

OCEAN STREET AREA PLAN

CITY OF SANTA CRUZ



JANUARY 28, 2014





ADOPTED JANUARY 28, 2014

OCEAN STREET AREA PLAN

CITY OF SANTA CRUZ

Prepared by



DESIGN, COMMUNITY & ENVIRONMENT

1625 SHATTUCK AVENUE, SUITE 300

BERKELEY, CALIFORNIA 94709

TEL: 510 848 3815

FAX: 510 848 4315

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION.....	1
A. OCEAN STREET CONTEXT.....	1
B. AREA PLAN PROCESS.....	1
C. RELATIONSHIP TO THE GENERAL PLAN.....	4
D. OVERVIEW OF THE AREA PLAN.....	5
CHAPTER 2: BACKGROUND.....	7
A. EXISTING USES AND BUSINESSES.....	7
B. COMMUNITY CHARACTER.....	11
C. CIRCULATION AND PARKING.....	13
D. PLANS AND POLICIES.....	17
E. OPPORTUNITIES AND CONSTRAINTS.....	18
CHAPTER 3 OCEAN STREET CONCEPT.....	21
A. VISION.....	21
B. URBAN DESIGN PRINCIPLES.....	22
C. STREETScape IMPROVEMENTS.....	28
D. ILLUSTRATIVE PLAN.....	33
E. CATALYST SITES.....	34
CHAPTER 4: LAND USE.....	37
A. LAND USE DESIGNATIONS.....	37
B. BUILDING HEIGHTS.....	39
CHAPTER 5: GOALS, POLICIES AND ACTIONS.....	43
A. COMMUNITY DESIGN.....	44
B. LAND USE.....	47
C. MOBILITY.....	48
CHAPTER 6: IMPLEMENTATION.....	51
A. IMPLEMENTATION CHALLENGES AND STRATEGIES.....	51
B. CITY FUNDING SOURCES.....	53
C. FEDERAL AND STATE GRANT PROGRAMS.....	55

CHAPTER 7: DESIGN STANDARDS AND GUIDELINES.....57

A. DESIGN PRINCIPLES.....58

B. COMMERCIAL, OFFICE AND MIXED-USE DEVELOPMENT.....59

C. RESIDENTIAL DEVELOPMENT.....80

D. GATEWAYS.....89

COMPLETE FIGURE LIST:

FIGURE 1-1. PLAN AREA AND SURROUNDING CONTEXT.....2

FIGURE 2-1. EXISTING LAND USES.....8

FIGURE 2-2. ACCESS TO THE RIVER LEVEE.....16

FIGURE 2-3. OPPORTUNITIES AND CONSTRAINTS.....19

FIGURE 3-1. URBAN DESIGN CONCEPTS.....23

FIGURE 3-2. NEIGHBORHOOD COMPATIBILITY FEATURES.....25

FIGURE 3-3. OCEAN STREET NORTH OF WATER STREET.....29

FIGURE 3-4. WATER STREET TO SOQUEL AVENUE.....30

FIGURE 3-5. SOQUEL AVENUE TO SAN LORENZO BOULEVARD.....31

FIGURE 3-6. ILLUSTRATIVE PLAN.....32

FIGURE 4-1. LAND USE DESIGNATIONS.....38

FIGURE 4-2. RATIO OF BUILDING HEIGHT TO STREET WIDTH.....40

FIGURE 4-3. REAR HEIGHT TRANSITIONS ON UPPER FLOORS.....41

FIGURE 4-4. MINIMUM AND MAXIMUM BUILDING HEIGHTS.....42

INTRODUCTION 1

The Ocean Street Area Plan is the result of an extensive planning process to revitalize the Ocean Street corridor and create a vibrant gateway to Santa Cruz that reflects the city's unique character. The Area Plan describes and illustrates a community-driven 20-year vision for the area, through the year 2030, and provides a framework for creating a more welcoming environment along the corridor. It also includes additional policy guidance and implementation steps for the City, along with design standards and guidelines that will ensure the high quality of new buildings on Ocean Street.

A. Ocean Street Context

Ocean Street is a 1.2 mile-long north-south corridor in the City of Santa Cruz. It stretches from Highway 17 at the north to San Lorenzo River at the south, intersecting with other major streets that link the corridor to other parts of the city.

Figure 1-1 shows the local setting and boundaries of the Ocean Street Plan Area, which encompasses a total of 70 acres and is composed of almost 350 parcels. The Plan Area also includes some properties facing major thoroughfares that intersect with Ocean Street, including Water Street and Soquel Avenue. While there are many hotels, motels, restaurants, retail stores, offices and other businesses along Ocean Street, the Plan Area is adjacent to several residential neighborhoods. In addition, there are many existing homes along Ocean Street south of Broadway, in the southernmost portion of the Plan Area. The County Government Center, where many of Santa Cruz County's offices are located, is in the center of the Plan Area at Ocean Street and Water Street.

B. Area Plan Process

The City held two community workshops at key points in the planning process to actively engage the community in the creation of the Area Plan. In addition, an Ocean Street Area Plan Committee met throughout the project to further guide the process and allow for additional community input. This section provides a brief

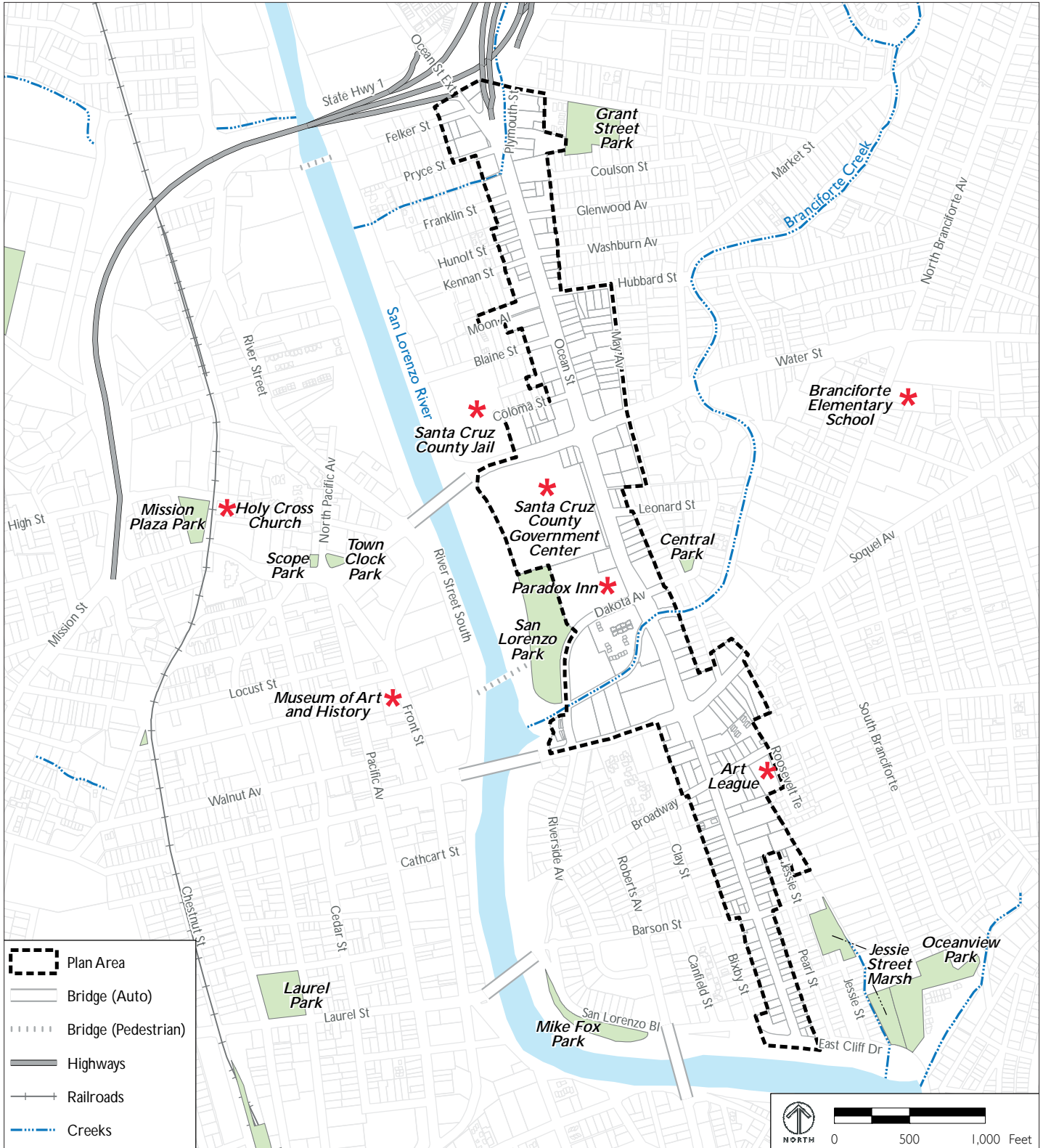


Figure I-1. Plan Area and Surrounding Context

description about the workshops, Area Plan Committee meetings and background research that shaped the Ocean Street Area Plan.

1. Community Workshop #1: Vision and Goals

The City held its first Community Workshop for the Ocean Street Area Plan on Thursday, November 29, 2007. The workshop gave community members an opportunity to create a vision for Ocean Street's future land uses, built form and overall character. About 100 community members attended the workshop, which took place at the Paradox Inn on Ocean Street.

After a background presentation that described the Area Plan process and existing conditions along Ocean Street, community members participated in a large-group exercise to identify their overall goals for improving Ocean Street. They also worked in small groups to discuss specific ideas for enhancing different parts of the corridor. Discussion topics included street improvements, land uses, transportation and a variety of other subjects, such as police enforcement.



Participants at Community Workshop #1 presented their ideas for improving Ocean Street.

2. Committee Meeting #1: Vision and Goals

The Area Plan Committee held its first meeting on Thursday, December 13, 2007 to review the results of Community Workshop #1 and discuss a draft of the Vision and Goals for the Area Plan. Committee members shared a variety of ideas that were later used to create Conceptual Land Use Alternatives for the Area Plan.

3. Opportunities and Constraints Report

The City worked with DC&E to prepare the Ocean Street Opportunities and Constraints Report, which described existing conditions and identified opportunities for future improvements within the Plan Area. The Report was developed based on a comprehensive review of background documents, as well as through interviews with key decision-makers, City staff and other community members. The Opportunities and Constraints Report was published separately from this Area Plan.

4. Committee Meeting #2: Conceptual Land Use Alternatives

The Area Plan Committee held its second meeting on Monday, March 17, 2008 to comment on the Draft Opportunities and Constraints Report and review and discuss a series of Conceptual Land Use Alternatives. The Committee recommended several revisions to the Opportunities and Constraints Report, which were incorpo-

rated into a final version of the Report. They also proposed several changes to the Alternatives.

5. Committee Meeting #3: Revised Plan Alternatives

The Area Plan Committee held its third meeting on Monday, July 28, 2008 to comment on the Final Opportunities and Constraints Report and review a series of Revised Land Use Alternatives, along with potential streetscape improvements. Committee members requested further revisions to the Land Use Alternatives and proposed streetscape improvements, which were reflected in the materials for Community Workshop #2.

6. Community Workshop #2: Plan Alternatives

The City held its second Community Workshop on Monday, August 11, 2008. The workshop gave community members an opportunity to discuss a series of Plan Alternatives, which were created to respond to the issues, vision and goals identified in Community Workshop #1, along with input from the Area Plan Committee and City staff. About 45 community members attended the workshop, which took place at the Paradox Inn.



At Community Workshop #2, people worked in small groups to create preferred alternatives.

The Plan Alternatives showed a variety of potential changes to Ocean Street, including possible requirements for land uses, building heights and setbacks. The Plan Alternatives also included a series of street cross-sections showing potential improvements to Ocean Street's streetscape, as well as possible widening of some parts of Ocean Street. Participants worked together in small groups that created a series of "preferred alternatives" for the Plan Area, which formed the basis for the Ocean Street Area Plan.

C. Relationship to the General Plan

Santa Cruz has adopted a variety of Area Plans as amendments to its General Plan, which guides natural preservation and development in the city. In contrast to the General Plan, which focuses on citywide policy issues, an Area Plan provides more focused policy direction for a smaller part of the city. Area Plans can address all of the topics that are covered in the General Plan, including land uses, community character and transportation. They can also propose streetscape improvements and provide design guidelines for new buildings.

Santa Cruz’s General Plan 2030 includes an action calling for the City to develop an Area Plan for Ocean Street that creates an “activity center,” including mixed-use development, along this major corridor. To fulfill this action, the Ocean Street Area Plan is proposed for adoption to implement General Plan 2030. The Area Plan’s recommendations for Ocean Street are also consistent with the goals, policies and actions in other parts of General Plan 2030.

D. Overview of the Area Plan

The Area Plan includes the following chapters:

- ◆ **Chapter 2: Background** provides a summary of existing conditions at the time the Area Plan was adopted, including existing land uses, community character, circulation and parking. It also includes a brief summary of opportunities and constraints that affect the future potential of Ocean Street.
- ◆ **Chapter 3: Ocean Street Concept** details the overall vision and urban design concepts for the Plan Area, including an illustrative plan as well as concepts for key sites.
- ◆ **Chapter 4: Land Use** provides land use and height regulations that will help to achieve the Area Plan’s vision for mixed-use, pedestrian-friendly development.
- ◆ **Chapter 5: Goals, Policies and Actions** specifies the community’s future goals for Ocean Street, along with policies and actions that will help Santa Cruz attain those goals.
- ◆ **Chapter 6: Implementation** describes tools and strategies that the City can use to implement the Area Plan.
- ◆ **Chapter 7: Design Standards and Guidelines** provides urban design guidance for private development within the Ocean Street Plan Area.

This chapter summarizes the background information and existing conditions that shaped the Ocean Street Area Plan. It includes a summary of the existing land uses, the character of the Plan Area, and existing circulation and parking conditions, as well as the City regulations that affect future change in the Plan Area. It also identifies key opportunities and constraints for the revitalization of Ocean Street. The information in this chapter is based on field work and other research completed between September 2007 and February 2009, when this Area Plan was being prepared.

A. Existing Uses and Businesses

The Ocean Street Plan Area has a wide variety of existing land uses that play a role in the corridor's function. This section describes the existing uses in and around the Ocean Street Plan Area. It also discusses the types of businesses and land ownership patterns that exist along Ocean Street.

1. Existing Land Uses

Most parts of the Plan Area have been developed with a mix of retail storefronts, hotels and motels, offices and auto-related services. In particular, most properties north of Broadway are occupied by these types of businesses. Ocean Street is also adjacent to several residential neighborhoods, and most properties in the Plan Area south of Broadway have been developed with apartments and single-family homes.



The County Government Center is located at the heart of Ocean Street.

Figure 2-1 shows existing land uses in the Plan Area, based on field reconnaissance completed in September 2007. The existing uses have been grouped into the following categories:

- ◆ **Public/Institutional.** These uses include the County Government Center, at Ocean Street and Water Street, where most of the County of Santa Cruz's departments have their main offices. The County Government Center is the largest employer in the Plan Area and a dominant visual presence. Other institutional uses in the area include the County Jail and several community organizations.

