



SECTION II

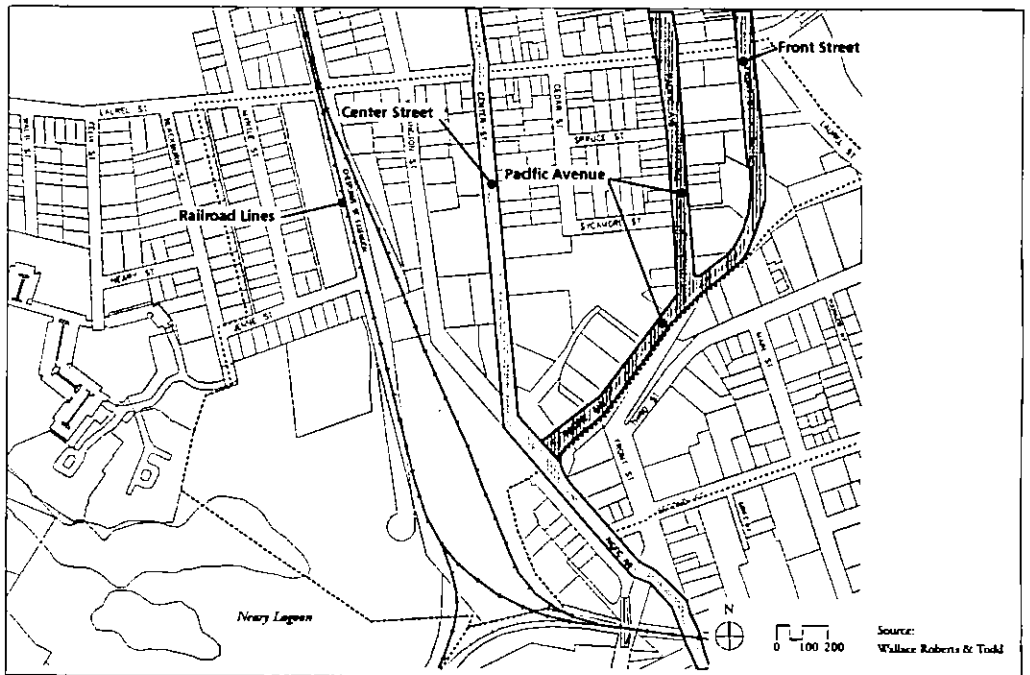
SOUTH OF LAUREL

**IX. SOUTH OF LAUREL: EXISTING CONDITIONS**

## IX. EXISTING CONDITIONS: LAND USE & ZONING - SOUTH OF LAUREL

### A. OVERVIEW

The South of Laurel area, consisting of approximately 80 acres, is strategically located between the revitalized Downtown and the Monterey Bay. Its street system, particularly Pacific Avenue, Front Street and Center Street link the two areas, while the Southern Pacific Railroad tracks form an historical hard rail connection between the Beach, the Wharf and the downtown.



The Phipps Group

City of Santa Cruz - Beach / South of Laurel Area Plan

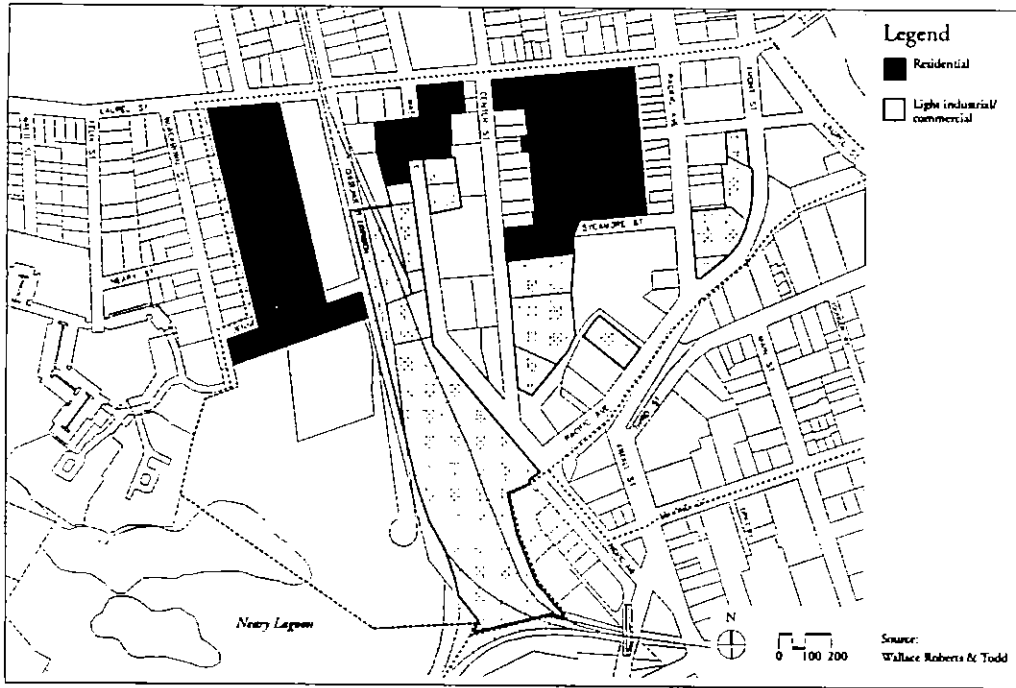
Figure 39

Beach / South of Laurel Linkages

### B. SOUTH OF LAUREL CHARACTERISTICS

#### 1. Overview

The South of Laurel reflects the richness and variety of Santa Cruz's past, with the development of charming, small scale residential neighborhoods, intermixed with large, land intensive light industrial uses. In general, the residential neighborhoods are clustered along the southern edge of Laurel Street, while the commercial and light industrial uses follow the transportation arterials of Pacific and Washington Street.



The Phipps Group

City of Santa Cruz - Beach / South of Laurel Area Plan

Figure 40

South of Laurel Concentration of Land Uses

In the late 19th Century, Pacific Avenue was an extension of Beach Hill with large Victorian mansions lining the Street. Over time, these homes were turned into boarding houses and the nature of the area began to change.<sup>1</sup> Today, there are still many examples of both large scale and small scale Victorians scattered throughout the South of Laurel.

## 2. Major Factors Influencing Land Use

There are two major factors which have helped determined how the South of Laurel looks and functions. They have played an important role in the evolution of land uses over the years and hold promise for the future. They are:

- Natural Open Spaces, and
- the Role of the Railroad.

