

## A P P E N D I X C

### P R E S E N T A T I O N O F P L A N A L T E R N A T I V E S



## OCEAN STREET AREA PLAN

### Community Workshop #2: Plan Alternatives



City of Santa Cruz | August 11, 2008



DESIGN, COMMUNITY & ENVIRONMENT

## WORKSHOP AGENDA

- 6:00 Welcome and Introductions  
*Juliana Rebagliati, City of Santa Cruz*  
*Bonnie Lipscomb, City of Santa Cruz*
- 6:15 Recap of Area Plan Process
- 6:30 Presentation of Plan Alternatives  
*David Early and Jeff Williams, DC&E*

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## WORKSHOP AGENDA

- 7:00 Small-Group Exercise: Create a Preferred Alternative
- 8:30 Reports Back from Small Groups
- 9:00 Meeting Close

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## RECAP OF AREA PLAN PROCESS

- ♦ What Is an Area Plan?
- ♦ Project Timeline
- ♦ Implementation of the Area Plan
- ♦ Plan Area Boundaries
- ♦ Issues That Will Be Addressed in Area Plan



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## WHAT IS AN AREA PLAN?

- ♦ Adopted as an amendment to the General Plan
- ♦ Provides focused direction for part of the city
- ♦ Can address any topic covered in the General Plan (for example, land uses and community character)
- ♦ Can also propose streetscape improvements and provide design guidelines
- ♦ Existing Area Plans include Downtown Recovery Plan, Beach/South of Laurel Area Plan