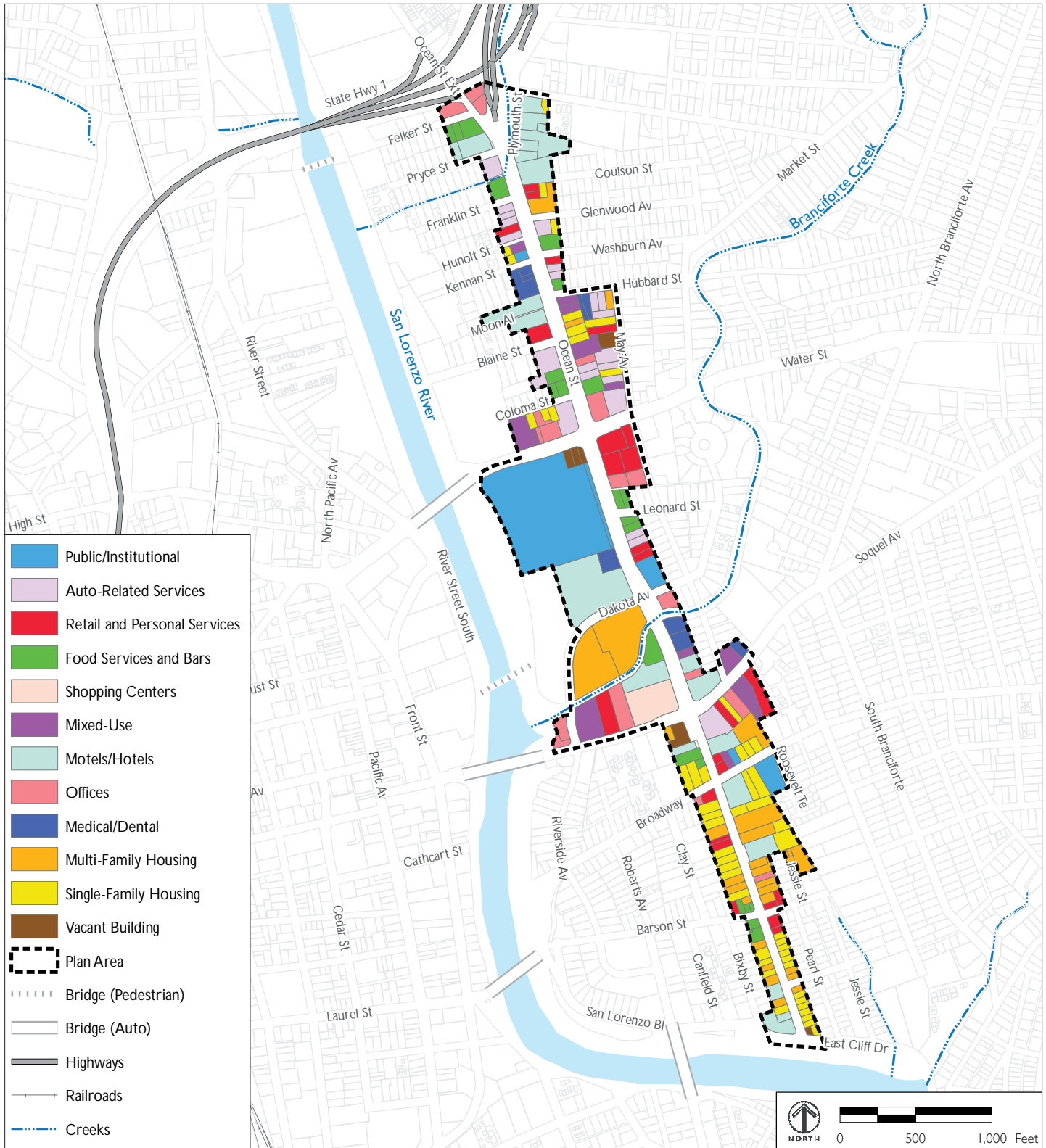


Figure 2-1. Existing Land Uses

- ◆ **Auto-Related Services.** These are auto-related services such as gas stations, car rental agencies and auto repair shops. Most existing auto-related services are located north of Water Street.
- ◆ **Retail and Personal Services.** These are businesses that sell merchandise or provide personal services, such as banking or dry cleaning. They are found throughout the Plan Area.
- ◆ **Food Services and Bars.** These include restaurants, cafés, fast-food establishments and bars, and are found throughout the Plan Area.
- ◆ **Shopping Centers.** The only shopping center within the Plan Area is the Soquel Ocean Center, at Soquel Avenue and Ocean Street, a complex of one-story buildings that includes a variety of businesses.
- ◆ **Mixed-Use.** Mixed-use typically includes multi-story buildings with ground-floor retail and offices or residential dwellings on the upper floors. There is currently very little mixed-use development within the Plan Area.
- ◆ **Motels/Hotels.** There are 16 hotels and motels distributed throughout the Plan Area, including one residential motel on Ocean Street near San Lorenzo Boulevard. The Paradox Inn, at Ocean Street and Dakota Avenue, provides Ocean Street's only space for large meetings.
- ◆ **Offices.** These are places where business is conducted but where retail uses do not occur. There are several law offices near the court facilities at the County Government Center. Other office uses in the Plan Area include mortgage brokers and title companies.
- ◆ **Medical/Dental.** These sites include a number of medical, chiropractic and dental offices, as well as a physical therapy/rehabilitation center and a veterinary clinic.
- ◆ **Multi-Family Housing.** These include any site with two or more dwelling units, typically in the form of apartments and condominiums. In addition to the smaller apartment buildings located south of Broadway, there are several large apartment buildings between Ocean Street and Dakota Avenue.
- ◆ **Single-Family Housing.** These sites contain a single dwelling unit and potentially an accessory dwelling unit (ADU). Most single-family homes in the Plan Area are found south of Broadway.



Motels and small storefronts are typical land uses on Ocean Street.

- ◆ **Vacant Lots and Buildings.** These are undeveloped sites, excluding parking lots, as well as buildings that are not in use. Few of these sites exist in the Plan Area.

2. Visitor-Serving Businesses

Ocean Street is the primary entry to Santa Cruz for visitors who arrive from Highway 17 and travel to the beach. Visitor-serving businesses, such as hotels and motels, are a key component of the corridor. There are also many business on Ocean Street that serve both visitors and residents, such as gas stations, restaurants and auto repair shops. In addition, the Plan Area includes many retail shops and services that are used largely by the city's residents, such as medical offices, salons and home improvement stores.

As of September 2007, there were a total of 16.2 acres dedicated to resident-serving businesses. 11.8 acres were occupied by visitor-serving businesses, and 9.2 acres were used for businesses that serve both residents and visitors.

3. Local and Franchise Businesses

Most businesses in the Plan Area are independent retailers. However, franchise businesses also exist on the corridor. Many of the businesses that are essential to visitors, including Ocean Street's gas stations and many of its motels and hotels, are operated as franchises of a national chain. Other types of franchise businesses in the Plan Area include sit-down and fast food restaurants, car rental agencies and auto repair shops.

4. Ownership Patterns

The land ownership patterns in the Plan Area are generally fragmented, with many small parcels under separate ownership. To accommodate new development, it would often be necessary to assemble these small parcels into larger sites. However, there are some parts of the Plan Area with several adjacent parcels that are under common ownership, even though each parcel is occupied by a separate business. It would be relatively easy for landowners to combine these parcels.

B. Community Character

Ocean Street’s buildings and street improvements contribute strongly to its overall character. This section describes Ocean Street’s existing context as a major gateway to Santa Cruz, as well as the streetscapes and buildings found within the Plan Area.

1. Gateway to Santa Cruz

Many visitors to Santa Cruz arrive on Highway 17, which ends at the north edge of the Plan Area. However, the existing character of this gateway does not convey a strong sense of arrival. Near the Highway 17 exit, a small wooden sign welcomes visitors and identifies Santa Cruz’s sister cities in other countries. Emblems of local community organizations are displayed beside this sign. There is no other signage, public art or distinctive architecture at this gateway.



Signs indicate the entrance to Santa Cruz.

2. Street Configuration

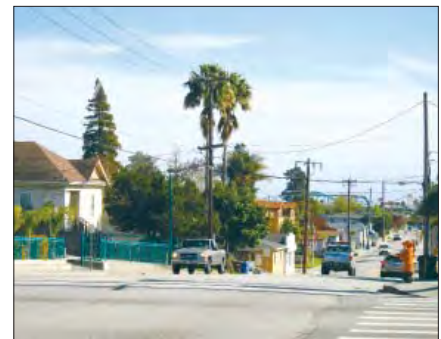
In general, streets within the Plan Area have concrete sidewalks and asphalt paving in the roadway. The configuration of Ocean Street north of Soquel Avenue is typically a wide, four-lane street with a center median, with a width ranging from 92 to 100 feet, including sidewalks. At many intersections, the planted median is replaced by a left-turn lane for vehicles. Within the right-of-way, sidewalk widths typically range from 6 to 10 feet. On-street parking and bicycle lanes are also provided.



Parts of Ocean Street have a median with redwood trees.

Ocean Street becomes narrower south of Soquel Avenue. Between Soquel Avenue and Barson Street, the street continues to accommodate two lanes of traffic in each direction, in a right-of-way that is typically 60 feet wide, including sidewalks. However, this part of Ocean Street has no median, on-street parking or bicycle lanes.

South of Barson Street, the street’s typical right-of-way remains at 60 feet, including sidewalks, but the street provides only one southbound travel lane. Sidewalks in this area tend to be narrow, typically ranging from 5 to 8 feet wide, which constrains the ability to provide street trees. A northbound bicycle lane is provided, but not a southbound lane. On-street parking is present on one side.



Ocean Street becomes narrower south of Broadway.

The City’s Municipal Code requires new development south of Soquel Avenue to have a minimum 42-foot setback from Ocean Street’s centerline. This setback is intended to provide for the future widening of Ocean Street to 84 feet, including sidewalks.

3. Streetscape

Along the entire length of Ocean Street, there is very little pedestrian-oriented street furniture. Benches and trash cans typically are found only at bus stops along Ocean Street. The street lights on Ocean Street have a very simple “cobra head” design and rise far above the ground, where they can light the roadway.



Some bus stops in the Plan Area, such as this one on Soquel Avenue, have benches for waiting passengers.

Ocean Street’s existing landscape palette is varied. The existing sidewalk widths constrain the ability to provide a continuous canopy of street trees, and trees are therefore sparse along the sidewalk on many parts of Ocean Street. Wider street medians are planted with large, distinctive redwood trees. Narrower medians are planted with smaller trees, such as the Hollywood Juniper (*Juniperus chinensis*) and Windmill Palm (*Trachycarpus fortunei*), as well as shrubs, such as Indian Hawthorne (*Rhabdolepis indica*). Other landscaping is found within the setback areas of individual buildings, including planted buffers between sidewalks and parking lots.

4. Buildings

Although buildings in the Plan Area vary widely in character, many were constructed during the mid-20th century. These buildings typically have very simple forms, with limited articulation and ornamentation. These buildings also have few human-scaled elements, such as awnings and pedestrian-oriented signage. Residential buildings in and around the Plan Area are a mixture of pre-World War II one- and two-story homes, along with postwar duplexes and multi-family dwellings that differ drastically



Landscaping is provided in some street medians and in front of many businesses, such as the Paradox Inn.

from the older homes in their rooflines, massing and ornamentation. Newer condominium developments provide more varied architectural detail, such as Mission-style embellishments along the roofline.

The buildings along Ocean Street north of Broadway are primarily a mixture of one-story retail establishments with varying setbacks from the street, along with surface parking lots that front onto Ocean Street. A few retail buildings meet the back of the sidewalk and provide storefront windows that create visibility into the building for pedestrians. Buildings south of Broadway have fairly consistent and minimal setbacks. Many buildings south of Broadway are single-family homes that are smaller in scale compared to buildings on other parts of Ocean Street.

C. Circulation and Parking

The Ocean Street corridor serves as the north-south connection between Highway 17 and other major streets that link to other parts of the city. It is an important route for pedestrians and bicycles as well as cars. This section describes the existing vehicular, bicycle and pedestrian circulation network within and around the Plan Area, as well as existing parking facilities and public transportation.

1. Highways and Roads

Highway 17 carries substantial amounts of commuter, visitor and truck traffic between San Jose and Santa Cruz. The highway ends at the junction of State Highway 1 and Ocean Street. Highway 17's presence results in large traffic volumes on Ocean Street, both to and from the highway.

Ocean Street connects to three major arterial streets—Water Street, Soquel Avenue and Broadway—that carry especially large traffic flows throughout the city. Most other streets within the Plan Area are local streets that often lack connections between one another.

2. Bicycle Network

Santa Cruz's network of bicycle routes connects the Plan Area with other parts of the city. North of Soquel Avenue, Ocean Street provides a Class II on-street bike lane that runs between on-street parking and heavy vehicle traffic. There is also a northbound Class II bike lane south of Barson Street, but no southbound lane.



This motel and one-story apartment building are near Broadway.



A new coffee shop has bright, distinctive colors and windows that face the street.

Between Soquel Avenue and Barson Street, Ocean Street is a Class III bike route, where bicyclists share the road with drivers.

Although the Plan Area does not include any Class I bike paths, which are used exclusively by bicycles and pedestrians, there are bike paths nearby on the levees along the San Lorenzo River.

3. Pedestrian Network

Sidewalks are present on all streets within the Plan Area, with typical widths ranging from 5 to 10 feet. There are also pedestrian crossings at signalized intersections along Ocean Street. Signalized crossings on Ocean Street are typically located 900 to 1,100 feet apart north of Water Street and 400 to 800 feet apart south of Soquel Avenue.

Ocean Street has no signalized intersections between Water Street and Soquel Avenue, a distance of about 1,800 feet. However, this part of Ocean Street has two unprotected crosswalks at Leonard Street and Dakota Avenue, where vehicles are not required to stop unless a pedestrian is crossing.



Sidewalks on some parts of Ocean Street are narrow and have many curb cuts for vehicles.

A pedestrian bridge across the San Lorenzo River connects San Lorenzo Park to River Street, two blocks from Pacific Avenue and the heart of Downtown Santa Cruz. In addition, a bicycle and pedestrian bridge crosses the river at Felker Street, near Highway 17.

4. Signage and Directions to Popular Destinations

In addition to the gateway sign located at the Highway 17 exit, there are multiple wayfinding signs throughout the Plan Area, which guide drivers to the beach, Downtown, lodging and other destinations. Signs encourage drivers traveling Downtown to use Water Street or Soquel Avenue. Drivers are also encouraged to use Soquel Avenue to travel to the beach, via Downtown, and to reach lodging outside of the Plan Area. While these wayfinding signs have an attractive design that is coordinated with similar signs throughout the city, the text on these signs is small, making them difficult for some drivers to read.



An unprotected crosswalk at Leonard Street has an overhead flashing light to alert drivers that pedestrians may be present.

5. Access to the River Levee

The San Lorenzo River is located to the west of the Plan Area. It is not visible from Ocean Street, although it can be seen from San Lorenzo Park as well as the bridges that cross the river. The top of the river's levee has a paved path that is used by pedestrians and bicyclists. The levee can be accessed from several locations near the Plan Area, including San Lorenzo Park and streets that cross the river. North of Water Street, there are two pedestrian access points to the levee through privately owned multi-family residential properties. These properties have agreements with the City requiring them to provide access to the public. However, no signs are posted to indicate that this access is available.

Figure 2-2 shows the existing access points to the San Lorenzo River and its levee, as well as locations where new access points could be created in the future.

6. Parking

Most businesses in the Plan Area have on-site parking lots with driveways facing Ocean Street. Almost 27 acres in the Plan Area are used as surface parking lots. On-street parking is also provided on most streets in the Plan Area, except on Water Street east of Ocean Street; Soquel Avenue west of Ocean Street; and the portion of Ocean Street between Soquel Avenue and Barson Street.

The County Government Center has 480 on-site surface parking spaces and leases an additional 80 spaces from the Paradox Inn, located next door. The County has acknowledged that there is not enough on-site parking to meet its current needs.

7. Transit

The Santa Cruz Metropolitan Transit District (Metro), the public transit system for Santa Cruz County, provides public bus service within the Plan Area. Metro operates 15 routes through the Plan Area, eight of which operate on weekends. In general, the Plan Area's bus routes have 30- to 60-minute headways between buses. No bus routes run the entire length of the Ocean Street corridor.



Signs direct visitors to popular destinations.



The paths along the San Lorenzo River's levees are open to the public.

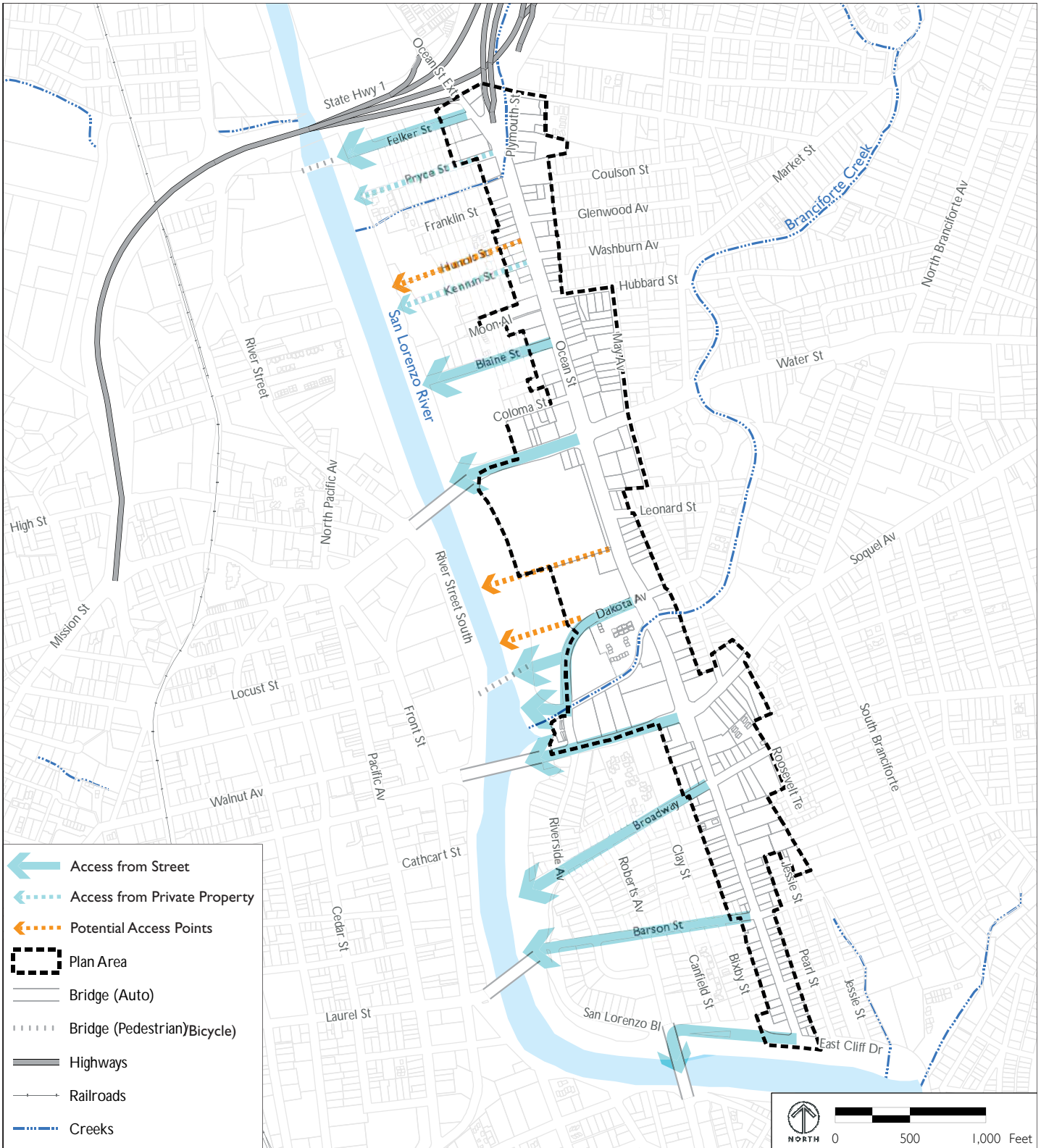


Figure 2-2. Access to the River Levee

D. Plans and Policies

Santa Cruz has a variety of citywide regulations that relate to the Ocean Street Area Plan. This section briefly describes some of the most relevant plans and policies.