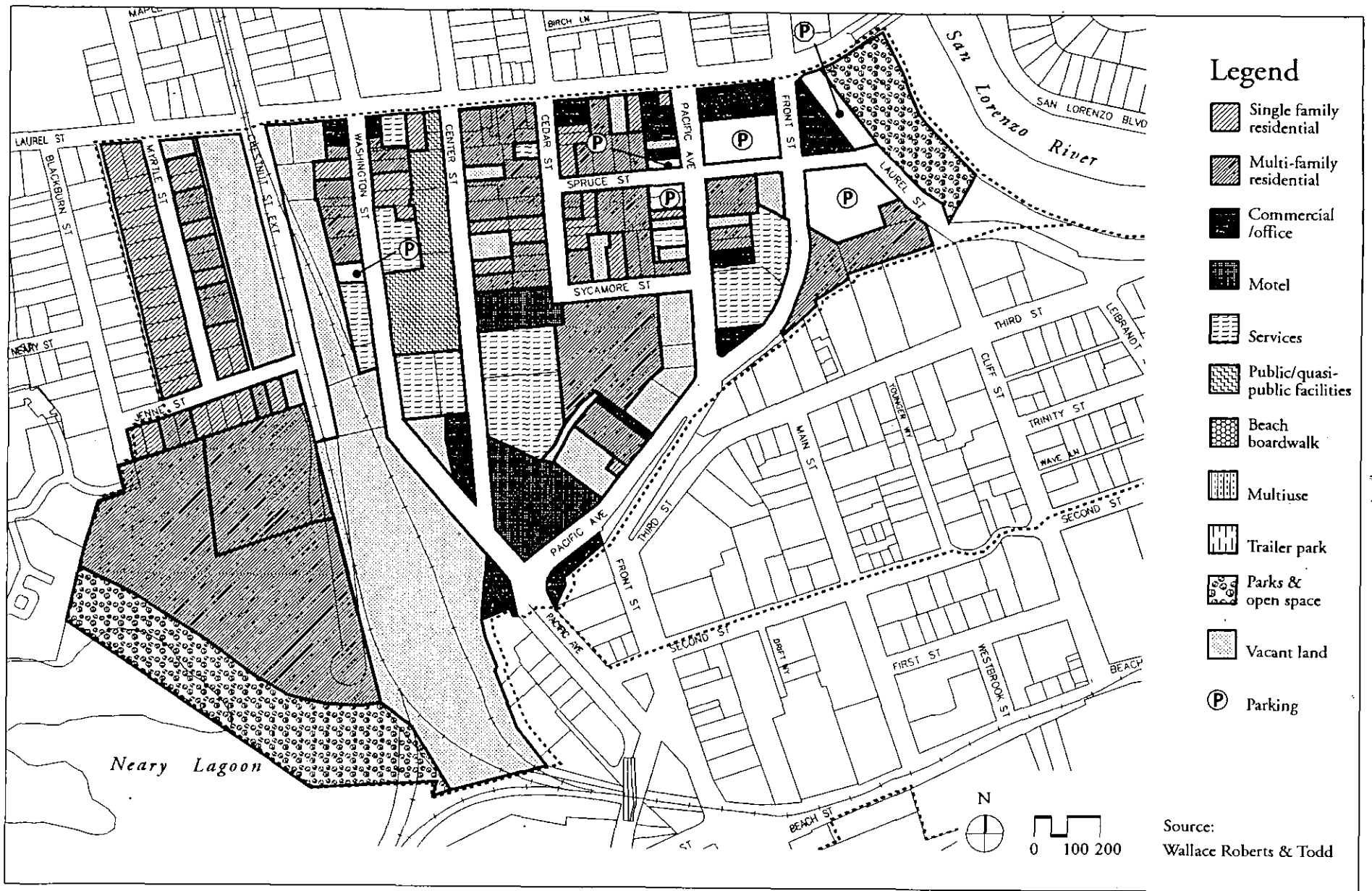
### Natural Open Spaces

The natural open spaces of Neary Lagoon and the San Lorenzo River define the southern and the eastern boundary of the South of Laurel. They contribute a sense of spaciousness to the area and provide an important community amenity. Because of their natural beauty, their borders have become attractive locations for the development of residential complexes.

During the past decade, the City of Santa Cruz has encouraged the development of an affordable housing complex adjacent to Neary Lagoon, and recently the construction of Mariner's Cove to the north has completed the definition of the residential streetscape along lower Chestnut Street and the Lagoon.



<sup>1</sup> Gibson, *History & Future of the Santa Cruz Waterfront*, p. 52.

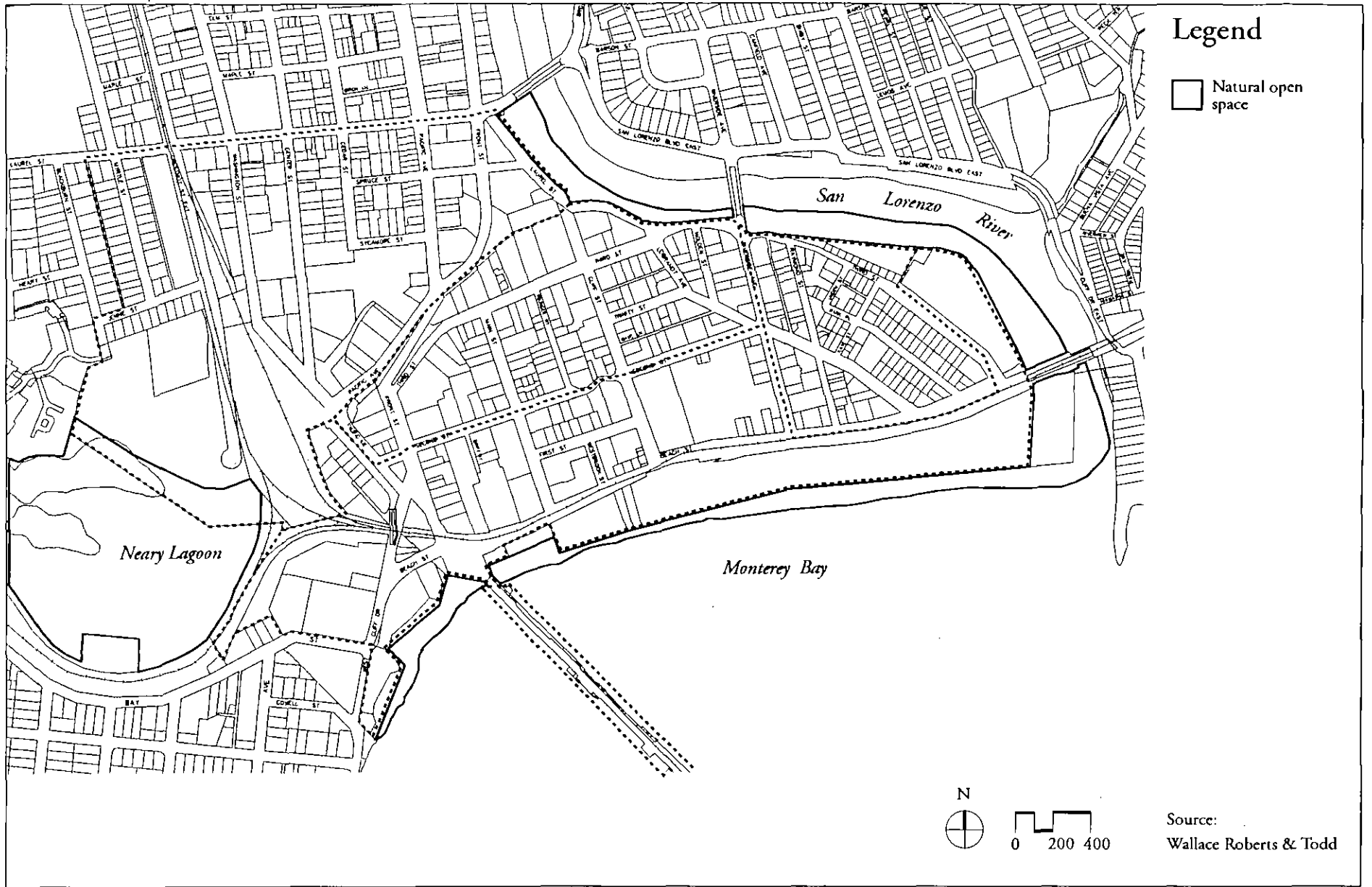


The Phipps Group

City of Santa Cruz - Beach / South of Laurel Area Plan

Figure 41

South of Laurel Land Use



The Phipps Group

City of Santa Cruz - Beach / South of Laurel Area Plan

Figure 42

Natural Open Space



The "River Bend" area of the San Lorenzo was once an important linkage between the recreational activities of the Beach and the commercial activities of the Downtown. At the end of the 19th Century, bleachers lined the banks of the River for several blocks between Laurel Street and Beach Hill, providing thousands of visitors seating for the spectacles staged across the river in the onion-domed "arc de triumph" River Stage.<sup>2</sup>

Today, this former seating area is vacant land. Because of its location along the San Lorenzo, this site in today's market provides an opportunity for the construction of a residential, mixed use project which could help form a gateway to the South of Laurel.



### *The Role of the Railroad*

The railroad has played a major role in the development of the South of Laurel. It served not only as primary transportation for the thousands of visitors coming to the Beach, but also performed an important industrial role. In the mid-1890's, the area now known as the Depot Site served as a Union Station and rail yard for three separate lines: the bayshore route from Watsonville; the ocean shore route from Davenport; and the mountain route from Los Gatos. In the high season, "six passenger trains could be at the station at one time." (Gibson)

The presence of the railroad helped determine the light industrial character of the Depot District. During Santa Cruz's brief timbering period, the railroad moved lumber from the mountain to the shore and more importantly in economic terms, the Wharf rail line moved fish from the fleet to warehouses located along Washington Street.

