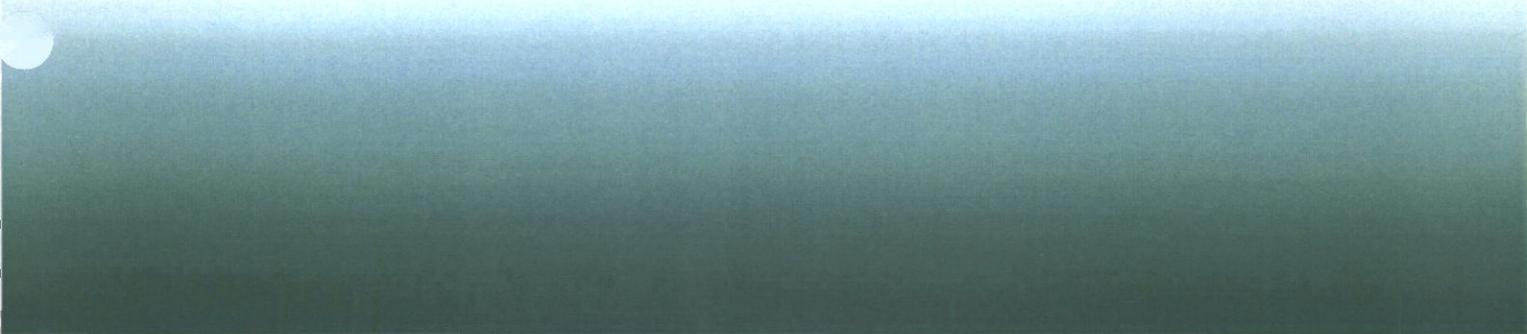




APPENDICES



APPENDIX A: OPPORTUNITY SITES

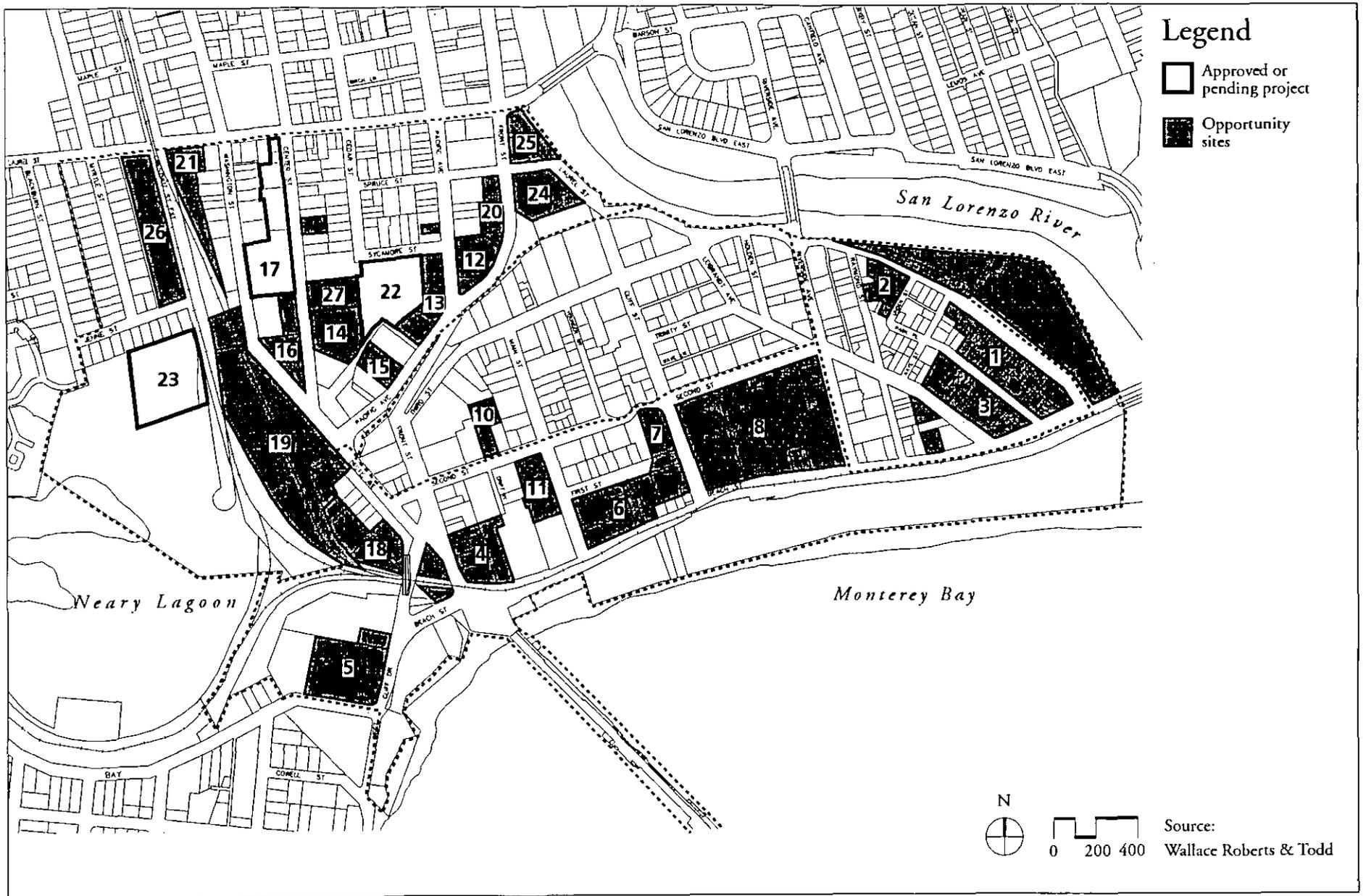
A. OVERVIEW

This opportunity site discussion is intended to outline the anticipated projects which may result over the life of the plan. The following map was prepared to identify all of the opportunity sites in the Beach and South of Laurel area, and is organized by planning area. These opportunity sites were defined with development potential for purposes of environmental analysis. A summary of the potential changes in the planning areas is listed for each area. The environmental document is intended as a first tier document to cover major environmental issues for these sites until the thresholds for the areas are exceeded. Additional project specific review may be necessary on issues not able to be covered by a first tier environmental review. The land use plan for the Beach and South of Laurel area plan calls for major improvements and additions of commercial space, hotel facilities, residential properties, open space, and infrastructure improvements necessary to accommodate existing and new development in the redevelopment project area.

B. SUMMARY

A summary of the major components of intensification of land uses includes:

- 250-275 room conference hotel facility at the La Bahia site.
- Less than 125,000 sq. ft. of new specialty retail/entertainment development with amount to be determined through a community-based planning process.
- 157,000 sq. ft. of commercial uses along major transportation corridors, primarily along the Pacific Avenue spine.
- 3000-4000 sq. ft. Marine Sanctuary Visitor Center on the Wharf.
- 400 + new infill residential units at a variety of development densities (20-55 units per acre)
- Rehab and redevelopment of existing residential, commercial, & hotel properties (139 new hotel rooms, not counting conference hotel);