1. General Plan

The Area Plan is part of Santa Cruz's General Plan 2030, which includes many citywide policies that affect Ocean Street as well as other parts of Santa Cruz. Since Santa Cruz is largely built out, General Plan 2030 emphasizes future growth on the city's existing and potential transit corridors, including Ocean Street. General Plan 2030 also specifically calls for an Ocean Street Area Plan to be created, in order to enhance the character of this important gateway to the city.

2. Zoning Ordinance and Code Enforcement

Santa Cruz's Zoning Ordinance includes a variety of zoning districts that implement the General Plan's land use designations by providing detailed development standards. The Code Compliance Program, a part of the City's Planning and Community Development Department, is charged with ensuring that property owners in Santa Cruz meet the requirements of the Zoning Ordinance, as well as the Building Code and other requirements in the Municipal Code. As of August 2010, the portion of Ocean Street south of Broadway was one of Code Compliance's target areas, due to a history of code violations in that area.

3. Coastal Zone

Like other coastal cities, Santa Cruz has a coastal zone that is subject to the requirements of the California Coastal Act (Public Resources Code Section 30000 et seq). The Coastal Act is intended to protect and enhance the coastal zone's natural and man-made resources, with a special focus on ensuring that the public has access to the coast. South of Broadway, most of the Ocean Street Plan Area is within Santa Cruz's coastal zone. Development within the coastal zone requires a Coastal Permit, which will be issued by the California Coastal Commission (CCC) until the City's Local Coastal Program (LCP) has been recertified. The City will issue Coastal Permits after the LCP is recertified.

E. Opportunities and Constraints

This section summarizes several of the most important opportunities to revitalize Ocean Street as a major gateway into Santa Cruz, as well as some of the key constraints that may limit the types of transformation and development that can occur.

- ◆ **Gateway Improvements.** The entrance to Ocean Street from Highway 17 could be enhanced to create a strong sense of arrival in Santa Cruz. Other gateways could also be emphasized, such as the connections to Downtown Santa Cruz from Water Street and Soquel Avenue.
- ◆ **Opportunity Sites.** Although there are many small parcels in the Plan Area, there is potential for more intensive development on several larger sites, as well as the potential to combine adjacent parcels that have the same owner. The opportunity sites shown in Figure 2-3 were identified based on the size of properties, their improvement-to-land value ratios and the existing ownership patterns.

In particular, because of their large size and prime location on Ocean Street, the County Government Center and the Paradox Inn have the potential to accommodate significant new development in the future.

- ◆ **Streetscape Enhancement.** Ocean Street's current sidewalk widths prevent trees from being planted in many locations. New development in the Plan Area could provide setbacks to create additional space for street trees and landscaped areas. Center medians could include aesthetically-pleasing paved surfaced and drought-tolerant plantings for low maintenance. There is also the potential to widen parts of Ocean Street, which could provide more space for pedestrians and bicyclists as well as drivers. However, streetscape improvements and maintenance would be expensive, and Ocean Street would still need to carry large amounts of vehicle traffic to and from Highway 17.
- ◆ **San Lorenzo River Access.** Although the San Lorenzo River is an important natural amenity, it is not clear how to access the river from most parts of Ocean Street. Improved signage and new pathways could help pedestrians find their way to San Lorenzo Park and points along the river levee.

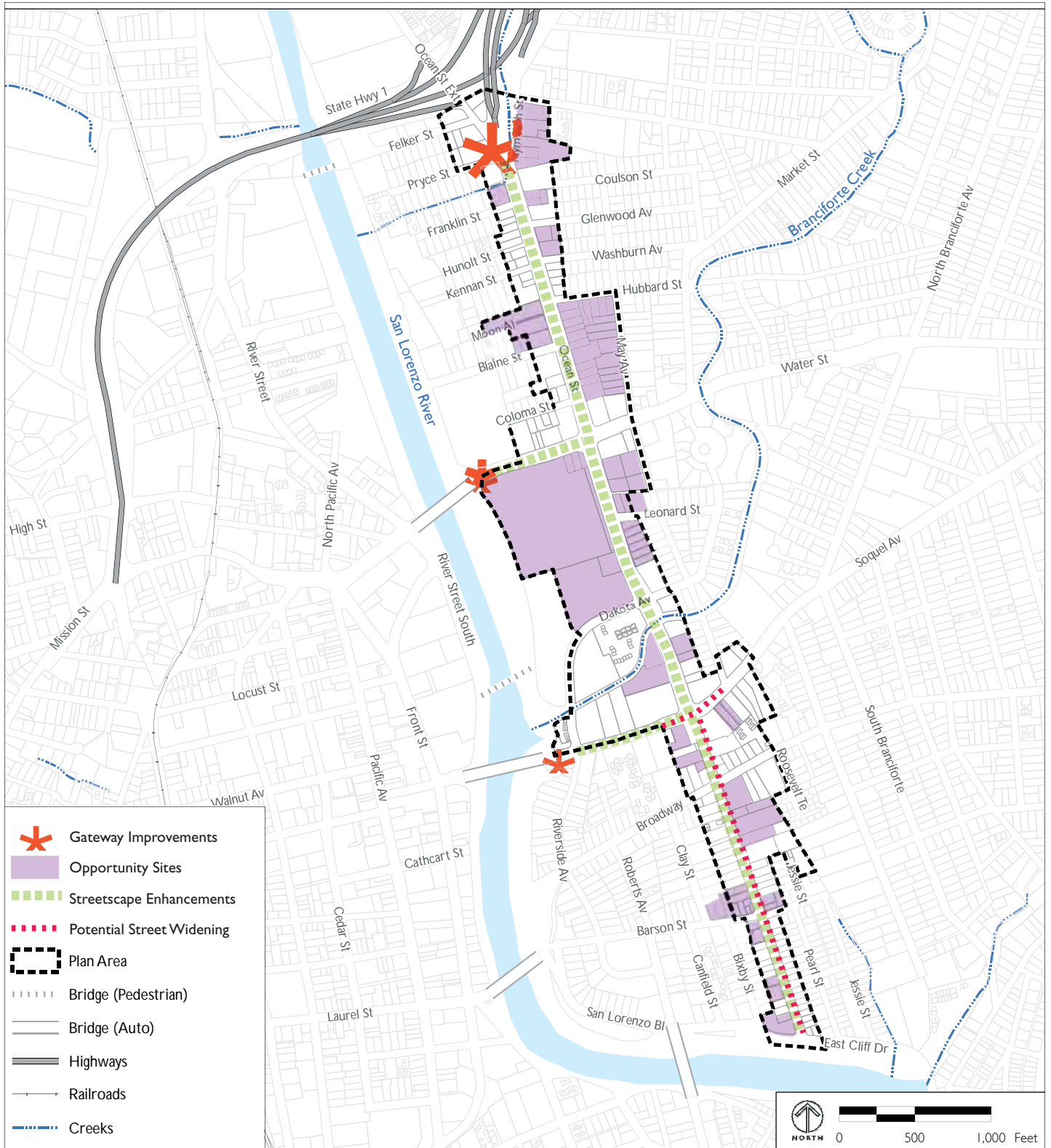


Figure 2-3. Opportunities and Constraints

OCEAN STREET CONCEPT 3

The Ocean Street Concept detailed in this chapter provides the Santa Cruz community's overall vision for the Ocean Street corridor. It also explains the types of development and streetscape improvements that will occur under the Plan. Urban design principles are presented to guide long-term implementation of the overall vision.

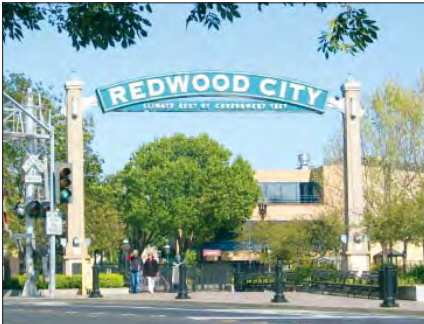
A. Vision

By the year 2030, Ocean Street will become a beautiful, multifaceted gateway to Santa Cruz that reflects the city's unique and diverse character. Public art will create a distinctive sense of place as people enter the city, and the street itself will be an attractive, tree-lined boulevard that provides a comfortable and safe place for people to walk. New buildings on Ocean Street will reflect a high caliber of architectural design. They will provide space for a variety of local and franchise businesses, and they will create new places to work, live and visit. In addition, all parts of Ocean Street will have stronger connections to the San Lorenzo River. Different parts of Ocean Street will accommodate a wide variety of activities:

- ◆ **North of Water Street:** Ocean Street will provide space for hotels, motels, restaurants and other visitor services, as well as mixed-use buildings with retail stores and services that benefit visitors and residents alike.
- ◆ **Water Street to Soquel Avenue:** The County Government Center will become the "heart of Ocean Street," with a new public space where people can gather. A new hotel and conference center will help to catalyze additional development.
- ◆ **South of Soquel Avenue:** The residential neighborhood along Ocean Street will be strengthened. Mixed-use buildings will provide new places to live, along with retail stores and services that benefit neighborhood residents.

B. Urban Design Principles

This section describes the urban design principles that help to define the Ocean Street Concept. Figure 3-1 shows how several of these urban design principles will be applied to specific parts of the Plan Area.



Gateways, could include traditional signs welcoming people to the city.

1. Gateway Enhancements

Ocean Street is the “front door” to Santa Cruz for visitors arriving on Highway 17. The street should include gateway features that reflect Santa Cruz’s unique character and create a strong sense of arrival. To strengthen Ocean Street’s role as an important gateway, the following improvements will be made:

- ◆ **Gateway to Santa Cruz.** A new, distinctive work of public art, designed by a local artist, will be installed near Highway 17 to welcome visitors to the city. It will include thematic elements that relate to Santa Cruz’s unique natural and built environment.
- ◆ **Gateways to Downtown.** Ocean Street connects visitors to Downtown Santa Cruz via Water Street and Soquel Avenue. Where these two streets cross the San Lorenzo River, landscaping and public art will be used to create a sense of transition to Downtown.



Tall sculptures can define gateways.



A gateway sculpture could create an interactive landmark.

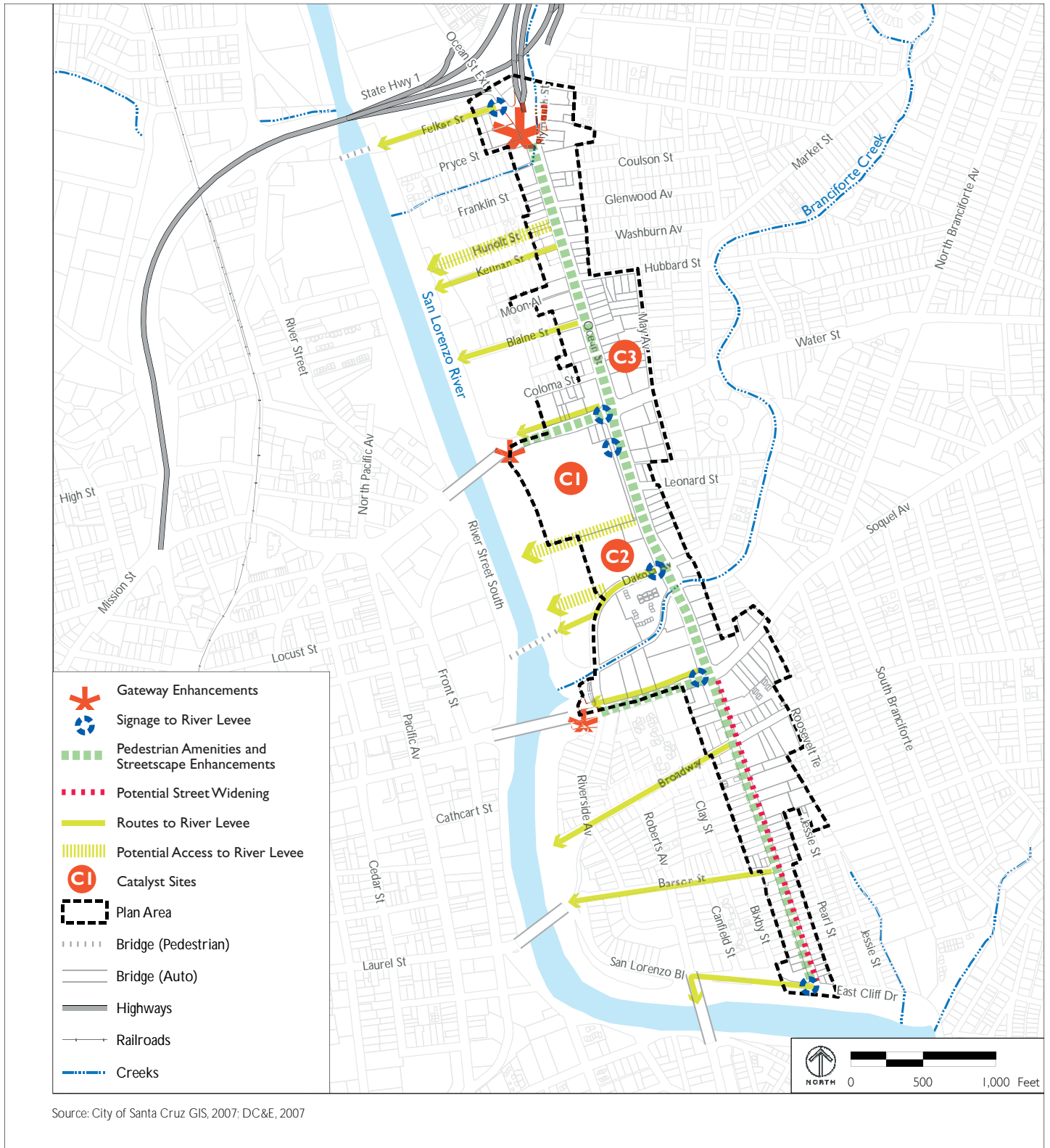


Figure 3-1. Urban Design Concepts

2. Access to the River Levee

Ocean Street runs parallel to the San Lorenzo River and its levee trails, a recreational amenity that is highly valued by Santa Cruz's residents. However, the river is not visible from Ocean Street itself. To strengthen connections from Ocean Street to the river levee, the following improvements will be made:



Pedestrian-scaled signs can direct people to important destinations, such as the river levee.

- ◆ **Directional Signage on Ocean Street.** New signs on Ocean Street will direct pedestrians down the side streets that provide access to the river levee.
- ◆ **Enhanced Signage at Levee Access Points.** In places where pedestrians are allowed to cross private property to reach the river levee, new signs will clearly show how to reach the levee. The signs will also provide the times of day when the access point can be used, and they will ask visitors to be respectful of each property's owners and residents as they cross.
- ◆ **New Physical Connections.** As change occurs on the County Government Center and Paradox Inn sites, new connections will be provided through these properties to San Lorenzo Park and the trails along the river. Other new connections may also be created as opportunities arise.

3. Neighborhood Context

The Ocean Street corridor has the potential to accommodate new land uses and more intensive development, transforming an automobile-oriented thoroughfare into a more attractive and functional urban environment where residents can work, live and shop. Santa Cruz also values the existing built form of its finely-scaled residential neighborhoods, several of which are adjacent to the Ocean Street corridor. With careful planning and design, high-quality development along the corridors can further enhance the city's built form while respecting the scale of surrounding residential neighborhoods. To address neighborhood compatibility, new development in the Plan Area will incorporate the following, as shown in Figure 3-2:

- ◆ **365-Degree Building Design.** All sides of buildings, including the rear of buildings adjacent to residential homes, will be well designed with high quality materials and attention to detail.
- ◆ **Height Transitions.** The height and bulk of new buildings will be reduced adjacent to residential neighborhoods to create a transition in scale.
- ◆ **Upper Floor Setbacks.** Buildings will be designed to incorporate setbacks on upper floors facing the street, so as to avoid an overly tall appearance.

- ◆ **Rear Setbacks.** Where the rear of a multi-story building faces a residential neighborhood, rear setbacks will create a buffer between taller buildings on the corridor and homes in the adjacent neighborhood. These setbacks will be facilitated by new requirements to place building frontages at the back of the adjacent sidewalk.
- ◆ **Screening.** Fences and landscaping at rear property lines will provide visual screening between new development and adjacent homes.
- ◆ **Parking and Loading.** Surface parking and loading areas will be located behind buildings, improving the appearance of the corridor.