Today, the Depot site, provides a major opportunity for the City of Santa Cruz to once again coordinate the travel of local residents as well as visitors by creating a centralized multi-modal transit center which would serve to provide parking for cars, provide shuttle service between the Beach and the Downtown, and offer a transfer site for rail and bus passengers when the proposed "Sun Tan Special" returns to service.



## **C. EXISTING CONDITIONS**

There are three fairly distinct development areas in the South of Laurel. Small scale residential neighborhoods make up most of the northern edge of the area, while larger, multifamily residences are located near Neary Lagoon, south of Sycamore Street and near the major circulation arterials. Commercial uses are located primarily along Pacific Avenue near Laurel

<sup>2</sup> Gibson, *History*, p. 55.

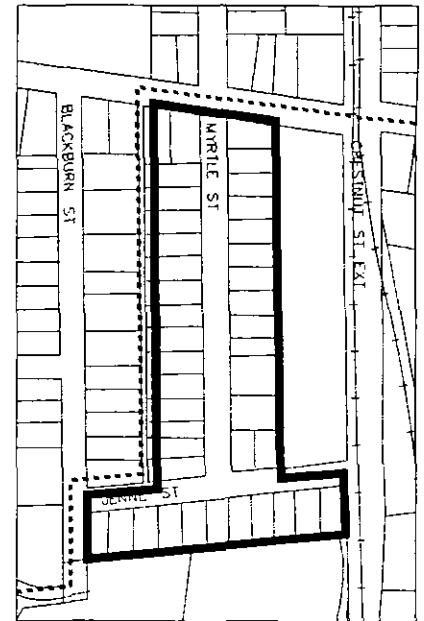
Avenue, and small neighborhood serving commercial is located along Laurel. There are also visitor serving uses clustered toward the intersection of Washington and Pacific.

### **1. Residential Uses**

The South of Laurel contains 376 permanent residential units and approximately 890 residents. It has an average household size of 2.37 persons per unit. There are three individual neighborhoods in the South of Laurel which possess a strong residential core and significant architectural charm. They are: the Myrtle Street neighborhood; the Cedar/Spruce neighborhood; and the Washington Street neighborhood.

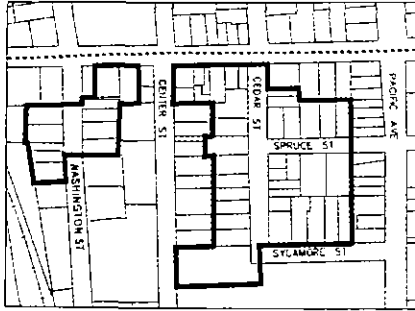
These three neighborhoods provide a core of stability in a rapidly developing sector of the City, and for that reason, this study will recommend strategies for encouraging reinvestment and homeowner in these areas. It is clear that there is a need to address issues of code enforcement and exterior maintenance while encouraging additional improvement in these areas.

In addition to the smaller scale residential areas, there are also several clusters of larger, multifamily developments. Several stem from the years following the earthquake, and are tucked in behind lower Pacific Street and along Spruce Street.



*Myrtle Street neighborhood*





Cedar/Spruce & Upper Washington Street neighborhoods



Following the adoption of the *South of Laurel Plan Strategy*, in 1995, the City rezoned various properties so that today 29 acres are zoned for residential use. Based on *General Plan* expectations, the area will accommodate a minimum of 300 additional units which could generate a population of 827 residents for a future total of approximately 1,720 permanent residents in the South of Laurel. This will help accomplish the adopted goal of creating a vibrant urban mix of residential and commercial uses in this area.

Two major multifamily projects of affordable units have been constructed in the South of Laurel. The first is the successful development at Neary Lagoon, and the second is the almost completed construction of 60 low income units at Sycamore Street.

Currently 37% of the total existing residential units in the South of Laurel area are subsidized as affordable units. Promoting a combination of mixed income projects, such as the construction of 84 units at Mariner's Cove, in addition to subsidized units will help promote diversity in housing opportunities for working families.



Thus, the residential character of the South of Laurel varies according to location. There are three different residential densities<sup>3</sup> - low/medium density at 10-20 units per acre in the smaller scale neighborhoods; medium density at 20-30 units per acre on the new development areas away from the central core; and high density of between 30-55 units per acres is proposed for along the boundaries of the area near the River.

## 2. Commercial Uses

There are a wide variety of commercial uses in the South of Laurel. These range from small, neighborhood serving retail to land intensive automotive sales to visitor serving motels, light industrial warehouses and newer office space. Approximately 28 acres are zoned for commercial development

Because of this variety, different commercial areas take on distinct and different character. For example, Pacific Avenue below Laurel is a natural extension of the Downtown restaurant and entertainment district with pedestrian focus and outdoor activity.



Pacific Avenue

However, the lower end of Pacific Avenue, where it intersects with Front Street, is characterized by the sprawling, land intensive automotive uses ranging from sales and repair to taxi and limo-bus storage. Land use intensification and redevelopment along this



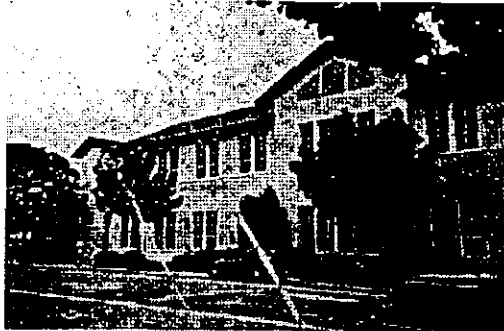
<sup>3</sup> These categories reflect the current *General Plan*, and not the revision which has not yet been certified.



*Lower Washington Street is lined with a series of one-story warehouses stemming from the area's earlier industrial era.*

corridor will provide the necessary continuation of the Pacific Avenue streetscape and retail activity. Automotive land uses also are found on **Center Street**, adding to the light industrial aspect of this area.

The changing nature of this area, and the strengthening of investment interest is illustrated by the recent construction of a two story office facility on **Lower Washington Street**, and the location of the **Ocean Pacific Lodge** located at the intersection of **Center and Pacific Avenues**.



*Center and Pacific Avenues*



*Commercial uses on Laurel Street tend to serve local needs.*

The wide variety of land uses and land intensities in the South of Laurel have created an effect of discontinuous and scattered development, lacking an identifiable character. However, as the preceding photographs have demonstrated, there is an established human scale in the residential areas, and a potential for two to three stories in height in the commercial areas.

What is needed is the creation of a continuous street edge and clear transitions to define the distinct neighborhoods. For this reason, the Plan will recommend the adoption of "Design Guidelines" governing both commercial and residential development in this area, as well as specific urban design improvements.

## **D. ZONING IN THE SOUTH OF LAUREL**

The wide variety of land uses are reflected in the number of zoning categories in the South of Laurel. [See following figure]

### **1. Residential Zoning: R-L & R-M**

There are two basic residential categories: R-L, multiple residence, low density (10-20 units/acre); and R-M, multiple residence, medium density (20-30 units/acre). The *South of Laurel Plan Strategy* proposed adding the possibility of mixed use development within the residential area in order to create a vibrant mix of uses and allow a certain percentage of development to be dedicated to commercial uses or live-work arrangements. Thus a Mixed Use Overlay District was suggested. Most mixed use development is expected to occur along major arterials and in the form of vertical combinations of use, with commercial uses on the ground floor and housing above. This recommendation was adopted in 1995.

### **2. Commercial Zoning: RTC; CBD; CN; & CT**

There are four commercial zoning categories: RTC, regional tourist serving commercial; CBD, central business district; CN, neighborhood commercial; and, CT, thoroughfare commercial.

#### *RTC*

The regional serving visitor commercial, RTC is assigned to the lower end of the planning area in the vicinity of the intersections of Pacific Avenue, Center and Washington Streets. Several motels already exist in this area. Support services such as restaurants or entertainment and additional lodging uses can be envisioned in this area. In addition, this zoning category permits the continuation of marine related uses and the encouragement of mixed use residential development.

