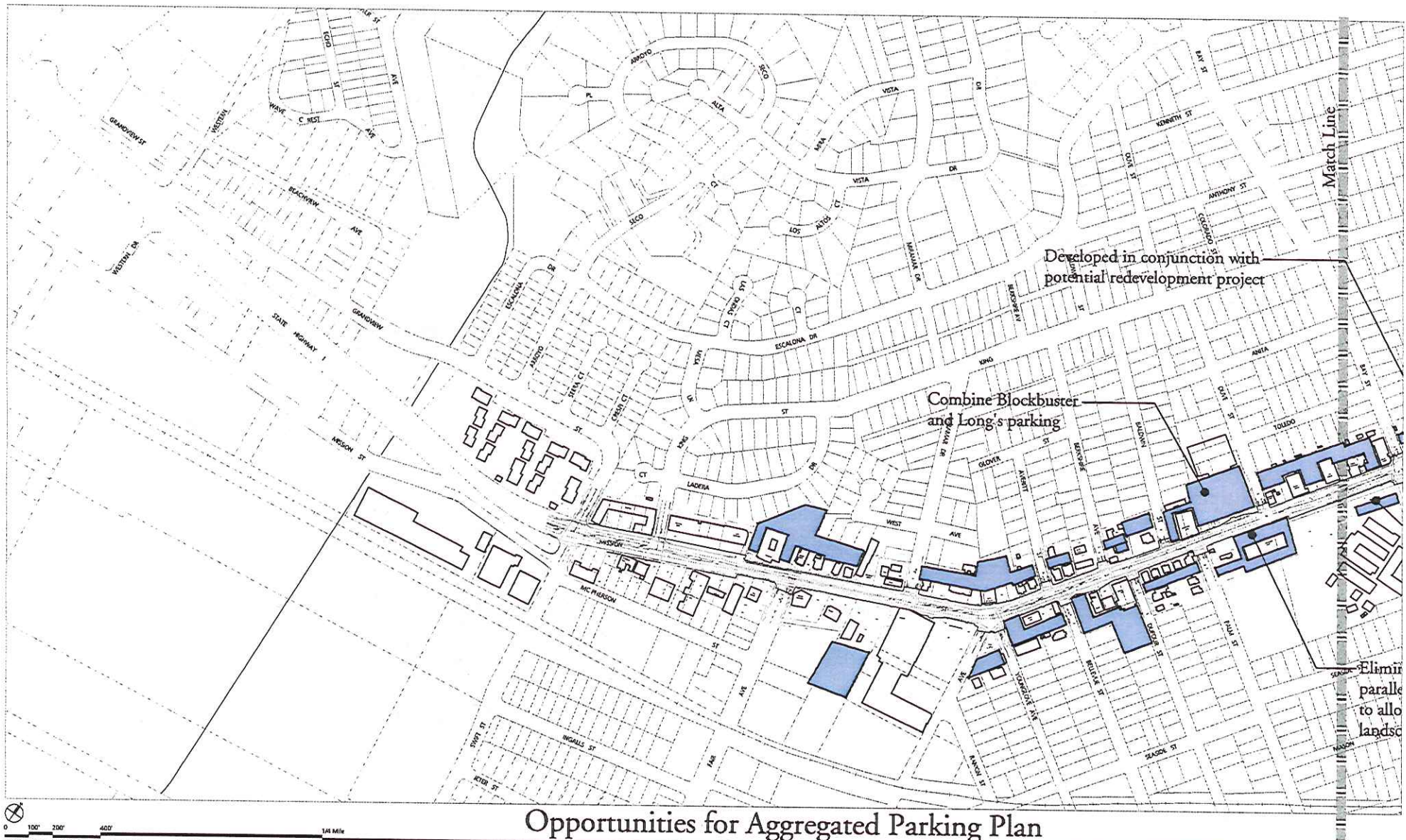
Prototypes are proposed for three types of opportunity sites: new development, renovation of commercial structures, landscape and facade treatments and signage controls.