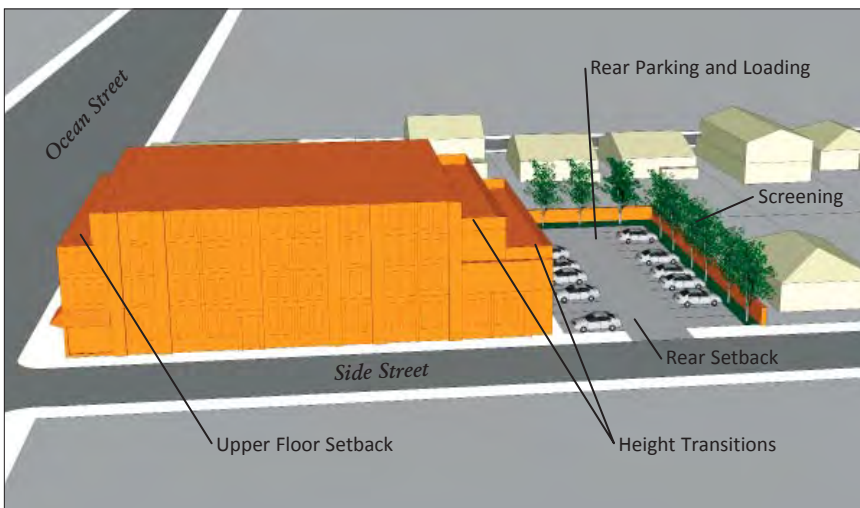


Figure 3-2. Neighborhood Compatibility Features

4. Parking and Vehicle Circulation

Many visitors to Santa Cruz arrive by car, stay in a hotel or motel on Ocean Street and drive to other destinations, such as Downtown and the beach. While it is essential to provide vehicle parking for these visitors, many of Ocean Street's small, shallow lots would be easier to develop if on-site parking is not needed. Also, traffic on Ocean Street can be reduced if visitors do not have to drive to reach popular destinations. For visitors who choose to drive, parts of Ocean Street can be widened to accommodate more vehicles. To address these needs, the following improvements will be pursued:



Parking structures lined with retail stores will enhance the character of Ocean Street.

- ◆ **Parking District and Parking Structures.** Large surface parking lots on Ocean Street, particularly those at the County Government Center, will be replaced by strategically placed parking structures that can serve multiple businesses and destinations. The new parking structures will create the potential for a parking district on Ocean Street, so that some properties can be developed without on-site parking.
- ◆ **Visitor-Serving Shuttle.** A fast, free shuttle will connect Ocean Street to other destinations, such as Downtown, the beach and the UCSC campus. The shuttle will have a permanent, dependable source of funding, so it can continue to operate year after year.
- ◆ **Ocean Street Widening.** The City will continue to require a setback for new development along Ocean Street south of Soquel Avenue. In the future, this setback may make it possible to widen this part of Ocean Street, so it can accommodate wider sidewalks, street trees and bicycle lanes while also carrying additional vehicle traffic to San Lorenzo Boulevard.



Street trees, trash cans and benches will encourage people to walk on Ocean Street.

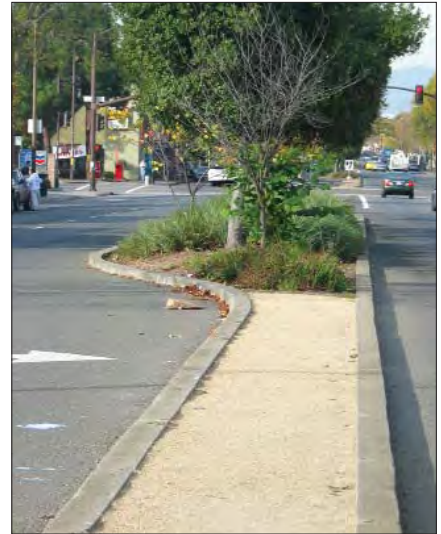
5. Pedestrian and Bicycle Amenities

Ocean Street is a major thoroughfare for vehicles, and it will continue to serve this purpose in the future. However, streetscape improvements can be used to make Ocean Street a safer, more appealing place for pedestrians and bicyclists as well. In order to improve Ocean Street's pedestrian and bicycling environment, the following improvements will be implemented once the City has identified funding sources:

- ◆ **Street Trees and Sidewalks.** Streetscape improvements will be designed and constructed in coordination with new development to widen sidewalks and provide a continuous canopy of street trees. South of Soquel Avenue, the overhead utility lines on Ocean Street will be moved underground when funding is available and as the street is widened. Doing so will free up valu-

able space for street trees on the street’s narrow sidewalks and improve the street’s overall appearance.

- ◆ **Pedestrian-Oriented Design Elements.** Street furniture that benefits the pedestrian, such as benches and trash cans, will contribute to pedestrian comfort and encourage more people to walk on Ocean Street. In addition, unique paving treatments will be considered at the intersection of Ocean Street and Water Street, and at other key locations, to highlight the street’s proximity to the Monterey Bay and San Lorenzo River. New buildings will also be located near the street, creating more visual interest for pedestrians.
- ◆ **Pedestrian Safety.** Crosswalks on Ocean Street will be restriped with higher-visibility striping patterns. Mid-block crossings that are not protected by a traffic signal will be redesigned to include pedestrian refuge islands in the median, so pedestrians have a safe place to stop after crossing half of the street.
- ◆ **Bicycle Improvements.** When Ocean Street is widened, bicycle lanes can be added in both directions. In the short term, a shared lane marking, also known as a “sharrow,” could potentially be added to Ocean Street’s south-bound traffic lane south of Barson Street. This improvement would alert drivers that they must share the road with bicyclists on this part of Ocean Street.
- ◆ **Plazas and Open Space.** The City and County will work together to create a new outdoor plaza at the County Government Center, reinforcing its importance as a major civic destination. Future improvements on the Government Center and Paradox Inn sites will create stronger connections between Ocean Street and San Lorenzo Park.



Medians can include hardscaping as well as landscaping.



A shared lane marking encourages drivers to share the road with bicyclists.

C. Streetscape Improvements

To beautify Ocean Street and make it a more welcoming entrance to Santa Cruz, it is essential to improve the street right-of-way itself. The City's consultant worked with community members, as well as staff from the Planning & Community Development, Parks & Recreation and Public Works departments, to identify potential streetscape improvements that would improve Ocean Street while remaining consistent with the City's existing standards.

Figures 3-3 through 3-5 show a series of conceptual street sections that illustrate how different parts of Ocean Street could be improved as new development occurs. These street sections illustrate concepts for future change over the medium- to long-term, based on the typical right-of-way widths found on each part of the street.

The conceptual street sections reflect all of the following improvements:

- ◆ **North of Water Street:** Sidewalks will be widened to 12 feet, with shade trees lining the sidewalk.
- ◆ **Water Street to Soquel Avenue:** In this area, the heart of Ocean street, sidewalks will be widened to 15 feet where possible. Trees will be planted on both sides of the street.
- ◆ **Soquel Avenue to San Lorenzo Boulevard:** A widened right-of-way will provide space for parking and bike lanes on both sides of the street. Overhead utility lines will be moved underground, and shade trees will line the sidewalk.

The conceptual street sections show potential widening of Ocean Street's entire right-of-way. North of Soquel Avenue, the street's right-of-way would be increased to provide wider sidewalks. This sidewalk widening can occur incrementally, as new development occurs. There may also be opportunities on some parts of Ocean Street to widen an entire block's sidewalk at once, as a single project.

South of Soquel Avenue, the street's right-of-way would be increased to provide one additional lane for traffic, along with parking and bike lanes and wider sidewalks. These improvements would require several blocks of Ocean Street to be widened at the same time, potentially resulting in the displacement of existing buildings. More analysis is needed to determine the appropriate funding sources, implementation tools and phasing for these improvements.

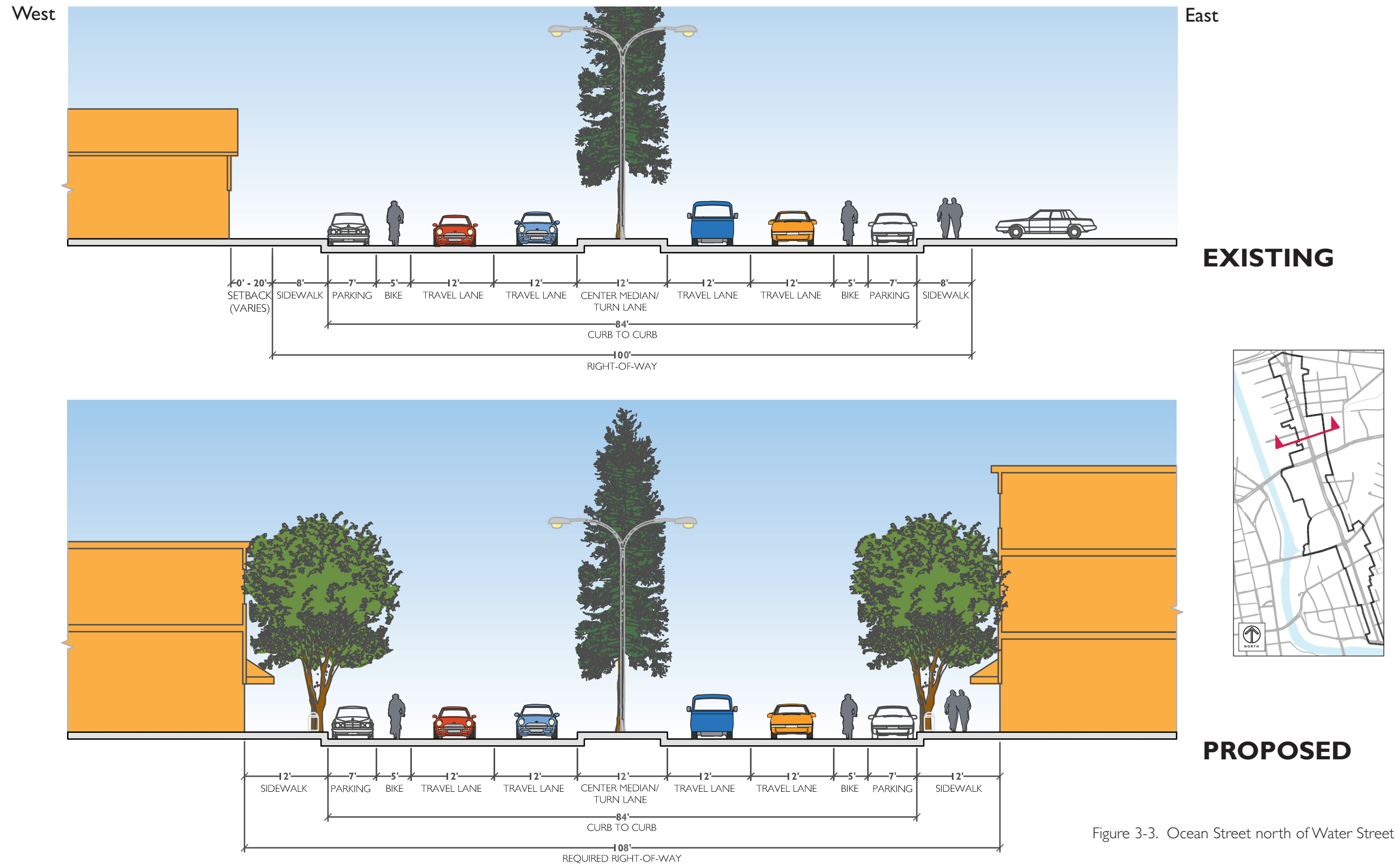
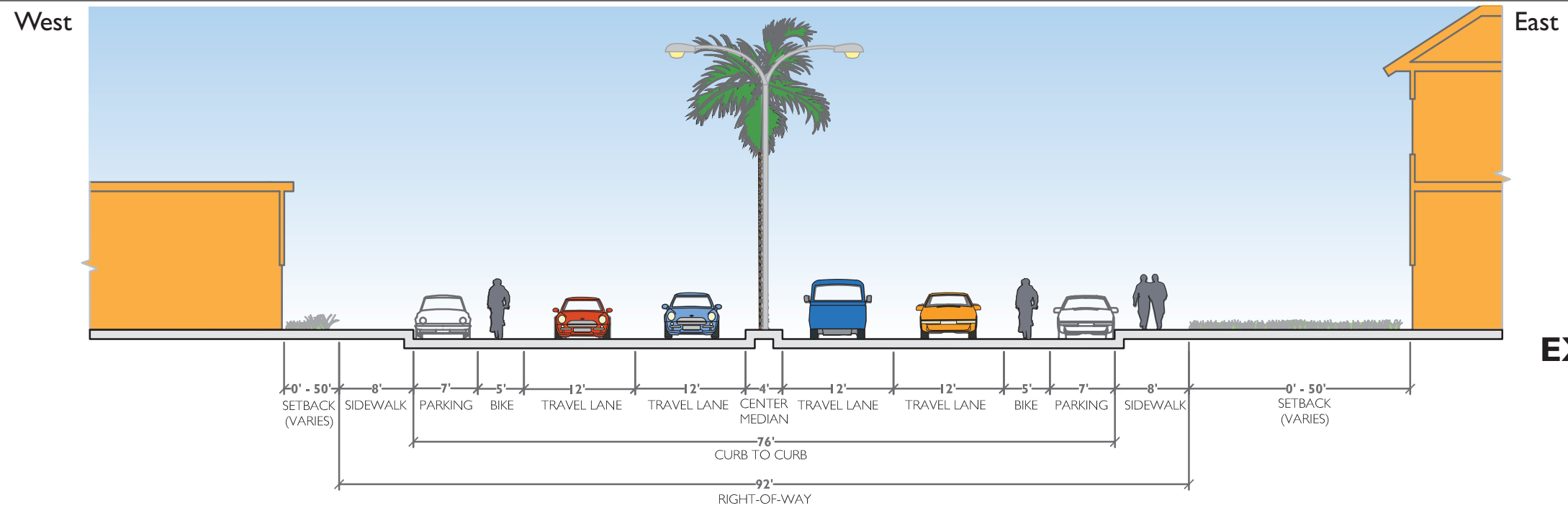
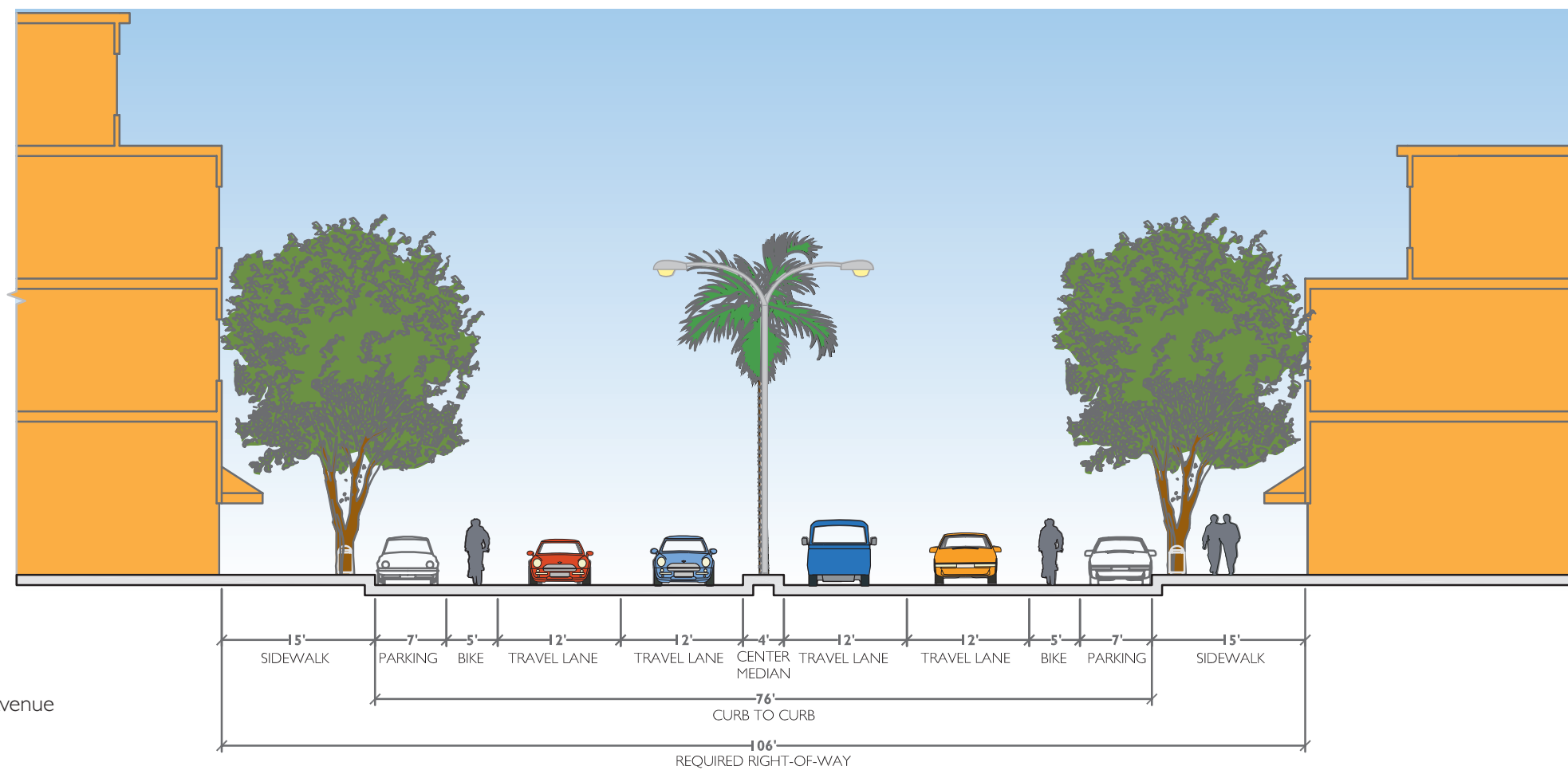


