

A P P E N D I X D

SMALL-GROUP EXERCISE: CREATE A PREFERRED ALTERNATIVE

APPENDIX D

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The notes from each small group at Community Workshop #2 are provided below. The maps drawn by each group appear at the end of this appendix. Each group's notes were placed in categories by DC&E following the workshop.

A. Group #1

1. Illustrative Plan General Comments

- ◆ Government County Center / hotel site should be landmark and activated
- ◆ Bike connection is needed between Ocean Street and levee and south of Barson.

2. Preferred Land Use Map

- ◆ Preferred Alternative 2
- ◆ Activate municipal area
 - Cafes, linkage to park
 - Mixed use
 - Reclaim San Lorenzo Park
- ◆ Residential-oriented mixed use and visitor-oriented mixed use confusing
- ◆ Mixed-use important
- ◆ Economic questions
- ◆ New and improved hotels, with conference center
- ◆ Creative thinking about bike/access

3. Building Heights

- ◆ Mostly ok, except for Ocean St./Broadway area (2-4)
- ◆ Really need to strategize setbacks here
- ◆ 2-4 stories in Broadway area could be bad – really important to step-up
- ◆ New motel: Step in right direction

4. Streetscape Improvements/Ocean Street Widening

- ◆ Need more than “standardized” right-of-way set
- ◆ Trees important
- ◆ Narrower auto lanes
- ◆ Bike track? (Euro model)
- ◆ Minimize on street parking
- ◆ Simple bike racks along street
- ◆ Increased off street parking

B. Group #2

1. Illustrative Plan General Comments

- ◆ HWY 17 and increase density will bring more traffic
- ◆ Ocean Street needs a facelift
- ◆ Better signage
- ◆ Van pool, beach shuttle and parking structure on County parcel

2. Preferred Land Use Map

- ◆ Hybrid b/w 2 plans with the following changes between Leonard and Soquel east of Ocean Street:
 - Residential-oriented mixed use between Leonard Street and Dakota Avenue; Commercial mixed-use between Dakota Avenue and Soquel Avenue
- ◆ Visitor commercial upper Ocean Street
- ◆ Agree that the County Government Center parcel should be the hub of Ocean Street – place visitor center there.
- ◆ Neighborhood center and community improvements south of Barson

3. Building Heights

- ◆ Happy with what is shown

- ◆ Height should relate to parcel size and 3 stories may be too high on shallow lots
- ◆ Preserve views of redwoods, hills and light
- ◆ Hotel tower ok if 6 stories and set back from street.

4. Streetscape Improvements/Ocean Street Widening

- ◆ Existing bike lanes and trees needs to be maintained
- ◆ Create active sidewalks -- landscaping and cafes
- ◆ Can't see widening occurring on lower Ocean Street
- ◆ Need good signage to divert traffic from lower Ocean Street
- ◆ Need to balance pedestrian and autos
- ◆ Compatible architecture

C. Group #3

1. Illustrative Plan General Comments

- ◆ Too car oriented
- ◆ Where is park and ride/shuttle
- ◆ Solar required on all new construction
- ◆ Underground parking
- ◆ Free parking with solar and electric plug in
- ◆ Parking in rear

2. Preferred Land use Map

- ◆ Teen center/activity center south of Barson
- ◆ Stores should be down middle of street and along the street

3. Building Heights

- ◆ Building setbacks don't have to be aligned
- ◆ Important that buildings have step backs
- ◆ Like height map as is

- ◆ Solar access

4. Streetscape Improvements/Ocean Street Widening

- ◆ Native trees/evergreen drought tolerant
- ◆ Underground utilities should be throughout area plan
- ◆ Pedestrian scale streetlights
- ◆ Good design for streetlights
- ◆ East/west pedestrian connection – trees
- ◆ Motion detector lights on buildings
- ◆ Do not widen Barson
- ◆ Too car oriented solution
- ◆ Area is already neighborhood concentrated
- ◆ Signage
- ◆ Stores should have parking in front of stores
- ◆ Pedestrian signage
- ◆ Dedicated bike lane that's not affected by parked cars

D. Group #4

1. Illustrative Plan General Comments

- ◆ Beach shuttle
- ◆ Better crossing
- ◆ Pathway to pedestrian ways
- ◆ Park and ride lot/address traffic

2. Preferred Land Use Map

- ◆ Land use appropriate at UCSC Inn
- ◆ Mixed-use ok at lower Ocean
- ◆ Appreciates #1 less intense NE impacts
- ◆ Don't like intense use on East Ocean Street at midpoint