B. New Development

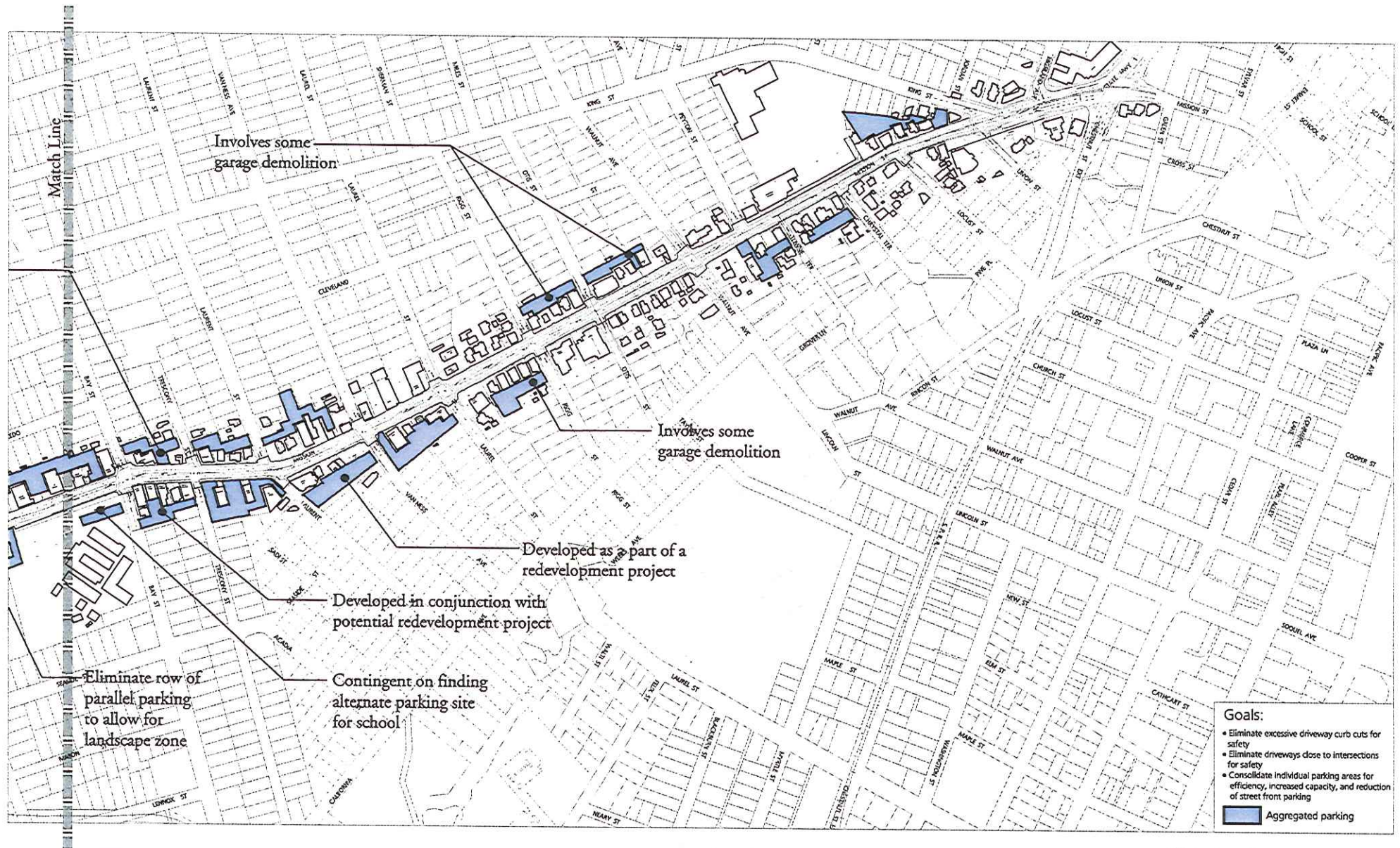
A new development prototype is proposed for the zone around the Almar / Younglove intersection. This concept proposes new buildings set close to the sidewalk for pedestrian friendliness, mixed uses with retail on the ground floor and office or residential on the upper level(s). Parking is

