

A P P E N D I X B

ISSUES THAT WILL BE ADDRESSED IN THE OCEAN STREET AREA PLAN

.....

Issues That Will Be Addressed in the Ocean Street Area Plan

At Workshop #1 in November 2007, we heard dozens of great ideas about how to make Ocean Street a more attractive and welcoming place. Based on your ideas, here are some of the issues that we are already planning to address in the Ocean Street Area Plan:

Community Design

- ◆ Create a welcoming and distinctive gateway to the city
- ◆ Ensure that new buildings create a unique character for Ocean Street
- ◆ Address relationship between new buildings on Ocean Street and homes in nearby neighborhoods
- ◆ Consider improving directional signs to visitor destinations
- ◆ Implement façade improvement programs to enhance existing buildings
- ◆ Underground utilities south of Broadway

Historic Preservation/Arts and Culture

- ◆ Incorporate unique art that enhances the public realm
- ◆ Retain existing redwood trees
- ◆ Preserve historic homes where possible

Land Use

- ◆ Provide high-quality accommodations for visitors
- ◆ Create an anchor hotel and conference facility
- ◆ Provide retail businesses that serve the needs of residents and visitors
- ◆ Encourage a mix of local and franchise businesses

Parks, Recreation and Open Space

- ◆ Improve access to the San Lorenzo River

Civic and Community Facilities

- ◆ Provide incentives to combine smaller parcels to accommodate new development
- ◆ Consistently enforce code requirements
- ◆ Work with police to improve safety throughout the area

Mobility

- ◆ Enhance crosswalks to improve pedestrian visibility
- ◆ Widen sidewalks along Ocean Street
- ◆ Study the potential for a visitor shuttle loop connecting to the beach and downtown
- ◆ Enhance the pedestrian environment by providing attractive street furniture and lighting
- ◆ Work with the Redevelopment Agency and Santa Cruz County to build a parking structure at the County Government Center

