

YELLOW HIGHLIGHTS – SPECIAL ATTENTION FOR MORE PC DISCUSSION

GRAY HIGHLIGHTS – NOTES WHERE CLEAN VERSION LANGUAGE DIFFERS THAN THE REDLINE VERSION.

THE FOLLOWING OUTLINE IS INTENDED TO BE THE ORDER OF THE SECTIONS FOR THE TABLE OF CONTENTS.

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### A. ALL CENTRAL BUSINESS DISTRICTS LAND USES

#### 1. Prohibited Uses

The uses described in subsection (a) below, are deemed inconsistent with the goals, policies and objectives of the Downtown Plan and are, therefore, prohibited within the Downtown Plan (Plan) portion of the Central Business District as either a stand-alone use or an accessory or temporary use. Such uses that lawfully existed within the Plan area prior to the adoption of this provision are deemed non-conforming and may continue only at the same location at the same intensity or less for a period of no more than 20 years from the effective date of the Zoning Ordinance amendment (October 10, 2000), after which time the use shall be completely removed or converted to a conforming use. The uses described in subsection (b) below shall be deemed a public nuisance and shall be immediately abated according to the provisions of the Zoning Ordinance or other applicable City Codes or Ordinances.

Uses that are prohibited within any of the Downtown Plan subdistricts.

- a. Uses not permitted include, but are not limited to, the following: Tattoo parlors; rent, sales or service of automobiles, trucks, recreational vehicles, motorcycles or trailers; sale of firearms; general advertising signs; sale of alcoholic beverages for off-site consumption requiring ABC liquor license Numbers 20 or 21 (liquor stores); drive-up facility; or drive-through facility.
- b. Nuisance Activities. No use, even though listed as a permitted use or otherwise allowed, shall be permitted which, by reason of its nature or manner of operation, is deemed by the

Zoning Administrator to be creating a condition that is hazardous, noxious, or offensive through the emission of odor, fumes, smoke, cinder, dust, gas, vibration, glare, refuse, water-carried waste, or excessive noise. Such use shall be subject to violation abatement procedures, which may result in revocation of the use permit.

2. Accessory Uses

Accessory uses, as defined in Section 24.22.013 of the Zoning Ordinance, shall be limited to the use of no more than one quarter (1/4) of the total floor area occupied by the permitted use.

3. Temporary Uses

Temporary uses, as defined in Section 24.22.879 of the Zoning Ordinance, shall be limited to the following activities and standards:

- a. The following activities if they are sponsored by a government entity or an organized group of businesses, property owners or residents of the CBD:
  - i. Neighborhood, District or Citywide-oriented carnival, circus, street fair, exhibition, celebration or festival;
  - ii. Booth for educational, charitable, patriotic or welfare purposes;
  - iii. Open air sale of agricultural products, including seasonal decorations.
  - iv. Open air sporting event;
  - v. Arts or crafts sale or artistic performance event; or
  - vi. Surface parking open to the public.
- b. The following activities if they secure the proper permits, if applicable, from City agencies: Parades, civic events, and advertised citizen gatherings.

| <b>TABLE 4-1: Use Allowances — Ground Level Central Business Districts</b>  |                              |                                |                             |                      |                               |
|---|------------------------------|--------------------------------|-----------------------------|----------------------|-------------------------------|
| <i>Use Categories</i>   | <i>Pacific Avenue Retail</i> | <i>Front Street Riverfront</i> | <i>Cedar Street Village</i> | <i>North Pacific</i> | <i>Additional Regulations</i> |
| <i>Residential</i>  |                              |                                |                             |                      |                               |
| Community Care Residential Facility   | —                            | —                              | P/AUP                       | —                    | (1)                           |
| Family Day Care Homes, Small  | —                            | P                              | P                           | P                    | (1)                           |
| Family Day Care Homes, Large  | AUP                          | AUP                            | AUP                         | AUP                  | (1)                           |
| Multi-family Housing (including Single-Room Occupancy)  | AUP                          | AUP                            | AUP                         | AUP                  | (2)                           |
| Single-family Housing   | —                            | —                              | P                           | —                    |                               |
| Supportive and Transitional Housing   | AUP                          | AUP                            | P                           | AUP                  | (1)                           |
| <i>Non-Residential</i>  |                              |                                |                             |                      | (3)                           |
| Art Galleries & Museums   | P                            | P                              | P                           | P                    | (4)                           |
| Banks   | AUP                          | P                              | AUP                         | P                    | (5)                           |
| Hotels / Motels   | AUP                          | P                              | AUP                         | P                    | (6)                           |
| Medical Centers   | AUP                          | AUP                            | AUP                         | AUP                  | (7)                           |
| Nightclubs and live entertainment   | SUP                          | SUP                            | SUP                         | SUP                  | (8)                           |
| Offices, Professional   | AUP                          | AUP                            | AUP                         | P                    | (7)                           |
| Parking Facilities, Surface and Structured  | AUP                          | AUP                            | AUP                         | AUP                  | (9)                           |
| Personal Services   | AUP                          | AUP                            | AUP                         | P                    | (10)                          |
| Recreation  | AUP                          | AUP                            | AUP                         | AUP                  | (11)                          |
| Religious / Cultural Institutions   | AUP                          | AUP                            | AUP                         | AUP                  |                               |
| Restaurants / Eating and Drinking Establishments  | P                            | P                              | P                           | P                    | (12)                          |
| Retail Sales  | P                            | P                              | P                           | P                    | (13)                          |
| Schools, Business and Technical   | AUP                          | AUP                            | AUP                         | AUP                  | (14)                          |
| Theaters and Cinemas  | P                            | P                              | AUP                         | P                    |                               |
| Thrift Stores / Pawn Shops  | SUP                          | SUP                            | SUP                         | SUP                  | (15)                          |
| Other Similar Uses as Determined by the Zoning Administrator to be consistent with the purpose of the subdistrict | P/AUP/SUP                    | P/AUP/SUP                      | P/AUP/SUP                   | P/AUP/SUP            |                               |

P = Principally Permitted; AUP = Conditional Administrative Use Permit; SUP = Conditional Special Use Permit

“—” = Not Permitted.

## **Additional Regulations – Ground Floor Uses.**

(1) Community Care Residential Facilities with fewer than 7 persons and Small Family Day Care Homes as defined in Section 24.22.355 are principally permitted uses in the Cedar Street Village District. Facilities with 7 or more persons and Large Family Daycare Homes require approval of an AUP. No public hearing is required for AUPs for Large Family Daycare Homes. Supportive and Transitional Housing facilities are allowed with only those restrictions that apply to similar residential uses.

(2) Multi-Family Housing (Including Single-Room Occupancy projects subject to standards set forth in 24.12.1000 et seq.) In all districts where multi-family housing requires an AUP, common residential entrances and lobbies for upper-level residences are allowed at ground level with active ground level spaces publicly visible. Within the Cedar Street Village, ground-level residential uses are permitted on the side streets west of Cedar Street and along Center Street. Direct access between individual townhouse units and the street are strongly encouraged through the use of porches and front "stoops". In the Front Street/Riverfront Corridor and North Pacific Area, the first floor of units shall be elevated above the sidewalk level 5 feet. For Front Street/Riverfront Corridor, allow for ground level residential uses provided that such uses are internal to a block and do not face Front Street, Laurel Street, Cathcart Street, Soquel Avenue, River Street, North Pacific, or any public pedestrian paseo or lane. Housing is prohibited within 60 feet of Front Street from Soquel Avenue and Laurel Streets and along the frontages of public passageways between Front Street and the Riverwalk.

(3) Non-Residential Uses adjacent to public passageways in the Front Street/Riverfront Corridor shall be accessible and visible from the Front Street.

Large Non-Residential Ground-Level Uses exceeding sixteen thousand (16,000) gross square feet per single-tenant/establishment require approval of a Special Use Permit (SUP) by the City Council after review and recommendation by the Planning Commission. In addition to the findings for Special Use Permit issuance required under Section 24.08.050, a Special Use Permit required by this subsection shall not be issued unless the following additional criteria, findings and conditions related to the public benefits provided by the proposed project are made by the City Council.

- a. The use adds a desired, "targeted" business to the Downtown, which would serve to diversify the Downtown Plan area ground-level business base;
- b. The use provides a public benefit and contributes to an appropriate balance of local or non-local businesses. For the purposes of this finding, it shall be presumed that local businesses serve to sustain the authenticity and unique retail character of the downtown business mix. However, non-local businesses may add to retail draw and contribute to overall downtown vitality in certain circumstances;
- c. The use contributes to an appropriate balance of small, medium and large-sized businesses in the downtown area to diversify the ground-level business mix; to insure the maintenance of the "Santa Cruz" identity, unique character and authenticity; to seek to reduce economic "leakage" of sales out of the City and County; and to induce local investment and employment to the downtown area;
- d. The design of the façade of the proposed use meets the design standards and guidelines of the Downtown Plan and is not restricted by corporate standardized or trademarked exterior design, signage, materials, color or other visual treatments;
- e. The proposed use would be a good neighbor and contribute to the community life of the

- downtown by participating in such community activities as: (1) Membership in downtown merchant, resident, neighborhood improvement organizations and/or assessment districts; (2) to the greatest extent feasible, hiring local residents; and (3) hosting or participating in downtown festivals, fairs, benefit events and similar neighborhood activities; and
- f. If applicable, all food and/or beverage service activities shall be conducted in accordance with the “good neighbor operating procedures” for such uses described above.

(4) Art galleries shall be open to the public.

(5) Banks may be allowed when there is no other bank within the contiguous block.

(6) Hotels/Motels are allowed as principally permitted uses along the east side of Front Street within 75 feet from Soquel Avenue or Laurel Street.

(7) Medical Centers/Clinics and Professional Offices. Professional, editorial, real estate, insurance and other general business offices including space for non-profit organizations; medical and dental offices; and medical, optical and dental clinics will be considered for the ground level subject to the following criteria. These uses:

- a. Are prohibited along Pacific Avenue frontage (75 feet perpendicular to Pacific frontage property line and within 40 feet perpendicular to the east-west street property line), or when limited to interior ground floor space not fronting the street.
- b. Must be compatible with existing and planned ground-level and upper-level permitted uses; and
- c. Must be in compliance with the storefront and building façade guidelines and standards, and capable of being transformed into retail use in the future.

(8) Nightclubs, Establishments Providing Live Entertainment with stage/performance areas greater than 80 square feet or permitting dancing, and establishments serving alcoholic beverages not ancillary to food service will be considered for the ground level, subject to the following operating conditions:

- a. Acoustical studies indicating that such uses can achieve the City's existing noise abatement standards;
- b. The provisions of Part 12 of the Zoning Ordinance (for High Risk or Low Risk Alcohol Outlets) are met;
- c. The establishments shall be conduct business in accordance with the following “good neighbor operating procedures”:
  - i. Sufficient trash and recycling receptacles shall be provided and shall be regularly maintained;
  - ii. All debris boxes shall be screened and kept on the premises in a designated or approved location;
  - iii. The operator shall be responsible for cleaning the sidewalk within fifty (50) feet horizontal distance from the premises during the hours of operation to maintain the sidewalk free of paper, spillage or other litter; and
  - iv. Noise, glare and odors shall be contained within the premises so as not to be a nuisance to neighbors and under no circumstance shall the ventilation outlets or motors cause emission of objectionable odors or noise directed toward neighbors;
- d. The storefront adjacent to the street is designed in compliance with the storefront and building

façade standards and guidelines and includes active people-oriented activities of visual interest to the pedestrian (e.g., food service/restaurant seating, retail frontage, queuing areas or art work) and in no case shall the storefront occupy more than 50 linear feet of street frontage;

- e. Such establishments are compatible with adjacent residential uses; and
- f. Such space is capable of being transformed into retail use in the future.

(9) Surface or Structured Parking. Allow for the use of parking lifts within the required envelope of any parking garage. See subdistrict development standards for other specific parking criteria.

(10) Personal Services such as barber shops, laundry and clothes cleaning establishments; administrative, executive and financial services; and technology-related services are allowed with an AUP for the ground level, if it can be demonstrated that:

- a. Such establishments are not located along Pacific Avenue frontage or along east-west street frontage (75 feet perpendicular to Pacific frontage property line and within 40 feet perpendicular to the east-west street property line) from Water Street to Laurel Street and are, therefore, limited to the interior ground floor space;
- b. Such establishments are compatible with existing and planned ground-level and upper-level permitted uses; and
- c. Such establishments are in compliance with the storefront and building façade guidelines and standards, and capable of being transformed into retail use in the future.

(11) Indoor recreational uses (e.g., health club) will be considered for ground-level use, provided that:

- a. The storefront adjacent to the street is designed in compliance with the storefront and building façade standards and guidelines and active people-oriented uses are located adjacent to the street (e.g., retailing component);
- b. In no case shall the storefront occupy more than 50 linear feet of street frontage;
- c. Such establishments are compatible with adjacent residential uses; and
- d. Such space is capable of being transformed into retail use in the future.

(12) Restaurants/Eating and Drinking Establishments: Service of alcoholic beverages must be clearly ancillary to food service and must meet the provisions of Part 12 of the Zoning Ordinance (for High Risk or Low Risk Alcohol Outlets). When applicable, all fast food and/or beverage establishments (defined in Section 24.22.661 of the Zoning Ordinance) shall be conducted in accordance with the following “good neighbor” operating procedures:

- a. Sufficient trash and recycling receptacles shall be provided and shall be regularly maintained;
- b. All debris boxes shall be screened and kept in designated or approved locations on the premises;
- c. The operator shall be responsible for cleaning the sidewalk within fifty (50) feet horizontal distance from the premises during the hours of operation to maintain the sidewalk free of paper, spillage or other litter; and
- d. Noise, glare and odors shall be contained within the premises so as not to be a nuisance to neighbors. Under no circumstance shall the ventilation outlets or motors cause emission of objectionable odors or noise directed toward neighbors.

(13) Retail space along the frontage of North Pacific Avenue, River Street and Water Street shall have the minimum perpendicular depth of forty (40) feet; however, such use may vary in depth along these streets provided that each street maintains an average retail depth of thirty (30) feet.