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## PROJECT TIMELINE

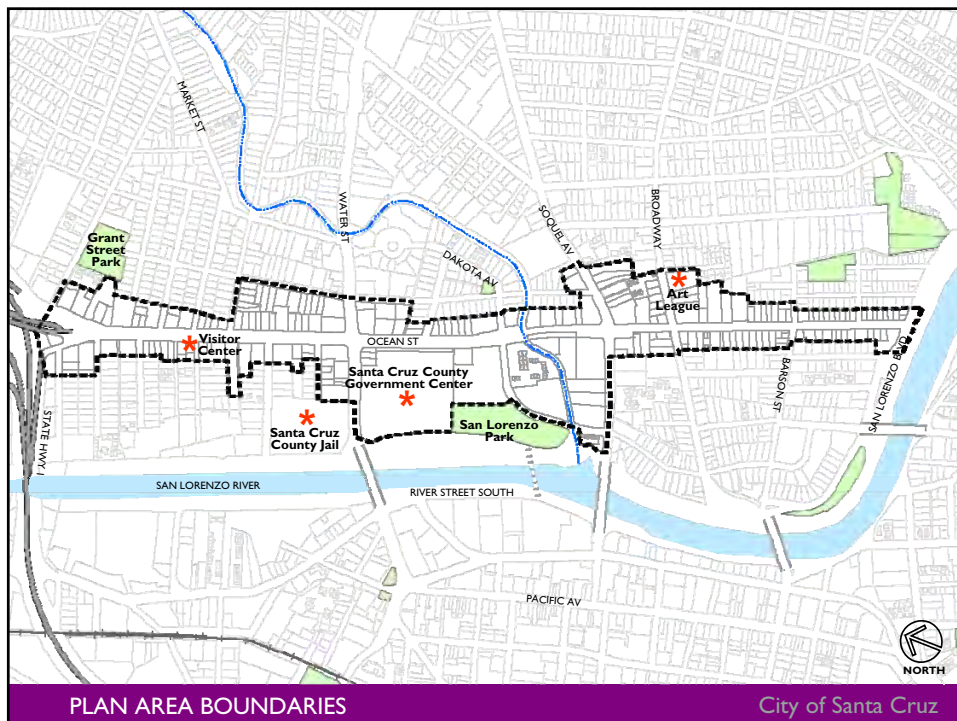


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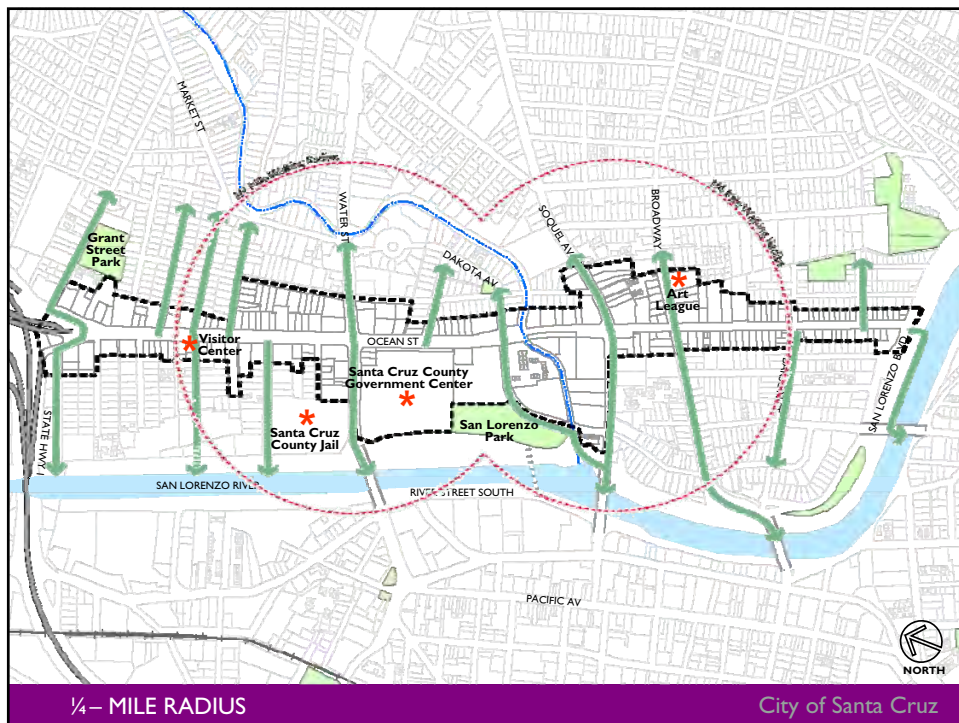
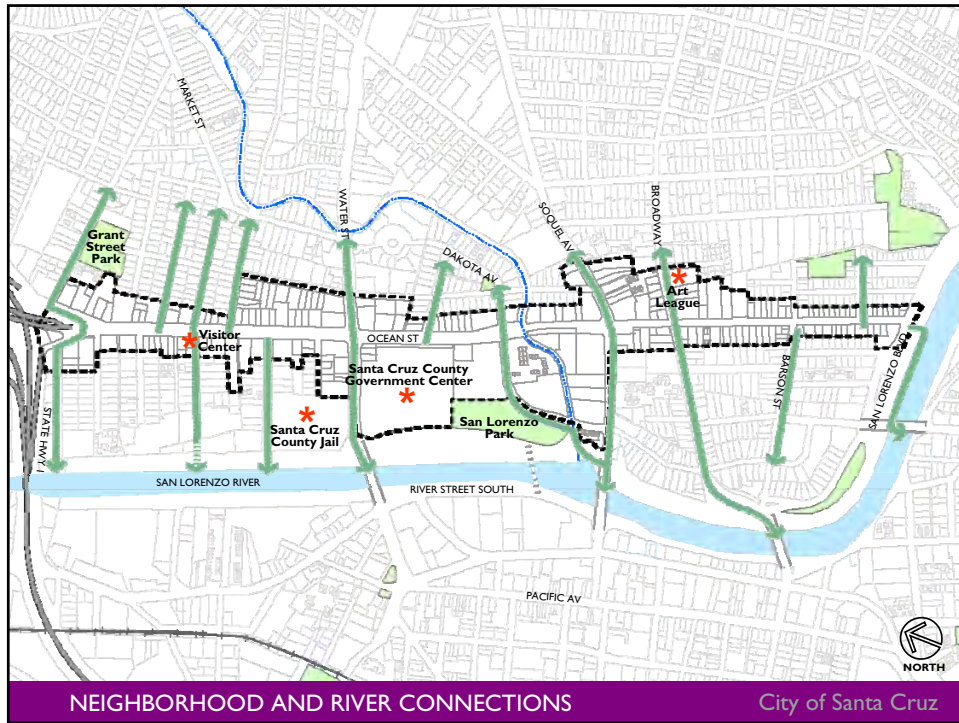
## IMPLEMENTATION OF THE AREA PLAN

- ♦ Update Zoning Ordinance
- ♦ Identify funding sources
- ♦ Complete public improvements
- ♦ Work with property owners and developers

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## ISSUES THAT WILL BE ADDRESSED IN AREA PLAN

- ♦ Create gateway to Santa Cruz at Highway 17
- ♦ Work with police to improve safety
- ♦ Build shared parking structure for the County/other users
- ♦ Opportunity for anchor hotel and conference facility
- ♦ Improve access to river levee
- ♦ Encourage new buildings that create a unique character for Ocean Street
- ♦ Explore potential for a visitor shuttle

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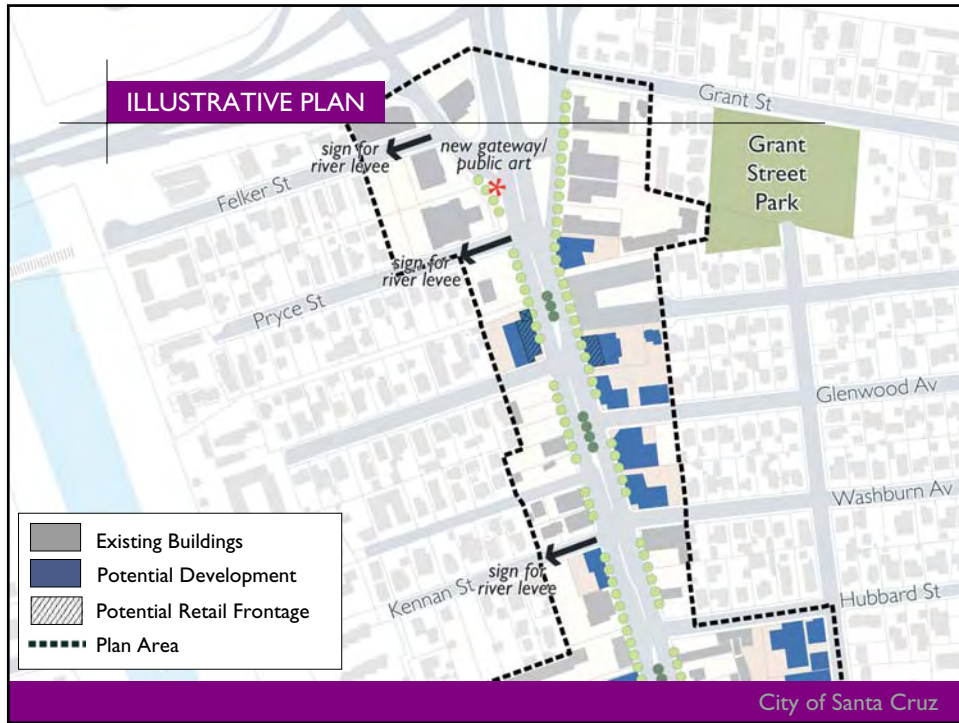
## TOPICS FOR THIS WORKSHOP