Figure 3-3. Ocean Street north of Water Street



EXISTING



PROPOSED

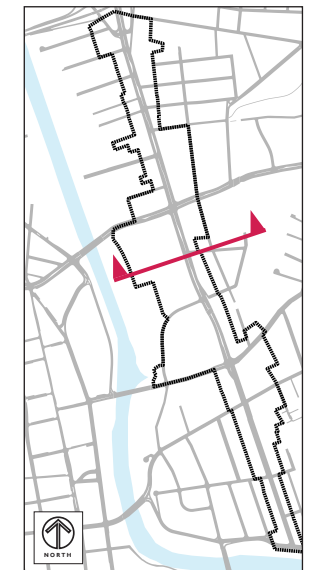


Figure 3-4. Water Street to Soquel Avenue

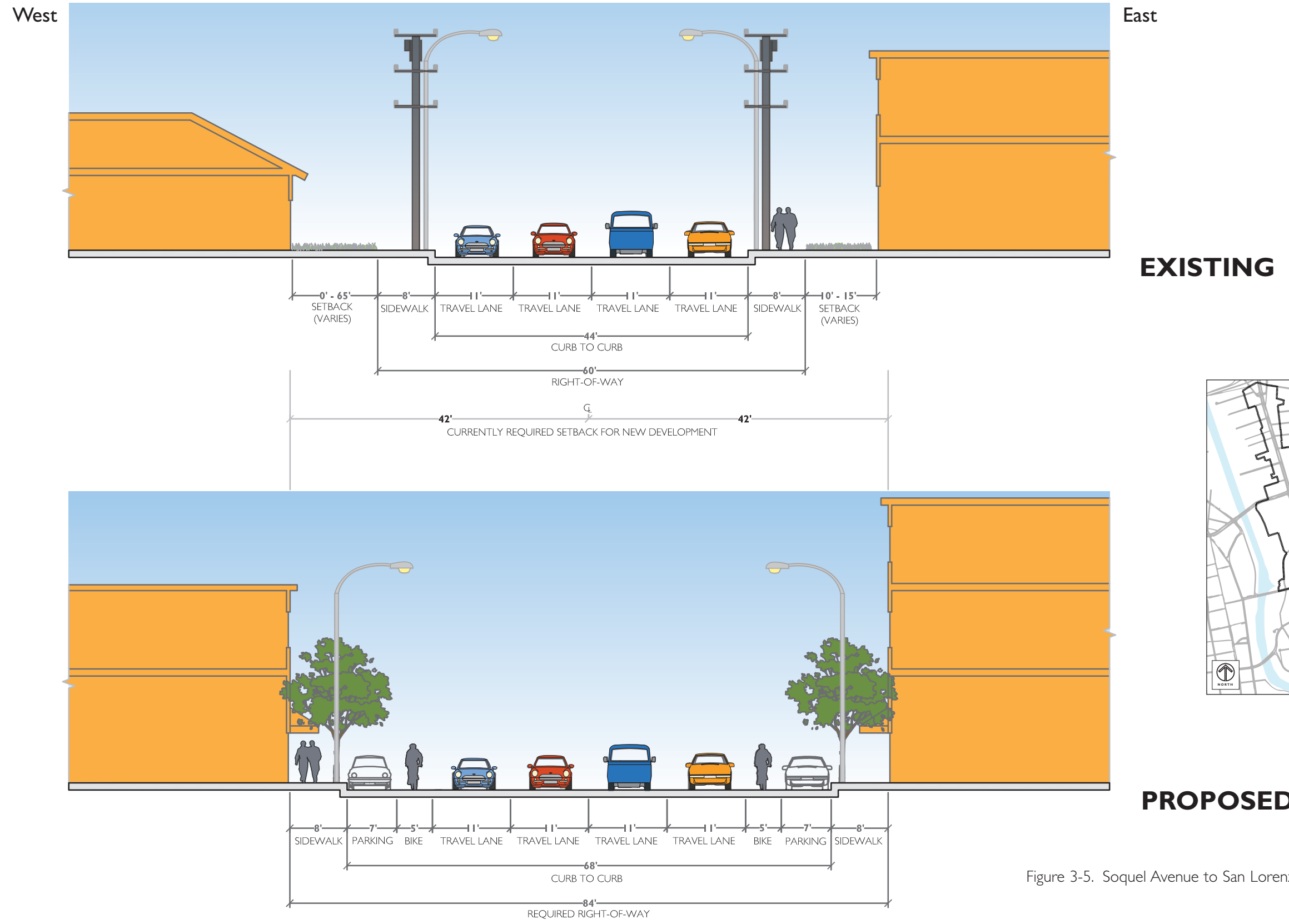


Figure 3-5. Soquel Avenue to San Lorenzo Boulevard

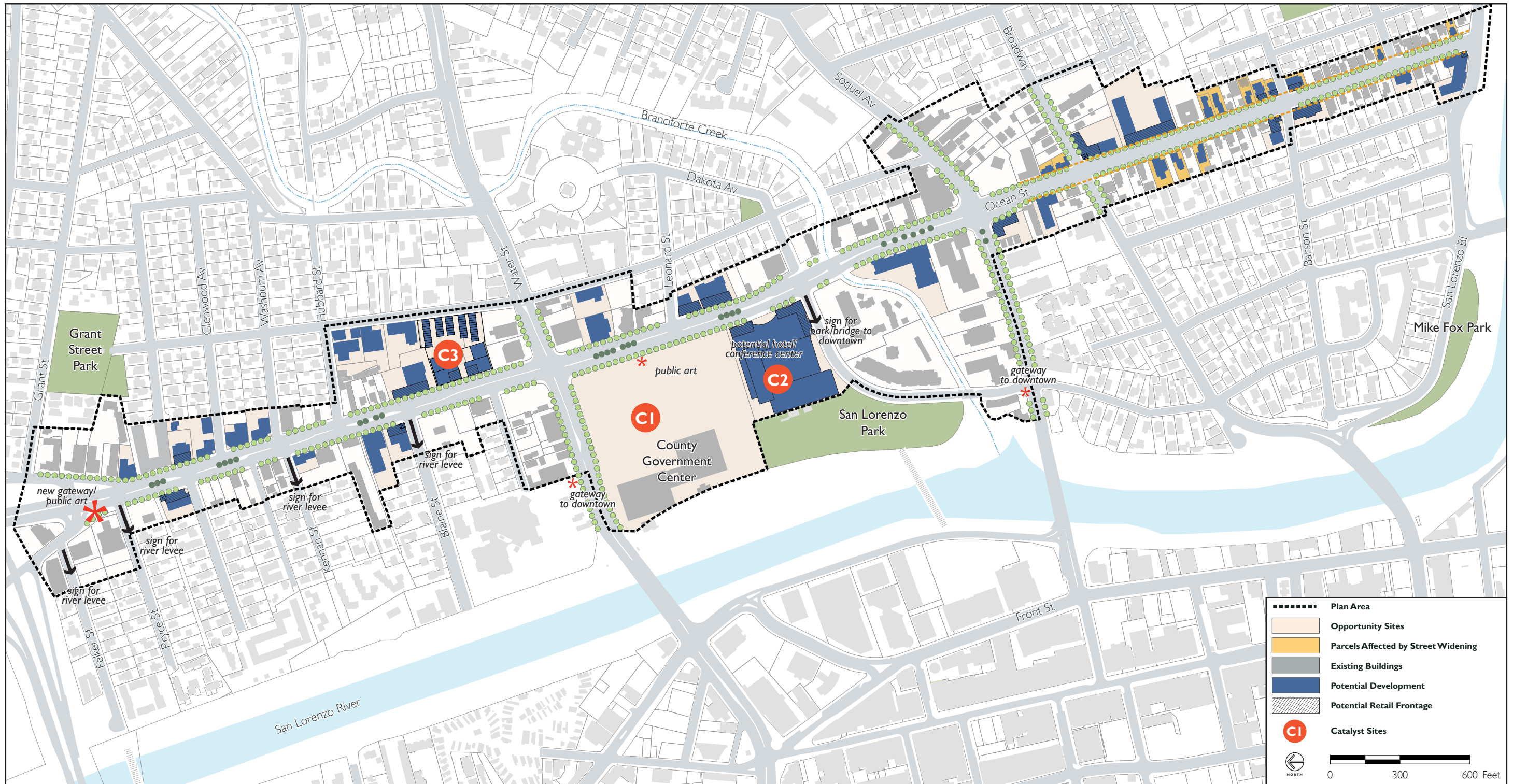


Figure 3-6. Illustrative Plan

To implement these improvements, the City will prepare a Streetscape Master Plan that further refines these concepts and includes greater detail about the precise improvements to be constructed. As part of this effort, the City will continue to search for innovative engineering approaches that can accommodate vehicle traffic while making Ocean Street a better place for pedestrians and bicyclists. Once the Streetscape Master Plan is complete, it will take precedence over the conceptual street sections shown in this Area Plan.

D. Illustrative Plan

An Illustrative Plan is presented in Figure 3-6 to show how the Ocean Street Concept could be implemented by the year 2030. The Illustrative Plan is provided only to show the potential form of new development. It is not intended to set development requirements for individual properties or dictate the precise form of new buildings. It also does not require new development to occur on any property.

The Illustrative Plan shows potential change on opportunity sites that met at least one of the following criteria:

- ◆ A development proposal was pending for the site.
- ◆ Adjacent parcels have a single owner and could be combined to create a larger development site.
- ◆ The site was vacant or underutilized.

On each potential opportunity site, the Illustrative Plan shows new development that would help to improve the character of Ocean Street. The new buildings shown on the Illustrative Plan would help to create a strong built edge along Ocean Street, providing more visual interest for pedestrians and a better walking environment. Buildings could also be articulated to create small setbacks in front, providing space for outdoor seating or an entry courtyard. Parking and loading spaces would be provided behind new buildings, away from the street.

The illustrative concept also shows the potential widening of Ocean Street's right-of-way south of Soquel Avenue. Some properties in this area have existing buildings that are within this new right-of-way and would have to be moved or replaced in order to widen the street. Other properties along Ocean Street could also be affected by street widening, even though they do not have existing buildings within the increased street right-of-way.

E. Catalyst Sites

To further illustrate how new development could transform Ocean Street’s character, three sites for potential catalyst projects were considered in more detail:

- ◆ C-1: County Government Center
- ◆ C-2: Paradox Inn
- ◆ C-3: Ocean Street and May Avenue properties

Figures 3-1 and 3-6 show the location of each catalyst site.

The following concepts for each catalyst site are provided only as examples. They are not binding on property owners.

1. C-1: County Government Center

The County Government Center could accommodate a bold new public space that reflects the civic importance of this site and creates a new place for people to gather. In addition, the surface parking lots on the site could be replaced by new parking garages that enable the County to accommodate its full parking demand. These parking garages could include retail shops on the ground floor along Ocean Street and Water Street, creating greater interest for pedestrians. The Government Center’s large “superblock” could also be divided into smaller, more walkable blocks by new public streets through the site.

Near the property’s south edge, a new path could create a pedestrian connection from Ocean Street to San Lorenzo Park. This path would help to strengthen the link between Ocean Street and the San Lorenzo River.

2. C-2: Paradox Inn

The Paradox Inn site could be redeveloped as a first-class hotel, providing accommodations for business and leisure travelers alike. The hotel could include a signature tower component, creating a distinctive architectural accent at the heart of Ocean Street. New apartments or condominiums could be included as part of the hotel development. While some parking would be provided on-site, the hotel could also share parking with garages on other sites.

On the south edge of the site, next to Dakota Avenue, a new pedestrian path could create a more direct connection between Ocean Street and San Lorenzo Park. This connection would provide a line of sight between the street and the park. Also, a sign on Ocean Street could direct people to the park's pedestrian bridge, which crosses the river into Downtown Santa Cruz.

3. C-3: Ocean Street and May Avenue Properties

This site—located just north of Water Street—has frontage on both Ocean Street and May Avenue. This site could accommodate a mixed-use building facing Ocean Street, with apartments or condominiums located above ground-floor retail stores. The building's podium would provide on-site parking for residents. Parking for retail uses could potentially be located off-site. Open space for residents could be provided on top of the podium and in the middle of the block, behind the podium.

Along May Avenue, the site could be developed with two-story townhomes that would reinforce the block's neighborhood character. Townhomes along May Avenue would front onto the street. The remaining townhomes would front onto pedestrian-only landscaped paseos. Parking would be provided in a tuck-under garage behind each unit.

This chapter identifies the General Plan land use designations that apply within the Plan Area. It also identifies the permitted height ranges for new development in the Plan Area.

A. Land Use Designations

Community members have emphasized the importance of providing retail stores and services on Ocean Street that benefit the surrounding residential neighborhoods. They also agreed that some parts of Ocean Street should include land uses that benefit visitors, especially hotels and conference facilities.

To help ensure that new development is consistent with the Ocean Street Concept, the following General Plan land use designations have been applied within the Plan Area, as shown in Figure 4-1. The descriptions below are adapted from the Land Use chapter of General Plan 2030. In the event of a conflict between this Area Plan and General Plan 2030, the land use designations in General Plan 2030 shall govern.

- ◆ **Regional Visitor Commercial (RVC), 0.25 to 3.5 FAR.** Emphasizes a variety of commercial uses that serve Santa Cruz residents as well as visitors. Mixed-use development is strongly encouraged in RVC districts.
- ◆ **Mixed-Use Medium Density (MXMD), 0.75 to 1.75 FAR, 10 to 30 du/ac.** This designation accommodates mixed-use development at a scale that is comparable to existing buildings along the Ocean Street corridor. Pedestrian-oriented commercial uses are encouraged on the ground floor. Typical commercial uses include restaurants, grocery stores, furniture stores, general merchandise, and medical and legal offices.
- ◆ **Mixed-Use Visitor Commercial (MXVC), 1.0 to 2.75 FAR, 0 to 55 du/ac.** This designation may be applied to sites along the Ocean Street corridor, as well as sites within 1,000 feet of Ocean Street's centerline and which front on Water Street, Soquel Avenue, May Avenue, or Broadway. The designation is intended to encourage high-quality visitor-serving commercial development along Ocean Street, particularly hotels and motels. However, it also accommodates other multi-story commercial development, such as office

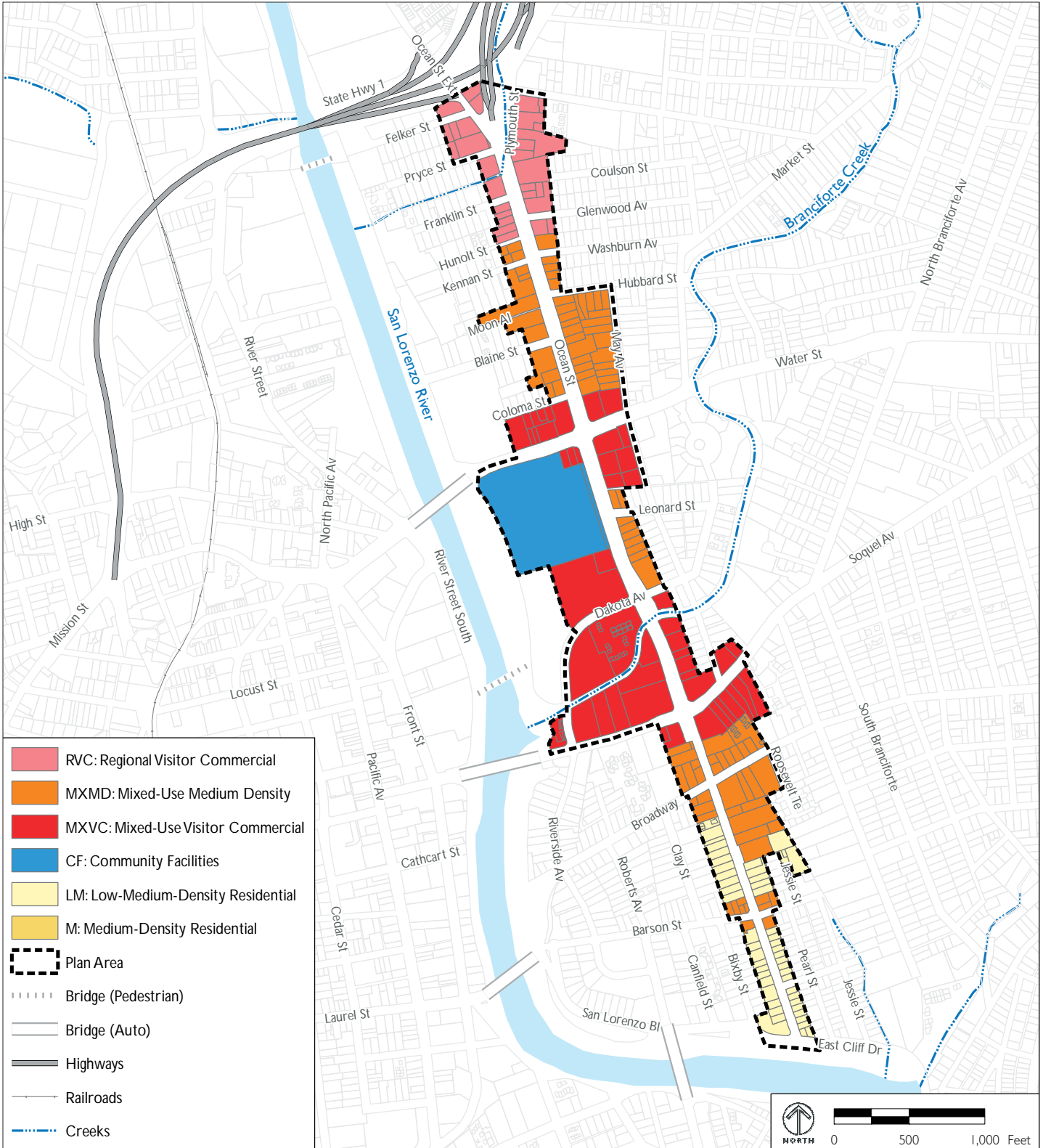


Figure 4-1. Land Use Designations

buildings.