(14) Schools, Business and Technical. Schools and studios for arts and crafts, photography, music and dance provided that such establishments are not located along Pacific Avenue frontage or east-west street frontage. A Special Use Permit is required (1) when located along Pacific Avenue frontage or (2) if located along east-west street frontage, provided the following conditions are met:

- a. Any such establishment, combined if more than one, will not occupy more than 50 linear feet of frontage space, combined if on a corner lot;
- b. Such establishment is compatible with nearby residential uses;
- c. Such space is in compliance with the storefront and façade design and development standards; and
- d. Such space is capable of being converted into retail use in the future.

(15) Thrift Stores or pawn shops are prohibited along Pacific Avenue frontage (75 feet perpendicular to Pacific frontage property line and within 40 feet perpendicular to the east-west street property line).

| <b>TABLE 4-2: Use Allowances — Upper Level Central Business Districts</b>   |                              |                                |                             |                      |                               |
|---|------------------------------|--------------------------------|-----------------------------|----------------------|-------------------------------|
| <i>Use Categories</i>   | <i>Pacific Avenue Retail</i> | <i>Front Street Riverfront</i> | <i>Cedar Street Village</i> | <i>North Pacific</i> | <i>Additional Regulations</i> |
| <i>Residential</i>  |                              |                                |                             |                      |                               |
| Community Care Residential Facility   | —                            | —                              | P/AUP                       | —                    | (1)                           |
| Family Day Care Homes, Small  | —                            | P                              | P                           | P                    | (1)                           |
| Family Day Care Homes, Large  | AUP                          | AUP                            | AUP                         | AUP                  | (1)                           |
| Multi-family Housing (Including Single Room Occupancy)  | P/AUP                        | P/AUP                          | P/AUP                       | P/AUP                | (2)                           |
| Single-family Housing   | —                            | —                              | P                           | —                    |                               |
| Supportive and Transitional Housing   | P/AUP                        | P/AUP                          | P/AUP                       | P/AUP                | (1)                           |
| <i>Non-Residential</i>  |                              |                                |                             |                      |                               |
| Art Galleries & Museums   | P                            | AUP                            | AUP                         | AUP                  | (3)                           |
| Banks   | —                            | —                              | —                           | —                    |                               |
| Hotels / Motels   | P                            | P                              | AUP                         | AUP                  | (4)                           |
| Medical Centers   | AUP                          | AUP                            | AUP                         | AUP                  | (5)                           |
| Nightclubs and live entertainment   | SUP                          | SUP                            | —                           | —                    | (6)                           |
| Offices, Professional   | P                            | AUP                            | AUP                         | P                    | (5)                           |
| Parking Facilities, Structured  | AUP                          | AUP                            | AUP                         | P                    | (7)                           |
| Personal Services   | AUP                          | —                              | —                           | AUP                  |                               |
| Recreation  | AUP                          | AUP                            | AUP                         | AUP                  | (8)                           |
| Religious / Cultural Institutions   | AUP                          | AUP                            | AUP                         | AUP                  |                               |
| Restaurants, Eating and Drinking Establishments   | AUP                          | AUP                            | AUP                         | AUP                  | (9)                           |
| Retail Sales  | AUP                          | AUP                            | —                           | —                    | (10)                          |
| Schools, Business and Technical   | AUP                          | AUP                            | AUP                         | AUP                  | (11)                          |
| Theaters and Cinemas  | AUP                          | AUP                            | —                           | AUP                  |                               |
| Thrift Stores / Pawn Shops  | —                            | —                              | —                           | —                    |                               |
| Wireless Communication Facilities   | AUP                          | AUP                            | AUP                         | AUP                  | (12)                          |
| Other Similar Uses as Determined by the Zoning Administrator to be consistent with the purpose of the subdistrict | P/AUP/SUP                    | P/AUP/SUP                      | P/AUP/SUP                   | P/AUP/SUP            |                               |

P = Principally Permitted; AUP = Conditional Administrative Use Permit; SUP = Conditional Special Use Permit  
 “—” = Not Permitted.



## **Additional Regulations – Upper Floor Uses.**

(1) Small Family Daycare Homes are principally permitted uses wherever residential uses are allowed. Community Care Residential Facilities with fewer than 7 persons are principally permitted uses in the Cedar Street Village District. Community Care Residential Facilities with 7 or more persons require approval of an AUP. No public hearing is required for the AUP for Large Family Daycare Homes. Supportive and Transitional Housing facilities are allowed with only those restrictions that apply to similar residential uses.

(2) Multi-family Housing developments up to 60 units in size are principally permitted uses. Residential uses shall incorporate sound attenuation space planning designs and construction materials and methods such that noise from nearby commercial activities do not unduly disturb occupants of new dwelling units. Residential development exceeding 60 units will be considered with a Special Use Permit if it can be demonstrated that such a development includes a mixture of unit types (e.g., variety of unit sizes) that will be attractive to a wide range of potential residents. Single-Room Occupancy projects require approval of an AUP and are subject to 24.12.1000 et seq. For properties east of Front Street between Soquel Avenue and Laurel Street, housing is a priority use and shall be at least 60% of the total floor area of the project. This requirement does not apply to properties within 75 feet of Laurel Street or Soquel Avenue.

(3) Art Galleries and Museums shall be open to the public.

(4) Hotels/Motels are allowed as principally permitted uses along the east side of Front Street within 75 feet from Soquel Avenue or Laurel Street.

(5) Medical Centers/Clinics and Professional Offices. Professional, editorial, real estate, insurance and other general business offices including space for non-profit organizations; medical and dental offices; and medical, optical and dental clinics will be considered for upper levels subject to the following criteria. These uses:

- a. Must be compatible with existing and planned ground-level and upper-level permitted uses.

(6) Nightclubs, Establishments Providing Live Entertainment with stage/performance areas greater than 80 square feet or permitting dancing, and establishments serving alcoholic beverages not ancillary to food service, subject to the following operating conditions:

- a. Acoustical studies indicating that such uses can achieve the City's existing noise abatement standards;
- b. The provisions Part 12 of the Zoning Ordinance (for High Risk or Low Risk Alcohol Outlets) are met;
- c. All such establishments are conducted in accordance with the previously described “good neighbor operating procedures”; and
- d. Such establishments are compatible with nearby residential uses;

(7) Surface or Structured Parking. Allow for the use of parking lifts within the required envelope of any parking garage. See subdistrict development standards for other specific parking criteria.

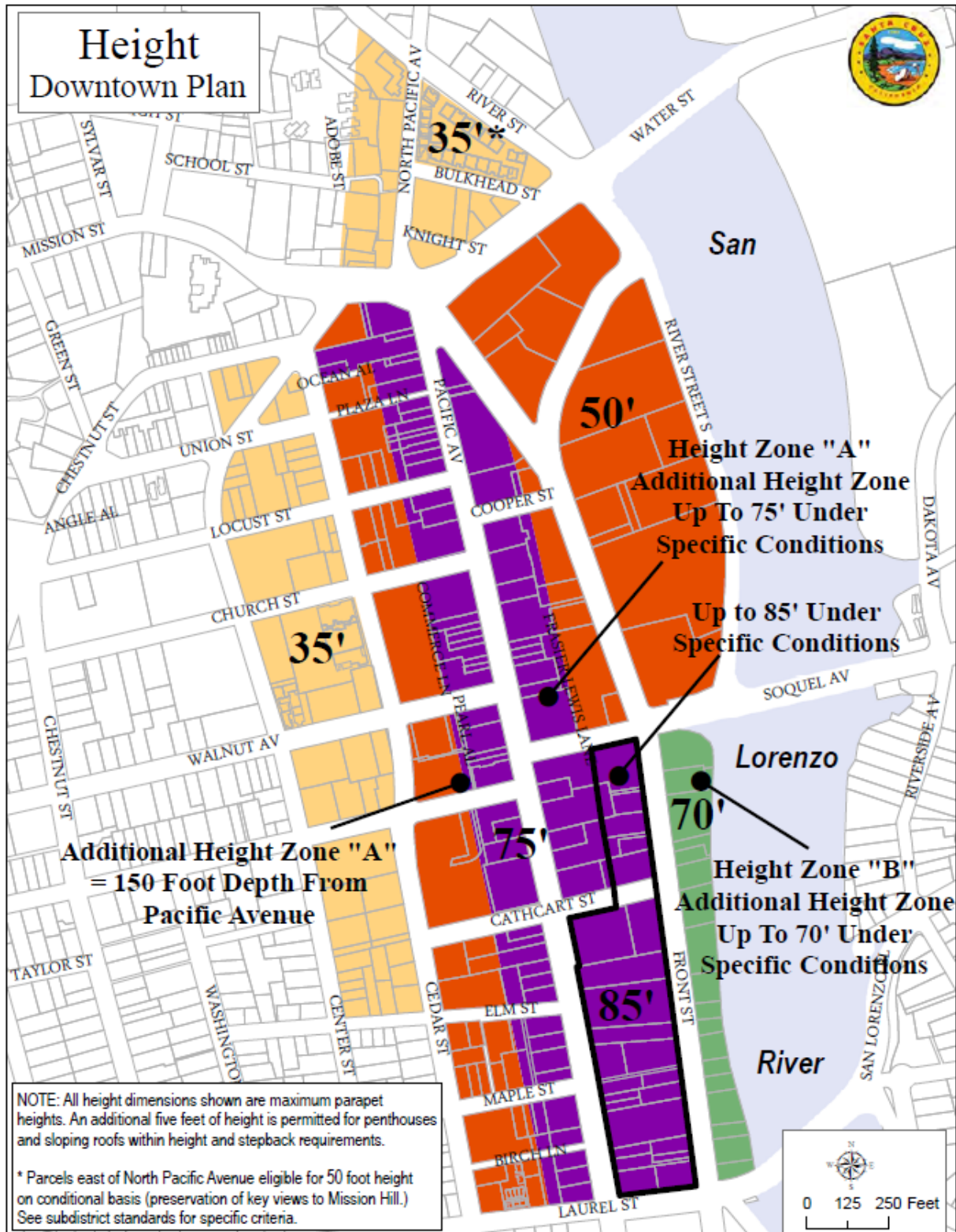
(8) Indoor Recreational Uses (e.g., health club, yoga studios) will be considered for upper level use, provided that such establishments are compatible with adjacent residential uses.

(9) Restaurants/Eating and Drinking Establishments. Service of alcoholic beverages must be clearly ancillary to food service and must meet the provisions Part 12 of the Zoning Ordinance (for High Risk or Low Risk Alcohol Outlets). When applicable, all fast food and/or beverage establishments (defined in Section 24.22.661 of the Zoning Ordinance) shall be conducted in accordance with the previously described “good neighbor operating procedures.” Eating and drinking establishments are encouraged on the Front Street Riverwalk level to publicly activate the Riverwalk and connections to the Riverwalk and east/west publicly accessible spaces in the Pacific Avenue Retail District.

(10) Retail Sales. In the Pacific Avenue Retail District, second level retail sales is allowed subject to the approval an Administrative Use Permit when the second level is connected to the same business on the ground floor, subject to being compatible with and minimizing impacts to nearby residents. Front Street levee retail is allowed subject to the approval of an Administrative Use Permit to publicly activate the Riverwalk. Retail space should be evaluated in the context of adjacent projects to ensure uses are compatible, active and enhance the Riverwalk.

(11) Schools, Business and Technical. Schools and studios for arts and crafts, photography, music and dance provided that such establishments are compatible with nearby residential uses.

(12) Wireless Communication Facilities, subject to the regulations in Part 15 of Chapter 24.12.



## B. PACIFIC AVENUE RETAIL DISTRICT DEVELOPMENT STANDARDS

### 1. Building Height

The following height standards shall apply to all development within the Pacific Avenue Retail District, including frontage along Pacific Avenue and the east-west streets within the subarea. All buildings must conform to the Base Height requirements, except for provisions for additional height within the “Additional Height Zone A”. The intent of the standards is not to create a five-story downtown, but rather to preserve the overall character and scale of the historic core while allowing some intensification and increased height on larger parcels.

- a. Floors. No new building shall be less than two stories in height. The second story shall be at least 50 percent of the first floor area and shall be located toward the street frontage. An exception may be made, and a one-story building may be constructed, in an area along a property line where otherwise a fence or wall would be used to separate the principal use of a parcel from an adjacent public street. The depth of such a building shall not exceed 15 feet.
- b. Floor-to-Floor Height. The first floor uses must have a minimum floor-to-floor height of 18 feet for properties north of Cathcart Street and 15 feet minimum south of Cathcart Street. Any mezzanine shall be set back at least 30 feet from the building line on the street and shall occupy no more than one-third of the area of the first floor.
- c. Base Height and Floors. No new development shall exceed a Base Height of 55 feet (measured to the top of parapet or eaves), except as provided for in the “Additional Height Zone A”. Within this Base Height, no more than 2 stories of commercial uses shall be permitted above the ground floor retail use; if upper-level residential or hotel uses are included, a maximum of 3 floors of such uses above the ground-level retail use will be permitted within the maximum 55 feet Base Height.
- d. Mechanical Penthouses. Uninhabitable mechanical penthouses will be permitted above the Base Height to a maximum height of 65 feet, provided that such penthouses are set back a minimum of 25 feet from any exposed face of the buildings and are out of the pedestrian's view, unless such penthouses are architecturally integrated into the building façade design.
- e. Sloping Roofs (45 degrees/1:1 pitch or flatter) shall be permitted up to a maximum height of 60 feet, measured to the top of the sloping roof. For projects not eligible for the Additional Height, street wall heights shall not exceed the base height limit of 55 feet.
- f. Visual Impact Study. Any site that is located where the east-west street does not cross Pacific Avenue (sites with frontage on Locust, Church, Walnut, Lincoln, Soquel, Elm and Maple Streets) must prepare a visual impact study to determine how the proposed building would be viewed from the east-west street.