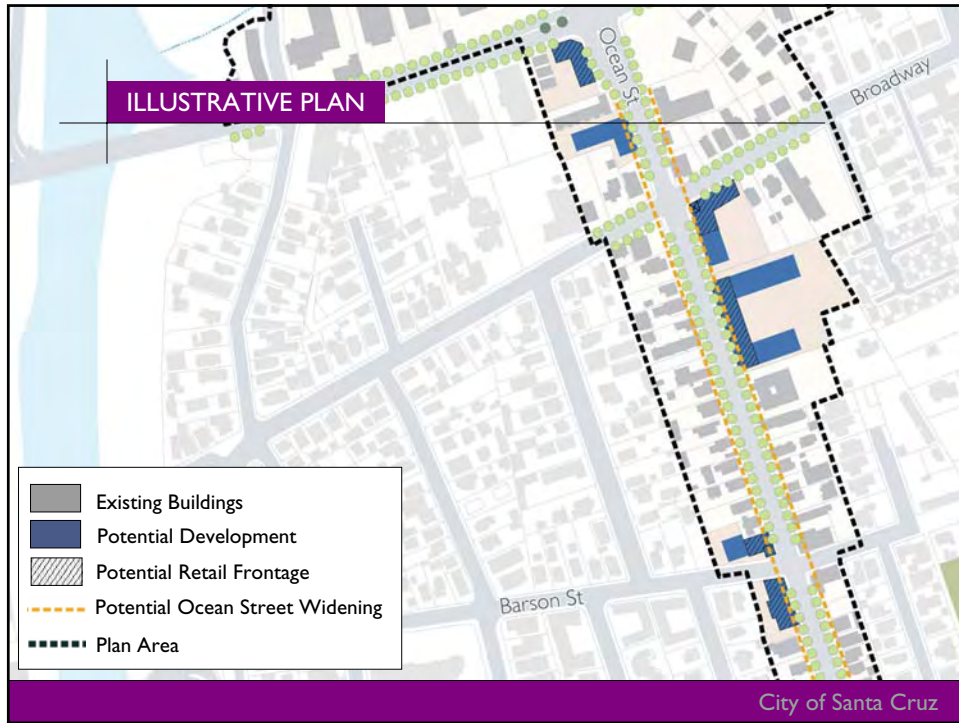
- ♦ Illustrative Plan
- ♦ Land Uses
- ♦ Building Heights
- ♦ Neighborhood Compatibility
- ♦ Streetscape Improvements



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## VISITOR COMMERCIAL

- ♦ Gas stations
- ♦ Hotels
- ♦ Restaurants
- ♦ Other retail stores



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## VISITOR-ORIENTED MIXED USE

- ♦ Hotels
- ♦ Conference centers
- ♦ Offices and apartments with ground-floor retail



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## RESIDENTIAL-ORIENTED MIXED USE

- ♦ Apartments/condominiums on upper floors
- ♦ Cafés, grocers, restaurants, other stores on ground floor



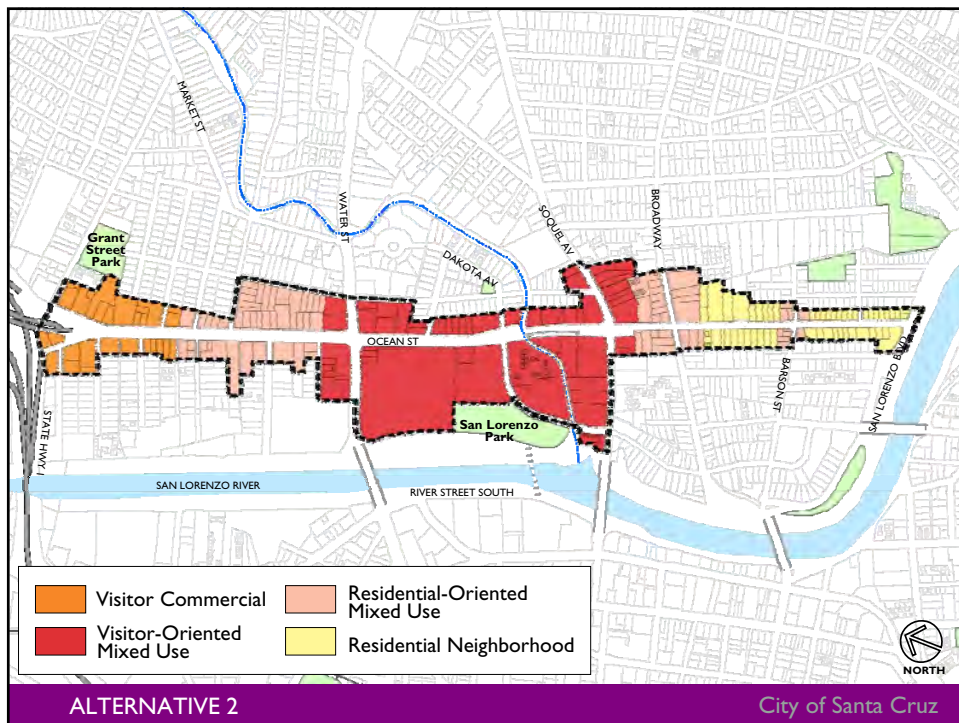
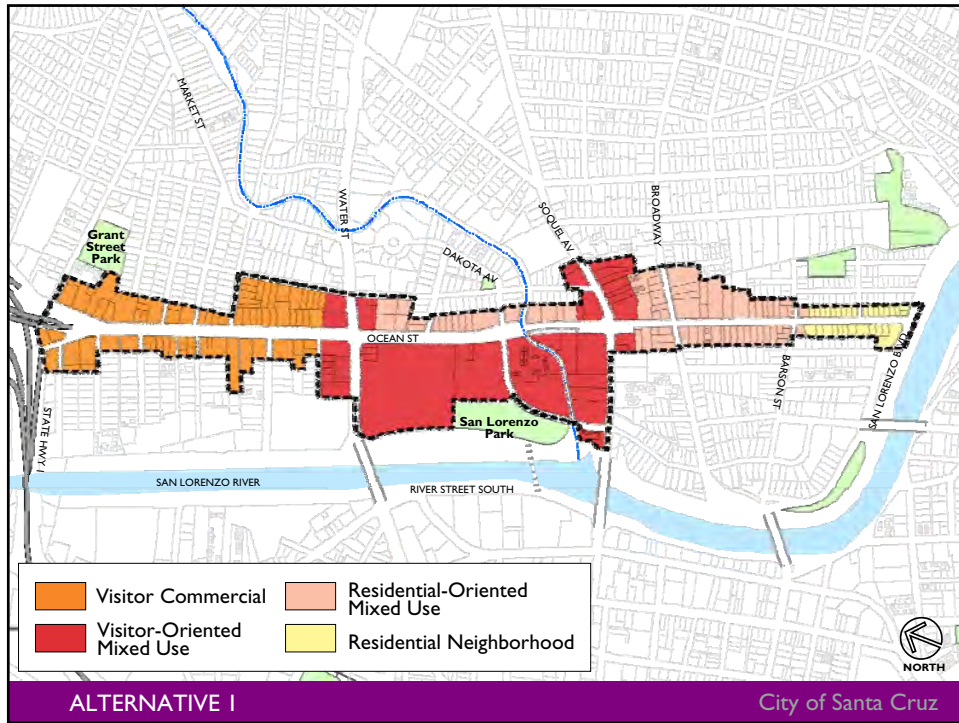
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## RESIDENTIAL NEIGHBORHOODS