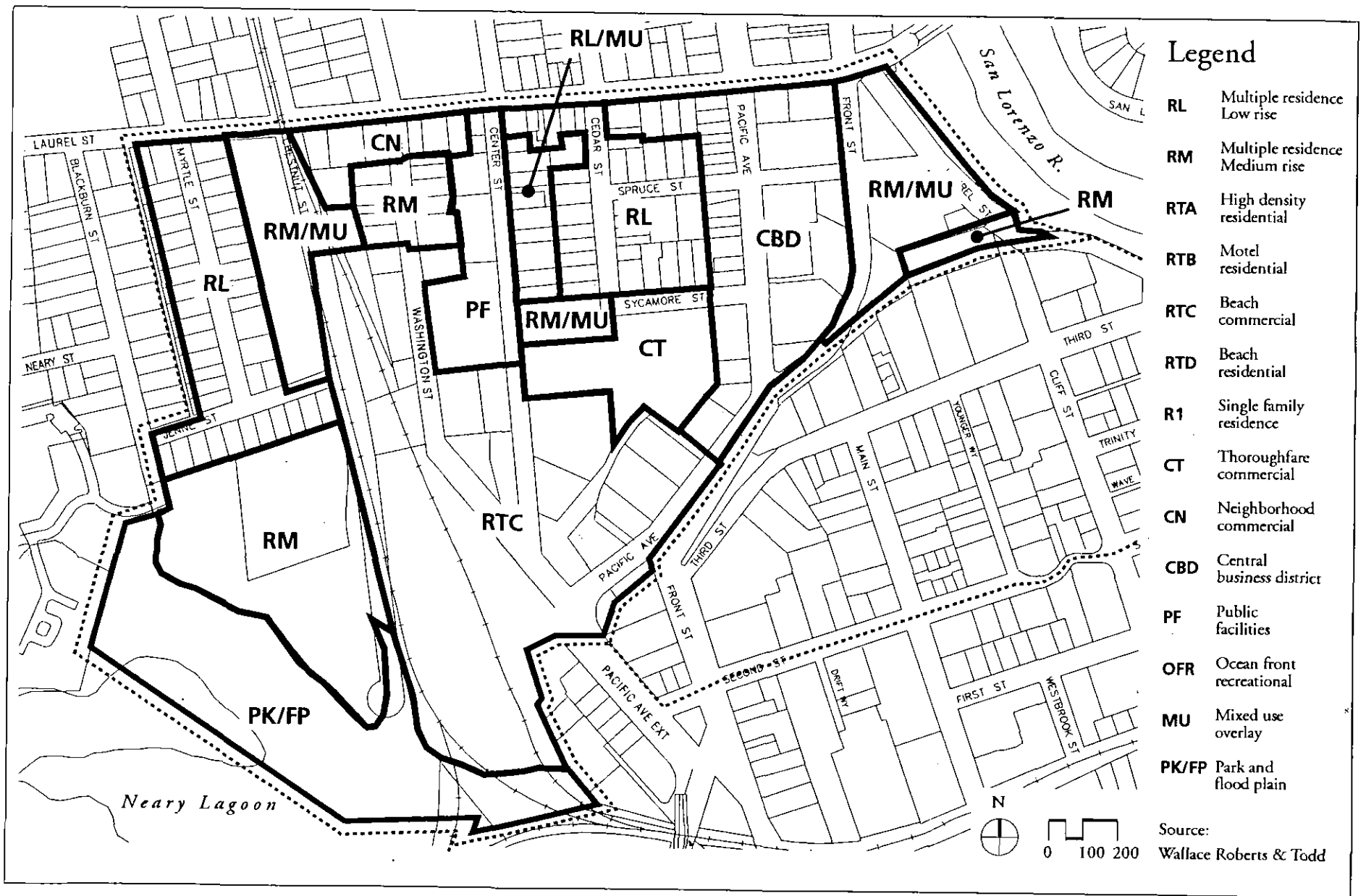
#### *Lower Pacific Avenue Central Business District: CBD(E)*

Lower Pacific Avenue forms the principal linkage between the Downtown and the Beach. The earlier *South of Laurel Plan Strategy* acknowledged and reinforced this central connection by recommending the extension of the central business district zoning found north of Laurel Street be applied with specific lower profile design guidelines on lower Pacific Avenue. A CBD Subdistrict E zoning was recommended and adopted.

This zoning encourages the development of a pedestrian friendly mixed use environment of 2-3 stories along the corridor. Ground floor uses are most appropriately those which cater to pedestrians and provide pedestrian interest and amenities. In order to create an interesting and vibrant street edge, it was recommended that access driveways be minimized and parking areas be located to the rear of new development.

#### *CN: Laurel Street*

The neighborhood commercial zone along Laurel area permits and encourages the location of locally serving retail and services. The *Plan Strategy* recommended the slight expansion of this zone to include the corner of Chestnut and Laurel Street to serve the commercial need of the local population as well as the larger downtown neighborhood. Vacant land provides the opportunity for additional development



The Phipps Group

City of Santa Cruz - Beach / South of Laurel Area Plan

Figure 43

Existing Zoning, South of Laurel

***CT: Thoroughfare Commercial***

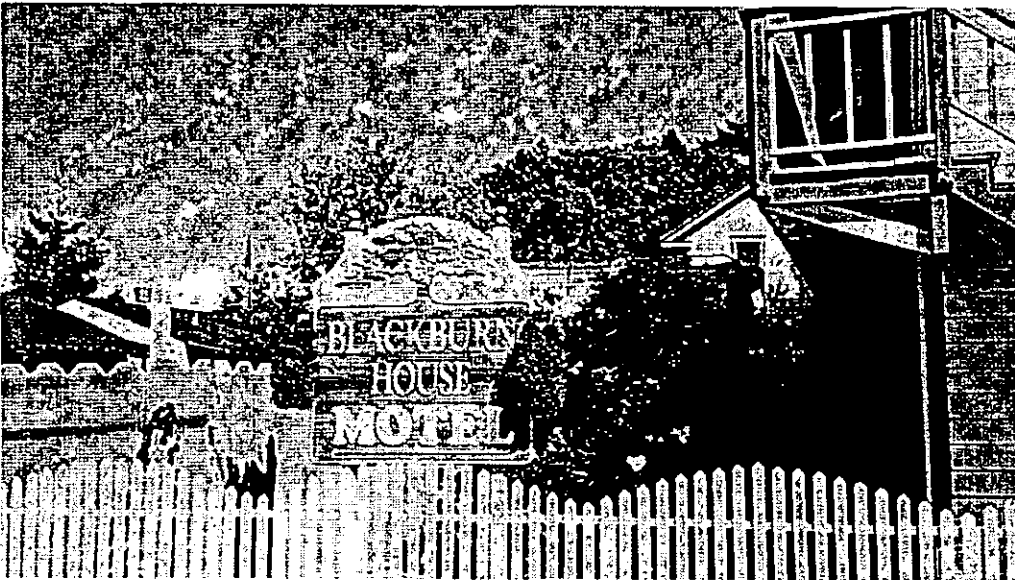
There is one large parcel, located where the Sycamore Housing project is being constructed, which retains a CT zoning designation. The purpose of this CT zone is to provide for retail, commercial, service, amusement and transient-residential uses which are appropriate to thoroughfare locations. This zone is no longer consistent with the proposed use, and this study will recommend a rezoning of this area to RM, medium density residential.

**3. Overlay Zoning: South of Laurel: SOL**

As part of the comprehensive planning approach for the South of Laurel, the *Plan Strategy* recommended an "interim overlay district" zone be placed within the South of Laurel study boundaries in order to provide flexibility and stimulate redevelopment until the final Area Plan was prepared.

The purpose of this zone was to provide for review of all development proposals within this area in order to ensure consistency with General Plan goals of mixed use development and higher density development.