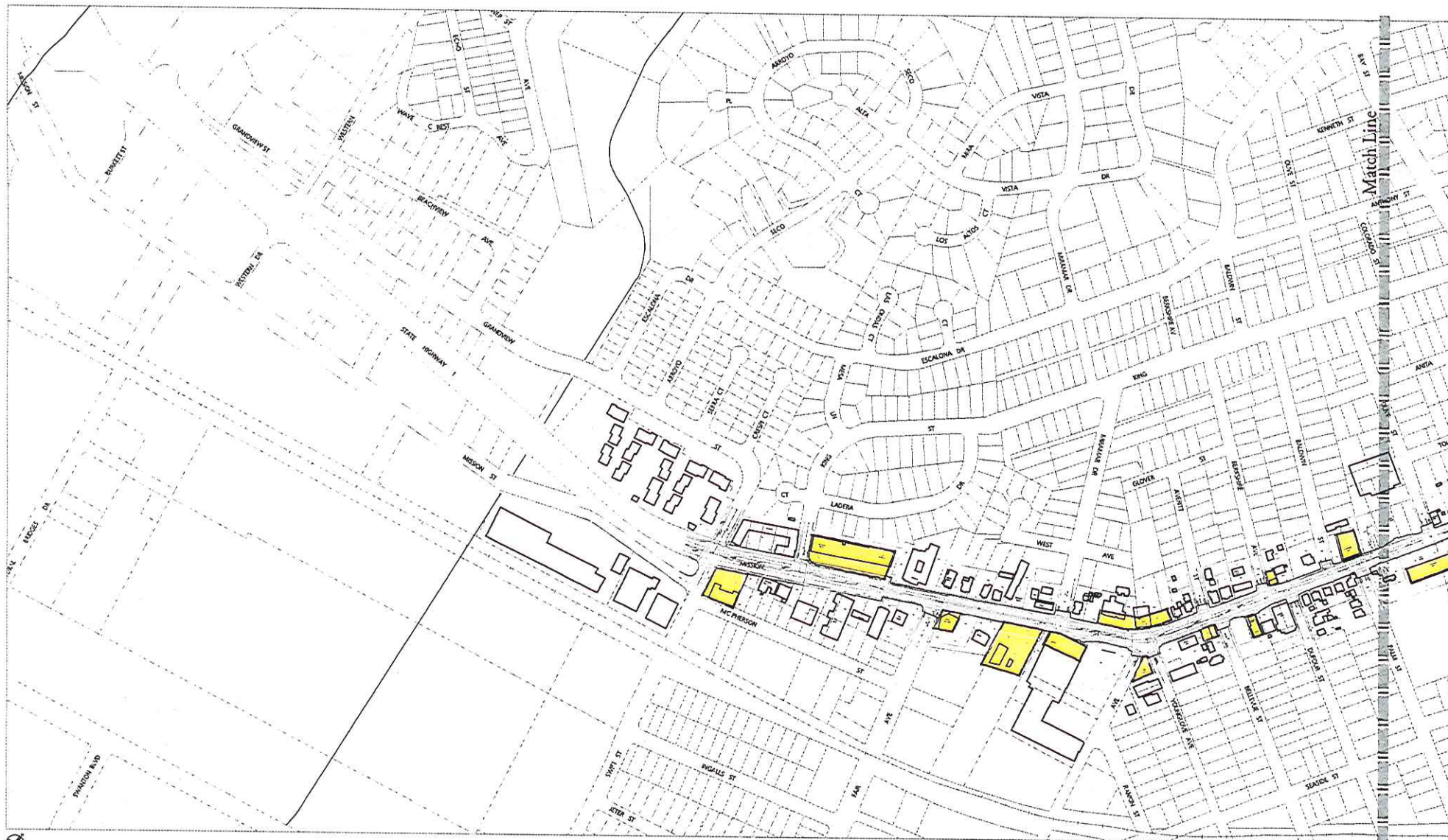


New development opportunity site at Almar Avenue and Younglove Avenue



Opportunities for Aggregated Parking Plan





0 100' 200' 400' 1/4 Mile

Wallace Roberts & Todd
San Francisco, California

The Sibbes Group
San Francisco, California

Pacific Group
Burlingame, California

Alta Transportation
San Anselmo, California

Potential Opportunity Sites Plan