### 2. Build-to Lines and Setbacks

To ensure that Pacific Avenue and the east-west streets are spatially well defined, all development

shall be built to the property line of the street. The following exceptions to this condition are noted:

- a. Active Outdoor Uses. Setbacks of up to 12 feet in depth are permitted along the northern property line of Cathcart Street, if such setbacks are intended to provide active outdoor uses (e.g., outdoor dining or public seating) oriented to the street.
- b. Laurel Street Sidewalk. Require any development along Laurel Street between Pacific Avenue and Front Street to dedicate sufficient property to result in a sidewalk depth of at least 12 feet. The precise dedication shall be consistent with the final Laurel Street design and shall be established with a build-to line.
- c. Recessed Storefronts. Minor ground-level storefront setbacks are permitted within the provisions of the storefront and building façade standards and guidelines. Recessed storefronts up to six feet in depth and twenty-five feet in length may occur where a designated outdoor use, such as an outdoor café, is an integral part of the retail business.

3. Public and Private Parking Facilities

The Pacific Avenue Retail District is within the downtown Parking District #1, and as such shall comply with all parking requirements set forth within that district. On-site parking will not be permitted unless it meets one or more of the following conditions:

- a. Below Grade Parking and Access Driveways. Parking is provided completely below grade, and access driveways to the parking facility do not conflict with the movement of pedestrians or vehicles within the area. **No driveways shall be permitted along Pacific Avenue.**
- b. Visual Screening. Surface or above-grade structured parking can be provided, if the parking is visually screened and separated from Pacific Avenue and east-west streets by retail development, and if such parking can be accessed from an east-west street or rear service lane.
- c. West Side Front Street. **Allow parking facilities along the west side of Front Street south of Soquel Avenue, where at least 20% of the spaces shall be available for public use;** only one driveway curb cut shall be permitted per garage; the garage shall not extend to street corners; and the garage shall be architecturally integrated within the overall building composition.

4. Driveways and Curb Cuts. Limit on-site driveways along Front Street to a maximum of one driveway per property or at a spacing of at least 200 feet; driveways should be no more than 24 feet in width and to the extent practicable should be spaced from an adjacent driveway by at least 200 feet.

## C. PACIFIC AVENUE RETAIL DISTRICT

### BUILDING FAÇADE STANDARDS AND GUIDELINES

The intent of the urban design standards and guidelines for the Pacific Avenue Retail District is to reinforce the unique townscape qualities of the downtown, to introduce diversity and variety that will enhance the visual interest and comfort of the pedestrian, and to extend the landscape qualities of the streetscape into the private realm. The building facades of the downtown have a significant effect on the public identity and character of the downtown and, as such, need to be carefully considered.

1. Building Facades shall respond to the character and composition of historic commercial buildings along Pacific Avenue. More specifically, facades shall be composed with 3 clearly distinct zones: the storefront, up to 18 feet in height or 15 feet south of Cathcart Street; the upper two to three stories of the facade to the established parapet height (e.g., 55 feet); and the roof and cornice treatment, which includes the visible portions of any additional height permitted above the Base Height of 55 feet. This compositional approach is consistent with the historic building facades along Pacific Avenue, as well as the desire to reinforce the pedestrian realm and avoid the creation of monolithic vertical walls along the street edge. A separation of treatment shall be clearly established between the ground-level storefront and the upper building levels, utilizing a strong belt course or architectural line, and through the specific storefront treatment described below. Similarly, a strong cornice line or roof treatment is encouraged to promote variety and a distinctive silhouette along the street.
2. Adjacent Buildings. The composition of building facades shall also be considered in relation to adjacent buildings of historic or architectural value. While it is not the intent to maintain a consistent treatment along the street edge, the composition of new development shall seek to be harmonious and compatible with elements of adjacent structures, such as window proportions, the design of horizontal belt courses and cornice treatments, building materials and architectural elements.
3. Upper-Level Facades (i.e., the two to three levels of building wall up to the 55-foot Base Height) shall provide a counterpoint to the storefronts below, and provide a visually interesting and varied edge to the public space of the street. In general, the upper-level façade shall be built to the property line and consist of carefully composed “punctured openings” within a richly detailed wall. A variety of treatments shall be introduced to create richness in both the horizontal and vertical planes, including balconies, bay windows, flower boxes, awnings, cornice and belt courses, etc. To create a visually interesting “streetwall” with a rhythm and cadence that is reflective of the historic and incremental pattern of development along Pacific Avenue, building facades shall introduce variation in fenestration, architectural elements, building materials, and/or building planes at general intervals of 25 to 50 feet. Large uninterrupted expanses of horizontal or vertical wall surface shall be avoided. Regardless of property lines, the appearance shall be of a street with varying architectural treatments at intervals of no more than 50 to 75 feet. The multiple rhythms shall be created through the careful design of building elements and three-dimensional articulation of building elements sufficient to mitigate the presence of long, blank walls along Pacific Avenue, Front Street and Cedar Street the east-west streets, and the alleys. Elements that make up the

rhythmic variation may include, but are not limited to: Recessed windows; projecting windows; bay windows; structural elements; textures, patterns and colors; trim elements; balconies; belt-cornices; cornices; awnings and shutters; and landscape elements. The design intent is to incorporate sufficient offsets in the building façade and to use other architectural elements and devices that will create a façade that is in scale with the traditional pattern of small buildings on Pacific Avenue. Regardless of the property lines, the building shall contribute to the creation of a streetscape with varying architectural treatments or building segments at intervals of no more than 50 to 75 feet.

4. Cornices and Belt Courses. Overhead horizontal projections (providing at least eight feet of clearance above grade) of a purely architectural or decorative character such as cornices, eaves, sills and belt courses shall define the building elements (base, middle and top) and create three-dimensional interest in the façade, provided that they do not project more than:
  - a. At roof level, three feet into the public right-of-way or a designated setback area.
  - b. At every other level, one foot into the public right-of-way or designated setback area.
5. Windows. Building walls shall be punctured by well-proportioned openings that provide three dimensional relief, detail, interest and rhythmic variation on the facade. Variation in rhythm shall be provided both horizontally and vertically. Large expanses of glass on the upper levels shall be considered only where activities of interest to the pedestrian can be highlighted, and in such cases, the design of these openings shall be carefully integrated within the overall facade composition. Windows shall be recessed a minimum of six inches from the face of the wall to emphasize the thickness of the wall consistent with the historical, traditional and newer buildings on Pacific Avenue; or windows may project from the wall six inches maximum into the public right-of-way or three feet into the public right-of-way for bay windows. Windows shall be of high quality and shall be operable at the upper level and composed of elements that emulate the size and detail of the windows in the traditional or historical buildings on Pacific Avenue. Window moldings and/or shutters with projections up to six inches are encouraged to provide detail, shade and articulation to building facades.
6. Bay Windows and Balconies. Bay or projecting windows and balconies are encouraged and may be permitted on upper levels of buildings, provided that a minimum of 10 feet of clearance is provided to grade and that the following provisions are met:
  - a. The projection into the public right-of-way or designated setback area is no more than 3 feet; where sidewalks are less than 10 feet in depth, this projection shall be limited to 2 feet; along alleys, no projection shall be closer than 8 feet to the centerline of any alley.
  - b. The glass area of the bay window, and the open portions of each balcony, shall not be less than 50 percent of the total area of the vertical surfaces of the projection.
  - c. Bay windows and balconies shall "punctuate" rather than dominate the facade; to this end, the maximum length of bay windows shall be 15 feet at the property line or setback line; this width shall be reduced to a maximum width of 9 feet at the full projection of 3 feet, by



means of 45 degree angles at the sides of all projecting bay windows. Perpendicular bay windows and balconies (or projections at a different angle) may be permitted, provided that they remain within the outside dimensions described above. Unless balconies are used as a means of distinguishing the storefront area from the upper-level facades, they shall be generally 15 feet in width or less.

- d. The minimum horizontal separation between bay windows, between balconies, and between bay windows and balconies shall be three feet as measured from the face of the building wall along the property line or setback line. A bay window or balcony shall not occur within two feet of the building edge. The intent of this guideline is to ensure that bay windows and balconies do not dominate the building wall.

7. Roofs. Special attention shall be paid to the articulation of the top portion of buildings, through the introduction of horizontal bands, cornices and/or decorative parapets. Rooflines shall be broken at intervals no greater than 50 to 60 feet by roof elements or step backs to reinforce the predominant building increment along Pacific Avenue. Interesting and varied roof forms are encouraged. Rooftop equipment shall be completely concealed from view and integrated within the architectural vocabulary of the building. The use of landscaped roof terraces and gardens is also recommended, particularly on buildings that are required to step back from the street.

8. Building Materials. To extend the character of the existing downtown, building materials shall evoke honesty and solidity. Stone, brick and stucco, richly detailed to provide visual interest and variation, are encouraged as the predominant building materials. While wood and metal are desirable materials for window casings and trim, large expanses of wood or metal siding are discouraged as the predominant building materials. Such materials are considered appropriate for ornamental elements on the facade. Applied brick tiles that attempt to give the appearance of genuine masonry are also discouraged as the predominant building material. Decorative ceramic tiles are encouraged, however, as accent features. Reflective glass is prohibited.

9. Colors. Materials shall be relatively light in color. To create a lively visual environment, earthtones, terra-cotta, pastels or whites, accented with dark or bright colors, are recommended. Roofing materials and accenting features such as canopies, cornices, tile accents, etc. shall also offer color variation. The color scheme for the building shall be compatible in color and value with the adjacent structures and shall be compatible with and sympathetic to the overall color palette of the buildings in the block and the downtown.

10. Landscape Provisions. To promote a unique image and identity of downtown in its lush coastal setting, buildings shall incorporate provisions for planting, including flower boxes, topiary planting, and climbing vines. Trellis structures are encouraged, particularly on upper portions of the building that are stepped back from the street. Plant materials within the planters, planting beds, flower boxes and flower pots shall provide color and variety throughout the year. The use of artificial plants shall not be permitted.

At least two of the following landscape concepts shall be incorporated into each Pacific Avenue or East-West Streets façade design (or 30 feet of retail frontage). In general, the landscape shall aggregately cover a minimum of 25 percent of the length of the storefront:



- a. Landscape setbacks up to 18 inches in depth;
- b. Landscape planters recessed into Pacific Avenue sidewalk, up to 18 inches into the public right-of-way;
- c. Flower boxes may be permitted to project into the public right-of-way up to 18 inches. Flower boxes also may be permitted to project from bay windows and balconies by 18 inches. Flower boxes shall provide internal and concealed drains connected to roof drains, to avoid overflow to the street; they shall also be designed with high quality durable materials that are compatible and integral with the building façade. flower boxes (limited to 24 inches above the sidewalk) that may project up to 18 inches into the public right-of-way;
- d. Hanging flower pots that may project up to 18 inches into the public right-of-way;
- e. Trellis structures supporting climbing vines that may project up to six inches into the public right-of-way or, where more than eight feet above the sidewalk, may project up to 18 inches into the public right-of-way.

11. Rear Service Alleys. Upper-level facade treatments adjacent to the rear service lanes shall be consistent in quality and design with treatments adjacent to public streets and rights- of-way. The use of planting (e.g., flower boxes, trellises, topiary) on building facades adjacent to the service lanes is particularly encouraged to enhance the visual and pedestrian character of the alley.

12. Exterior Lighting. Buildings shall provide warm (color temperature equal to incandescent), low-level lighting from sundown to 10:00 PM nightly as an integral part of the façade design to add to the nighttime ambient light level in the Downtown and to add nighttime visual interest to the buildings. Accent lighting, using warm low-level incandescent light sources, is encouraged as an integral part of the facade design.

13. Property Line Walls. Where a building shares a property line with an adjacent property or building, mitigate the potential for large blank walls as follows:

- a. Where the adjacent building is lower than the proposed building, the property line wall shall be set back from the property line sufficient to allow windows in the new wall; or
- b. The applicant shall seek an easement from the adjacent property owner to allow windows (subject to the future redevelopment of the adjacent property). Mitigation measures shall be incorporated to allow windows under the Building Code.
- c. This provision may be modified by the Planning Director, subject to the preparation of a visual computer simulation of the building in context of the building viewed from key points down Pacific Avenue and key intersecting streets.

## D. PACIFIC AVENUE RETAIL DISTRICT STOREFRONT STANDARDS AND DESIGN GUIDELINES

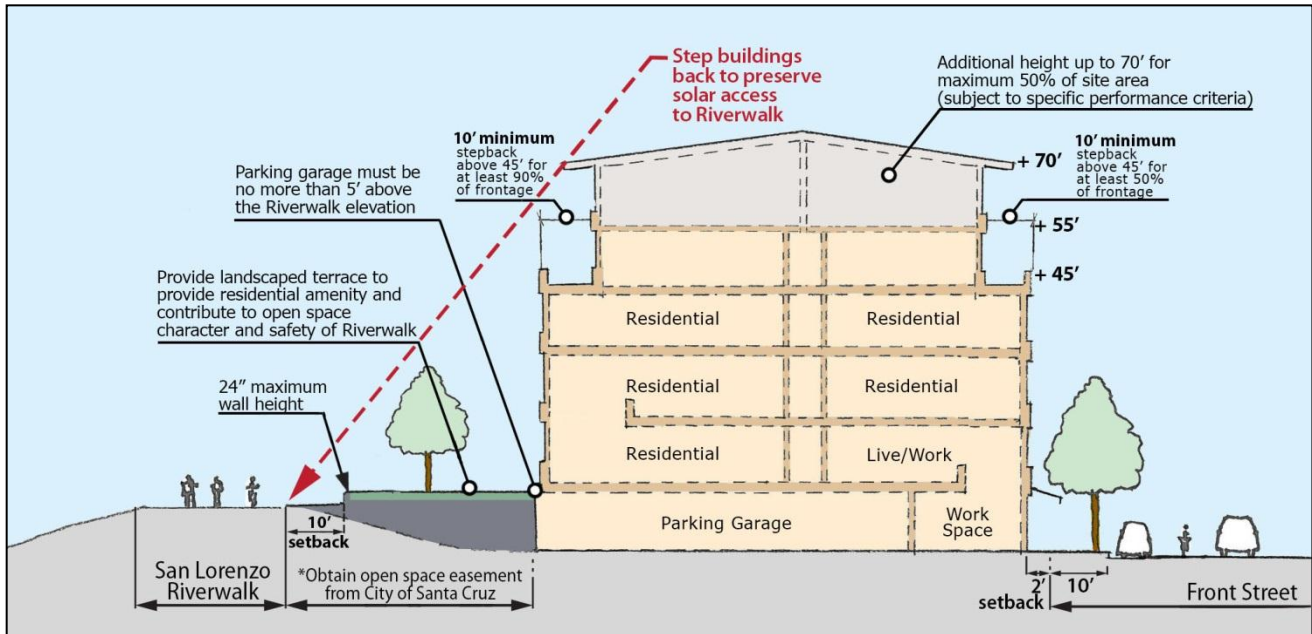
All storefronts in a new building or re-developed building shall conform to the following storefront design standards. All storefront improvements with an improvement cost of more than \$10,000 require a Design Permit:

1. Primary Entrance. All buildings with frontage along Pacific Avenue shall have a primary entrance on Pacific Avenue.
2. Blank Walls. All buildings with frontage on Pacific Avenue or the East-West streets shall not have blank walls exceeding ten (10) feet in length. Blank walls shall be mitigated with trellises and/or climbing plants, or other architectural or landscape elements.
3. Door Entry Frequency. Establishments with frontage along Pacific Avenue shall provide door entries no further distant than 50 feet along the Pacific Avenue or east-west street frontage.
4. Open Entries to Street. Street front entries shall remain unlocked and unblocked and shall remain in use during store hours.
5. Unique Entrances. The ground floor frontage along Pacific Avenue shall be modulated, articulated, textured, colored and given such other architectural treatment to provide a visually differentiated store "front" every 25 feet.
6. Entrance Design. Storefronts shall incorporate at least two of the following design concepts into the storefront designs.
  - a. Bay Windows. Provide bay windows up to 12 feet in length that may project up to 12 inches into the public ROW - where the bay window has glazing on all projecting faces.
  - b. Porticos. Provide porticos around the entry door that may project up to 12 inches into the public ROW.
  - c. Awnings. Provide awnings that may overhang the sidewalk per Central Business District sign ordinance ~~(awnings to be below 14 feet in height and project a maximum of 6 feet into the public ROW).~~
  - d. Marquis. Provide permanent marquis structures or canopies that project from the building at entries (maximum 10 feet in length, minimum height 8 feet above the sidewalk and maximum projection of 6 feet into the ROW).
  - e. Signs. Provide decorative signs that project into the ROW per Central Business District sign ordinance.
  - f. Glazing. The use of reflective or tinted glass in ground level show windows is prohibited.
  - g. Roll-Down Gates. Roll-down gates on storefronts shall not be permitted, whether solid or not.

- h. Store Displays. Store displays shall be configured in such a way as to allow pedestrians to see into the store from the sidewalk. Goods, posters, photos or other visual images shall be placed a sufficient distance from the store windows to enable pedestrians to see clearly into the store.

## E. FRONT STREET/RIVERFRONT CORRIDOR DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

### 1. Height and Stepback Requirements



*Proposed base and additional height and stepback requirements along the Front Street/ Riverfront Corridor.*

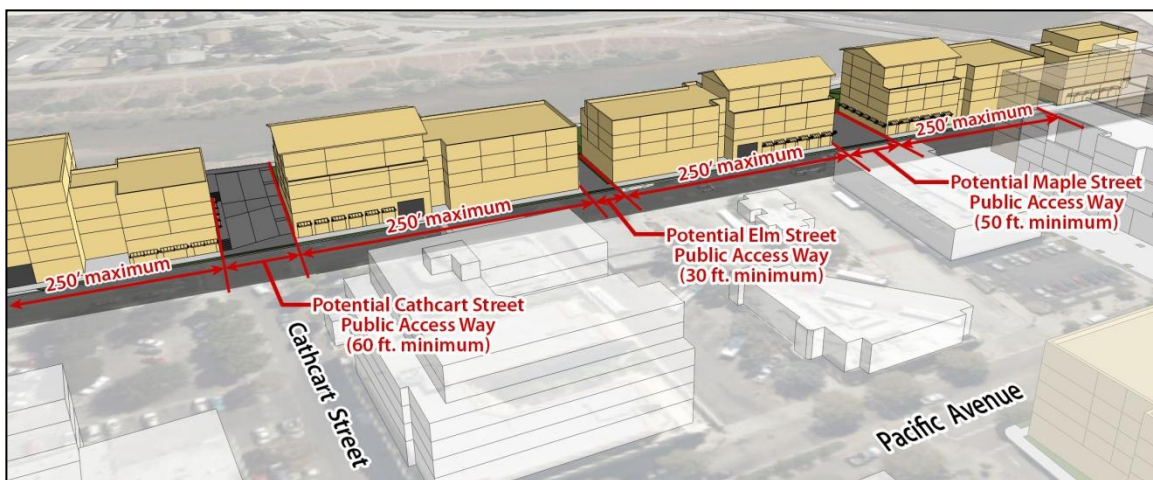
- a. Base Height and Floors. No new development shall exceed a base height of 55 feet (measured to the top of parapet or eaves on the highest floor). Within this base height, no more than 4 stories of commercial uses (including ground-level retail) shall be permitted; if upper-level residential or hotel uses are included, a maximum of 4 floors of such uses above the ground-level retail use will be permitted within the maximum base height of 55 feet.
- b. Mechanical Penthouses. Uninhabitable mechanical penthouses will be permitted above the base height to a maximum height of 60 feet, provided that such penthouses are set back from the face of buildings by a minimum of 25 feet to be out of the pedestrian's view and that sloping roofs meet the provisions of c. below, unless the penthouse is architecturally integrated into the building facade.
- c. Upper Level Stepbacks. In order to promote a pedestrian-scale, to increase light to the street, and to reduce overall building mass and scale, development above 45 feet in height shall be required to step back from the Front Street façade a minimum of 10 feet. At least 50% of building frontage along Front Street and Soquel Avenue shall step back 10 feet above the height of 45 feet. River Street and the east-west streets shall step back at least 10 feet from

the street for any height above 35 feet.

- d. Upper Level Stepback from River. Along the west side of the Riverwalk, development shall step back 10 feet from the exterior wall face above the 45 foot height level as measured from Front Street sidewalk elevation. Allow up to 10% of the Riverwalk building frontage to encroach into the required 10-foot stepback area to provide for massing variation. (See above diagram).

2. Build-to Lines and Setbacks. In order to promote well-defined streets, development shall generally be required to build to the property line adjacent to public streets. The following exceptions to this condition are noted:

- a. Sidewalk Width. In locations where the sidewalk is less than 12 feet, development shall be set back from the property line to create a 12-foot sidewalk. Development along Laurel Street between Pacific Avenue and Front Street shall dedicate sufficient property to result in a sidewalk depth of at least 12 feet. The precise dedication shall be consistent with the final Laurel Street design and shall be established with a build-to line.
- b. Gateway Landscaping. New development along Water Street (south side), Laurel Street (north side), and Soquel Avenue shall be set back from the sidewalk by 10 feet to allow for generous gateway landscaping treatment.
- c. Building Length. Between Soquel Avenue and Laurel Street, limit the length of individual buildings along Front Street to a maximum of 250 feet of lineal street frontage, subject to the performance criteria for improved public access to the river from Front Street.
- d. Riverfront Property Line. No setback from the riverfront property line is required. Allow new development to be constructed to or near the rear property line along the riverfront levee to achieve some private open space and serve as a transition between the public and private spaces.



*Proposed building massing and public access requirements along Front Street and the riverfront.*

- i. Encroachments. Development along the Riverwalk promenade shall not encroach beyond the property line of the parcel, except in cases where levee-facing “people oriented” commercial activities incorporate public access points to the Riverwalk. Top floor cantilevered portions of the building are allowed to encroach over the property line a maximum of 5 feet in order to provide architectural interest to the façade. Such cantilevered encroachment over the property line shall not exceed 10 percent of the total building frontage along the riverfront.

3. Storefront Treatment. While it is recognized that the Front Street/Riverfront Corridor is less pedestrian intensive than the Pacific Avenue District, the ground-level treatment of commercial buildings and parking structures within the area shall generally comply with those for the Pacific Avenue Retail District in terms of: storefront access, transparency and variation; and the use of awnings and canopies. Special attention shall be given to the treatment of intersections, to reinforce their gateway role to Pacific Avenue and to create a high level of interest and activity along the street.

4. Riverwalk Promenade. The interface between the public Riverwalk and the adjacent private development is a vitally important element of the Downtown Plan. As such, all development along the Riverwalk will involve some form of public/private partnership and cooperation. Key performance criteria include:

- a. Riverwalk Setback. Residential or commercial uses adjacent to the Riverwalk promenade shall be no closer than 10 feet from the western edge of the physical walkway, except where “people-oriented” commercial uses incorporate public access points to the Riverwalk.
- b. Levee Fill. All development shall fill the western slope of the levee (which may include both public and private property) as directed by the City of Santa Cruz and Army Corps of Engineers to create a level condition between the Riverwalk promenade and the adjacent building. The filled area may terrace up from the maximum 24-inch wall to the finished floor of the development in a way that allows for the outdoor spaces to be used by residents or commercial patrons.
- c. Retaining Wall at Property Line. Design the wall of the ground level of the building to structurally support fill material, and to provide appropriate under-drainage.
- d. Landscaping. Landscaping this private and public space shall incorporate trees and vegetation appropriate to the river environment. Walls along the Riverwalk shall not exceed 24 inches in height and shall be set back from the promenade by at least 10 feet.
- e. Easement on Public Space. The City shall consider negotiated easements on the publicly owned land for open space purposes that promote activity and overlook the promenade and river. Easements may be considered for up to 20 feet of the levee bank for such open space. The open space area shall be visually open and accessible from the Riverwalk, but may be delineated with a low fence or hedge.
- f. Commercial Criteria. In the case of commercial development, the setback area shall be designed to accommodate outdoor eating or public seating, and shall be generally at the same elevation as the promenade.
- g. Public/Private Interface. In the case of residential development, the setback shall be designed as a visually accessible garden space that provides a transition to the public promenade. Residential entrances facing the river shall be elevated at least 18 inches above the Riverwalk, but no more than 5 feet above the Riverwalk to create privacy and differentiation of public and private spaces.
- h. Accessibility. All conditions shall be in compliance with accessibility requirements.
- i. Entrances Along Riverfront. Entries, either to individual residential units or common entrances, or to commercial establishments, shall be provided along the riverfront promenade at intervals no greater than 75 feet.

- j. Fencing. Security fencing shall be decorative visually open-rail metal material creating an open visual connection between the private and public spaces.
  - k. Visually Open Development. Solid vegetation in the form of a visual screen or hedge is prohibited and views to the Riverwalk from private open spaces are required. Line of sight views between the development and the Riverwalk are intended to ensure a safe and interesting environment to joggers, walkers and cyclists.
5. Access to the Riverwalk. Between Soquel Avenue and Laurel Streets along Front Street, new development shall provide public pedestrian and bicycle access between the Riverwalk promenade and the Front Street sidewalk. To provide for east-west public pedestrian and bicycle access between Front Street and the Riverwalk near the extension of Cathcart, in the vicinity of Elm Street, and the extension of Maple Street, require all new development of riverfront properties to physically and/or financially contribute its fair share through an Improvement District, Development Agreement, or similar mechanisms to the improvement of these publicly accessible connections. Development shall be consistent with the following performance standards:
- a. Publicly Open Passageways. Such access shall be open to the public during daylight hours.
  - b. Pedestrian Focus. Such publicly accessible connections shall be predominantly pedestrian in nature and located within 50 feet of the Front Street intersections at the terminus of Cathcart Street and the extension of Maple and of Elm Street extension.
  - c. Passageway Widths. The width of these publicly accessible pedestrian connections shall be no less than the following: 60 feet at or near the terminus of Cathcart Street, 50 feet at or near the terminus of Maple Street; and 30 feet at or near the extension of Elm Street.
  - d. ADA Compliant. Americans With Disabilities Act compliant slopes or ramps and stairs shall be designed as an integral part of these passageways at the extensions of Cathcart and Maple Streets; excessive switchbacks of ramps shall be avoided. Public access may be accomplished with stairs and an elevator easily accessible to the public within the building and available throughout daylight hours.
  - e. Vertically Open Passageways. These passageways shall be open to the sky, provide a high quality accessible path of travel between the Front Street sidewalk and the Riverwalk, and provide clear building breaks that avoid the walling off of the river from downtown.
  - f. Pedestrian Oriented Uses. The pedestrian access ways shall be lined with active pedestrian-oriented uses that create a safe and interesting environment, including commercial uses, outdoor cafes, resident-serving amenities, building entries and/or lobbies.
6. Upper-Level Facade Treatment. The treatment of upper-level facades shall generally comply with the guidelines for the Pacific Avenue Retail District in terms of building rhythm, corner treatment, windows, roof treatment, building materials, colors and planting, and rear service lanes. ~~The following exceptions and special conditions are noted:~~
7. Gateway Treatments. New development that occurs at key gateway intersections to the downtown (e.g., River-Water; Pacific-Front; Cooper-Front; Soquel-Front; Cathcart-Front; Laurel-Front) shall be articulated to accentuate this condition. Treatments could include corner towers or turrets, setbacks, distinctive changes in fenestration and materials, etc.
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8. Riverfront Residential. Residential development occurring along the Front Street/Riverfront Corridor, or future residential development that may occur as part of a mixed-use development within the CVS/Trader Joes site, shall be highly articulated and expressive of the individual units within the complex. The use of sloping roofs, recessed loggias and balconies, bay windows, dormers and chimneys shall be carefully composed to create an intricate composition that expresses individual unit modules to the maximum extent practicable. A variety of building materials is encouraged, including the building materials recommended for the Pacific Avenue district above (e.g., stucco, brick, and stone). To avoid the creation of a "wall" of development along the riverfront between Soquel and Laurel Streets, development shall be highly articulated with variation in height. The required 10-foot sideyard setbacks shall also serve to break up the mass of development along this important edge.

