

# GENERAL PLAN POLICIES RELEVANT TO VACATION RENTAL DISCUSSION

## LAND USE

- LU3.4 In neighborhoods near visitor areas, give priority to uses that serve both visitors and residents.
  - LU3.4.1 Revise the Zoning Ordinance to allow for appropriate neighborhood uses in strategic locations.
- LU3.9 Protect and improve existing residential areas.
  - LU3.9.1 Update the Seabright Area Plan through a community process that will consider design, density, intensity, and parking needs for the area.
  - LU3.9.2 Apply the Neighborhood Conservation Overlay District when necessary to preserve and maintain the area's housing stock.

## ECONOMIC DEVELOPMENT

- ED1.5 Encourage the development of new lodging facilities, particularly those targeting a higher-end market and those providing additional visitor amenities.
- ED1.6 Discourage the conversion of lodging to housing in Santa Cruz, and encourage upgrades to existing lodging facilities.
  - ED1.6.1 Assess the impacts of an oversupply of inferior hotel/motel rooms, and develop incentives to encourage owners to upgrade existing hotel/motel facilities while ensuring the retention of moderately priced accommodations.
- ED1.8.8 Encourage the participation of smaller lodging facilities in serving the conference and other markets.
- ED2.1 Foster a robust and diversified economic and municipal tax revenue base.

# LOCAL COASTAL PROGRAM (LCP) POLICIES RELEVANT TO VACATION RENTAL DISCUSSION

- 2.0.2 Prepare an area plan for the South of Laurel area providing for a mix of multi-family and commercial uses. The plan should be guided by the objective of creating an in-City, people-friendly, medium to high-density neighborhood with neighborhood commercial areas that coexists with visitor-serving commercial development linking the beach area to downtown.
- The area shall accommodate a minimum of 300 additional dwellings and the area plan should evaluate the possibility of increasing this number by combining residential development with commercial development in the regional/visitor commercial areas.
  - The area offers important opportunities for visitor, community and neighborhood commercial development. The area's proximity to the beach offers an opportunity for visitor serving uses connecting to other visitor destinations. The desire to connect the beach to the downtown through this area, and the expectation for a significant permanent resident population also suggest community and neighborhood commercial uses or nodes.
- 2.6.5 Protect neighborhood quality through improvement of blighted areas, traffic management, design guidelines, adequate buffers and other development techniques.
- 2.7.2 Improve the character and quality of visitor-serving commercial areas to encourage more off-season and overnight visits. (See policies under goal ED 5)
- 2.7.3.3 Within the Seabright/Murray Street neighborhood commercial designations, give priority to commercial uses that also serve visitors to Seabright Beach such as food markets, eating establishments, and marine-related hardware stores.
- 5.0.5 Ensure that visitor-serving facilities are arranged and developed in a compact, integrated manner to reduce automobile circulation and emphasize pedestrian movement. (See policy ED 5.3)
- 5.0.5.1 Tie visitor-serving facilities in with potential shuttle and rail system improvements to offer opportunities for commercial economic expansion while ensuring reduced number of automobile trips.
  - 5.0.5.2 Vary and group visitor-serving activities in accordance with the degree of compatibility between them.

## TOURISM

- 5.2 Encourage upgrades of existing hotel facilities and attract quality hotel and conference facilities in locations and scale appropriate to the City's character to enhance the quality of visitor-serving areas and promote development of the conference tourism market. (See policy ED 2.4.6)
  - 5.2.1 Encourage the development of facilities that would help accommodate conference users in conjunction with existing hotels or new hotel development.
  - 5.2.2 Investigate the attraction of a top-end, full-service hotel to expand and improve the year-round conference segment of the tourism market.
  - 5.2.3 Assess the impacts of an over-supply of inferior hotel/motel rooms and develop incentives to encourage owners to upgrade existing hotel/motel facilities while also ensuring the retention of moderately-priced accommodations.
  - 5.2.4 Possible conversion of overnight visitor accommodations to non-visitor servicing uses shall be monitored to assure a no net loss of visitor accommodations in the City.
  - 5.2.6 Evaluate the contribution a conference center or assembly space would make in attracting visitors and also consider the opportunity of linking this facility to a performing arts facility. (See policies under CR 4.2)
- 5.3 Provide careful evaluation and require appropriate design of visitor-serving facilities and services to reduce traffic and also ensure protection of neighborhood, important views and the natural environment. (See policy CD 2.2 and policies under L 5.3.5)
  - 5.3.1 Ensure that development maintains important public views from Beach Hill, especially the view towards Monterey Bay. (See policy CD 3.5.4, CR 2.2.2)
- 5.5 Work with the CVC and other groups to increase off-peak and off-season tourism by enhancing and promoting off-peak events, improve existing visitor attractions, expand the diversity of visitor attractions, and also emphasize the special features such as natural environment, historic character, cultural and recreational opportunities and visual and performing arts that draw visitors to the City. (See policy ED 1.6.7, PR 3.6 and CR 2.4)
  - 5.5.1 Encourage, sponsor and increase the number and quality of special events and recreational programs that are attractive both for visitors and residents.