- ♦ Single-family homes
- ♦ Apartments
- ♦ Townhomes
- ♦ Condominiums



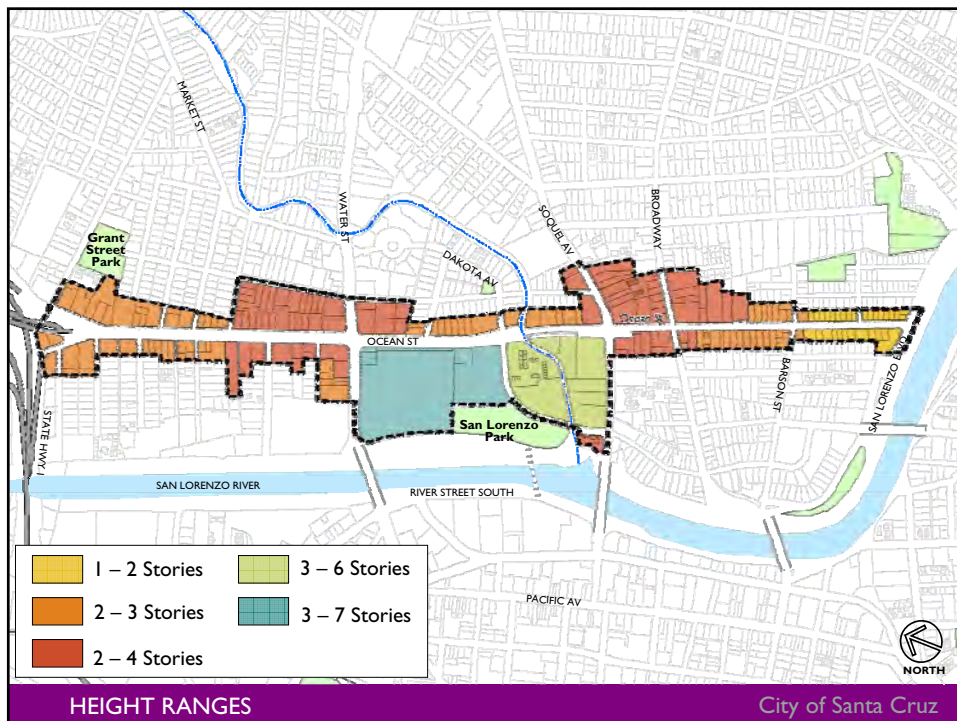
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## BUILDING HEIGHTS

- ♦ Taller buildings near County Government Center
- ♦ Lower heights near residential neighborhoods
- ♦ Setbacks required on upper floors