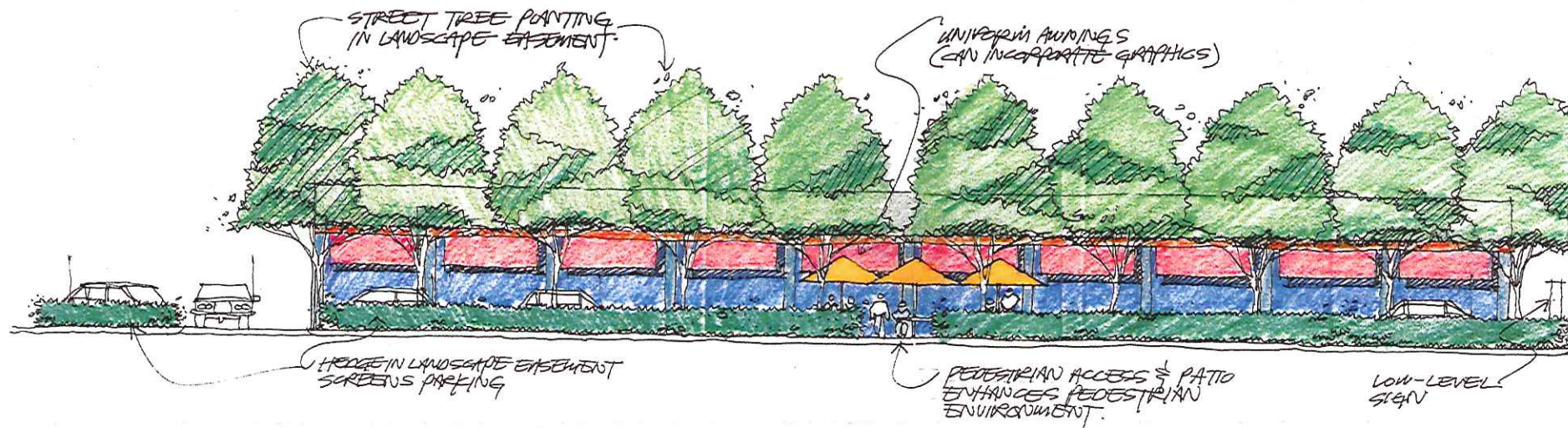


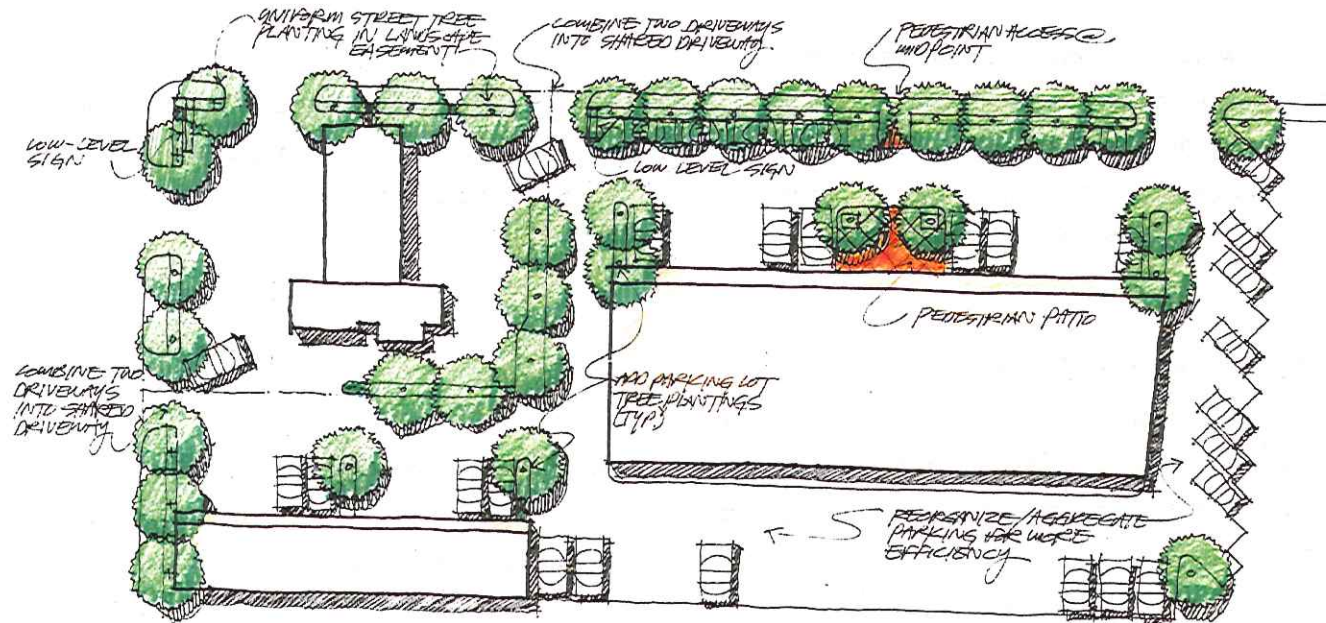
Mission Street Corridor Urban Design Plan

Department of Planning and Community Development
City of Santa Cruz, California

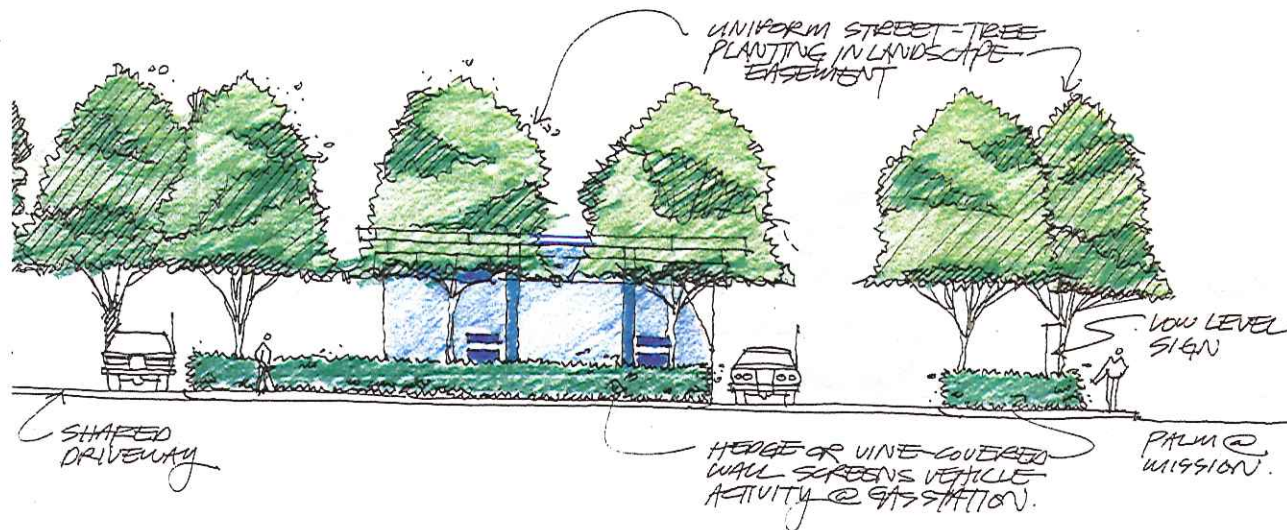
grouped to the rear of the parcels so as not to be visible from Mission but also to provide additional service and pedestrian network behind the uses. Pedestrian cut-throughs are shown where appropriate. Colorful awnings and large store front windows further enhance the pedestrian environment. Development standards are proposed which require greater building setbacks and wider sidewalks in future development even if current conditions do not provide this. In this manner, a wider pedestrian zone can gradually be implemented over time with a strong standard to guide it.