(See policies under goal PR 3 and policy CR 2.4.1)

- 5.5.1.1 Coordinate scheduling, promotion, and administration of special events at City facilities among City departments (e.g., Parks and Police), the CVC, hotel and business associations, and other appropriate groups.
- 5.5.2 Promote the development of ecotourism programs associated with the National Marine Sanctuary, Long Marine Lab, whale watching, the UCSC Farm and Arboretum, and other environmental resources to promote visits by environmentally-minded people and researchers. (See policies under L 3.7)
- 5.5.3 Identify ways to enhance and promote the identity of existing and potential visitor areas in the City such as Downtown, Beach Area, San Lorenzo River, Yacht Harbor, UCSC, West Cliff and East Cliff Drives, and the Wharf. (See policies under CD 3.2 and the Area Plan and Specific Plan Summary chapter for area plans developed for these areas)

## Beach and South of Laurel Plan Policies (Part of LCP)

- 2.1 Stabilize and strengthen the existing neighborhood at the interior of the Beach Flats by establishing a conservation area with a maximum density of 27 units an acre. Develop “New Development Area” with a range of densities from 30 to 36 units an acre to provide better managed multifamily housing opportunities on the perimeter. (P. 28)
- 2.2 Maintain the RTD zone and a Neighborhood Conservation Overlay in the Conservation Area, which requires conformance with specific design guidelines. (P. 32)
- 2.3 Maintain the RTE zone - Beach Residential Development - for the “New Development Area” a zone in which the density may range from 30 to 36 units an acre, with reduced parking requirements, flexible setbacks, no specified lot size for planned developments (PDs), and subject to specific design guidelines. (P.32)
- 2.4 Establish a stronger definition of where the Beach Hill neighborhood begins and ends to protect it from tourist related penetration as well as increasing local traffic along Third Street. (P. 69)
- 2.9 Protect and enhance the charming small-scale residential neighborhoods in the South of Laurel while encouraging the significant development opportunities presented by vacant and underutilized parcels.

- 4.3 Promote a diversity of new housing opportunities by amending the demolition conversion permit requirement from 100% replacement of affordable bedrooms to 50% replacement, in the Beach Area to be consistent with the rest of the City, as long as there is no net loss of affordable units in the greater Beach and SOLA planning areas. Additionally allow dilapidated units to be demolished, so long as replacement units have been identified. (P. 29)
- 5.4 Establish an active partnership with lodging industry representatives, the Lodging Association and the Conference and Visitors Council with the goal of repositioning Santa Cruz within the hospitality market. (P. 236)
- 5.5 Examine the market potential of time sharing and quality extended stay facilities in Santa Cruz. If found to be feasible, consider developing a marketing campaign targeted to take advantage of the high-tech growth corridor and the university. (P. 236)
- 5.6 Establish an outreach program to lodging facility owners/managers to inform them of Beach proposals including Ocean Resort ambiance, Conference facility status, proposed transportation improvements, changes to the zoning code, design and landscaping requirements, and proposed licensing requirements. (P. 237)
- 5.7 Examine the potential to provide a broad array of lodging experiences to an expanding visitor base, and encourage Bed and Breakfasts and small inns. (P. 237)
- 5.8 Develop comprehensive program to ensure general upgrading of entire Beach area lodging inventory. (P. 237)
- 5.9 Evaluate developing minimal lodging industry standards as a basis for applying for the business license. (P. 239)