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I TO 2 STORIES



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I TO 2 STORIES



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2 TO 3 STORIES



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2 TO 3 STORIES



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2 TO 4 STORIES



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2 TO 4 STORIES



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2 TO 4 STORIES



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2 TO 4 STORIES



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3 TO 6 STORIES



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### 3 TO 7 STORIES



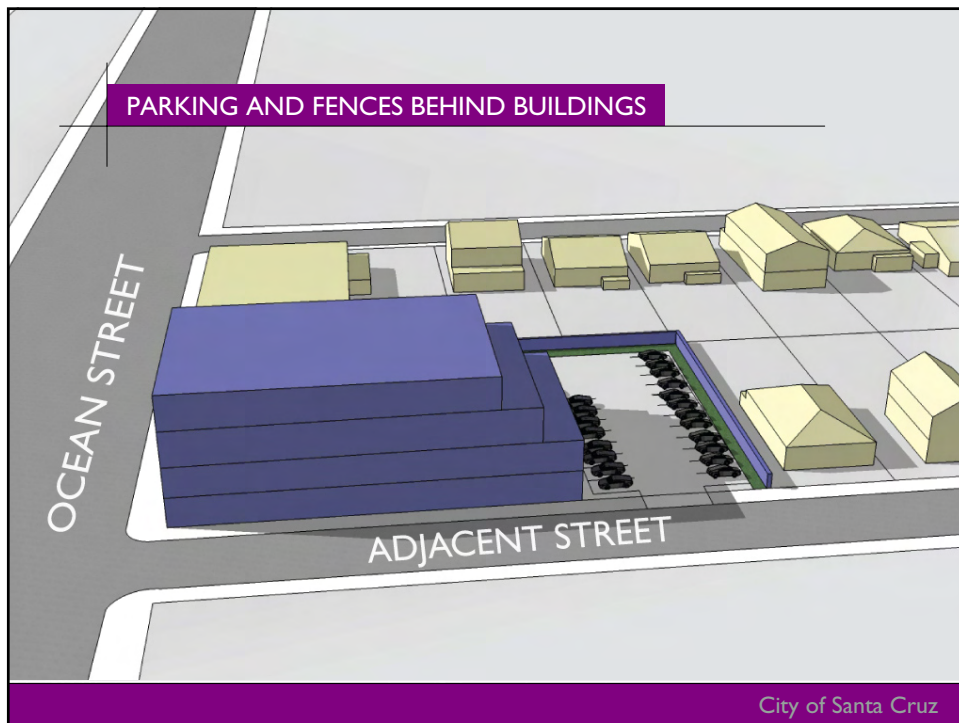
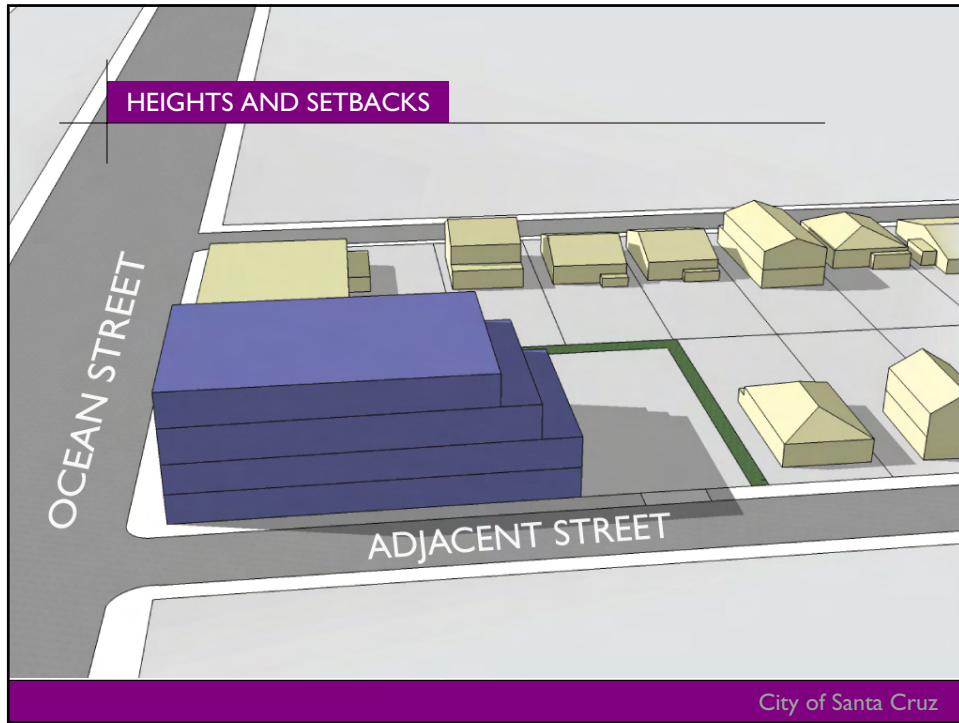
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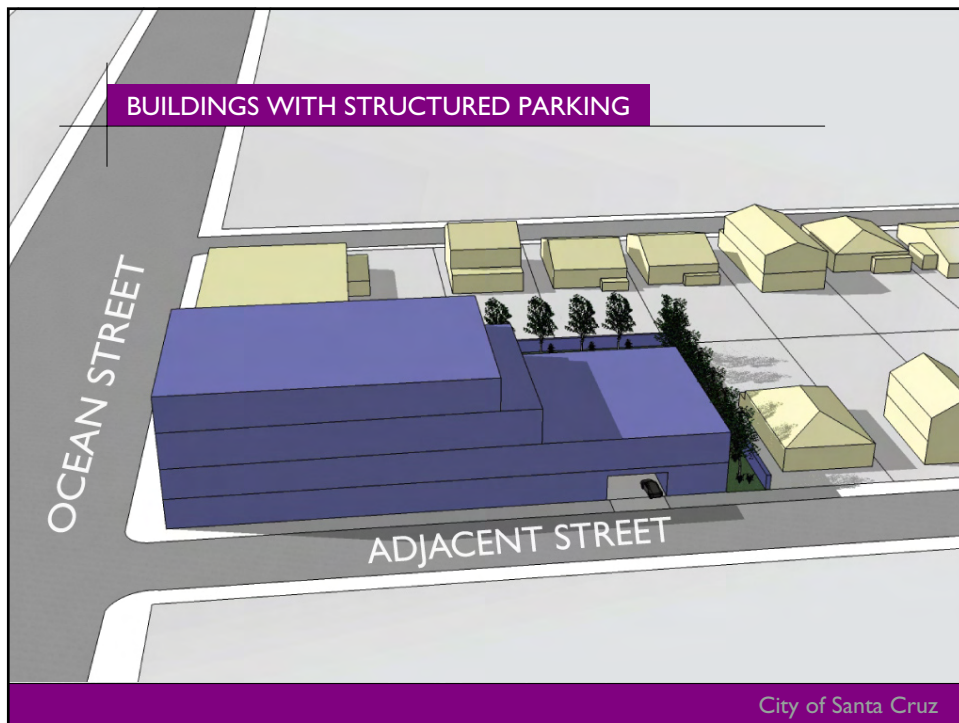
### NEIGHBORHOOD COMPATIBILITY