The MXVC designation allows a maximum FAR of 2.75. It does not allow any dwelling units as of right. However, a project that meets a number of specific criteria, as determined by the Planning Commission, may include up to 55 dwelling units per acre within this FAR. Details are contained in the Zoning Ordinance.

- ◆ **Community Facilities (CF), 0 to 2.5 FAR.** Designates existing and potential community facilities, including the County Government Center.
- ◆ **Low-Medium-Density Residential (LM), 10.1 to 20 du/ac.** Provides for moderately higher densities in areas with a mix of single-family and multi-family residential uses. Accommodates a variety of residential building types that can fit within a single-family neighborhood, including low-rise apartments, condominiums, and townhomes. Also includes areas with historic boardinghouses that have been converted to multifamily residential use.

In mixed-use designations within the Plan Area, market pressures may result in an overemphasis on either housing or office development. Regardless of these pressures, development should strike a balance between these two uses, with some projects that include new homes and other projects that include new offices.

B. Building Heights

Buildings can help to define public spaces and create a sense of spatial enclosure along the street. On especially wide streets, such as Ocean Street, it is important for pedestrian comfort to provide taller buildings that define a strong “edge” for the street. A good rule of thumb is that buildings should be at least half as tall as

the street's total width. For example, a 100-foot-wide street would need buildings at least 50 feet tall to create a strong sense of enclosure. This would result in a 2:1 ratio between street width and building height. Figure 4-2 illustrates this principle. Above this height, the upper stories of buildings could be set back to allow daylight into the street.

The Ocean Street Concept also calls for new development that respects the smaller-scale character of the residential neighborhoods adjacent to Ocean Street. To accomplish this, taller buildings may need reduced heights on upper floors towards the rear of the property, creating a transition in scale from Ocean Street to the surrounding neighborhoods. Figure 4-3 illustrates this principle. On small, shallow properties next to residential neighborhoods, lower overall height limits are neces-

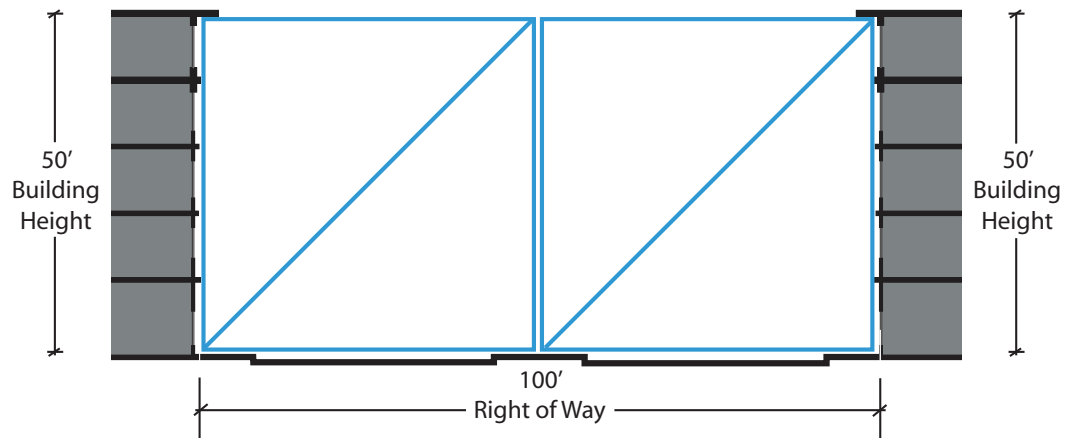


Figure 4-2. Ratio of Building Height to Street Width

sary to create this transition in scale, since there is less space for this transition to occur.

Figure 4-3 also shows that the upper floors of new buildings should be set back along Ocean Street so as to avoid an overly tall appearance along the street.

To achieve these principles, Figure 4-4 presents the minimum and maximum building heights that apply within the Plan Area. The minimum heights refer to a building's frontage on Ocean Street. For example, on properties where buildings must

be 3 to 6 stories, a new building could have a 3-story frontage along Ocean Street and a 2-story portion away from the street. More detailed requirements for building heights will be defined through updates to the Zoning Ordinance, including requirements for where buildings must have setbacks on upper floors and height transitions to adjacent properties.

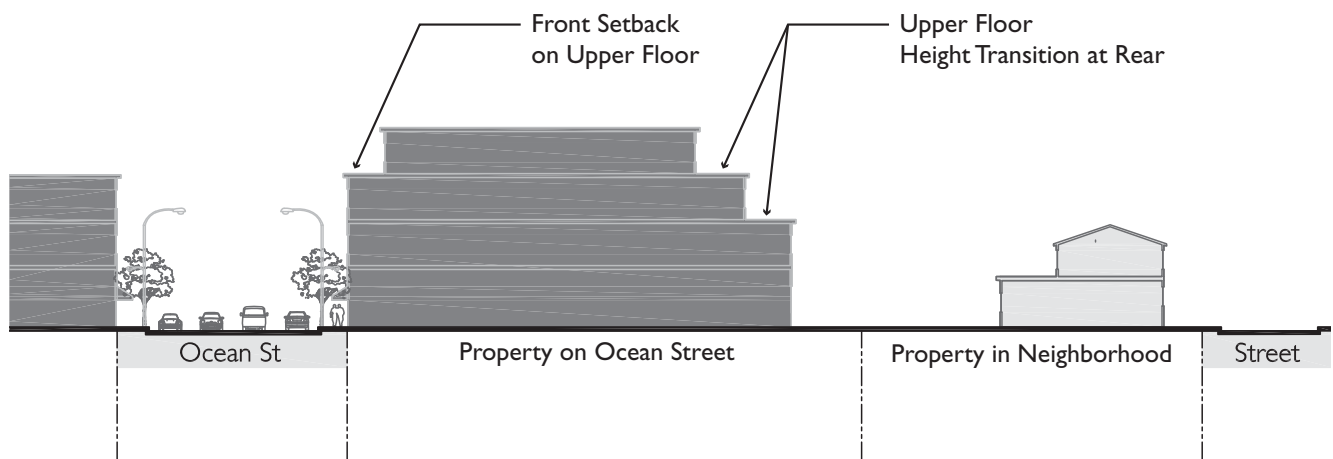


Figure 4-3. Rear Height Transitions on Upper Floors

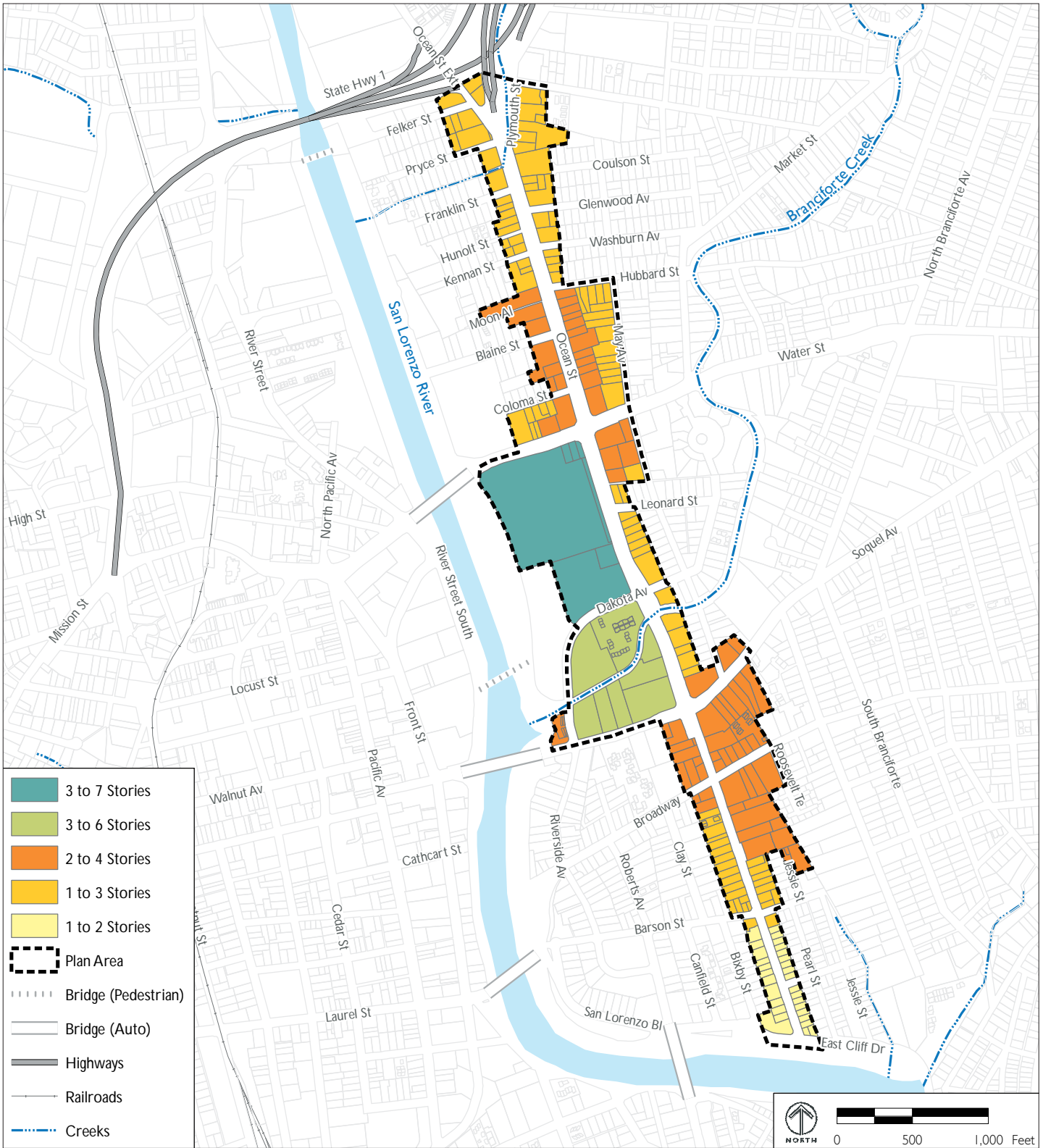


Figure 4-4. Minimum and Maximum Building Heights

GOALS, POLICIES AND ACTIONS 5

This chapter provides the goals, policies and actions for future development on Ocean Street. Goals, policies and actions can be defined as follows:

- ◆ A **goal** is a description of the general desired result that the City wishes to create through implementation of the Ocean Street Area Plan.
- ◆ A **policy** is a specific statement that guides decision-making as the City works to achieve a goal. These policies, once adopted, represent statements of City regulation. The policies will be used by City staff, the Planning Commission and City Council in their review of land development projects and in decision-making about City actions.
- ◆ An **action** is a program, activity, or strategy carried out in response to adopted policy to achieve a specific goal. The City must take additional steps to implement each action in the Area Plan.

The goals, policies and actions in this chapter supplement those found in General Plan 2030. They have been grouped into categories that correspond to chapters in General Plan 2030. Each goal, policy and action is designed to fulfill the Ocean Street Concept described in Chapter 3, which can be used as a reference for interpreting and implementing each policy and action.

Policies and actions are grouped and numbered under the goal they implement. For example, the first policy related to Goal M-O1 is numbered M-O1.1, and the first action implementing that policy is numbered M-O1.1.1.

A. Community Design

The following goals, policies and actions relate to community design in the Plan Area:

Goal CD-O1 Well-designed buildings that create a unique character for Ocean Street.

CD-O1.1 Encourage pedestrian-oriented development that will enhance the overall architectural quality of buildings along Ocean Street.

CD-O1.1.1 Work with the Economic Development Department to provide grants, low-interest loans and design assistance for façade improvements to existing buildings.

CD-O1.2 Require all proposed development to follow the Design Standards and Guidelines in this Area Plan.

CD-O1.3 Encourage assembly of small parcels into larger sites that allow for high-quality development.

CD-O1.3.1 Consider amending the Zoning Ordinance to implement graduated density zoning in the Plan Area.

CD-O1.3.2 Adopt a comprehensive and multifaceted program to promote parcel assembly. Components of this program may include:

- ◆ Outreach/Education, including hosting meetings with property owners, preparing market studies, maintaining a clearinghouse of information on redevelopment opportunities, and working with land brokers to coordinate assembly agreements.
- ◆ Regulatory Incentives, including adjusting development standards and increasing development potential for larger parcels (i.e., graduated density).
- ◆ Financial Assistance, including promoting federal, State, and local grants, loans, and tax credits.

CD-O1.4 Where feasible, preserve existing homes and other buildings that have been identified as historic resources.

CD-O1.5 Ensure that Historic Buildings that do not meet the minimum height requirement are not deemed nonconforming.

CD-O1.6 Retain the area south of Broadway as a target area for the Code Compliance Division.

Goal CD-O2 New development that is compatible with adjacent neighborhoods.

CD-O2.1 Require new development on Ocean Street to incorporate transitions to the smaller scale of the adjacent residential neighborhoods.

CD-O2.1.1 Amend the Zoning Ordinance to implement the land use designations, height limits and neighborhood compatibility features described in this Area Plan.

CD-O2.2 Encourage developers to meet informally with neighborhood residents before submitting applications to the City.

CD-O2.3 Require new development to minimize impacts relating to parking, loading, traffic, noise, mechanical equipment, and lighting on adjacent residential neighborhoods to the greatest extent possible.

CD-O2.3.1 Amend the Zoning Ordinance to establish new performance standards for commercial and mixed-use development located adjacent to single-family homes.

CD-O2.4 Ensure that all sides of buildings, including rear facades, are well-designed, with high-quality materials and attention to detail.

CD-O2.5 Planned Developments within the Plan area may not be approved for any project that deviates from the standards specifically called out in the Plan, including maximum building height, setbacks and use.

Goal CD-O3 An attractive streetscape that encourages pedestrian activity.

- CD-O3.1 Encourage development that provides wider sidewalks, outdoor seating or displays, and other features that improve the pedestrian environment on Ocean Street.
- CD-O3.2 Improve the appearance of Ocean Street’s public right-of-way.
- CD-O3.2.1 Adopt a Streetscape Master Plan that sets detailed requirements for streetscape improvements. Specific streetscape improvements may include:
- ◆ Traffic-calming improvements and infrastructure, such as medians and pedestrian refuge islands, curb bulb-outs, intersection reconfigurations, enhanced crosswalks, and parking reconfigurations.
 - ◆ Placemaking tools, such as gateways, new public spaces, and information kiosks.
 - ◆ Pedestrian amenities, such as street trees, pedestrian-scale street lighting, street lamp banners, bus shelters, bicycle racks, trash receptacles, and benches.
- CD-O3.2.2 As new development occurs, require dedications of land and construction of streetscape improvements that are consistent with an adopted Streetscape Master Plan. If a Streetscape Master Plan has not been adopted, require improvements that are consistent with the conceptual street sections in the Ocean Street Concept.
- CD-O3.2.3 Support the creation of a business improvement district (BID) that could help to fund streetscape improvements.
- CD-O3.2.4 Seek additional funding to install and maintain benches and trash cans, as well as other streetscape improvements that can occur independent of new development.
- CD-O3.2.5 Pursue the creation of an underground utility district on Ocean Street south of Soquel Avenue.
- CD-O3.2.6 Study the potential for new neighborhood gateway features, such as traffic-calming islands, improved landscaping, and high-quality signage.

Goal CD-O4 Unique art that creates a sense of identity for Ocean Street.

- CD-O4.1 Promote the creation of a distinctive entrance to Ocean Street from Highway 17, as well as attractive transitional gateways linking to Downtown Santa Cruz.
- CD-O4.1.1 Sponsor a design competition to create a unique gateway feature at the north end of Ocean Street, near Highway 17.
- CD-O4.1.2 Work with local artists to design public art at the Water Street and Soquel Avenue bridges across the San Lorenzo River, as well as the pedestrian bridge from San Lorenzo Park.
- CD-O4.2 For new development, support the inclusion of public art that reflects the city's identity and culture.
- CD-O4.2.1 Consider requiring new development on Ocean Street to allocate a percentage of its construction costs to public art projects.

B. Land Use

The following goals, policies and actions relate to land use in the Plan Area:

Goal LU-O1 A variety of land uses that creates a vibrant, pedestrian-oriented street.

- LU-O1.1 Retain the County Government Center as the civic heart of Ocean Street.
- LU-O1.2 Promote a mixture of retail shops, offices, residential uses and visitor services that complement one another and contribute to an active pedestrian environment.
- LU-O1.2.1 Amend the Zoning Ordinance to include zoning districts that implement the land use designations shown in this Area Plan.
- LU-O1.3 On the ground floor of buildings along Ocean Street, encourage retail shops, personal services and other uses that foster pedestrian activity.

LU-O1.4 Promote the establishment of restaurants, cafés, drugstores, neighborhood markets and other businesses that serve the needs of visitors as well as nearby residents.

LU-O1.5 Encourage a mix of local and franchise businesses.

Goal LU-O2 High-quality accommodations and meeting spaces for visitors.