9. Public and Private Parking Facilities. The Front Street/Riverfront Corridor is within the downtown Parking District #1 and development shall comply with all parking requirements set forth within that district.

- a. Surface Lot Landscaping. Existing and/or expanded surface parking lots within the Front Street/Riverfront Corridor should be well landscaped. In addition to the landscaped area requirements for surface parking provided in the zoning ordinance, surface lots shall provide at least one tree for every four parking spaces, distributed throughout the lot. Surface lots shall be screened from the public sidewalk with low walls, planters, or hedges.
- b. West Side of Front Street. Allow parking facilities along the west side of Front Street south of Soquel Avenue, where at least 20% of the spaces shall be available for public use; only one driveway curb cut shall be permitted per garage; the garage shall not extend to street corners; and the garage shall be architecturally integrated within the overall building composition.
- c. Structured Parking Design. Above-grade structured parking should be visually separated at the ground level from all public sidewalks and streets by means of active storefront uses as described above. Such parking should be accessed, to the maximum extent possible, from east-west streets or rear service lanes. **Access driveways along Front Street should be avoided.**
- d. Structured Parking Facades. Parking structure facades shall be designed as compatible visual extensions of other multi-story buildings.
- e. Structured Parking Rear Façade. Special attention shall also be given to the design of parking structure facades adjacent to rear service lanes, to reinforce their attractiveness for pedestrian use. The use of integrated trellis structures and planters along the service lanes is recommended.
- f. Screens and Trellises. Decorative screen and trellis elements of durable high quality materials are also encouraged to provide variation and interest on the facade.
- g. Garage Ramp Visibility. Sloping floor elevations shall not occur adjacent to public streets.
- h. Wrap Garage with Commercial. Where parcel depth permits, the face of the parking structure shall be set back from ground floor commercial uses.
- i. Garage Openings. Openings shall be carefully composed within the building wall to appear as well-proportioned windows, rather than continuous strips; variation in the dimension and proportion of openings and in the horizontal and vertical planes of the facade shall be provided to create visual interest and to reduce the massiveness of the parking structure.

- j. Entrances and Stairways. Entryways and stairways shall be located along the street edge; they shall be well lit and visible from the street to promote security and a feeling of comfort.
  - k. Top Deck Elevation. The top deck of all structured and encapsulated parking shall be constructed to an elevation no greater than 5 feet above that of the Riverwalk promenade and shall be screened from public view. Parking garages may exceed the maximum building length of 250 feet if they are lower than 5 feet above the adjacent levee elevation.
10. Driveways and Curb Cuts. Limit on-site driveways along Front Street to a maximum of one driveway per property or at a spacing of at least 200 feet; driveways should be no more than 24 feet in width and to the extent practicable should be spaced from an adjacent driveway by at least 200 feet.

## F. CEDAR STREET VILLAGE CORRIDOR DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

1. Storefront Treatment. The ground-level treatment of buildings and parking structures within the Cedar Street subarea shall generally comply with guidelines for the Pacific Avenue retail subarea, in terms of: storefront access, transparency and variation; and the use of landscaping, awnings and canopies. However, it is recognized that Cedar Street has a more informal character than Pacific Avenue and, as such, more variation of ground-level treatment is envisioned and encouraged. The use of porches and terraced gardens as an intermediate space between the ground floor use and the sidewalk is permitted, as long as the finished floor elevation of the ground floor use is no more than four feet above or below the sidewalk level, and accessibility requirements are met.
2. Upper-Level Facade Treatment. The treatment of upper-level facades shall generally comply with the guidelines for the Pacific Avenue Retail District in terms of building rhythm, corner treatment, windows, roof treatment, building materials, colors and planting. In recognition, however, of the area's village character, several special conditions are noted:
  - a. Architectural Elements. The use of architectural elements that promote the village character of the street is encouraged. Such elements could include sloping roofs, chimneys, bay windows, dormers, recessed loggias, balconies, and porches.
  - b. Articulation. Facades shall be highly articulated and varied; the introduction of moldings and trims, and changes in horizontal and vertical planes are strongly encouraged to create visual interest and variation in light and shadow. Residential development shall be highly articulated and expressive of the individual units within the complex.
  - c. Building Materials. Building materials can be more diverse and residential in character than those recommended for the Pacific Avenue Retail District. The use of wood as a siding material is encouraged.
  - d. Flowers and Landscaping. The use of planters, trellises and topiary treatment of buildings is encouraged to further enliven the area and to promote its unique village qualities.
3. Public and Private Parking Facilities. Parking structure facades shall be designed as compatible visual extensions of other multi-story buildings. Sloping floor elevations shall not occur adjacent to public streets. Where parcel depth permits, the face of the parking structure shall be set back from ground floor commercial uses. Openings shall be carefully composed within the building wall to appear as well-proportioned windows, rather than continuous strips; variation in the dimension and proportion of openings and in the horizontal and vertical planes of the facade shall be provided to create visual interest and to reduce the massiveness of the parking structure. Decorative screen and trellis elements of durable high-quality materials are also encouraged to provide variation and interest on the facade. Special attention shall also be given to the design of parking structure facades adjacent to rear service lanes, to reinforce their attractiveness for pedestrian use. The use of integrated trellis structures and planters along the service lanes is recommended. Entries and stairwells within parking structures shall be located adjacent to public streets and designed to be visually open, to promote a feeling of security and comfort.

## G. NORTH PACIFIC AREA DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

### 1. Height and Stepback Requirements

- a. Base Height and Floors. The maximum height of all development within the North Pacific subarea shall be 35 feet (2 floors of commercial, or 1 floor of commercial and 2 floors of residential). However, within this 35 foot Base Height, east of North Pacific Avenue, development may be allowed on a discretionary basis to a maximum height of 50 feet (3 floors of commercial, or 1 floor of commercial and 3 floors of residential) on a conditional basis, subject to the following criteria: The granting of additional height above thirty-five (35) feet is discretionary and requires a Design Permit with the recommendation of the Director of Planning to the City Council who must approve the additional height;
- b. Minimum Floor Height. The first floor uses must have a minimum floor-to-floor height of 14 feet.
- c. Visual Analysis and Criteria for Exceeding Base Height. Proposed development above 35 feet, up to 45 feet, must prepare a detailed visual analysis of the building to determine the visual impact. The visual impact analysis must consider the views from the mid-point of the Water Street Bridge looking toward the Mission Hill, from Mission Hill and other key locations within the City. The additional building height shall not obstruct views of the profile of the top of the grade of Mission Hill as viewed from the crest of the Water Street Bridge;
  - i. Additional height above 45 feet, up to a maximum of 50 feet, must demonstrate that the building creates a superior gateway entrance to Pacific Avenue and the Downtown; and
  - ii. The building height above 35 feet shall be stepped back a minimum of ten (10) feet from the 35 foot Base Height, the additional height shall be highly articulated and the upper level shall gently transition to surrounding development.

### 2. Build-to Lines and Setbacks

To promote well-defined streets, development shall generally be required to build to the property line adjacent to public streets. The following exceptions to this condition are noted:

- a. Sidewalk Width. In locations where the sidewalk is less than 12 feet, development shall be set back from the property line to create a 12-foot sidewalk.
- b. Gateway Landscaping. Within this subarea, new development along Water Street (north side) and River Street (south side) shall be set back from the property line by 10 feet to allow for generous gateway landscaping treatment. Buildings along River Street may project into this setback with approval of a landscape plan provided that the average setback along that street remains 10 feet.

- c. Non-Residential Elevation. Along Pacific Avenue and Water Street, ground level uses shall not be located more than one foot above the elevation of the adjacent curb.
- d. Residential Elevation. Along River Street, the first occupied residential floor level shall not be higher than five feet above the adjacent curb. For each one foot above the adjacent curb, an additional one foot of landscape setback shall be required.

3. Gateway Intersections. The intersections of Water and River Streets, and River Street and North Pacific Avenue, are important gateways to the downtown. New development that occurs at these key gateway intersections shall be designed to accentuate this condition. Treatments shall include corner towers or turrets, setbacks, distinctive changes in fenestration and materials. The design of the ground level of the buildings at these intersections shall be articulated to reinforce the gateway significance utilizing corner setbacks, small plazas, large display windows, distinctive entrance features and canopies.
4. Building Facades. The treatment of upper-level facades shall generally comply with the guidelines and standards for the Pacific Avenue Retail District in terms of building rhythm, articulation, corner treatment, windows, roof treatment, building materials, colors and planting.
5. Ground-Level Storefronts. The design of the ground-level of buildings facing North Pacific Avenue, River Street and Water Street shall generally follow the guidelines and standards described for the Pacific Avenue Retail District to the south (e.g., access and transparency, storefront variation and treatment, awnings, canopies).
6. River Street. The setback area described above for River Street shall include a well-designed landscape concept to enhance the gateway role and appearance of River Street and to create a transition between private development and the street. This landscaped area shall be broken at intervals to provide entrances to adjacent ground-level uses.
7. River Street Residential. If residential development occurs along the River Street Corridor, it shall be highly articulated and expressive of the individual units within the complex. The use of sloping roofs, recessed loggias and balconies, bay windows, dormers, and chimneys shall be carefully composed to create an intricate and pleasing composition. Clapboard wood siding is encouraged, in addition to the building materials recommended for the Pacific Avenue Retail District above (e.g., stucco, brick, and stone).
8. Town Clock Park/Scope Park. New development occurring adjacent to Town Clock Park (Knight Street right-of-way) or Scope Park shall have a strong ground-level orientation to these public open spaces. Buildings along Knight Street shall be built to the property line to maintain the spatial quality of Town Clock Park and to reinforce the civic importance of the Water- Pacific-Front intersection. Ground-level uses shall be pedestrian-oriented, and the treatment of storefront facades shall correspond with the guidelines described for the Pacific Avenue Retail District.
9. Public and Private Parking Facilities. For properties in the North Pacific subarea which are not within the downtown Parking District #1, new development must comply with the City's general standards related to parking.
  - a. Surface Parking Lots. Existing and/or expanded surface parking lots within the North Pacific area shall be well landscaped, with at least one tree for every four parking spaces, and screened from the public sidewalk with low walls, planters or hedges.
  - b. Structured Parking. Parking structures in the North Pacific Area shall be an integral part

of the development that it serves, either in below-grade structures or above-grade structures that are sensitively encapsulated within the overall building form.

- c. Location of Structured Parking. Exposed parking structures shall be limited to the interior of the block or to Bulkhead Street.
- d. Parking Structure Façade. Where parking is exposed as a facade, such facades shall be designed as an integral extension of the overall building facade.
- e. Garage Ramps. Sloping floor elevations shall not occur adjacent to public streets.
- f. Garage Openings. Openings shall be carefully composed within the building wall to appear as well-proportioned windows, rather than continuous strips; variation in the dimension and proportion of openings and in the horizontal and vertical planes of the facade shall be provided to create visual interest and to reduce the massiveness of the parking structure.
- g. Screens and Trellises. Decorative screen and trellis elements of durable high-quality materials are also encouraged to provide variation and interest on the facade.
- h. Wrap Garage with Commercial. Above-grade structured parking facing River Street, Water Street or North Pacific Avenue shall be visually separated from all public sidewalks at the ground level by means of active ground-level uses as described above. Such parking shall be accessed, to the maximum extent possible, from east-west streets (e.g., Bulkhead Street). New access driveways along North Pacific Avenue, River and Water Streets shall be avoided.

## H. ADDITIONAL HEIGHT ZONES

In 1991 when the original Downtown Recovery Plan was being developed, the community was concerned about the impact of four and five-story buildings on the predominantly one and two-story downtown. Over the past 25 years, there has been significant infill development that has diversified the mix and intensity of downtown uses, with upper level office and residential uses. No longer is Downtown Santa Cruz and Pacific Avenue a one and two-story downtown; it has evolved into a vibrant three, four and five story district.

As such, the Additional Height Zone A is extended to eligible sites south of Cathcart Street and along the west side of Front Street; and Additional Height Zone B is established along the Front Street/Riverfront Corridor south of Soquel Avenue to Laurel Street. (See Downtown Plan Height diagram) The City also wishes to promote uses that foster activity and a sense of stewardship, allowing the area to evolve from a service district to an integral part of the overall downtown. In order to achieve this goal, residential is considered a highly desirable upper-level use with active commercial and people-oriented uses at street level. It is recognized that smaller parcels may need to be assembled and consolidated to create viable areas for redevelopment, but development of assembled properties shall be done in a way that maintains the town scale and character of the Downtown, with its diverse mix of small and medium-sized buildings, its pedestrian orientation, and its block pattern that provides multiple street and walkway connections.

The scale of blocks and parcels is a critical component, contributing to the town scale and pedestrian orientation of Downtown Santa Cruz. In the areas south of Cathcart Street and Soquel Avenue, the larger block sizes make it particularly important to create additional pedestrian connections between Pacific Avenue and Front Street, and between Front Street and the Riverwalk. This has been a community vision, dating back to the original Downtown Recovery Plan and reinforced with the 2010 River/Front and Lower Pacific Design Guidelines and Development Standards. However, regulations alone cannot be expected to accomplish such transformational change, which will involve public improvements and strong public/private partnerships. Financing tools for the implementation of enhanced pedestrian linkages to the river, and for improved bicycle and pedestrian amenities along Front Street shall be considered to leverage increased land values in the area and to provide for equitable contributions from the private sector.

In establishing the development standards for the Additional Height Zones, it is important to make sure that the standards reflect the unique conditions and opportunities of the area. It is necessary to avoid the creation of large monolithic buildings that are out of scale with the fine-grained development pattern of the downtown.

Rather than relying on building setbacks and terracing to achieve an appropriate scale transition to smaller buildings, the standards call for horizontal and vertical variation to create the appearance of multiple buildings that are more in keeping with the surrounding area. Additional height – even up to 85 feet in the Additional Height Zone A – can be absorbed appropriately if it is confined to a portion of a property, rather than as a massive block, terraced back from the street.