The development uses proposed for these new redevelopment situations have been studied and conclusions reported in the "Economic Evaluation for Mission Street Corridor" (available from the Santa Cruz Department of Planning & Community Development). In general, the conclusions of this study are that there is demand for neighborhood-serving retail with some limited tourist-serving retail; there is also demand for office uses to supplement and further establish the corridor as a medical and professional services office district and finally there is demand for residential uses specifically of the attached owner and market rate rental type, some of which could be accommodated in the study area. Based upon these results, the urban design plan recommends that the nature of the new redevelopment uses should be small in-fill mixed-use





Site improvements for mini-mall and gas station

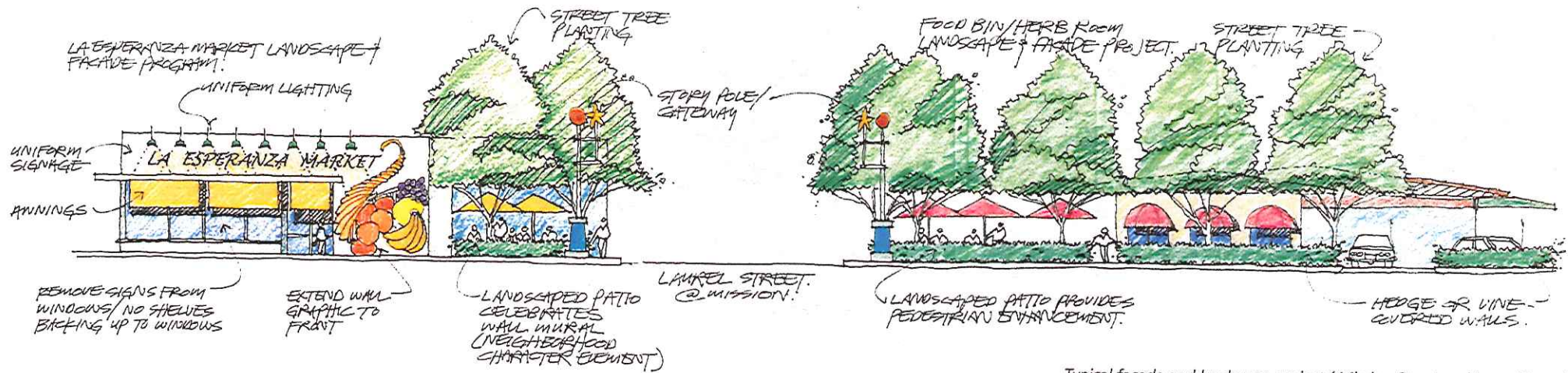


Enhancement project for typical mini-mall and gas station

projects which accommodate retail and possibly office on the ground floor and office and/or residential on the upper floor(s) (in potentially 2-3 story developments). This prototype, it is believed, would strongly support the pedestrianization of the Mission Street Corridor by providing more pedestrian accessed retail as well as adding more of a concentration of residential and employment uses along the corridor thus introducing additional pedestrian activity.