LU-O2.1 Support the creation of an anchor hotel at the Paradox Inn site.

LU-O2.1.1 Work with the Paradox Inn owner, the County of Santa Cruz and the City of Santa Cruz Economic Development Department to explore opportunities for joint development of the Paradox Inn and County Government Center sites.

LU-O2.1.2 Work with the County of Santa Cruz to explore possibilities for providing a visitor-serving facility with parking and other visitor amenities, such as retail, on the opportunity site identified at the County government center lot.

LU-O2.2 Attract hotel and motel development that provides a variety of different lodging options.

LU-O2.3 Encourage the improvement of existing hotels and motels.

LU-O2.3.1 Work with the City of Santa Cruz to provide low-interest loans and other incentives for hotel and motel operators to improve their buildings.

C. Mobility

The following goals, policies and actions relate to mobility in the Plan Area:

Goal M-O1 A circulation system that functions well for pedestrians, bicyclists, transit, cars, trucks and emergency vehicles.

M-O1.1 Ensure that pedestrians feel safe on Ocean Street.

- M-O1.1.1 Improve mid-block pedestrian crossings to provide safety enhancements.
 - M-O1.1.2 Where intersections must be redesigned to maintain vehicle levels of service, ensure that safe pedestrian crossings are maintained.
 - M-O1.1.3 Develop a traffic calming plan for neighborhood streets within the Plan area to be implemented when significant new development occurs.
- M-O1.2 Promote a safe and well-connected bicycle network between Ocean Street and other parts of the city.
- M-O1.2.1 Between Water Street and San Lorenzo Boulevard, include northbound and southbound bicycle lanes as part of any street widening project.
 - M-O1.2.2 Where bike lanes are not provided on Ocean Street, add a shared lane marking to the rightmost traffic lane, indicating that the roadway is shared by vehicles and bicyclists.
- M-O1.3 Encourage use of alternative modes of transit.
- M-O1.3.1 Encourage the Santa Cruz Metropolitan Transit District to provide more frequent bus service on Ocean Street.
 - M-O1.3.2 Consider using Ocean Street’s parking lanes as a shared bicycle and transit lane during the summer months, when vehicle traffic is highest.
 - M-O1.3.3 Seek permanent funding for a visitor shuttle service that connects Ocean Street to Downtown, the Boardwalk, beaches and other popular destinations.
 - M-O1.3.4 Pursue the development of the pedestrian/bike bridge across Branciforte Creek at Dakota Avenue—as proposed in the San Lorenzo Urban River Plan.
 - M-O1.3.5 Provide better signage and pedestrian improvements, where appropriate, to direct visitors on Ocean Street to river access points and linkages to Downtown.

- M-O1.3.6 As part of an update to the Bicycle Transportation Plan, consider establishing a bicycle share program serving Downtown Santa Cruz, Ocean Street, and other areas.
- M-O1.3.7 When updating the Zoning Ordinance, consider establishing maximum off-street parking requirements in mixed-use zones to support the use of transportation alternatives.
- M-O1.3.8 Refer transportation streetscapes improvements to the Public Works Commission for review and recommendation.

Goal M-O2 An adequate supply of vehicle parking.

- M-O2.1 Encourage the construction of centralized parking facilities that could serve multiple properties and provide parking for visitors.
 - M-O2.1.1 Work with the City’s Economic Development Department and the County of Santa Cruz to build a parking garage, or multiple parking garages, at the County Government Center.
 - M-O2.1.2 Allow and encourage reciprocal easements across adjacent properties to create shared parking.
 - M-O2.1.3 Encourage the use of the Tannery remote parking lot as remote and overflow parking for visitors by including it in any future beach shuttle route and by promoting the new bicycle and pedestrian improvements linking it to the beach area.
- M-O2.2 Require that new development provides off-street parking to accommodate parking demand while also supporting the use of transportation alternatives.

Goal M-O3 Improved connections to popular destinations.

- M-O3.1 Maintain existing agreements to provide access to the river levee through private property.
- M-O3.2 Enhance public access to San Lorenzo Park and the San Lorenzo River’s levee.

- M-O3.2.1 Add pedestrian-oriented signage along Ocean Street in locations where there is a public connection between a side street and the river levee.
 - M-O3.2.2 Explore the potential for a public connection between Hunolt Street and the river levee.
 - M-O3.2.3 If the Paradox Inn site is redeveloped, require the project to include a new public connection to San Lorenzo Park.
 - M-O3.2.4 Encourage the County to include stronger connections to San Lorenzo Park as part of any new development at the County Government Center.
- M-O3.3 Provide clear directional signs to visitor destinations.
- M-O3.3.1 Redesign the City’s standard wayfinding signs, including those on Ocean Street, to make them more legible for drivers.
- M-O3.4 Direct visitor traffic toward routes that minimize impacts on residential neighborhoods.
- M-O3.4.1 Request that online maps and mobile navigation systems modify directions so that vehicles traveling to the waterfront avoid residential streets, such as Dakota and Riverside.

IMPLEMENTATION 6

This chapter describes how the City can overcome potential challenges of implementing this Area Plan. It also identifies potential local, State and federal funding sources for implementation.

A. Implementation Challenges and Strategies

Implementation of the Ocean Street Area Plan will face a number of challenges. The City of Santa Cruz can address these challenges through a variety of strategies, each of which are outlined below.

1. Land Assembly

The small size of many existing parcels on Ocean Street makes land assembly potentially difficult. For this reason, developers are often unwilling to enter into projects that require significant land assembly. While the City of Santa Cruz has the power of eminent domain, the use of eminent domain tends to generate significant public opposition that can stall projects. For these reasons, land assembly is most effectively done on a willing-seller basis.

In some parts of the Plan Area, there are several adjacent parcels that have a single owner. These parcels could be optioned or acquired by developers in a single transaction, creating relatively straightforward opportunities for land assembly.

The City could also use graduated density zoning to encourage land assembly by allowing higher densities on larger sites. The concept behind graduated density zoning is simple: Maximum densities are set very low on small properties, and they are increased on larger properties, up to a set limit. For example, the Zoning Ordinance could set a maximum density of 5 dwelling units per acre on an 0.2-acre site, increasing up to 50 units per acre on a site that is 1 acre or larger. By increasing development potential based on a property's size, graduated density zoning would provide a financial incentive for property owners to assemble small, hard-to-develop parcels into larger sites that allow for higher-quality development.

2. Parking

Parking requirements can have a large impact on the density, size and types of development that can occur on a given site. Especially for mixed-use development that includes parking behind ground-floor retail, small parcels can create inefficient parking layouts, which limits project size. The cost of providing new parking, particularly in expensive parking structures, podiums or below-grade parking, can affect the feasibility of development.

In fall 2009, the City began to prepare revisions to its Parking Ordinance that may create opportunities for reduced vehicle parking, especially on existing and potential transit corridors such as Ocean Street. These changes may improve the feasibility of new development on Ocean Street.

In addition, it may be possible to develop new parking garages on Ocean Street through public-private partnerships, creating a central reservoir of parking that serves multiple businesses. By allowing developers to provide vehicle parking off-site, this approach would help to solve many of the challenges of designing mixed-use projects for small sites.

3. Near-Term Market Conditions

The recent downturn in the economy has dramatically affected the real estate market. In the near term after this Plan's adoption, there is little market potential for major development on Ocean Street. As the broader economic downturn grows more severe, the near-term demand and rents for existing commercial space may decrease.

It is likely that the economic downturn will last through at least 2011. Given the timelines for predevelopment work and construction, there is unlikely to be a significant amount of new development in the Plan Area available for sale or lease until at least late 2012. By this time, economic conditions, including the availability of financing for developers and purchasers, may have begun to recover.

4. Retailer Recruitment Strategy

The Area Plan envisions a dynamic mix of land uses, including high-quality local and regional or national retailers. The City can work with developers to recruit hotels, restaurants and unique retail uses that would provide a better visitor experience, as well as specialty grocery stores, drugstores and other businesses that serve as amenities for visitors as well as residents.

5. Zoning Ordinance Amendments

The City's Zoning Ordinance must be amended to implement the land use designations, height limits and neighborhood compatibility features identified in the Area Plan. In addition, the use of graduated density zoning to encourage land assembly would require amendments to the Zoning Ordinance. The City can complete this project as part of the overall zoning changes that will be required to implement General Plan 2030.

B. City Funding Sources

A number of potential funding sources exist at the City level. This section identifies and describes these funding sources.

1. Business Improvement District

In a business improvement district (BID), property and business owners in a specific area vote to collect funds for improvements such as façade improvements, construction of a new public parking structure, a public shuttle service, public safety measures, banners, event coordination, marketing or maintenance. Ocean Street property and business owners could form such a district. Funds could be collected by the City based on revenue, lot size or building size, and would be used to make the improvements described in this Area Plan.

2. Utility Undergrounding

The City has used underground utility districts to fund the removal of overhead wires and associated utility structures. In addition, Pacific Gas & Electric (PG&E) provides funding for cities to remove overhead electric wires and place utility services underground through its Rule 20 Program. PG&E makes funds available to cities based on a rotating schedule. At the time of this Plan's adoption, the City had exhausted its Rule 20A allocation through 2015 as a result of creating the Mission Street Utility Undergrounding District. The City could pay for undergrounding of utilities on Ocean Street by using a combination of funds from an underground utility district and future Rule 20 funding.

3. Joint Development

A joint development agreement allows a private company or individual to join forces with the City to develop public improvements as part of a new project. For example, if major new development occurs near the San Lorenzo River, the City

and property owners might sign a joint agreement to develop park sites adjacent to the river. Other local organizations, community-based organizations and non-profit groups could also play a vital role in partnerships formed to make improvements in the Plan Area.

Joint development agreements with private companies or individuals may be a means to fund development of the public facilities identified in the Area Plan. Also, joint development agreements would make it easier for the City to coordinate the siting, design and construction of public improvements with private developers.

4. Assessment Districts

Assessment districts provide a mechanism for property owners to choose to levy an additional tax upon themselves for identified purposes. California law allows the creation of assessment districts to fund capital improvements or pay for operating and maintenance costs. Mello-Roos community facilities districts are a type of assessment district that is usually established prior to subdivision of land for development, in order to finance the construction of new infrastructure to serve that development.

There are two primary challenges in establishing assessment districts, particularly for areas that have already been developed. The first challenge is that total property taxes can only rise a certain amount before new development is disadvantaged relative to properties that are not subject to an assessment. The second challenge is that creation of assessment districts require a majority vote of property owners, weighted by various characteristics of each property.

5. Development Impact Fees

Impact fees are levied upon new development to mitigate the effects of that development. For example, the City of Santa Cruz imposes a traffic impact fee on new development to pay costs associated with the mitigation of traffic impacts attributable to the development that is the subject of the permit. Existing or new impact fees could help finance public improvements on Ocean Street. To establish or increase impact fees, the City must perform a study that establishes a clear nexus between the fee to be collected and the improvements that will mitigate the impact of development.

6. Revenue Bonds

Public activities that generate revenue, and create sufficient cash flow to cover operating costs and debt service, can potentially issue tax-free municipal debt to cover the cost of capital improvements. A common example of this is revenue bonds to construct a parking garage that will offer paid parking. Parking garages at the County Government Center, or elsewhere on Ocean Street, could be funded in part through the use of revenue bonds, provided that the garage offers paid parking or can be leased in part to other businesses.

7. General Fund Debt Obligations

New commercial and hotel development has the potential to generate sales tax and transient occupancy tax revenues that will flow into the City's General Fund. This revenue could be used to finance debt service on tax-exempt debt obligations, so that existing activities that are financed through the General Fund are not affected.

C. Federal and State Grant Programs

The federal and State governments provide a wide range of competitively-awarded grant funds for projects. Categories of projects that are funded by grants include:

- ◆ Federal transportation and congestion-related improvements that benefit multimodal travel. Federal grant sources often have a requirement for local matching funds.
- ◆ Economic development and neighborhood improvement grants for public facilities, including those addressing blight and benefiting lower- or moderate-income persons.
- ◆ State initiative funds. Proposition 1C provides funds for transit-oriented development, housing and parks. Proposition 1B provides funds for congestion-related improvements.
- ◆ Environmental enhancement programs that address air quality, often through improvements to pedestrian, bicycle or transit facilities.

In general, these grant funds are administered and distributed by the following State and regional agencies:

- ◆ Association of Monterey Bay Area Governments
- ◆ California Department of Housing and Community Development
- ◆ Monterey Bay Unified Air Pollution Control District

- ◆ Santa Cruz County Regional Transportation Commission
- ◆ California Department of Transportation

The City has received funding from these sources in the past and can continue to pursue additional funding for improvements to Ocean Street.

DESIGN STANDARDS AND GUIDELINES 7

This chapter provides the design standards and guidelines for all new development in the Ocean Street Plan Area. These standards and guidelines are intended to ensure that new development, building renovations and gateway improvements help to achieve the Ocean Street Concept.

This chapter includes graphics that illustrate the standards and guidelines. These graphics are not meant to show the only possible design solution for any particular standard or guideline.

The language in this chapter follows these principles:

- ◆ **“Shall” or “must”** refers to a mandatory design standard that all projects must follow.
- ◆ **“Should,” “may” or “encouraged”** refers to a design guideline that the City recommends for all developers. While design guidelines are more flexible than design standards, the City will encourage applicants to follow the guidelines.

A. Design Principles

This section provides an overview of the basic principles that the standards and guidelines in this chapter are intended to achieve. These principles should be considered in the preliminary phases of a project's design. They are intended to create a built environment that encourages pedestrian activity.

1. Building Orientation

Buildings should face onto public streets.

2. Pedestrian Emphasis

Site planning, building design and landscaping of new development should maximize access and amenities for pedestrians.

3. Building Massing

The massing, or three-dimensional volumetric form, of larger buildings should be broken into smaller components that relate to the human scale.

4. Neighborhood Context

Development should enhance Ocean Street's built form while acknowledging the scale of surrounding residential neighborhoods.

5. Building Components

Buildings should have a base, a middle and a top, regardless of their architectural style or building type.

6. Façade Composition

Building façades should incorporate design features and architectural elements that relate to the scale of the pedestrian.

7. Sustainability

Development should minimize potential negative effects on the natural environment.

B. Commercial, Office and Mixed-Use Development

This section contains standards and guidelines for new and redeveloped commercial and office buildings, as well as mixed-use buildings that include a horizontal or vertical mix of different land uses.

B.1 SITE PLANNING

INTENT: To ensure that new development makes Ocean Street and its surroundings a comfortable place for visitors, residents and workers.

B.1.1 Building Location and Orientation

Standards

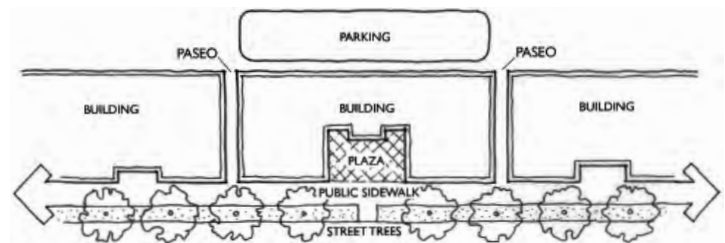
B.1.1.1 Parking shall not be located between the building and street edge.

Guidelines

B.1.1.2 Buildings should be sited so that entrance doors and windows front on the primary street.

B.1.1.3 To avoid creating nuisances such as noise, light intrusion, invasion of privacy and traffic, the location of all uses shall be coordinated with existing development on adjoining properties.

B.1.1.4 Owners of adjoining properties are strongly encouraged to combine their properties into a single site, or to develop shared facilities such as driveways, parking areas, pedestrian plazas and walkways.



Proper building orientation and location of parking.



A corner building with design features that anchor the intersection.



Screened trash enclosure.

B.1.2 Corner Sites

Guidelines

- B.1.2.1 At major intersections, new development should be sited on the corner property lines, or partially set back to provide a public open space with direct access to the buildings.
- B.1.2.2 Buildings located at major intersections should include special design and architectural features that help to anchor the intersection, such as a rounded or angled facet on the corner or an embedded corner tower.

B.1.3 Service and Refuse Areas

Guidelines

- B.1.3.1 Trash enclosures shall comply with all applicable City requirements for their design and location.
- B.1.3.2 Exhaust vents should be located where they will not vent near windows or air intakes.
- B.1.3.3 Loading and service entrances should not interfere with pedestrian and vehicular movement within the site.
- B.1.3.4 Service areas, utility meters, and mechanical and electrical equipment shall be screened from public view and located for convenient access by service vehicles.
- B.1.3.5 Screening of service areas should be integrated into the overall building and landscape design.
- B.1.3.6 Design of loading and service areas shall consider the balance between neighborhood impacts and public safety.

B.2 DESIGN FOR PEDESTRIANS

INTENT: To ensure that development of the site accommodates pedestrian movement and provides pedestrian amenities.