## 1. Additional Height Zone A

Properties on Pacific Avenue and within 150 feet of Pacific Avenue (as measured perpendicular from the property line along the street) between Water and Laurel Streets, certain properties located on the east side of Cedar Street between Mission Street and Ocean Alley, and the west side of Front Street between Cathcart and Laurel Streets shall be considered within the "Additional Height Zone A", within which buildings meeting certain criteria may request additional height above the 55 foot Base Height limit. (See Downtown Plan Height diagram) It is the intent of the Additional Height Zone A to preserve the overall character and scale of the historic development pattern, while allowing a discretionary intensification of use and increased height to maintain a compact urban core.

- a. Eligible Development Projects. The granting of building height above the 55 foot Base Height limit is discretionary and requires a Design Permit with the recommendation of the Director of Planning to the City Council who must approve the additional height. To achieve approval, the applicant must demonstrate that the proposed project meets the criteria described below. Development within the Additional Height Zone A may request additional height as indicated below, if one of the following conditions is met:
  - i. The aggregate parcel size is greater than 20,000 square feet;
  - ii. The frontage along Pacific Avenue is greater than 150 feet, or 100 feet with 150 feet frontage along an east-west street;
  - iii. The parcel is located between adjacent structures of four or more floors in height or
  - iv. The project qualifies for a density bonus as allowed under either state affordable housing law or City adopted density bonus ordinance.
- b. Additional Height Findings for Project Approval. The development project shall be found consistent with the following overarching City objectives:
  - i. The additional height will help to achieve the First Principles of the Downtown Plan (e.g. form, scale, housing, accessibility and open space);
  - ii. The additional height will contribute to an improved social and economic environment by including a concentration of new housing;
  - iii. The form of the development promotes the appearance of a grouping of buildings rather than large monolithic building masses;
  - iv. The development receiving additional height will physically and/or financially contribute its fair share (through an Improvement District, Development Agreement or similar mechanisms) to the implementation of internal pedestrian connections between Pacific Avenue and Front Street;
  - v. The additional height will help to achieve other key community objectives (e.g., public parking, affordable housing).
  - vi. Buildings taller than 60 feet provide an extraordinary contribution to the aesthetic goals of the Downtown Plan.

- c. Zone A Maximum Height and Floors. The buildings shall conform to the adopted building codes in effect at the time of building permit application to achieve the following height limits.
- i. For development projects on aggregated parcels between 20,000 square feet and 50,000 square feet, the maximum height shall be 75 feet and the maximum number of floors shall be 5 floors of commercial uses, or 5 floors of residential or hotel use above the required ground floor commercial use.
  - ii. For development projects on aggregated parcels larger than 50,000 square feet, the maximum height shall be 85 feet and the maximum number of floors shall be 6 floors of commercial uses, or 6 floors of residential or hotel uses above the required ground floor commercial use.
  - iii. Uninhabitable mechanical penthouses will be permitted to project five feet above the approved additional height of building, provided that such penthouses are set back a minimum of 25 feet from any exposed face of the building and are out of the pedestrian's view, unless architecturally integrated into the building façade design
  - iv. Architectural features at prominent gateway corners may exceed the maximum heights above when required findings are made.
- d. Performance Criteria. The following criteria are intended to promote the volumetric appearance of a grouping of buildings of varying heights, and to avoid the development of monolithic buildings:
- i. Maximum Height and Footprints. For sites which are eligible for additional height, the footprint of portions of the building at or below 55 feet shall be at least 40% of the total site area; portions of the building footprint above 55 feet to a height of 75 feet may comprise up to 60% of the site area. For assembled sites greater than 50,000 square feet in area, buildings may achieve an 85 foot height for up to 20% of the total site area.
  - ii. Architectural Features. Taller building masses shall be located on portions of the site that are adjacent to street corners or in areas that will result in minimal shading.
  - iii. Pacific Avenue Building Length. Along Pacific Avenue, buildings that exceed the maximum base height of 55 feet may occupy up to 55% of the length of the property line along the street or 200 feet whichever is less. Any additional height above the base height must be set back from the building wall by at least 25 feet.
  - iv. Front Street Building Length. Along Front Street, buildings that exceed the maximum base height of 55 feet may occupy up to 60% of the length of the property line along the street or 180 feet whichever is less. Any additional height above the base height must be set back from the building wall by at least 25 feet.



*Figure H-1: Proposed distribution of additional height for sites 20,000–50,000 sq. ft.*

*Proposed distribution of additional height for sites over 50,000 sq. ft.*

- v. Laurel, Cathcart and Soquel Building Lengths. Along Laurel Street, Cathcart Street and Soquel Avenue, buildings that exceed the maximum base height of 55 feet may occupy up to 60% of the length of the property line or 130 feet whichever is less. Any additional height above the base height must be set back from the building wall by at least 25 feet.
- vi. Maple Street Stepbacks. Along the Maple Street extension, at least 50% of the frontage shall step back by 10 feet above a height of 45 feet; any additional height above the maximum base height shall be stepped or set back from the property line by at least 20 feet.

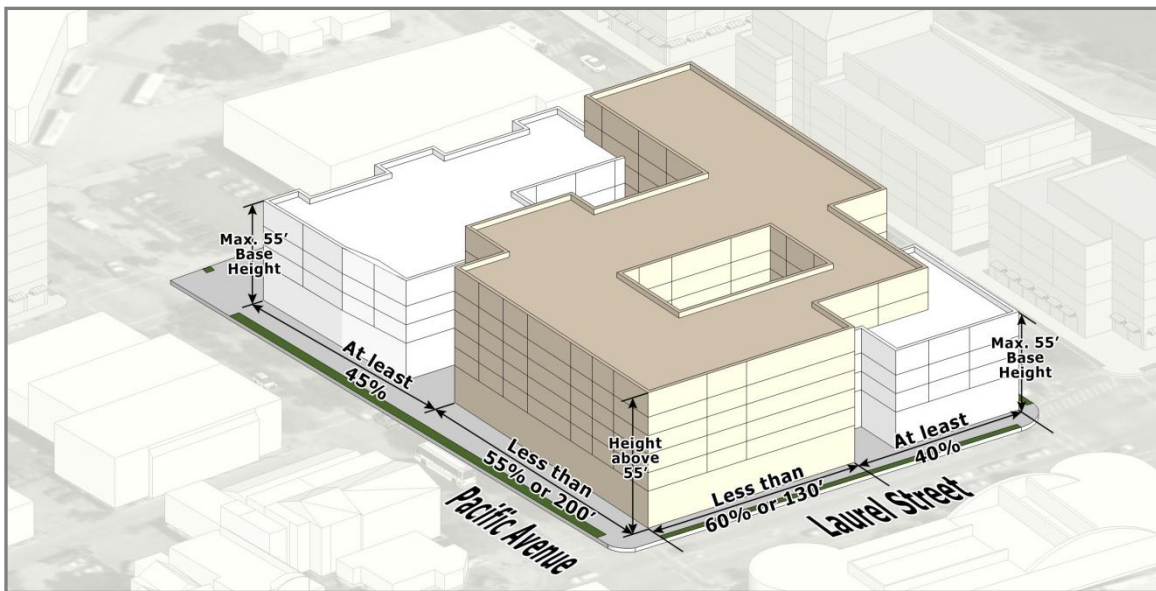


Figure H-2: Example of possible distribution of frontage heights along Pacific Avenue and Laurel Street.

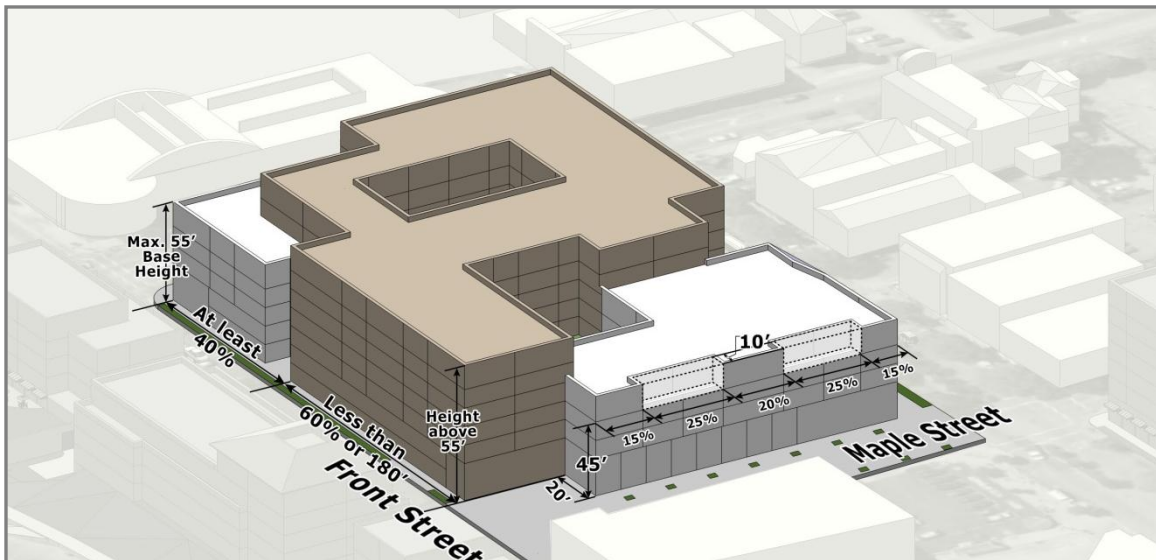


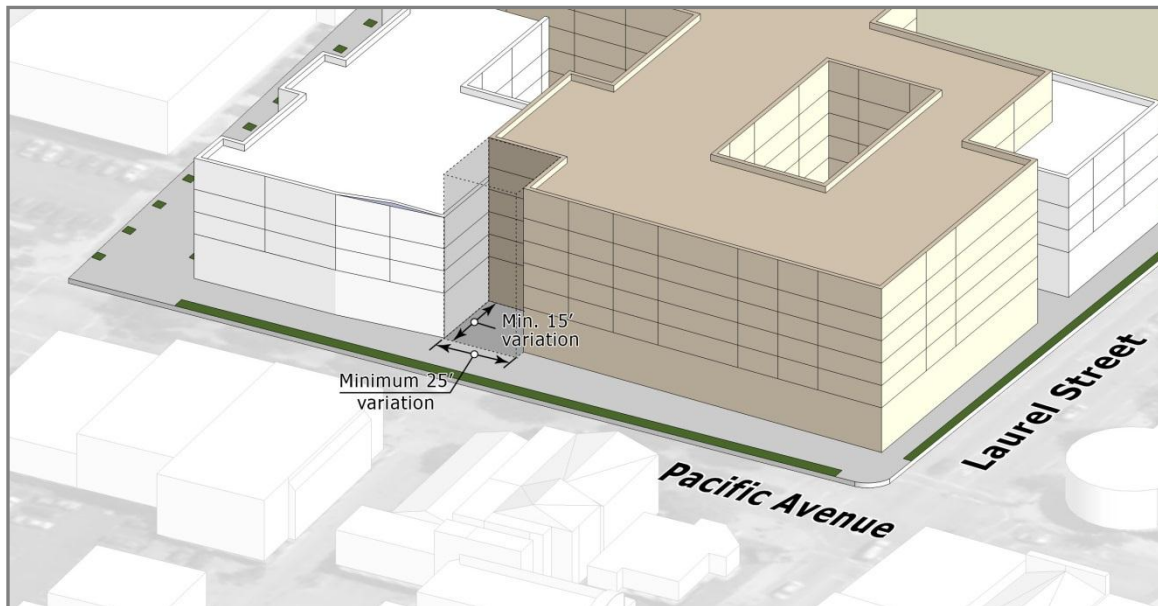
Figure H-3: Example of possible distribution of frontage heights along Front Street and the Maple Street Paseo.

vii. Building Recessed Breaks. Any building mass that exceeds the maximum base height of 55 feet must establish a separation or break that is open to the sky, measuring at least 25 feet along the streetfront property line, with a depth no less than 15 feet as measured perpendicular from the streetfront property line.

- (1) The recessed breaks must provide a clear visual break between building volumes, but at the same time contribute to a positive streetscape environment.
- (2) The recessed spaces shall be open to the sky above the ground level. A light-weight sheltering structure, distinct from the architecture of the principal building (e.g., steel and glass trellis, awning, canopy, or single-level storefront)