- Multi-modal Transit Hub with Dual access to the 300 space public parking area at the Union Pacific site (recreational rail, bus, shuttle, vehicular, bicycle and pedestrian improvements) including the potential to relocate the historic train station to other areas of the site.
- 2-acre active recreation park in the South of Laurel.



The Phipps Group

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Figure 72

Beach / South of Laurel Opportunity Sites

- Development of a permanent Beach Flats Community Center & Community Garden.
- Development of a new Police Station in the South of Laurel.

1. Beach Flats

The Plan identifies a new development area where existing units will be encouraged to be replaced over time, and a conservation area where the small cottage character will be preserved and new home ownership opportunities will be provided. Following is a summary of potential changes in the Beach Flats.

- + 129 Potential new units based on revised densities for various opportunity sites
- 60 Potential existing units lost in the new development area
- + 69 Potential Net new units in the Beach Flats over the life of the Plan.

Ultimate residential buildout in the beach flats may include approximately 69 more units than presently exist.

2. Beach Hill

There are only two vacant sites remaining in Beach Hill. It is estimated that development potential will not exceed 20 units in this district based on available land.

Project	Site
+20 Potential units	#10

3. Beach Commercial

This area involves the greatest potential changes in the Plan. The Beach Commercial area will provide new energy and vitality to the greater Beach area and the City by providing opportunities for redevelopment of underutilized land and new development on surface parking lots which will provide active retail, entertainment, lodging and support uses that will extend the operational season of the beach to be more year round. There are 7 primary opportunity sites identified in the plan. Following is a summary of the potential changes for those opportunity sites.