This study will recommend the necessary rezonings, the application of conservation residential overlay districts, and design guidelines for all commercial and residential construction in order to accomplish these goals. With these adoptions, the existing overlay zone will no longer be necessary.



## **X. SOUTH OF LAUREL: RECOMMENDATIONS**

## **X. RECOMMENDATIONS: LAND USE & ZONING - SOUTH OF LAUREL**

### **A. OVERVIEW & PURPOSE**

The charming small scale residential neighborhoods in the South of Laurel must be protected and enhanced, while the significant development opportunities presented by vacant and underutilized parcels should be actively encouraged.

The future strength of the South of Laurel is in the compatible and harmonious integration of a variety of land uses which contribute to its overall economic health and support the important retail activity of the Downtown and the visitor serving industry of the Beach. As the physical link between these two areas, the revitalization of the South of Laurel is seen as a strategic economic and transportation component of a comprehensive strategy.

The purpose of the following recommendations is to ensure that the South of Laurel will become a diverse, urban density residential neighborhood which is pedestrian friendly, conserving the existing neighborhood characteristics while providing for additional visitor attractions and increased commercial development. In order to ensure that new development is compatible and not overwhelm existing neighborhoods, this Plan recommends both the modification of some zoning densities and the application of Design Guidelines.

### **B. PLANNING POLICY & GOALS**

#### **1. Overview**

Extensive policy has been developed over the years to address the issues of residential quality of life in the South of Laurel neighborhoods and the opportunities for commercial development. The basic policy for this area was defined in the *City of Santa Cruz South of Laurel Area Plan Strategy* which was adopted in December, 1995 as well as in the *City of Santa Cruz Beach Area Plan Strategy*. Its major rezoning recommendations have been incorporated into *Title 24 Zoning Ordinance of the City of Santa Cruz*.

#### **2. Residential Policy Framework & Goals**

The following summarize the basic residential policy framework and goals:

- a. Provide adequate land area to establish between 300 - 400 new residential units in the South of Laurel by rezoning adequate land area to residential designations.
- b. Transfer existing higher density residential General Plan designations from the Sycamore housing site, that is being developed with a medium density project, to sites that are near natural amenities such as the San Lorenzo River.
- c. Establish levels of public benefit for higher residential designations.



- d. Establish a design permit overlay zone that requires all projects to obtain a design permit consistent with new design guidelines for appropriate areas.
- e. Establish Conservation overlay zones on existing smaller scale neighborhoods to promote maintaining the integrity of existing neighborhoods.
- f. Encourage mixed use development in the residential sections of the area on major arterials by overlaying the mixed use zoning district on appropriate areas.
- g. Implement mechanisms to increase rental housing including stock in the South of Laurel area, including a possible temporary waiver of inclusionary requirements for rental projects.
- h. Encourage a mixture of market rate and affordable housing.
- i. Establish a new active park space to meet the needs of the anticipated population increase.
- j. Consider land swaps, Federal Grants for promoting transit, and other outside resources in combination with City funds already identified as methods to acquire and improve all of the Union Pacific property for Public Use.

### **3. Commercial Policy Framework & Goals**

The following summarizes the basic commercial policy framework and goals.

- a. Establish the southern end of Pacific Avenue below Laurel Street as an extension of the Downtown Recovery Plan policies for Pacific Avenue with an emphasis on mixed residential development above ground floor retail and other uses. Create a CBD zone that uses the same village design and use policies as the Cedar Street area of the Downtown Recovery Plan.
- b. Establish a two-story minimum for commercial development along Pacific Avenue.
- c. Establish the area adjacent to the river as a high-density mixed-use area that will provide new market rate housing.
- d. Emphasize Front Street as the secondary access route to the Beach by creating a streetscape that clearly identifies the route as a beach access. This should be established by planting palm trees along the route between Soquel Avenue and the Union Pacific site as recommended by the Downtown Recovery Plan.
- e. Extend the RTC Beach Commercial zone to the lower portion of the South of Laurel to encourage further visitor serving uses such a motels and restaurants and other visitor support uses.
- f. Reduce or eliminate the requirement to provide parking on lots 40 feet wide or less along lower end of Pacific Avenue, if an in-lieu fee is paid to allow the vacant lots to be developed.

- g. Create an expanded neighborhood commercial use area at the corner of Chestnut and Laurel Streets, to better serve the new residential intensity established in the plan.

## C. RECOMMENDATIONS

### 1. Neighborhood Conservation Strategy

The intent of the following recommendations is to establish a clear program of neighborhood conservation procedures in tandem with long-term investment by individuals and the City in the following three residential neighborhoods. [See following map]

**Recommendation: Designate the Myrtle Street; Cedar/Spruce Street; and Washington Street Neighborhoods as "Conservation Areas".**

This study recommends that the three neighborhoods identified in the following figure be designated as "conservation areas." This designation would include the program elements, discussed in detail in the recommendations for Beach Flats Conservation Area.

Among the program elements are:

- new code enforcement measures targeted to the streets in need,
- interior and exterior maintenance program, with technical assistance and grant assistance, map conservation Fig. 44 SOL conservation areas
- home ownership programs, and
- design guidelines governing new development and rehabilitation.

It is understood that these program elements would be phased in in the South of Laurel as resources become available.

### 2. Residential Development Strategy

In addition to the residential conservation strategy for specific neighborhoods, this study also identifies sites for medium and high residential development.

**Recommendation: Medium Density Residential: Encourage RM/MU and Rezone Sycamore Street Site to RM.**

#### *Medium Density Residential Development: (Mixed Use)*

Over the years, there has been a variety of development proposals for the old Ice House site at the corner of Laurel and Chestnut Streets. This study endorses the 1995 *Plan Strategy* recommendation of medium density/mixed use development on this site. Because of its location adjacent to a proposed neighborhood conservation area, the siting and design of this development will be critical to reinforcing the human scale and neighborhood character of residential use in the area. It is also appropriate that additional commercial or live-work activity could be incorporated into this site which crosses Chestnut Street.

The second site which would benefit from rezoning to RM/MU is the approximately one acre parcel zoned CT between the Sycamore Housing project and Center Street which is