- ♦ Heights and Setbacks
- ♦ Parking and Fences Behind Buildings
- ♦ Trees and Landscaping
- ♦ Neighborhood-Serving Businesses



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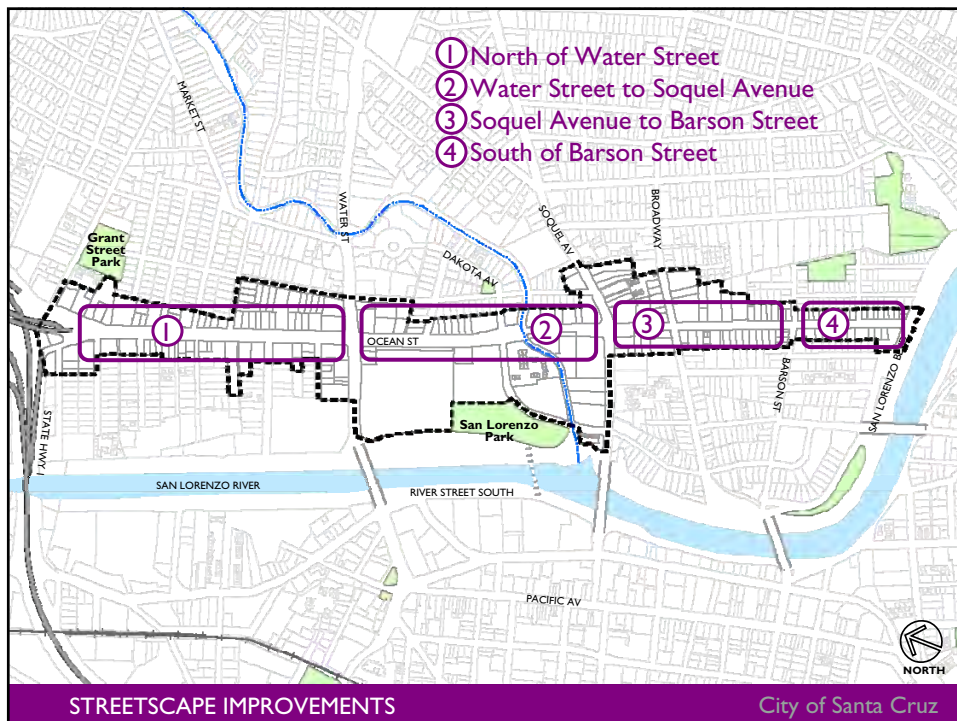