C. Strip Commercial Enhancement Projects

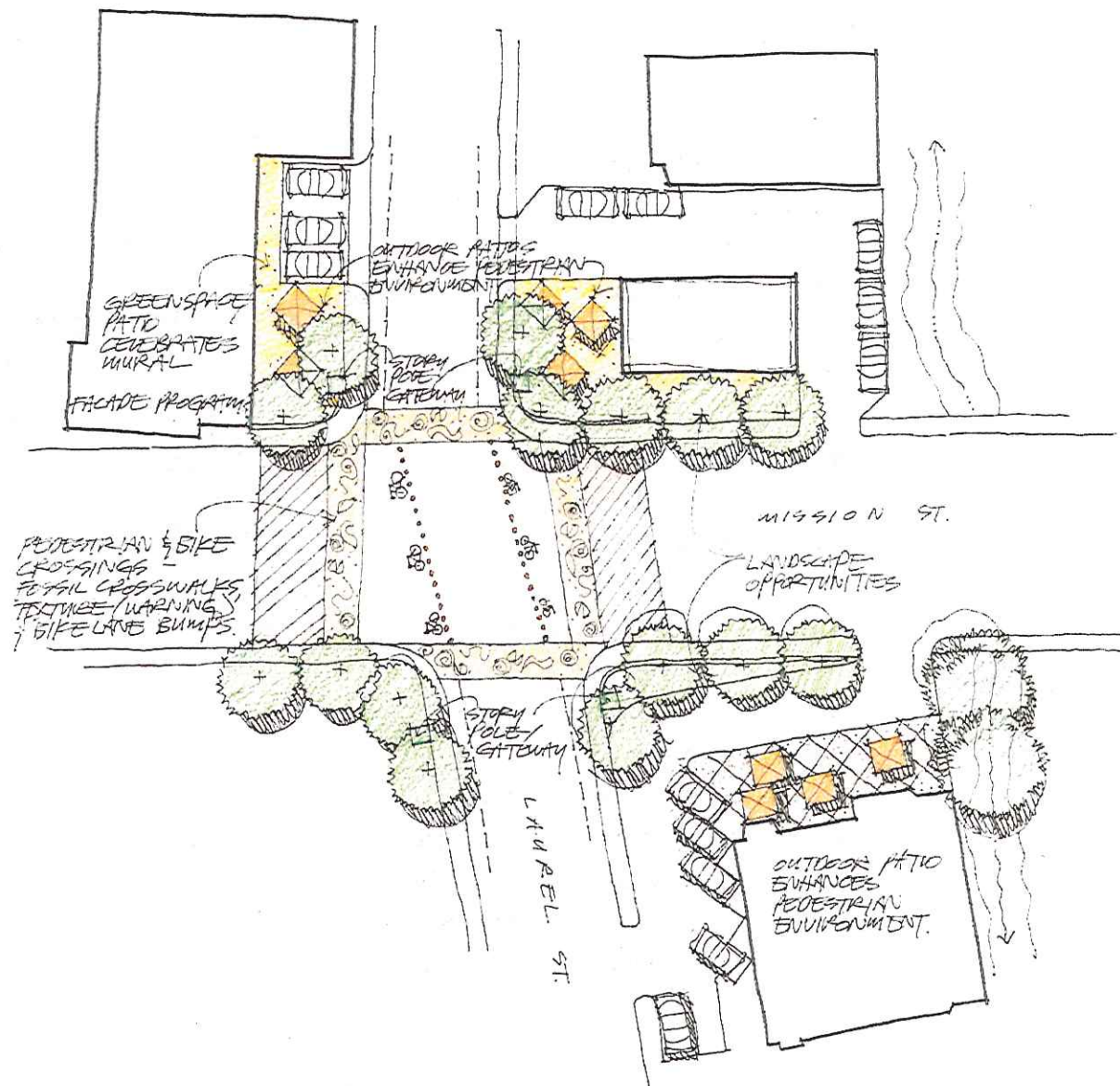
A renovation prototype is proposed for a typical strip mall reconfigured to provide for pedestrian gathering space visible from the street, aggregated signage onto one low-level standard near the drive way, reconfigured parking and driveways to reduce the number of driveways (shared drives with adjacent properties) and to de-emphasize parking in the front of buildings to the extent possible. More landscape buffer is proposed on the Mission Street frontage where parking exists but with designated pedestrian access points. Unified awnings and signage are proposed for the building facades.