- ◆ Like “heart” of Ocean concept – connecting Ocean Street with Downtown
- ◆ Broadway → Soquel ok with mixed use/commercial; need transition area

3. Buildings Heights

- ◆ Step back at upper – aesthetic
- ◆ Sound issues – study sound with height setbacks and tree buffer
- ◆ Step back at back of property adjacent to residential to two stories
- ◆ Redesignate area of Hubbard Avenue/May Avenue to 2-3 stories
- ◆ Consider topography to design/stories

4. Streetscape Improvements/Ocean Street Widening

- ◆ Connect to southern level
 - Safety issues
 - Sidewalk width
- ◆ Wide streets preferred for lower Ocean
- ◆ Circulation issues on lower Ocean and north of Water Street
- ◆ 12’ sidewalk: lighting on sidewalks – not in center of street
- ◆ Top of “Hill transition area” can see Boardwalk; preserve/enhance view
remove light poles and step back higher floors
- ◆ Water Street to Soquel Avenue:
 - Trees and signage?
 - How trees relates to buildings/visual
 - Recessing for outdoor seating/public art
- ◆ Soquel to Barson
 - Prefer wider plan potential
 - Widen one side of street - as this section could possibly do it
 - Make a BRT on one side of street
 - Right turn lane for Barson
 - Make better signs

- ◆ South of Barson
 - Lobbying for bus – direct improvements for bus/non-auto uses
 - Hybrid/parking ideas

E. Group # 5

1. Illustrative Plan General Comments

- ◆ Issue: Prostitution/Drugs
- ◆ Parking:
 - Should be at rear
 - Be cautious about activities in parking areas
 - Consider location of parking areas to minimize unsavory activities
- ◆ Careful consideration to interface between Ocean Street corridor and adjacent residential:
 - Trees between new development and existing homes
 - Trees/buildings adjacent to existing neighborhoods
 - Any new developments must communicate with directly adjacent neighbors
 - Setbacks
- ◆ Design in line with Santa Cruz architecture/exceptional design:
 - Don't like metal buildings at UCSC
 - Mission style – not too modern
 - Uniformity/cohesive architecture
 - 1-2 story height limits

2. Preferred Land Use Map

- ◆ Positive – Breaks up
- ◆ Negative – Too much visitor commercial in Upper Ocean Street area:

- o Less visitor commercial use/design sensitive to adjacent neighborhoods entering Santa Cruz from Highway 17; more residential-oriented mixed use (no loud night activities)
 - o Interface between res/commercial res-oriented mixed use or residential for parcels facing May, no SRO
 - o Boutique hotel with residential preferred
- ◆ Barson St. Area:
 - o Concerns about noise/glare
 - o Need relief from through traffic into neighborhood
- ◆ Entrance – 1st 1/3 entering Santa Cruz – more storefronts
 - o More activities for hotel visitors

3. Building Heights

- ◆ May be ok to have tall buildings if designed appropriately
- ◆ Setbacks between large buildings and adjacent properties
- ◆ 7 stories too massive for hotel/conference center; 7 story tower would not fit in
- ◆ 3 story buildings too tall adjacent to single-family on east side
- ◆ Split parcels facing Ocean and May (1-2 stories) –lower height facing May
- ◆ Barson Street area:
 - o 3 stories may be ok with traffic calming setbacks
 - o Never more than 3 stories
 - o Setbacks from residential
- ◆ Entrance/upper Ocean Street – maximum height 2 stories

4. Streetscape Improvements/Ocean Street Widening

- ◆ North of Water
 - o Wide sidewalk/trees good
 - o Noise on Ocean
 - o Want pretty streetlights
- ◆ Large canopy trees > good
- ◆ Like planted median

- ◆ Upscale vegetation/trees plant types
- ◆ Wide sidewalks

F. Group #6

1. Illustrative Plan

- ◆ Large parking structure with shops 1st floor in front of county building
- ◆ Trees are good – concerns about H2O and maintenance
- ◆ Like public art (on Soquel and at transportation nodes)
- ◆ Plaza in front of county building ok
- ◆ Gateway to the beach – draw pedestrians to San Lorenzo
- ◆ Higher density at nodes (transportation) across town

2. Preferred Land Use Map

- ◆ Limit noise – generating businesses
- ◆ Ok with residential mixed use at gateway
- ◆ Businesses across from county building low heights as to not block out neighborhoods
- ◆ More residential mixed-use at lower Ocean St.