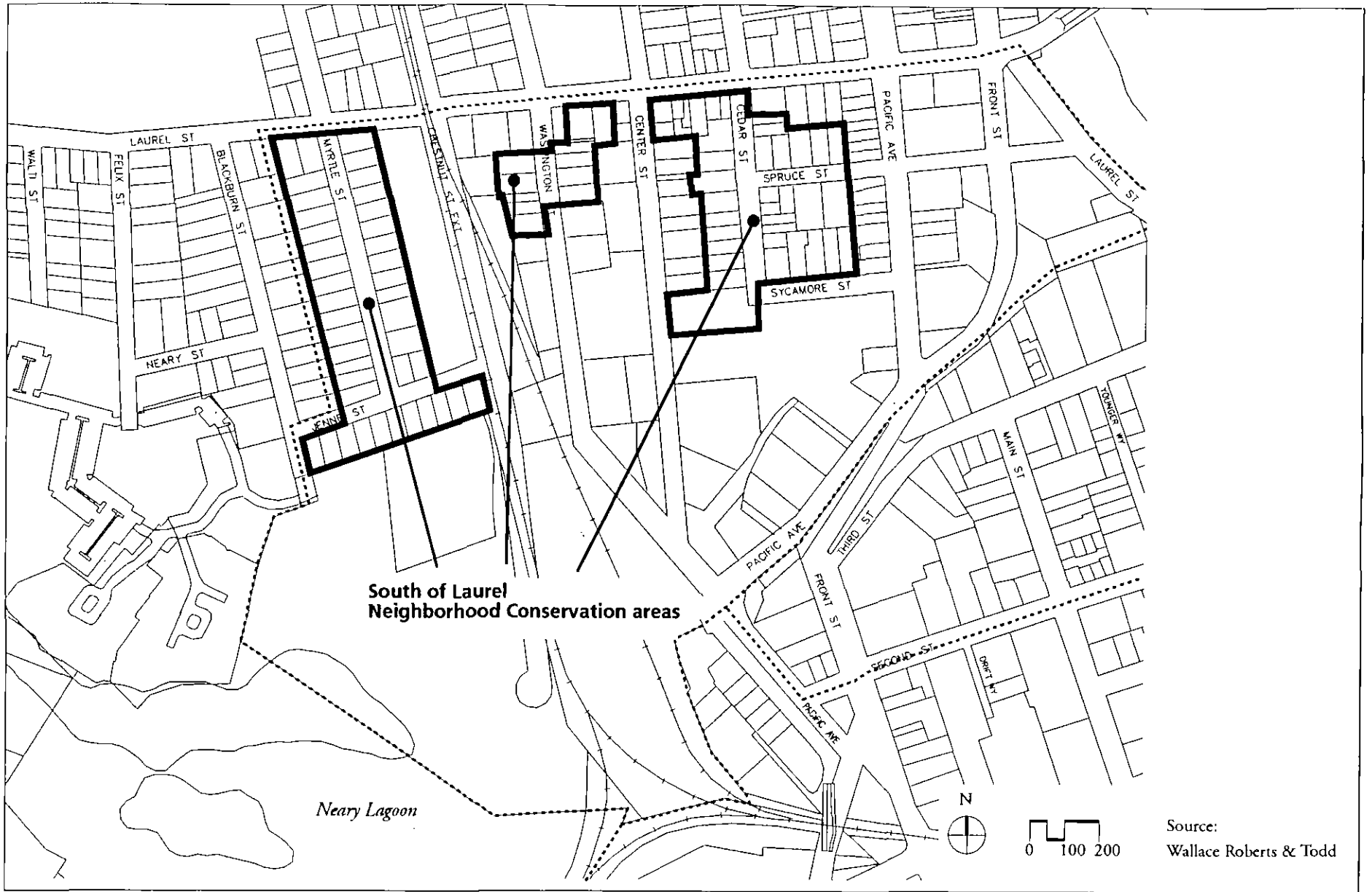


Figure 44

South of Laurel Conservation Areas

currently occupied by the Scotts Auto Body shop. This study recommends rezoning this parcel to RM/MU to encourage compatible residential development, while allowing mixed use along the Center Street corridor.

**Medium Density Residential: Rezone from CT to RM**

The Sycamore Street housing site still retains the Thoroughfare Commercial zone. This study recommends rezoning this site to RM, Medium Density Residential to make it consistent with the current use. Sixty units are being provided on this site.

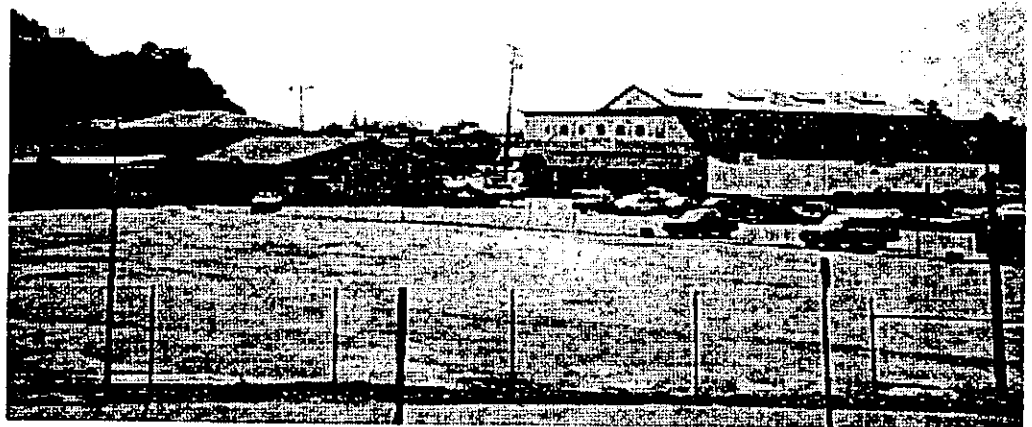
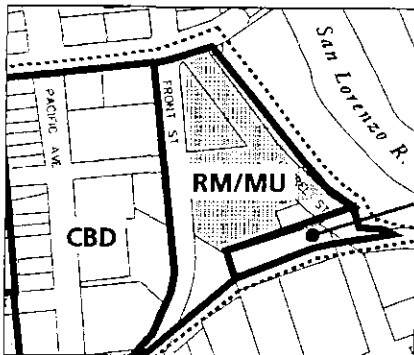
**Recommendation: High Density Residential: Identify Appropriate Sites for High Density Residential.**

The General Plan designated the Sycamore/Scotts Auto site for high density residential development. However, this planning process has identified the perimeter of the South of Laurel study area adjacent to the natural resources of the San Lorenzo River is more compatible for this type of density. In addition, this location because of its attributes possesses the potential to attract market rate development, thus achieving the goal of a balance of market rate and affordable housing.

**Rezone River Bend: RM/MU to RH/MU**

A high-density residential area is envisioned between Front Street and the River in order to take advantage of the amenity of the River and future improvements to the River levee. Possible mixed use projects will be considered in this area adjacent to Front Street. Due to its location along the River, this is envisioned as primarily a market rate development area.

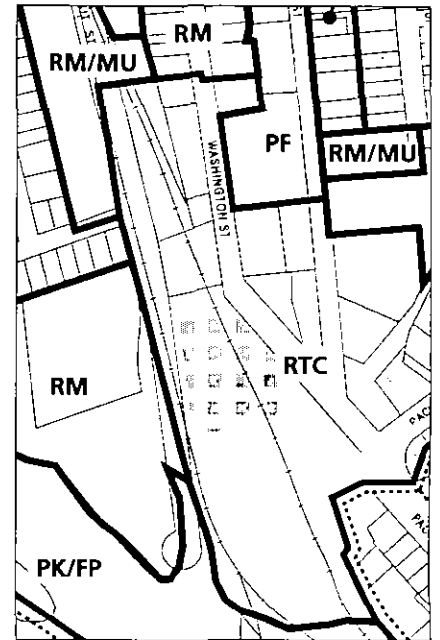
This study further recommends that the City hold open the option of swapping the abandoned end of Laurel Street Extension with the developer in exchange for private sector landscaping of the Levee. This site should be placed under Design Permit Overlay Zone with specific guidelines.



*Potential Public Facilities & Park: The Depot Site*

The 6.05 acre Union Pacific Site is uniquely located to accomplish the primary goals of both the Beach and the South of Laurel. As a focal point of community activity, the site is envisioned as a public use facility, providing parking, a small scale multi-model transit facility, and recreational open space. Each of these proposed uses is discussed in detail in the chapter dealing with transportation and parks and open space.

This approach would encourage the location of transportation facilities and park space in the South of Laurel. Since the development of the Plan, the City has applied for funds to acquire and develop the site. Current discussions regarding this site also address its potential as a museum site.



**3. Commercial Development Strategy**

*Pacific Avenue: CBD Parking Requirement Modification*

Pacific Avenue and adjacent commercial and mixed use developments are planned as one of the important linkages between Downtown and the Beach. Pacific Avenue as it has developed north of Laurel Street is the model. Not only will a similar treatment provide continuity, it will bring with it a similar emphasis on pedestrian amenities.

The streetscape continues the strong pedestrian character of Pacific north of Laurel. Similar landscape treatment and pedestrian amenities are proposed, to Pacific Avenue's intersection with Front Street. Sidewalk width should be planned to allow the same promenading widths as exist to the north.