## NEIGHBORHOOD-SERVING BUSINESSES

- ♦ Small markets
- ♦ Cleaners
- ♦ Drugstores
- ♦ Florists

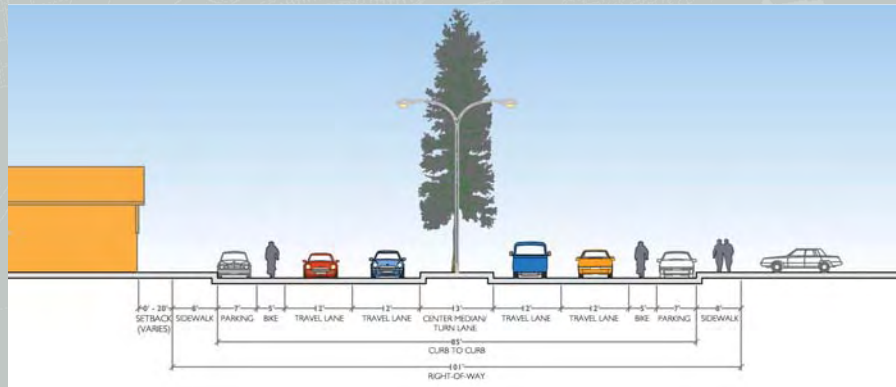


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## NORTH OF WATER STREET

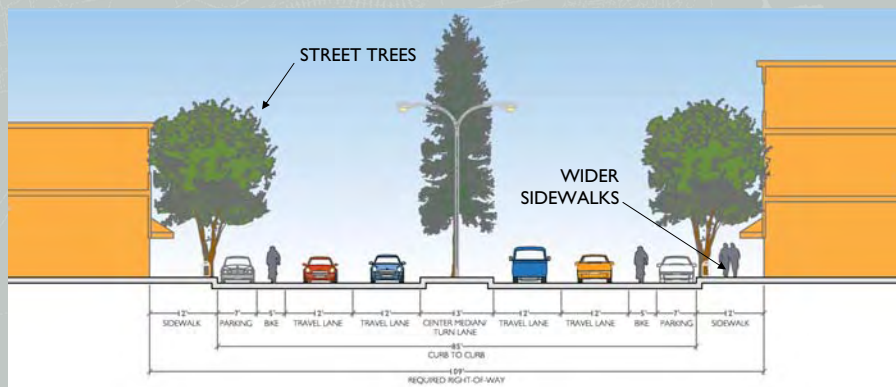
### Existing Conditions



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## NORTH OF WATER STREET

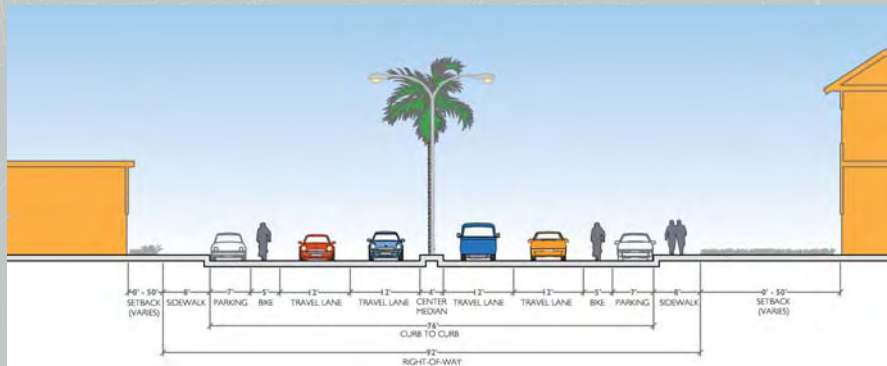
### Proposed Streetscape



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## WATER STREET TO SOQUEL AVENUE

### Existing Conditions



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## WATER STREET TO SOQUEL AVENUE

### Proposed Streetscape

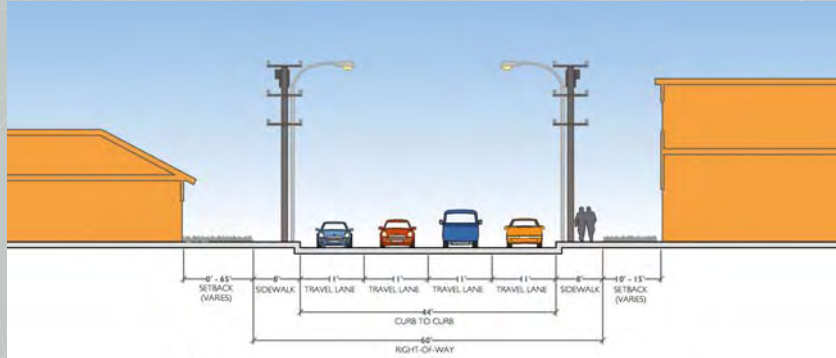


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## SOQUEL AVENUE TO BARSON STREET

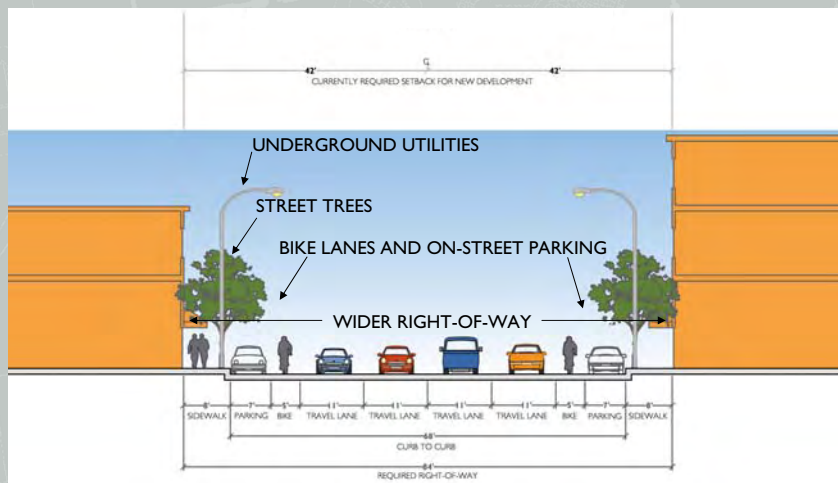
### Existing Conditions



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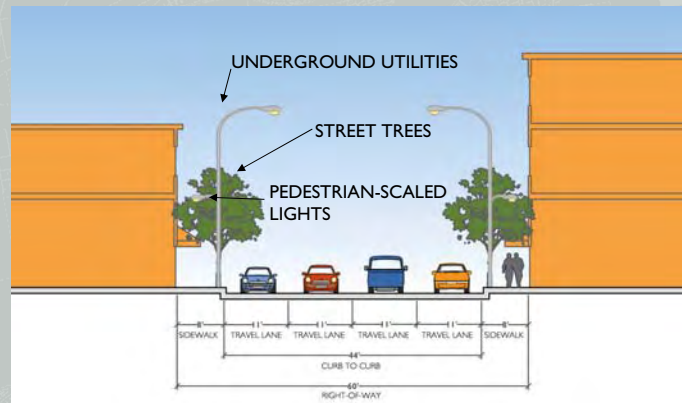
### Proposed Streetscape Option #1: Widened Street