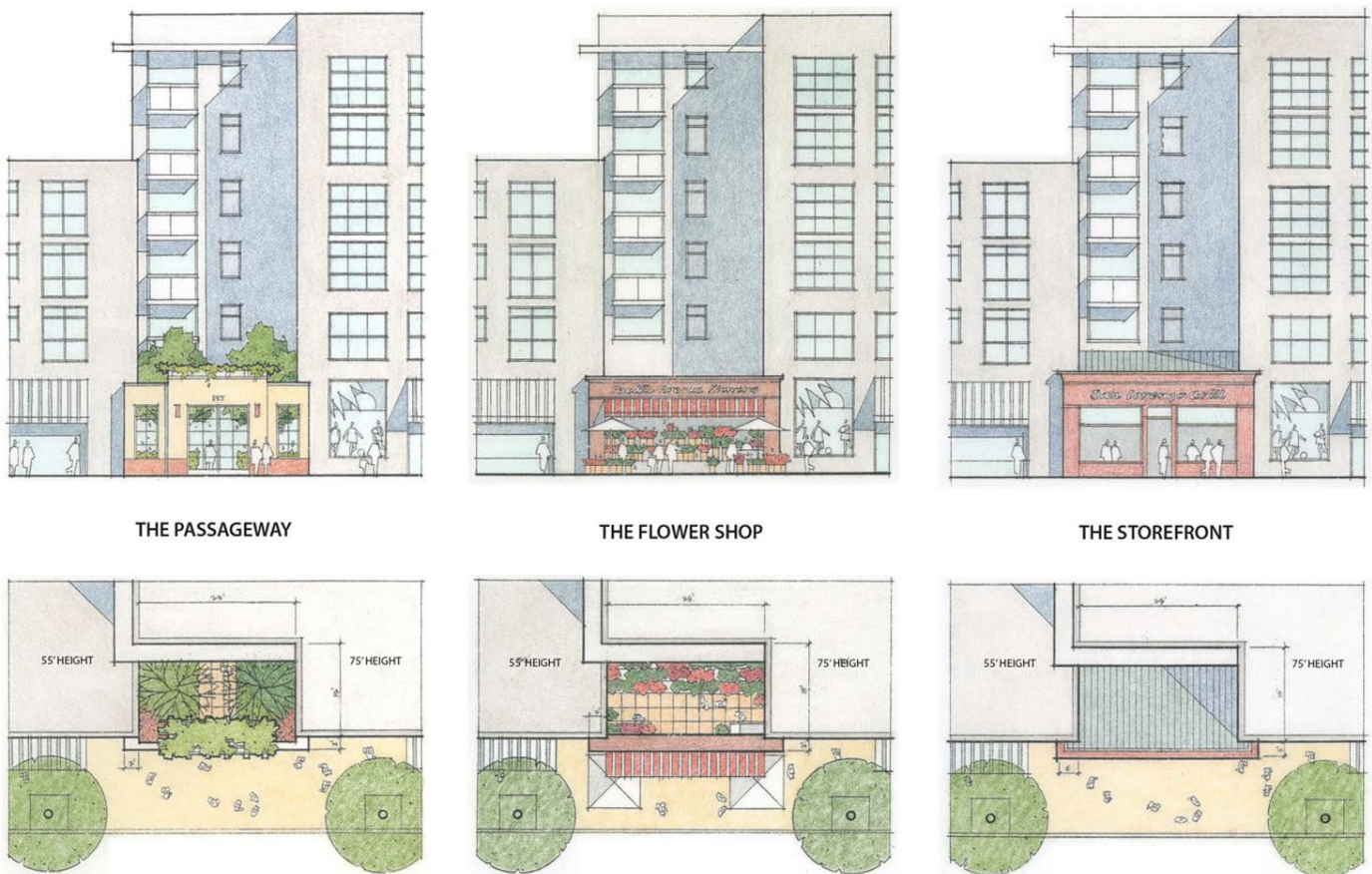
may be incorporated within the recessed space to provide activity along the street and protection to the ground level activity. This structure may encroach into the public right-of-way by up to two feet and shall extend horizontally on either side of the recessed space by two feet to interlock with the principal building. The structure may include sliding doors or gates that can be secured at night, provided that they are accessible and visible during daytime business hours.

- (3) These recessed spaces along the streetfront shall be considered as an opportunity for creative solutions that enhance the streetscape environment. They must be designed and programmed to be purposeful and meaningful places that support positive activity and preclude anti-social behavior. They could include building entries, cafes or retail extension areas. Courtyards and paseos are particularly encouraged as a way of separating building volumes and in creating unique public spaces that connect to Pacific Avenue. The recessed spaces may be gated.



*Figure H-4: Example of horizontal massing variation and recessed break in building.*



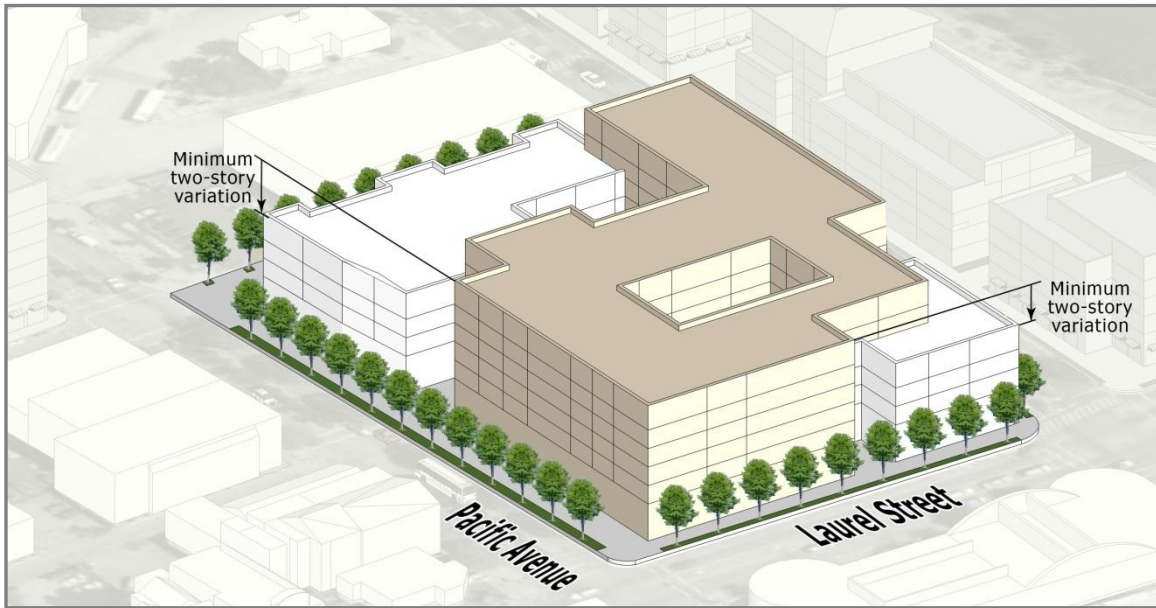


*Figure H-5: Recessed spaces along the streetfront must provide a clear visual break between building volumes, while creating a positive streetscape environment. Three examples of potential treatments.*



*Photographs of potential treatments of recessed spaces: a passageway, a flower shop, and a storefront.*

- xi. Two Story Variation. To establish the appearance of a distinct grouping of buildings, a minimum two-story variation shall be provided between building masses along each of the street fronts.



*Figure H-6: Example of vertical massing variation.*

- e. Application Requirements. The following materials shall be submitted for all applications with proposed buildings taller than 55 feet.
- Visual Analysis. A detailed visual analysis of the proposed buildings to determine the visual impact of the development shall be submitted. The visual impact analysis must consider the views from key locations within the City, the views from Pacific Avenue and from the east-west streets, including views from Cedar Street, Pacific Avenue, and the Town Clock plaza as appropriate to upper Pacific Avenue proposals.
  - Development Agreement. A draft Development Agreement with the City of Santa Cruz shall be submitted indicating details of public amenities to be included in the project. The agreement shall specify the participation either through funding contribution, construction and/or maintenance of the Maple Street Paseo or Lane. The agreement shall include private funding mechanism for on-going management and maintenance of the exterior common areas, including public and private spaces along the Maple Street Paseo or Lane between Pacific Avenue and Front Street. The agreement shall specify the method of participation in the City's affordable housing program.

## 2. Additional Height Zone B

The Additional Height Zone B includes properties located on the east side of Front Street between Soquel Avenue and Laurel Street.

- a. Eligible Development Projects. The granting of building height above the 45 foot Base Height limit is discretionary and requires a Design Permit with the recommendation of the Director of Planning to the City Council who must approve the additional height. To achieve approval, the applicant must demonstrate that the proposed project meets the criteria described below. Development within the Additional Height Zone B may request additional height as indicated below if one of the following conditions is met:
  - i. The aggregate parcel size is greater than 20,000 square feet;
  - ii. The frontage along Front Street is greater than 150 feet,
  - iii. The parcel is located between adjacent structures of four or more floors in height or
  - iv. The project qualifies for a density bonus as allowed under either state affordable housing law or City adopted density bonus ordinance.
- b. Additional Height Findings for Project Approval. The development project shall be found consistent with the following overarching City objectives:
  - i. The additional height will help to achieve the First Principles of the Downtown Plan (e.g. form, scale, housing, accessibility and open space);
  - ii. The additional height will contribute to an improved social and economic environment by including a concentration of new housing;
  - iii. The form of the development promotes the appearance of a grouping of buildings rather than large monolithic building masses;
  - iv. The development receiving additional height will physically and/or financially contribute its fair share (through an Improvement District, Development Agreement or similar mechanisms) to the implementation of internal pedestrian connections between Pacific Avenue and Front Street;
  - v. The additional height will help to achieve other key community objectives (e.g., public parking, affordable housing).
  - vi. Buildings taller than 60 feet provide an extraordinary contribution to the aesthetic goals of the Downtown Plan.
  - vii. Clear demonstration of the public benefit relating to two principal objectives: high quality public pedestrian and bicycle access between Front Street and the river, and the appropriate treatment of the riverfront edge along the Riverwalk.
- c. Zone B Maximum Height and Floors. The buildings shall conform to the adopted building codes in effect at the time of building permit application to achieve the following height limits.
  - i. For development projects on aggregated parcels larger than 20,000 square feet, the maximum height shall be 70 feet and the maximum number of floors shall be 4 floors of commercial uses, or 4 floors of residential or hotel use above the required ground floor commercial use.



- ii. Uninhabitable mechanical penthouses will be permitted to project 5 feet above the approved additional height of building, provided that such penthouses are set back a minimum of 25 feet from any exposed face of the building and are out of the pedestrian's view, unless architecturally integrated into the building façade.
- iii. Architectural features at prominent gateway corners may exceed the maximum heights above when required findings are made.

d. Performance Criteria. In addition to meeting the Front Street/Riverfront Corridor Development Standards and Design Guidelines, the project shall meet the following criteria, which are intended to promote the volumetric appearance of a grouping of buildings of varying heights, and to avoid the development of monolithic buildings:

- i. Building Recessed Breaks. In order to break down the mass of buildings along Front Street and to promote a volumetric approach, require any portion of the building mass that exceeds the maximum base height of 45 feet to establish a separation or break that is open to the sky, measuring at least 15 feet along the streetfront property line, with a depth no less than 10 feet as measured perpendicular from the streetfront property line.
  - (1) The recessed breaks must provide a clear separation between building volumes, but at the same time contribute to a positive streetscape environment. The recessed space should be open to the sky above the ground level. A light-weight sheltering structure, distinct from the architecture of the principal building (e.g., steel and glass trellis, awning, canopy, or single-level storefront) may be incorporated within the recessed space to provide activity along the street and protection to the ground level activity. This structure may encroach into the setback zone by up to two feet and should extend horizontally on either side of the recessed space by two feet to interlock with the principal building. The structure may include sliding doors or gates that can be secured at night, provided that they are accessible and visible during daytime business hours.

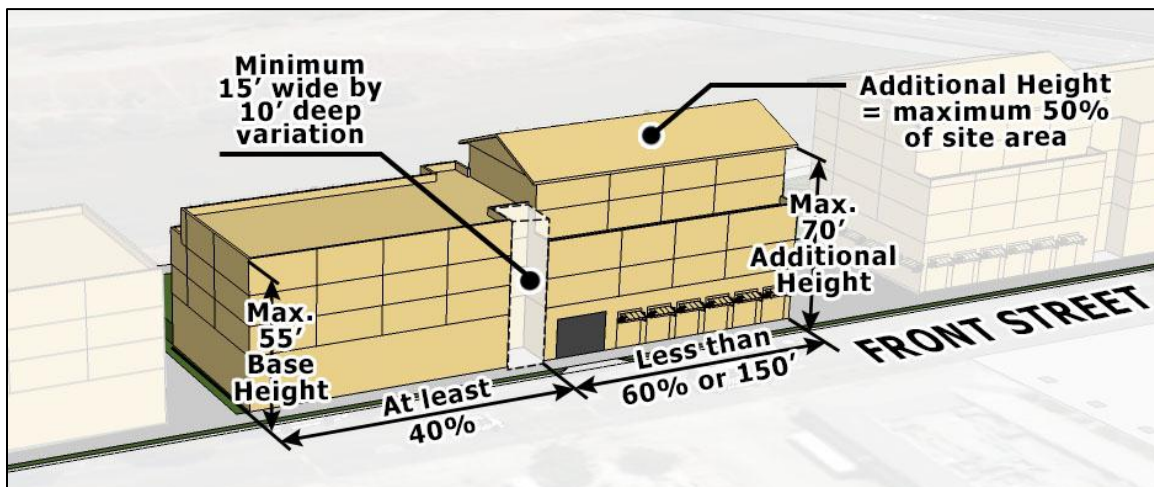


Figure H-7: Example of distribution of frontage heights and horizontal massing variation along Front Street.

- ii. Skyline Architectural Variation. In order to provide for variation of the

skyline, the top floor area (measured from the exterior walls) shall not exceed 50% of the total building footprint and the top floor shall not exceed 60% of the building frontage width as measured along Front Street or the Riverwalk.

- iii. Integrated Rooftop Design. Rooftops shall be fully designed and creatively integrated into the function of the building. Use of rooftops provide opportunities as open spaces for building uses, community gardens, rainwater retention facilities, green-roof landscaping, solar panel facilities as shade structures, building mechanical equipment and other uses. These spaces shall be thoughtfully and creatively designed as part of the initial project application.
- e. Application Requirements. The following materials shall be submitted for all applications with proposed buildings taller than 45 feet.
- i. Visual Analysis. A detailed visual analysis of the proposed building to determine the visual impact of the development shall be submitted. The visual impact analysis must consider the views from key locations within the City, the views from Front Street and from the Soquel and Laurel bridges.
  - ii. Roof Design Plan. A detailed and fully integrated roof design plan that includes details of open space uses, landscaping, solar facilities, drainage, and/or mechanical equipment.
  - iii. Grading and Landscape Plan. A comprehensive grading and landscape plan for the filled area of the river levee.
  - iv. Passageway Plan. For projects adjacent to the proposed publicly accessible passageways between Front Street and the Riverwalk (in the proximity of the extensions of Cathcart Street, Maple Street and Elm Street), a scaled plan shall be provided with adequate details, section drawings and other drawings that describe how the project will achieve high quality public access to the riverfront from Front Street and how the riverfront edge will be designed to reinforce the amenity value and safety of the Riverwalk. Drawings shall describe the relationship of publicly accessible spaces with adjacent proposed development activities, grading, landscape and paving materials and treatments.
  - iii. Development Agreement. A draft Development Agreement with the City of Santa Cruz indicating details of public amenities to be included in the project. The agreement shall specify the private funding mechanism for on-going management and maintenance of the exterior common areas, including public and private spaces between the Riverwalk and the development and any adjacent paseo or passageway from Front Street to the Riverwalk. The agreement shall specify the method of participation in the City's affordable housing program.