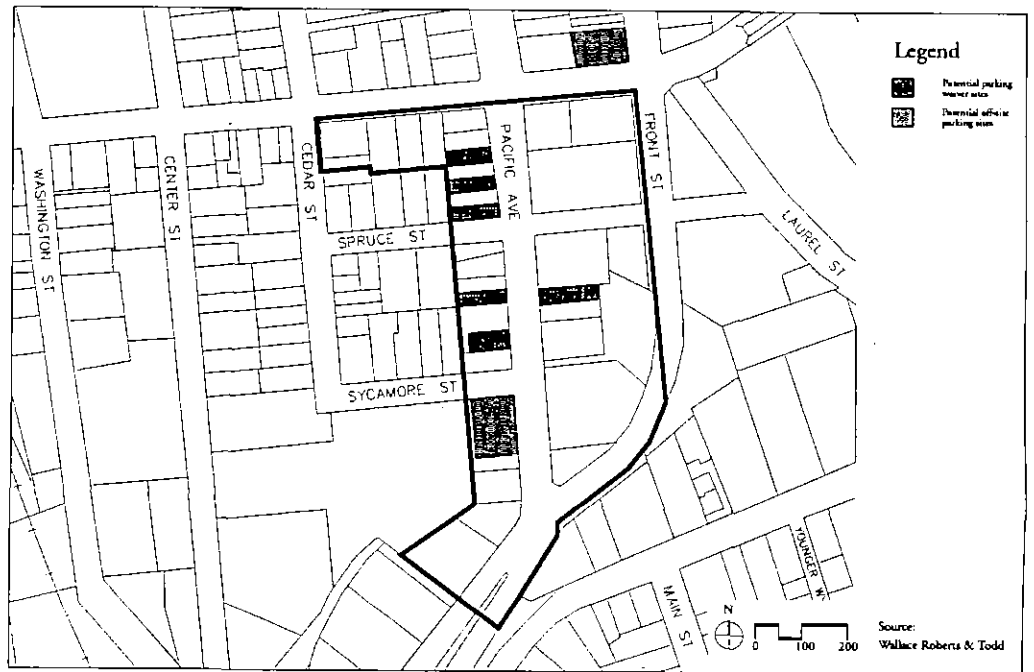
There are a limited number (6) of small lots located along Lower Pacific Avenue which because of their size are extremely difficult, if not impossible, to economically redevelop. In order to stimulate redevelopment of these six sites, this study recommends a waiver of parking requirements for lots 40 feet in width or less in the CBD zone in the South of Laurel, if a yearly parking deficiency fee is paid.



**Recommendation: Waive Parking Requirement on Small Lots for Fee.**

This recommendation has a limited public impact for two reasons: first, the limited number of sites which can qualify; and second, the limited amount of parking generated by redevelopment of these sites. Of the 30 lots in the district, only six lots would qualify for this exemption. Average lot size of these parcels is approximately 3400 square feet. If all these parcels were built at an average FAR of .6, then parking would have to be provided for approximately 12,200 square feet of building area. It is estimated that 40 parking spaces would need to be created to allow development of these lots based on a parking ratio of 1 space/300 square feet of building area.

Parking for these lots could be provided at several locations. The City has created a new 23 space parking lot at the corner of Laurel and Front Street that could provide about half the parking required. Another optional location would be at the corner of Sycamore Street and Pacific Avenue, which is a portion of the remainder lot of the Sycamore Coop site. This site could be leased to provide another 20 or more parking spaces while a permanent facility is being considered.



The Phipps Group

City of Santa Cruz - Beach / South of Laurel Area Plan

Figure 45

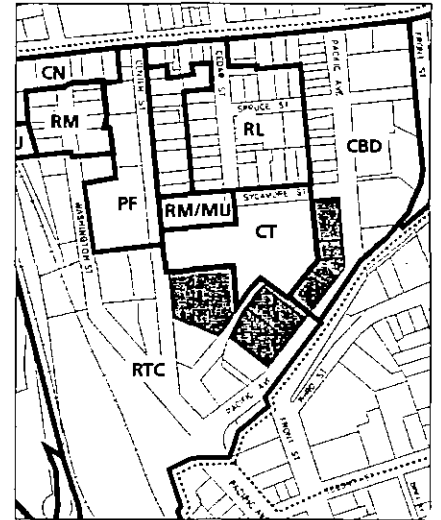
Lower Pacific Avenue Parking Impact Area

This regulation could be implemented by establishing specific conditions of approval for those impacted sites. In order to accomplish this, an ordinance would have to be drafted to indicate the parking waiver procedure and the mechanism for allocating funds to South of Laurel parking projects.

Costs could reflect the deficiency fees required for Downtown which are currently \$370/space/year. This approach is necessary because it is unlikely that the South of Laurel could support a separate parking district as most of the sites provide on-site parking.

*Lower Pacific : Visitor Serving Potential*

Lower Pacific Avenue as it approaches the intersection of Washington and Center Streets has a series of vacant and underutilized sites. This study anticipates the redevelopment of this corridor to include visitor support services such as restaurants, entertainment and additional lodging facilities. Consistent with the mixed use theme, residential development may also occur in this area.



*Front Street: Mixed Use Development*

Front Street will be emphasized as a major new vehicular access route to the Beach in order to divert some traffic from Ocean Street and provide downtown more exposure. Its design and adjacent land uses reflect this purpose. Similar to Pacific Avenue, it continues a pattern and use which is already established north of Laurel Street. Mixed use projects will be encouraged along this strip. A summary of the development potential in the South of Laurel is listed in Appendix A.

**D. GENERAL PLAN & ZONING ACTIONS NECESSARY**

In order to implement the recommendations, the following actions will be necessary:

*General Plan*

- Revise General Plan designation for the 4.08 acre Ocean Chevrolet site from a high density residential designation to a Medium density designation. Modify the LCP designation from a Commercial designation to a Medium density residential designation and rezone the property from CT to RM

for the Main Sycamore housing coop site and modify the existing auto body site on Center St. from CT to a RM/MU designation to allow mixed use on Center Street.

- Revise the General Plan and LCP for the 1.86 acres in the South of Laurel along the river bend from a medium density designation to a high-density residential designation, and change the zone from RM/MU to a RH/MU designation.
- Revise the General Plan, the LCP and zoning designations for the 6.05 acre Southern Pacific site from a regional visitor serving designation to a public facility and parks designation to accommodate a future multi-modal station, parking, park and possible museum site.
- Modify LCP for Lower Pacific Avenue to a visitor serving commercial designation.

### *Zoning Changes*

- Establish conservation overlay zones on existing smaller scale neighborhoods in the Myrtle Street; Cedar/Spruce and Upper Washington Street areas.
- Establish a design permit overlay zone for the entire South of Laurel that requires all new projects including commercial developments and single family homes and any additions over 15% to obtain staff approved design permits that are consistent with new design guidelines for the area.
- Create an overlay for the South of Laurel CBD Zone to establish development standards and performance criteria.
- Modify the South of Laurel CBD zone to reduce or eliminate parking requirements for lots 40 feet in width or less, if an in-lieu fee is paid.
- Modify the CBD zone to not allow auto sales.