Typical facade and landscape project (Mission Street and Laurel Street)

D. Facade and Landscape Projects

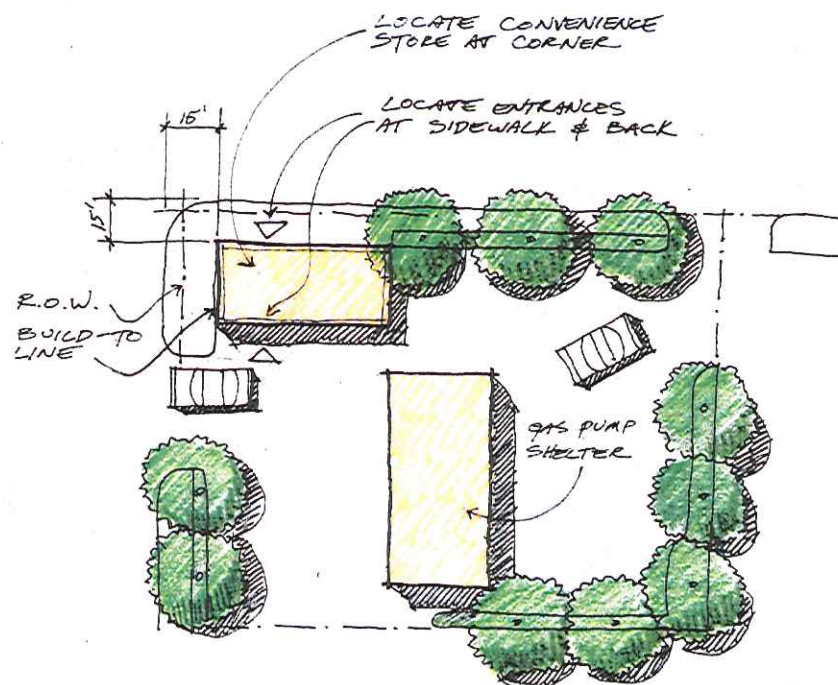
Facade and landscape enhancement concepts are proposed using the Laurel Street intersection zone as a prototype. Here pedestrian gathering spaces are proposed off Mission Street but visible from Mission Street to enhance the feeling of pedestrian environment. Additional street trees and hedge or planted wall buffers are proposed to give an added measure of separation from Mission Street. Parking is restructured to be less visible and to enhance pedestrian access to the businesses. Building facades are upgraded including awning treatments, “de-cluttering”, repainting, unified lighting and unified signage applied to the buildings. These treatments are shown for La Esperanza Market and the Food Bin / Herb Room.



Typical facade and landscape project (Mission Street and Laurel Street)

E. Gas Stations

The plan proposes a series of enhancements that de-emphasize the vehicular nature of gas stations and contribute more to the pedestrian environment. Proposed improvements include, reduction of the number of driveways or sharing of drives with neighboring uses, landscape buffers and pedestrian scale signage. New or renovated gas stations should locate the convenience store at the corner to create a pedestrian-level presence at the sidewalk. Entrances should be located at the sidewalk for pedestrian use, as well as at the gas pump side. To create additional pedestrian space, convenience store buildings should honor the build-to line described in the “Development Standards and Design Guidelines” chapter, section I, “Site Development Standards.” Gas station architecture should follow other applicable guidelines with regard to facade treatments, windows, awnings, signage, etc. See Policy 1d, page 19 for gas stations in the P-A zone district.



New and renovated gas stations should locate the convenience store at the corner to create a pedestrian presence along the sidewalk.

Overall, standards are proposed such that streetscape and building guidelines reflect the changing character along the corridor. For example, development standards in the historic east end district will be different

from those in the more modern mid-corridor and west end. Similarly, aggregated parking standards are proposed to vary according to different development types along the corridor. For example, at nodes, it will be consolidated behind uses, in the west end, it will occur on the sides and behind buildings masses and in front on a limited basis, and on the east end it will be consolidated behind historic buildings. Exits from aggregated parking areas are proposed to encourage car movements back to Mission Street rather than into the neighborhoods.