## I. ALL CENTRAL BUSINESS DISTRICTS STOREFRONT STANDARDS AND GUIDELINES

The intention of the storefront guidelines is to promote variety and individuality along the street while complementing the scale and design character of the streetscape, reinforce the pedestrian environment and allow for the landscape character of the downtown to extend into the private realm. The storefront guidelines encourage both setbacks from, and encroachments into, the public right-of-way, where such measures will serve to enrich the visual diversity and life of the street.

1. Storefront Projections and Setbacks. In addition to landscape elements, storefronts are encouraged to introduce architectural variation at the pedestrian level in order to create a diverse building edge between the public and private realms. More specifically:
  - a. Bay Windows. Storefront bay windows may project up to 12 inches into the public right-of-way, if such windows maintain glazing on all projecting faces, and if the windows do not exceed 15 feet in width. A clearance of at least 12 inches between the bottom of the projecting bay and the sidewalk is recommended.
  - b. Porticos. Entry porticos may project up to 12 inches into the public right-of-way.
  - c. Entry Setbacks. Entry setbacks may be permitted up to 48 inches from the property line.
  - d. Marquis and Canopies. Permanent marquis structures or canopies that project from the buildings are encouraged, but shall be confined to entry lobbies leading to upper-level residential or office uses, or to public-oriented passages that provide for pedestrian access through the block. They shall be designed as an attractive and integral part of the overall facade design; they shall project no more than 6 feet from the face of the building, take up no more than 10 feet of frontage, and maintain a clearance of at least 8 feet above the sidewalk surface. No column supports shall be permitted within the public right-of-way.
  - e. Projecting Signs. Projecting signs are encouraged on storefronts consistent with the sign regulations for the Central Business District in the Zoning Code.
  - f. Awnings. Awnings overhanging the sidewalk are also encouraged to further enhance the life and variety of the street. The preferred material for awnings is canvas, but other materials will be considered if they are light in character and can be architecturally integrated with the building facade. Awnings shall be maintained at least eight feet above the sidewalk surface, and shall be carefully designed to complement the overall facade design. Under standard conditions (e.g., not within retail extension zones), storefront awnings shall not project more

than 6 feet into the public right-of-way, and generally shall not be higher than 14 feet above the sidewalk. Awnings above 14 feet in height shall not project more than 3 feet into the public right-of-way. (Specific provisions for extension zones are discussed above.)

2. Storefront Variation and Craftsmanship. The visual experience of moving along the street shall be enjoyable and varied. Changes in treatment (e.g., the use of porticos, setbacks, architectural elements, landscape treatments, etc.), within the standards and guidelines outlined above and below. Particular attention shall be given to the craftsmanship and detailing within the pedestrian's range of touch and view. The use of special materials (e.g., stone, brass, bronze, terra cotta, ceramic, wood) for storefront ornamentation is strongly encouraged, particularly around windows and entries and at the base of building walls.

3. Retractable Storefronts. Where appropriate, the use of retractable storefronts is encouraged to create a direct relationship between sidewalk activity and the commercial establishment; this treatment is particularly encouraged for restaurants where outdoor seating is proposed, or for retail establishments that include an extension area within the public right-of-way.

4. Storefront Landscape Elements. The introduction of plant materials on the building face and storefront is strongly encouraged to reinforce and extend the landscape identity of Pacific Avenue and the downtown. More specifically:

- a. Storefront Setbacks. Storefront setbacks of up to 18 inches may be permitted for the introduction of low planters of up to 12 inches in height below storefront windows.
- b. Sidewalk Planting. The sidewalk paving along Pacific Avenue may be designed to allow for planting beds at sidewalk level to encroach into the public right-of-way up to 18 inches. Such planting beds shall include durable curbing (up to 3 inches in height) to provide a clear visual separation.
- c. Flower Boxes. Flower boxes may be allowed to project into the public right-of-way up to 18 inches, with a maximum height of 24 inches above the sidewalk level. It is recommended that flower boxes maintain a clearance of 12 inches above the sidewalk, not including decorative support braces. Flower boxes shall be designed as a compatible and integral extension of the storefront window casing; materials shall be durable and of high quality. Flower boxes shall also provide for internal drainage connecting to roof drain lines.
- d. Hanging Flower Pots. Hanging flower pots may project into the public right-of-way up to 12 inches.

- e. Trellises. Trellis structures supporting climbing vines are encouraged against blank building walls, both at the storefront and upper levels. At the storefront level, trellises shall be allowed to project into the public right-of-way up to 6 inches; above 8 feet in height, overhanging arbor or trellis structures will be allowed to project up to 18 inches into the right-of-way.
- f. Plant Types. Plant materials within planters, planting beds, flower boxes and flower pots shall provide color and variety throughout the year. The use of non-flowering shrubs or plant materials is discouraged, unless they are part of a planned pattern of landscape to that creates interest on the street.

## J. ALL CENTRAL BUSINESS DISTRICTS OTHER DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

1. Storefront Setbacks. Minor ground-level storefront setbacks are permitted within the provisions of the storefront and building façade standards and guidelines discussed below. Recessed storefronts up to six feet in depth and twenty-five feet in length may occur where a designated outdoor use, such as an outdoor café, is an integral part of the retail business.

2. Roof Top Mechanical Equipment. The design of roof top mechanical equipment and related structures is an important aesthetic consideration when viewing the downtown skyline. The arrangement of roof top equipment, elevator penthouses, mechanical penthouses and enclosures, safety rails, inside faces of parapets, roofing surfaces, architectural elements, and other mechanical or electrical equipment, including telecommunications equipment, shall be designed, installed and painted to be visually unobtrusive and to create a unified, coherent whole. These roof top features shall be incorporated into the building design at the Planning approval stage of the project. Additional visual simulations may be required to demonstrate that the project provides for architecturally interesting and varied skyline views, with specific attention given to integrating these rooftop features into the overall building design.

3. Permanent Projections into the Public Right-of-Way. It is not the intent of the Plan to create a hard edge between the public and private realms. Rather, building facades and storefronts that are varied and that promote activity and interest are encouraged. Projections into the right-of-way are allowed within the guidelines described below.

4. Retail Extension Zones. Pacific Avenue and some of the east-west streets (e.g., Church Street, Walnut Avenue, Cathcart Street and pedestrian paseo or lane) will include opportunities for the extension of retail and restaurant activities into the public right-of-way. These extension areas will be managed by the City and its designated agent through revocable licenses [See Section 24.10.2340 of the Zoning Ordinance]. The following guidelines shall govern the physical design of these extension areas:

a. Types of Uses. Designated extension areas shall be confined to uses that add activity and color to the street; permitted uses shall be limited to outdoor cafes, food kiosks or carts, or the selling of flowers, produce, and newspapers/magazines, unless otherwise approved by the City Council or its designated agent.

b. Outdoor Cafes. The extension area for cafes shall project no more than 12 feet from the property line into the public right-of-way, and in no case shall a cafe extension area result in a public walk way of less than 12 feet. The elevation of the extension area shall be the same as the public sidewalk, and shall meet ADA accessibility standards. No same permanent structures will be allowed within the public right-of-way, with the exception of ADA- complying barriers.

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If a separation between the cafe and the promenade is desired, this shall be achieved through low planters that could contain colorful flowers or a low hedge not permanently affixed to the sidewalk; the maximum height of such planters (including the planting) shall be no more than four feet. Planters shall consist of high quality durable materials of a weight and mass that will discourage theft, vandalism or easy movement. A canvas awning will be permitted to extend over the full depth of the cafe extension area; no columns or supporting poles will be permitted within the public right-of-way. Awnings shall comply with the design and height guidelines prescribed below. The use of removable umbrellas within sidewalk extension areas is also encouraged, provided that seven feet of clearance is provided from the sidewalk. Removable wind screens that are of a transparent material and that are an integral part of the planter will be permitted to extend the seasonal use of the cafe area. Such screens shall not exceed a height of six feet and shall be separated from the awning to provide for air movement.

- c. Retailing Uses. Retailing uses within extension zones shall be limited to the sale of newspapers and magazines, flowers and produce, unless otherwise approved by City Council or its designated agent. Such extension areas shall not exceed 6 feet in depth, unless it is determined that such depth is necessary to achieve the desired pedestrian objectives for the street, and in no case shall an extension area result in a public promenade that is less than 12 feet in depth. Merchandise shall be displayed against the shop front and be oriented toward the street on tables or stands that do not exceed four feet in height. No separation (e.g., planters or low walls) between the merchandise and the street shall be permitted.
- d. Furniture. All furniture (e.g., tables, chairs, retailing stands) shall be durable, well-maintained, and of a high quality, suitable for outdoor use; such furniture shall be light, not heavy or massive in nature, to ensure that it does not visually dominate the street. All furniture shall be approved by City Council or its designated agent.
- e. Design Materials. The design materials and colors used for chairs, tables, display stands, lighting, and other fixtures (including umbrellas and awnings) shall be generally consistent with both the architectural style and colors used on the building facade and the quality of fixtures along Pacific Avenue.
- f. Lighting. Lighting shall be incorporated into the facade of the building and shall complement the style of the building. Lights on buildings shall not be glaring to pedestrians and shall illuminate only the extension area and the activities within. General illumination shall be at 5 footcandles, with a maximum of 10 footcandles. Table lamps or candles are encouraged in cafe areas. Wired electrical fixtures will be allowed outside the face of the building, if contained within the semi-permanent barrier allowed for cafe extension areas and if



installed by a licensed electrician. A lighting plan must be approved by the City Council or its designated agent.

- g. Sidewalk Cleaning. The sidewalk area within the Retail Extension Zone shall be cleaned and maintained by the licensee. The area shall be cleaned, at a minimum, daily and shall be steam cleaned as needed and appropriate, to maintain a clean, sanitary and attractive environment.
5. Distinctive Architectural Elements. Towers, cupolas, chimneys, dormers, spires, flag poles and other architectural elements will be allowed on a conditional basis, if they can meet the following criteria:
- a. Key Locations. Such elements occur at significant locations within the downtown (e.g. key corners, street termini, downtown gateways), and provide landmarks that will reinforce the overall sense of place;
  - b. Architectural Integration. Such elements have been architecturally integrated within the building design and contribute positively to the overall harmony, composition and articulation of the facade and building mass;
  - c. Solar Access. Such elements do not significantly affect solar access objectives for the west-facing sidewalk of Pacific Avenue or the south-facing sidewalks of east-west streets; and
  - d. No Habitable Space. Such elements do not add habitable space above the prescribed height limits set forth above.
6. Accessibility. The Plan recognizes that accessibility permeates all elements of urban design, and requires that access be aesthetically integrated within all public and private development in the downtown. The *Americans with Disability Act*, passed by Congress in 1990, confirms that accessibility is a civil right and not a luxury or option. The Plan endorses this position, and requires that new development strive to achieve an "optimum state" of accessibility, beginning with compliance with both the State of California's *Title 24 Accessibility Requirements* and the *Uniform Federal Accessibility Standards (UFAS)*. This requirement shall govern all subdistricts within the downtown.
7. Pedestrian Passages. While sideyard spaces are discouraged in favor of contiguous building facades, public-oriented passages that provide pedestrian access through a development parcel to parking facilities, interior courtyards, and/or other developments are encouraged. These passages shall comply with Californian Building Code, et seq., dimensional requirements, and include provision of natural (as well as electrical) light and active uses along their length. To the maximum extent practicable, adjacent development shall establish a relationship to these passages with entries and storefronts, to promote a secure and interesting environment.

8. Interior Courtyards. Santa Cruz has a tradition of interior courtyards and gardens that provide attractive places to sit and relax, and a spatial counterpoint to the street experience. If provided, courtyards or interior gardens shall be designed to include: direct public- oriented linkages to Pacific Avenue and/or to other public streets or lanes; activities that do not reduce the principal objective of activating Pacific Avenue; and generous solar access throughout the year.

9. Intersection Treatment. High activity-generating uses are especially encouraged at the Pacific Avenue intersections. Minor corner setbacks in conjunction with storefront entries are also encouraged at these locations.

10. Corner Treatment. Corner parcels are encouraged to incorporate special features such as rounded or cut corners, articulated corner entrances, display windows, corner roof features, etc.

11. "T" Intersections. New development that occurs at the "T" intersections along Pacific Avenue (Cooper-Church-Locust; Soquel-Walnut-Lincoln; Elm-Maple-Pacific) are encouraged to accentuate the unique spatial characteristics of this condition, through corner treatments as described above, and through special facade treatments at the visual terminus of the east-west streets (e.g., towers, distinctive change in fenestration, roof profile, building material, etc.). Buildings located at the "T" intersections are required to prepare a visual impact analysis to determine the visual impact from the east-west street.

12. Ground Level Treatment. Along Rear Parking Lots and Service Lanes - Rear alleys are envisioned as attractive pedestrian places as well as service spaces. Where development is adjacent to a public alley or surface parking lot, the ground level shall be designed to include architectural interest and detail. To the maximum extent practicable, views into the retailing activity shall be provided, and a usable and operable entrance provided.

13. Off-site Parking. Allow up to 50% of the residential parking requirement to be provided off-site, provided that such parking is located within 300 feet of the subject property.

14. Service Access. Parcels adjacent to rear alleys must maintain service access from the rear and provide attractive rear entrances. Trash storage areas shall be internal to the building or completely enclosed and screened from view, as required by City ordinance. Trash or loading areas shall, to the maximum extent practicable, not be located adjacent to Pacific Avenue, North Pacific Avenue, Front Street or Water Street.

Required grease trap interceptors shall be maintained within the property. On a conditional basis, the City will consider their location within public alleys or within the street right-of-way, if there is no feasible alternative within the property.

15. Retail Tenant Recruitment Plan. New commercial buildings shall be required to submit a Retail Tenant Recruitment Plan with the Design Permit application for the

construction of the new building. The Plan shall describe the good faith measures proposed by the Applicant to secure quality ground floor tenants in a timely manner. The Plan shall outline the proposed types of tenants that will be sought, the methods that will be used to secure the tenants, the procedures to be used to cooperate and coordinate with the City in meeting the mission of the Downtown Retail Strategic Plan and the Downtown Plan, and shall identify the milestones and reporting measures that will allow the City to monitor the retail leasing and implementation progress, including City review of advertising and offer letters and any rejection letters from prospective tenants.