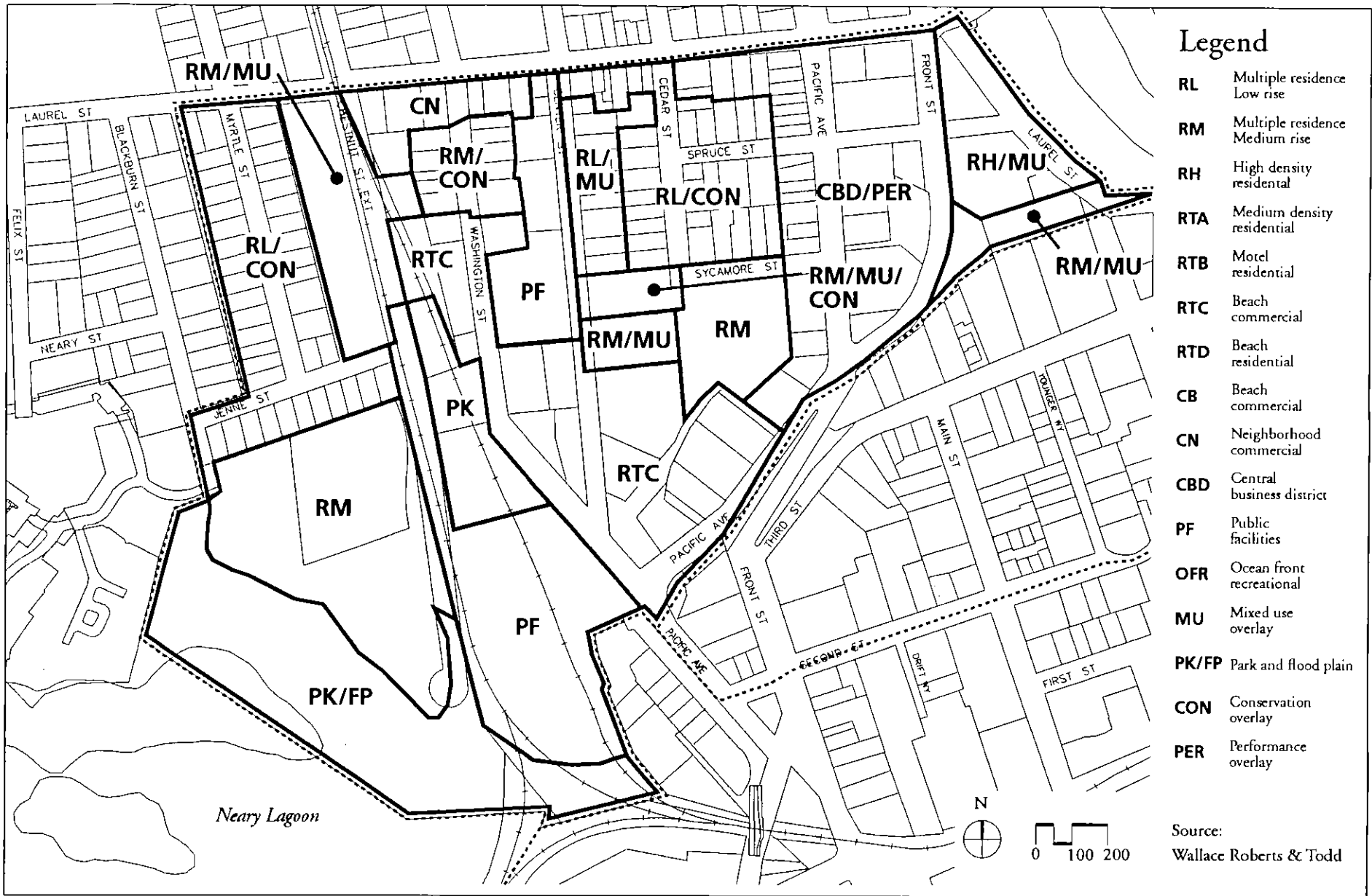
## **E. URBAN DESIGN RECOMMENDATIONS**

Urban design analysis has identified the need to create strong edges to where neighborhoods begin and end in order to provide a strongly established sense of place. The cohesiveness of neighborhoods begins to weaken at the edges. The following urban design recommendations have been developed to enhance the entryways to the neighborhoods at very definable intersections.

### **Recommendation: Implement Urban Design Recommendations:**

- at Laurel & Myrtle Streets
- at Laurel & Washington Streets, and
- at Laurel & Cedar Streets.



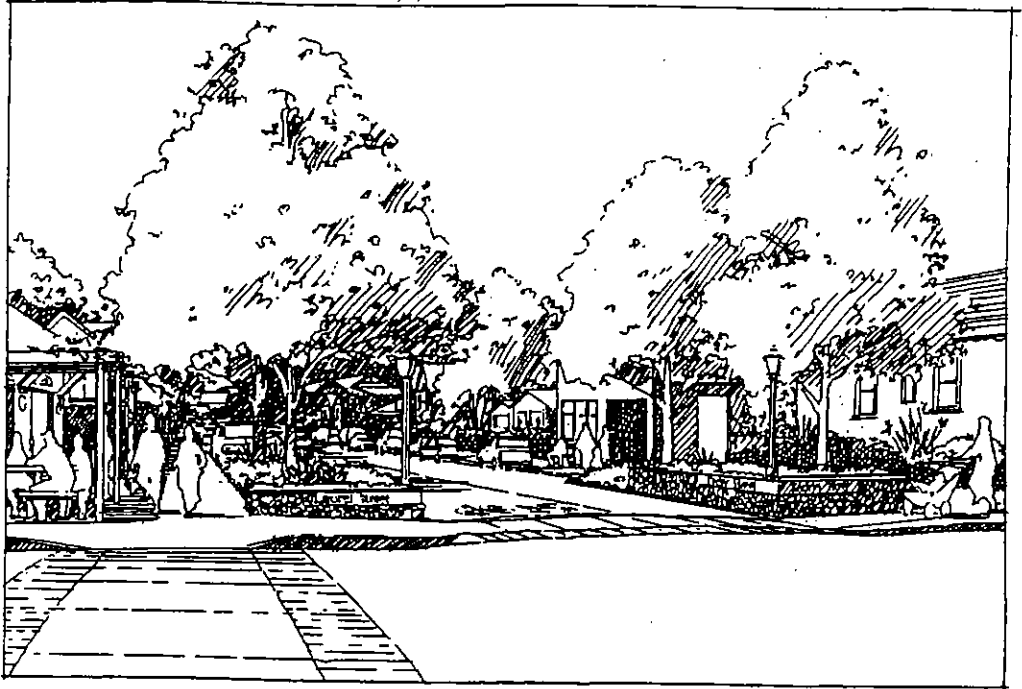


The Phipps Group

City of Santa Cruz - Beach / South of Laurel Area Plan

Figure 46

Proposed Zoning, South of Laurel

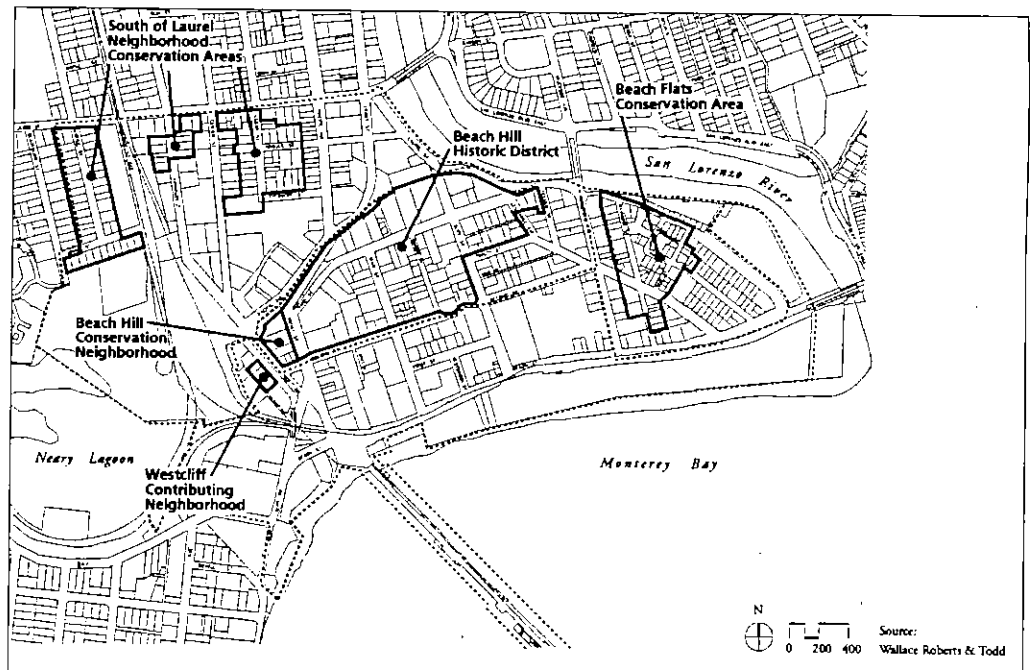


Local streets entering South of Laurel conservation neighborhoods are marked by gateways

### F. DESIGN GUIDELINES: SOUTH OF LAUREL

Design guidelines have been proposed for both residential and commercial construction in the South of Laurel. They are incorporated into the *City of Santa Cruz Beach and South of Laurel Area Plan Design Guidelines* which are part of this study.

**Recommendation: Adopt Design Guidelines for South of Laurel.**



The Phipps Group

City of Santa Cruz - Beach / South of Laurel Area Plan

Figure 47

Conservation Areas