Project	Intensity	Site
Future commercial to be determined	<125,000 sq ft	#8
New Retail	39,696 sq ft	various
Total Commercial	164,696 ± sq ft	
New conference hotel	250-275 rooms	#6
Other new hotels	139 rooms	#4,# 18
Total New Hotel Rooms	389-414 rooms	
Potential Change in Residential		
New units	12 units	#11
Potential Loss of units	-22 units	#8
	-45 units	#6
	-17 units	#4

In the Beach Area, there are projected to be 101 new units constructed and 84 older units lost. The potential change in residential units in the Beach Area is +17. **The potential change in the total plan area is a net gain of 397 residential units.**

4. South of Laurel

The South of Laurel Area will be a diverse, urban density residential neighborhood that is pedestrian friendly, respects existing neighborhood characteristics and also embraces, the visitor attractions which will be a natural to the area, given its proximity to the beach. The areas residential development will focus around a central interior park space located around the existing depot site with higher densities near the core and transit opportunities and established neighborhoods being protected by Conservation regulations. The South of Laurel will serve as a primary connection between downtown and the beach with emphasis on the continuation of pedestrian and visitor serving commercial development along the Pacific Avenue spine. There are 12 primary opportunity sites identified in the plan. Following is a summary of the potential changes for those opportunity sites.

Project	Intensity	Site
New Office Development	92,450 sq ft	20,12,14,16
New Retail Development	25,169 sq ft	12,13,15,21
New Police Station	32,000 sq ft	17
Total Commercial	149,619 sq ft	
Approved Residential	60 units	22
	84 units	23
	50 units	24
Total Approved Residential	194 units	
Residential Opportunity sites	96 units	21,26
	28 units	25
	28 units	27
	15 units	infill
	19 units	mixed use
Total residential opportunities	186 units	
	+194 units	
	+380 units	

5. Summary of Land Use Changes

Within the Beach and South of Laurel Area, proposed land use changes are relatively minor. The primary change is the reduction in High Density designations by 4.19 acres and the reduction in visitor commercial by 5.23 acres. This reduction in high density and visitor commercial has been absorbed in the medium density residential designations with an increase of 1.89 acres and an increase in public facilities of 7.55 acres.

APPENDIX B: PARTICIPANTS IN THE PLAN

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The many participants in this study, who have contributed their insight over the years, represent widely differing points of view. As a result of their comments and recommendations for changes to the original Beach/South of Laurel Area Plan Strategies, the economic development elements of the Beach and South of Laurel Comprehensive Area Plan have been significantly modified to reflect a strengthened emphasis on neighborhood preservation and small-scale, compatible development. The final B/SOLA Plan reflects the comments and contributions of many people, in particular the following organizations and individuals:

GOVERNMENT AGENCIES

County of Santa Cruz

Mardi Wormhoudt, Chair, Board of Supervisors
Andy Schiffrin, Aide to Chair Wormhoudt

Santa Cruz County Regional Transportation Commission

Linda Wilshusen, Executive Director
Debbie Hale, Senior Transportation Planner

Santa Cruz Metropolitan Transit District

Leslie R. White, General Manager
Mark Dorfman, Assistant General Manager
Scott Galloway (former Secretary/General Manager)

California Coastal Commission, Central Coast District Office

Tammy Grove, Deputy District Director
Lee Otter, District Chief Planner
Joy Chase, Coastal Planner

Housing Authority of the County of Santa Cruz

Mary McKenzie James, Executive Director
Sue Hoge, Assistant Executive Director

City of Santa Cruz Police Department

Bill Azua and Maria Orozco, Police Patrol Officers

City of Santa Cruz Advisory Bodies

Parks and Recreation Commission

Elizabeth Schick, Chair
Hans Brinkler, Alan Heit, Debbie Malkin, Jack Samuelson,
Merritt Taylor, Martin Wollesen

Transportation Commission

Tim Jenkins, Chair; Keresha Durham, Vice-Chair
Peter Beckman, Trink Bickal, Wilson Fieberling, Timothy Fitzmaurice, Ed Porter

Downtown Commission

Kurt Haveman, Chair; Terrence Pershall, Vice-Chair
Phillip J. Fortier, Frank L. Kaehler, Lee Slaff, Manthri K. Srinath, Chris Quinn

ORGANIZATIONS

Barrios Unidos

Nane Alejandrez, Director
Liz Ayala, Outreach Manager
Felipe Cruz & Jose Bracamontes, Educational Outreach Coordinators

Beach Area Business Association

Matt Twisselman, Steve Parmelle,
Greg Solow, Ken Whiting, Dianna Ligon

Chamber of Commerce

Michael Schmidt, Executive Director
Carol Canaris, President
Mathew Thompson (1997 President)
Bill Tysseling, First Vice President
Members of the Economic Development Committee

Downtown Association

Linda Steinau, Executive Director
Chris Quinn, President of the Board of Directors
John Lisher, Boardmember

Familia Center

Ana Espinoza, Executive Director
Minerva Tavarez, Client Services Coordinator

Habitat for Humanity

Paul Kaneko, Patrick Splitt

Mercy Charities Housing California

Jane Graf, President
Elizabeth Vogel, Housing Development Supervisor
Carlos Romero, Housing Developer

