

Implementation Plan

As indicated in the introduction, the revitalization of the Mission Street corridor is anticipated to be a long-term effort. That being said, the implementation program is based on the belief that the sooner the recommended improvement and enforcement programs are initiated the sooner the character of the corridor will begin to change. The following time frame for implementing the Corridor Urban Design Plan is not date-specific, but is intended to identify a general time frame and order of priorities. It is understood that the actual timing of implementation will be a function of the budgeting process and the ability to obtain the resources necessary to support each task.

The implementation program is set out in two three-year programs. It assumes that the proposed actions build on the success of previous actions, rather than taking place all at one time. The emphasis in the first three years is on establishing the regulatory and detailed design framework for the revitalization program, and implementing those actions that are already in the pipeline. The second three years focus on implementation of actions for which the groundwork will be set in the first three-year period. Although not listed, the implementation program also assumes a third category following the first six years in which many of the actions that have been initiated will continue to be implemented in a phased and on-going manner.

MISSION STREET CORRIDOR URBAN DESIGN PLAN IMPLEMENTATION PROGRAM	
Priority 1 – First Three Years	
<i>Task</i>	<i>Responsibility</i>
Amend zoning ordinance to implement new overlay zone standards	Planning Department
Amend Bicycle Transportation Plan to include: • Class II Bike lanes on Mission between King and Swift Streets • Class II bike lanes on Highway 1 between Swift and Shaffer Streets • Class I multi-purpose trail along south side of Highway 1 between Swift and Shafer	Public Works
Conduct Plan Line Study to acquire four (4) foot landscape/utility easement	Public Works/Redevelopment Agency
Initiate phased program to underground overhead utility lines (Currently underway)	Public Works
Undertake code enforcement program to inventory and eliminate non-conforming signs	Planning Department Redevelopment Agency
Undertake comprehensive corridor parking study to identify: • Current and projected parking deficiencies • A strategy for providing public parking along the corridor • A funding strategy for providing new parking • An incentives-based parking reduction program for new development	Public Works
Undertake an inventory of all public signage along the corridor, and work with Caltrans, the County, UCSC, and other affected agencies to develop a coordinated sign program that eliminates redundancy and visual clutter	Public Works
Prepare detailed street tree planting plan and initiate phased implementation program (Currently underway)	Public Works/Parks & Recreation
Prepare detailed street lighting plan and initiate phased implementation program (Currently underway)	Public Works
Fund and implement a façade and sign improvement and architectural assistance program (Currently underway)	Redevelopment Agency
Construct soundwall and streetscape improvements along Mission Hill School	Public Works

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Prepare detailed design for “model” intersection improvements at one of the key nodes along the corridor. Intersection design should include the following features as recommended in the Plan: • Crosswalks and special traffic-calming safety features • Neck-downs at neighborhood entrances • Street lights • Street trees and landscaping • “Story Poles” • Bus stops • Street furniture (e.g., benches, newspaper racks, trash receptacles, etc.)	Public Works/Parks & Recreation
Construct class II bike lanes on Mission between King and Swift Streets	Public Works
Construct class II bike lanes on King Street	Public Works
Explore opportunities to assemble and/or acquire properties to support redevelopment	Redevelopment Agency
Priority 2 – Second Three Years	
<i>Task</i>	<i>Responsibility</i>
Design and construct gateway features (structures and landscaping) at Shaffer and Swift Streets	Public Works/Parks and Recreation
Prepare detailed design of “Story Poles” and develop phased implementation strategy	Public Works/Parks and Recreation/ Art Committee
Implement the “model” intersection design	Public Works
Assemble property and undertake “model” mixed use redevelopment project	Redevelopment Agency
Design and construct landscape enhancements and bicycle facilities along Highway 1 west of Swift (i.e., Class II bike lanes on Highway 1 between Swift and Shaffer Streets, and Class I multi-purpose trail along south side of Highway 1)	Public Works/Parks and Recreation
Implement findings of comprehensive corridor parking study, including recommendations to providing public parking	Planning Department/Redevelopment Agency