3. Building Heights

- ◆ 3-5 stories at Gateway
- ◆ Step down to residential
- ◆ At Broadway, Soquel and Water St. nodes – higher buildings
- ◆ 1-2 stories is too low for lower Ocean
- ◆ 2-3 stories too high across from county building (1 resident opinion)
- ◆ Across from county building ok as is (2 non-residents opinion)

4. Streetscape Improvements/Ocean Street Widening

- ◆ Increase right-of-way for future construction – but allow same FAR & site coverage

- ◆ More shuttle use; trolley loop compatible with hotel/visitor serving
- ◆ North of water support wide sidewalks and higher buildings
- ◆ Soquel to Water Street – widen sidewalks
- ◆ Don't like Barson St. detour
 - Loop around San Lorenzo?
 - Decide if lower Ocean is arterial or not
 - Continue pedestrian improvement to end of Ocean
- ◆ Lower Ocean = Wider sidewalks
- ◆ Widening Ocean Street on lower Ocean Street may be good
- ◆ Lower Ocean Street Redevelopment:
 - More mixed-use
 - Update housing stock

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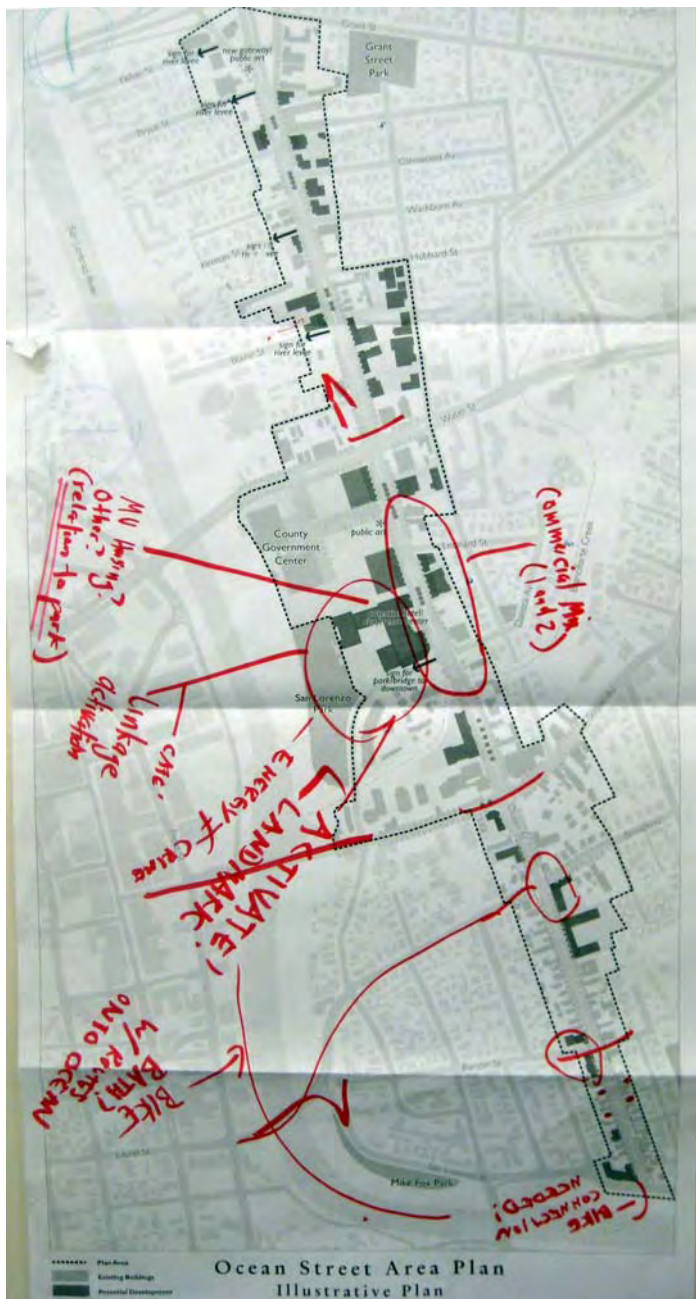


Table I



Table 2

APPENDIX D: SMALL-GROUP EXERCISE: CREATE A PREFERRED ALTERNATIVE

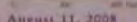


Table 3

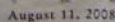


Table 4

CITY OF SANTA CRUZ
OCEAN STREET COMMUNITY WORKSHOP #2
APPENDIX D: SMALL-GROUP EXERCISE: CREATE A
PREFERRED ALTERNATIVE

No comments recorded on table map

Table 5



Table 6