Mercy Services Corporation

Steve Farmer, Property Supervisor

People Power

Ron Perlman, Don Fong

Resource Center for Nonviolence

Erik Larsen, Sarah Walsh, Doug Rand

Santa Cruz Action Network

Beach Area Working Group

Santa Cruz Conference and Visitor Council

Maggie Ivy

Santa Cruz Lodging Association

Bob Suits, Merry Crowen, John Vasconcelos, Alice Jeane,
Anne Parker, Gene Panelli, Dilip Patel, P.N. Patel, Babu Patel, Darrell Darling

Wharf Tenants' Association

Lou Caviglia, Marshall Miller, Rosanne Mazzone,
Steve Carniglia, Robert Stagnaro, Dino Stagnaro

Women's Democratic Club

Karen Darling, Barbara Lewis

Women's International League of Peace and Freedom

Sandy Silver, Roz Hastings

FINANCIAL INSTITUTIONS WORKING ON HOUSING PROGRAMS

Coast Commercial Bank

Harvey J. Nickelson, President and Chief Executive Officer
Rick G. Hofstetter, Senior Vice-President and Senior Lending Officer
Rod Quartararo, Vice-President and Manager of Residential Loan Program

Santa Cruz Community Credit Unit

James Sudduth, Chief Executive Officer
Bill Leland, Marketing Coordinator

Monterey Bay Bank

Susan Davis, Loan Administrator

OTHER BUSINESS AND HOUSING REPRESENTATIVES

Barry Swenson	Maynard Manson	Martin Boone
John Campanella	George Ow, Jr.	David Foster
Michael O'Hearn	Michael Zelter	Phil Burke
Tom Nelson	Joe Wuscher	Annette Hopkins
Susan Pearlman	Ginger Noland	Ward Noland
Bill Prime	Michael Harris	Dan & Karen Ranger
Craig Rowell	Michael Sarka	Neal Langholz
Charles Canfield	Norman Schwartz	Ted Whiting, III
	Carl Henn, Sr.	

RESIDENTS AND OTHER INTERESTED PARTIES

Beach Flats Community Garden

Gia Grant	Geri Quintero	Matt Byrne
Alfredo Silva	Vianney Solano	Lupe Duran
Roberto Guzman	Erwin Garrett	Andre Reyes
Elizabeth Garcia	Roel Ruiz	Anna Arreola

Beach Flats Residents and Owners

Carl Pignoli	Vernon Lee	Phil & Jane Baer	Jesus Ruiz
Raul Morales	Maria Gutierrez	Robert Fitch	Jill Vanden Burg
Susan Turner	Terry McElroy	Dave Thomas	Gene Celli
Jane Peichoto	Ben Hashimoto	Marilee Cuevas	Roberto Ruiz
Gilberto Perez	Jesus Bracamontes	Alica Bracamontes	Beatrice Sanchez
Maria Gandara	Pat Starr	Sylvia Martin	Scott Graham
Emilio Martinez	Scott Clark	Patricia Comb	Carol Robles
Sue Wilson	Jesus & Lydia Montesinos	Jose Velasco	Candido Velasco
Candido Velasco	Salvador Magan	Larry McRogers	Simone Young

Beach Hill Neighborhood Association

Gerry Shelley	Lou Bergeron	Matt Douglas	Harold Goehring
Joan Colonna	Sharon Taylor	Robyn Wandzell	Silke Koltumann
Theo Hartman	Frank & Donna Della Corte	Brian Goins	John Weinberg
Brad Smith	Robert & Julie Stega	Jaimie Orncas	Craig Reinerman
	Flora Lones	Sheila Carrillo	

South of Laurel Residents

Shaun McElHannon	Joe Urbani	Frank Kensinger
Hank & Sharon Miller	Jayne Urbani	Philip & Kay Hanks
	Anthony Spielman	

Other Residents and Interested Citizens

Barbara Jackson	Denise Holbert	Linda Hofer	Keith Sugar
Craig Miller	Wohn Har	Ed Jones	Paul Brindel
Maria Kingston	Carolyn Fetler	Greg Cole	Doris Parsones
Barbara Showalter	Jan Wolf	Cindy Ellis	Tina Myers
Frank Murphy	Rhys Maruska	Clayton Rost	Arline Haber
Robert Poen	Ned Van Valkenburgh	Tony Guerrero	Ralph Meyberg
Tracy Roberts	John Hilmer	Alan Savat	

Finally, we'd like to take this opportunity to give special thanks to Jane Yokoyama for her commitment to the Beach Area, as a Council member from 1989-1996.