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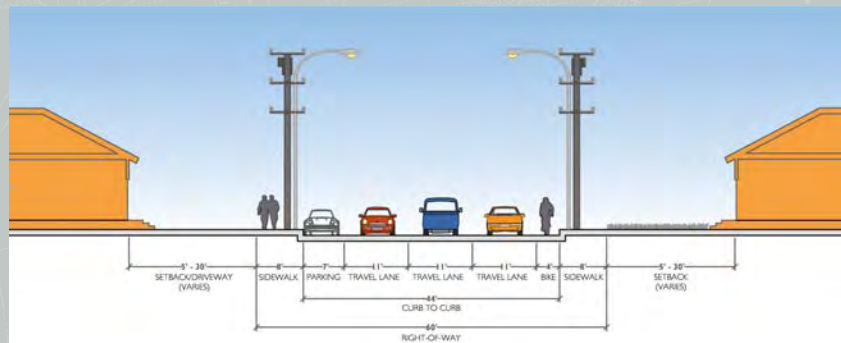
### Proposed Streetscape Option #2: Existing Width Preserved



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## SOUTH OF BARSON STREET

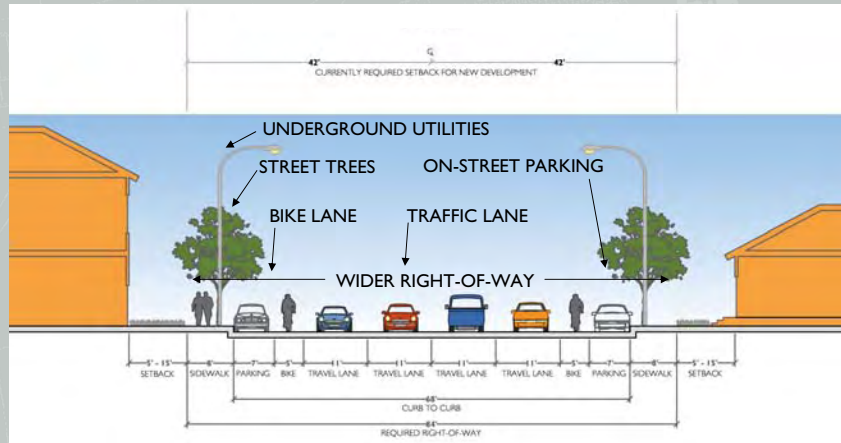
### Existing Conditions



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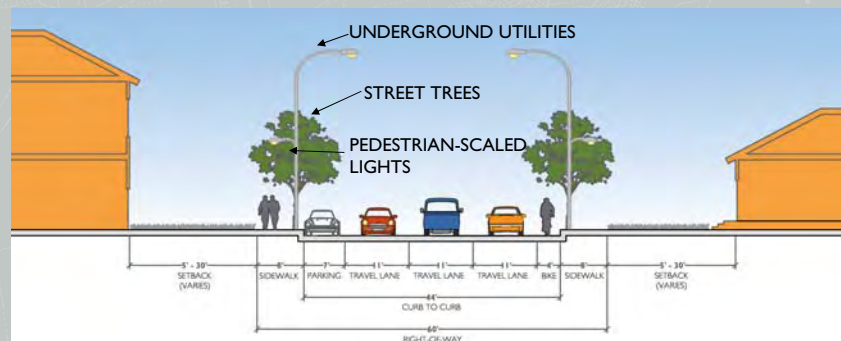
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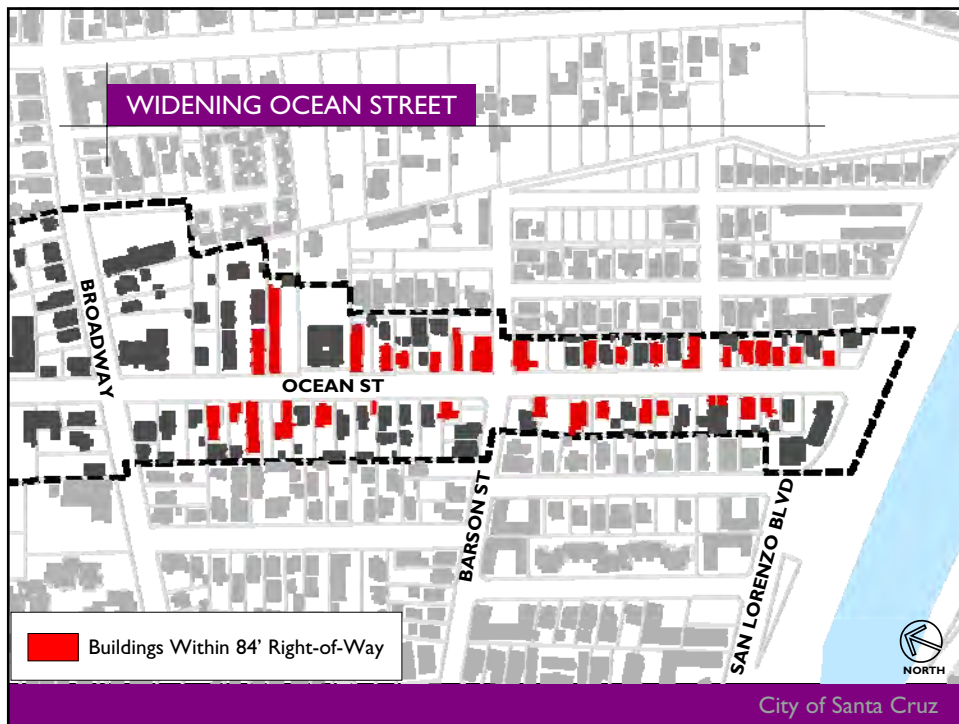
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## SOUTH OF BARSON STREET

### Proposed Streetscape Option #2: Existing Width Preserved



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### SMALL-GROUP EXERCISE

- ♦ Comment on the illustrative plan
- ♦ Create a preferred land use map
- ♦ Discuss building heights
- ♦ Review streetscape improvements
- ♦ Discuss Ocean Street widening



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