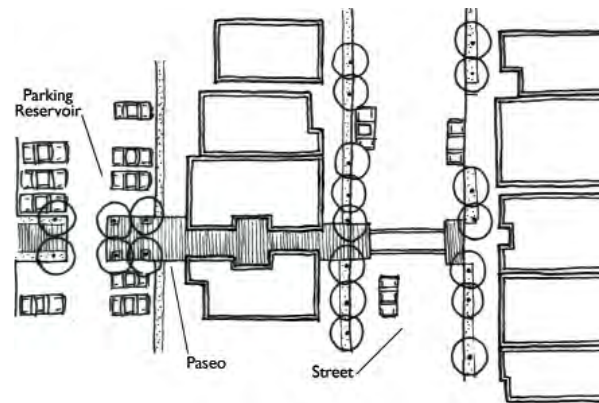
B.2.1 Pedestrian Orientation

Standards

- B.2.1.1 Outdoor space for pedestrians shall be landscaped and include fixed or movable seating.
- B.2.1.2 Attractive, well-marked pedestrian connections shall be provided between parking areas and buildings.
- B.2.1.3 Buildings shall be publicly accessible from a public sidewalk, or a path or walkway that connects to a public sidewalk.

Guidelines

- B.2.1.4 All pedestrian spaces should be lit with pedestrian-scale lighting.



Pedestrian connection between parking and streets.



Seating integrated into a landscaped area.

B.3 OPEN SPACE

INTENT: To provide public, private and common open spaces that enhance the overall character of new development on a site.

B.3.1 Public Open Space

Guidelines

- B.3.1.1 Plazas, building forecourts and paseos should be developed to maximize circulation opportunities between adjacent buildings.
- B.3.1.2 Seating areas should be provided and coordinated with shading, landscaping, lighting and views to focal points.
- B.3.1.3 Permeable paving materials should be used wherever possible.
- B.3.1.4 Outdoor gathering spaces should be provided for residents and tenants, with amenities that encourage people to socialize communally. Other pedestrian amenities, such as trash and recycling bins, should also be provided.
- B.3.1.5 Design open space that is open to the public in such a way as to promote public safety and security through techniques such as “eyes on the street.”

B.3.2 Private Open Space

Guidelines

- B.3.2.1 Private open space for residences should be configured and designed to ensure privacy for residents, while also linking to any public open spaces that are included in the project.

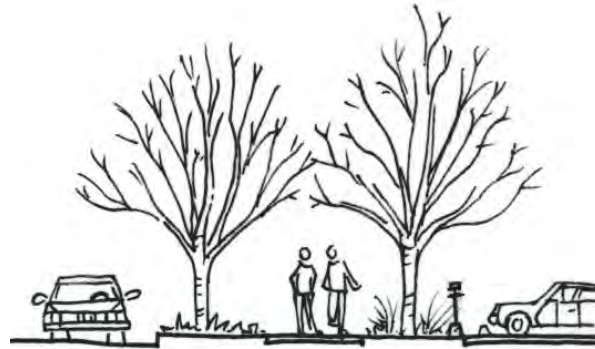
B.4 PARKING

INTENT: To minimize the effect of surface parking and parking structures on the aesthetic character that is desired for Ocean Street.

B.4.1 Surface Parking Design

Standards

- B.4.1.1 Surface parking areas facing a public street are discouraged. If unavoidable, they shall be buffered by landscaping, low walls or fencing. For security purposes, openings shall be incorporated into the design of buffers to provide views into the site.
- B.4.1.2 The design of surface parking areas shall comply with all applicable City requirements for low-impact development (LID).



Parking buffered by landscaping.

Guidelines

- B.4.1.3 Surface parking areas should be located behind buildings, with pedestrian connections between the parking areas and the street.
- B.4.1.4 Adequate screening shall be provided along the perimeter of any parking area adjacent to single-family homes. Screening may be in the form of a landscape buffer and/or an opaque wall or fence.



Pedestrian paseo to parking located at the rear of buildings.

B.4.2 Access Drives

Standards

- B.4.2.1 Access on corner lot driveways shall be located as far as possible from intersections.

Guidelines

- B.4.2.2 To minimize curb cuts, the design and siting of all buildings and parking areas should maximize opportunities for shared parking, access entries and driveways.



Architectural details integrate a parking garage with other buildings.

B.4.2.3 Wherever possible, vehicle access should be provided from side streets. Driveways along Ocean Street, Water Street, Soquel Avenue, and Broadway should be limited. Vehicle access should be provided in locations that enhance pedestrian safety, minimize traffic impacts, and minimize impacts on adjacent neighborhood.

B.4.2.4 Bicycle parking should be located in areas that are clearly visible to site users, and that are near the buildings served by the bicycle parking.

B.4.3 Parking Structures

Standards

B.4.3.1 Parking garages shall include architectural details that simulate the appearance of an occupied building.

B.4.3.2 Where an active use cannot be provided on the ground floor of a parking garage, the ground floor shall include permanent works of art or space to display temporary art installations.

Guidelines

B.4.3.3 Wherever possible, the ground floor of a parking garage should be designed to include occupied space along street frontages, such as retail stores, restaurants, cafés and offices.

B.4.3.4 Horizontal lines should be used on exterior façades of a garage, rather than reproducing the sloping condition of the interior structure.

B.4.3.5 On each floor, unglazed window openings should be provided that adequately screen vehicles while providing a sense of transparency.

- B.4.3.6 Parking garages should have façades that are broken up by vertical elements, such as projecting columns and offset wall planes, as well as variations in color, texture and materials.
- B.4.3.7 Pedestrian entrances to parking garages should be highlighted by projecting elements, corner towers, awnings or other architectural features.

B.5 BUILDING DESIGN

INTENT: To guide in shaping Ocean Street’s urban form in a manner that is consistent with the Ocean Street Concept and that reflects the human scale.

B.5.1 Façades

Standards

- B.5.1.1 Building façades shall be designed to reflect a small-scale pattern of street frontages, with building storefront widths of approximately 30 to 50 feet.
- B.5.1.2 Where multiple tenant spaces are incorporated into a building, individual tenant spaces shall be defined by recessed entryways, changes in plane or architectural details on the façade.
- B.5.1.3 Buildings shall have a clearly defined base and roof edge so that the façade has a distinct base, middle and top.
- B.5.1.4 All façades shall include three-dimensional detailing, such as cornices, window moldings and window reveals, to cast shadows and create visual interest on the façade.

Guidelines

- B.5.1.5 Façades without openings or changes in wall planes should be avoided.
- B.5.1.6 Façade detailing should not rely entirely on “false” detailing such as non-functional window shutters.



Awnings and columns help to distinguish individual tenant spaces.



Building façade with distinctive base, middle, top and pedestrian-scale elements.



Awnings shaping pedestrian space at the base of buildings.



Columns and a recessed bay accent an entrance.

B.5.1.7 Projecting elements such as awnings, trellises and overhangs should be used to tie the building together with adjoining pedestrian areas, add three-dimensional interest to façades and enhance the sense of entry into the building.

B.5.2 Entries

Standards

B.5.2.1 Entries to ground-floor retail areas shall be accented with features such as moldings, lighting, overhangs or awnings.

Guidelines

B.5.2.2 Main entrances to a building, as well as entries to upper-story uses, should be recessed into entry bays to create transitional spaces between the street and buildings.

B.5.2.3 Entrances should be denoted through features such as taller massing, overhanging roofs or canopies, ornamental lights and other architectural elements.

B.5.3 Doors and Windows

Standards

B.5.3.1 Upper-story windows shall be detailed with architectural elements such as sills, molded surrounds, lintels and sliding devices.

B.5.3.2 Operable windows shall be used where possible.

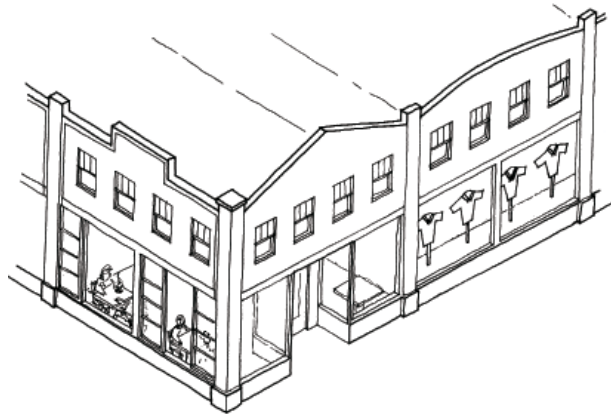
B.5.3.3 Window size and design shall be proportional to the size of the façade and architectural treatments.

B.5.3.4 Clear glass shall be used in ground-floor windows and doors. Deeply-tinted glass and tinted films shall not be permitted on ground floors.

- B.5.3.5 Where a building is intended for use as a theater or some other activity that precludes the addition of windows, blank exterior walls shall be painted with murals, designed with architectural details that add visual relief, or screened by landscaping.

Guidelines

- B.5.3.6 Window patterns should architecturally distinguish a building's ground-floor retail character, with a higher percentage of windows than on upper floors.
- B.5.3.7 A minimum of 60 percent of the ground floor's frontage at the primary street façade should be used for windows.
- B.5.3.8 Doors at main entries should use high quality materials such as crafted wood, stainless steel, bronze and other ornamental metals.
- B.5.3.9 Ground-floor windows for commercial storefronts should provide visual access to the inside of the building, while also serving as an area for merchandise display. Enclosed display window areas should be provided where actual windows cannot be used.
- B.5.3.10 Windows should maintain consistency in shape and location across the façade and be coordinated with façades of adjacent buildings. Unifying patterns should include a common window header line and aligned vertical centerlines of windows and doors.
- B.5.3.11 "True divided light" windows or sectional windows are encouraged. "Simulated divided light grids," snap-in muntins, and muntins located within double-paned glass should not be used.



Windows distinguish first-floor retail and comprise most of the façade at street-level.

B.5.3.12 Clear glass is recommended. To add privacy and aesthetic variety to glass, fritted glass, spandrel glass and other decorative treatments are recommended.

B.5.3.13 Non-reflective films, coatings, low-emissivity glass, and external and internal shade devices should be used for heat and glare control.

B.5.4 Awnings and Canopies

Standards

B.5.4.1 Canopies over building entries shall be incorporated into the design of the building, including colors and material detailing.

B.5.4.2 Backlighting of transparent or translucent awnings shall not be allowed.

Guidelines

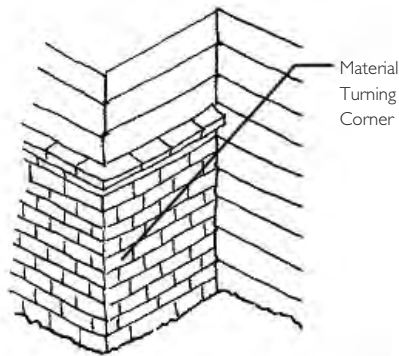
B.5.4.3 Awnings are encouraged, and if used, should be provided over each storefront of buildings with multiple storefronts. These awnings should not hide architectural detailing.

B.5.4.4 Awnings should be made of durable materials that can withstand weathering from salty air and can be easily maintained and cleaned.

B.5.5 Building Materials

Guidelines

- B.5.5.1 Within a design theme, a variety of durable materials and textures is encouraged. These may include traditional materials, such as wood and stucco, as well as non-traditional materials, such as concrete, structural steel, Cor-ten steel and other durable metals.
- B.5.5.2 Where adjacent buildings use a consistent palette of materials, new development should draw from a similar palette.
- B.5.5.3 Metals that are not treated or coated for weather resistance should be avoided.
- B.5.5.4 Where one material is used to simulate another, it should be used in keeping with the character and properties of the material being simulated.
- B.5.5.5 Materials used on a building's façade should turn corners to indicate depth and to prevent "false front" appearances.



Brick veneer wraps around building corner.

- stucco
- wood
- metal awning



- steel panels
- smooth stucco finish
- brick piers with tile inset
- wood details



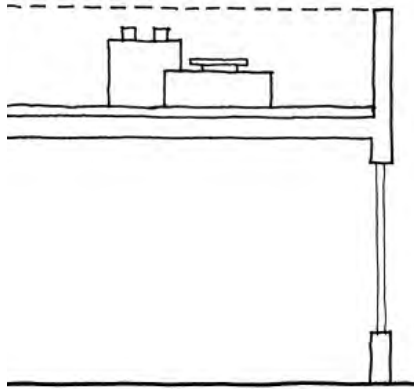
- tile ornaments
- brick
- brick piers with tile inset



A variety of materials helps to accentuate architectural details.



Artwork integrated into a building's façade.



Properly-screened roof-mounted equipment.

B.5.6 Color and Artwork

Guidelines

- B.5.6.1 Exterior building colors should be drawn from a palette that reflects the colors of surrounding buildings.
- B.5.6.2 Primary colors and other bright colors can be used as accents to enliven the architecture, but should be used sparingly.
- B.5.6.3 Color should be used to enhance and highlight architectural elements.
- B.5.6.4 Artwork should be incorporated into building design where appropriate.

B.5.7 Roofs and Parapets

Standards

- B.5.7.1 The form, color and texture of the roof shall be designed as an integral component of the building.
- B.5.7.2 All buildings shall provide cornice or parapet detailing in order to delineate a strong roofline along the primary façades.
- B.5.7.3 All roof-mounted mechanical, electrical and external communication equipment, such as satellite dishes and microwave towers, shall be screened from public view and architecturally integrated into the building design. The screen shall be architecturally consistent with the building and coordinate with existing building materials.

Guidelines

- B.5.7.4 The roof shape should reflect the configuration of the building's mass and volume, and should be consistent in its character from all vantage points.
- B.5.7.5 Cornices and horizontal bands of genuine materials, such as wood trim or precast concrete rather than foam trim, are encouraged.

- B.5.7.6 False fronts and thinly applied mansard forms should be avoided.

B.6 LANDSCAPE DESIGN

INTENT: To ensure that the amount, layout and materials of landscaped areas contribute to the enjoyment and comfort of a building's users.

B.6.1 Function

Standards

- B.6.1.1 Where pedestrian paths or walkways cross parking areas or driveways, the paths shall incorporate landscaping and decorative paving to define the pedestrian space.

Guidelines

- B.6.1.2 Landscaping should be used to activate building façades, soften building contours, highlight important architectural features, screen unattractive elements, add visual interest and provide shade.
- B.6.1.3 Landscaping should be an integral part of the overall site design rather than camouflage for unused or unusable spaces.
- B.6.1.4 Trees and other plants should be sited to provide shade for buildings, paved areas and pedestrian areas.
- B.6.1.5 Pedestrian entries into sites should be enhanced with landscaping and decorative paving, pedestrian-scaled lighting and seating.
- B.6.1.6 Where pedestrian paths or walkways cross parking areas or driveways, special design features should be used to increase pedestrian safety. Potential design features include raised or textured pavement, curb extensions to narrow the travel lane, and low-level lighting such as a bollard light.



Landscaping and paving accentuate an outdoor seating area.

B.6.1.7 Evergreen plants, shrubs and trees should be used for screening along property lines and around trash/recycling areas and mechanical equipment. For security purposes, openings in this screening shall be provided to allow views into the site.

B.6.2 Street Frontage

Standards

B.6.2.1 Development shall provide streetscape improvements that are consistent with an adopted Streetscape Master Plan for Ocean Street, or with the improvements shown in the Ocean Street Concept if a Streetscape Master Plan has not been adopted. If compliance with the Ocean Street Concept is not possible on a specific property, development on that property shall comply with alternative standards approved by the Director of Public Works.

B.6.3 Existing Landscape Elements

Guidelines

B.6.3.1 Where feasible, existing landscape elements that are especially significant, such as mature trees, should be preserved and incorporated into development and landscape plans.

B.6.4 Plant Species

Guidelines

- B.6.4.1 A well-coordinated palette of plant species should be employed for public areas.
- B.6.4.2 Native plant materials and other plant species that are well adapted to Santa Cruz's climate are strongly encouraged.
- B.6.4.3 Flowering shrubs and trees should be used near walkways, recreational areas, building entrances and other places where they can be most appreciated.
- B.6.4.4 Landscape plans should use plants and hardscape to define the site's spatial organization and function.
- B.6.4.5 Mature plant materials should be used as much as possible.



Native and climate-adapted plants can create an appealing landscape design.

B.6.5 Irrigation

Standards

- B.6.5.1 All landscaped public or common areas and front-yard landscaping within a development shall include automatic irrigation systems. For landscaped areas that do not require permanent irrigation, a temporary irrigation system shall be installed until plants have become established.
- B.6.5.2 Irrigation systems shall be designed to minimize water runoff onto sidewalks or streets.
- B.6.5.3 Automatic, self-adjusting irrigation controllers shall be installed to adjust irrigation based on changes in weather.

Guidelines

- B.6.5.4 Turf areas should include no more than 25 percent of the total irrigated area on the site.



Plaza with furniture.



Landscape as screening.

B.6.6 Landscaping in Plazas and Open Space

Standards

- B.6.6.1 Outdoor pedestrian spaces shall include appropriate outdoor furniture, such as seating, walls, trash receptacles and other elements.
- B.6.6.2 Plazas and open spaces that are accessible to the public shall be landscaped and incorporate high-quality paving materials, such as stone, concrete or tile.

Guidelines

- B.6.6.3 Large projects with multiple buildings should include a network of open spaces, with plazas, courtyards, paseos and other features that connect different buildings and uses.
- B.6.6.4 Plant materials should provide variety and should be chosen to reinforce the architectural design of the building.
- B.6.6.5 Paving in plazas and open spaces should be permeable wherever possible.
- B.6.6.6 Public art should be incorporated into open space projects wherever possible.

B.6.7 Parking Area Landscaping

Standards

- B.6.7.1 All surface parking areas for five or more vehicles shall provide interior landscaping for shade and aesthetic enhancement.

Guidelines

- B.6.7.2 Landscaping in parking lots shall comply with all applicable City requirements for low-impact development (LID).

B.6.8 Walls and Fences

Standards

- B.6.8.1 Chain link fences shall not be used.
- B.6.8.2 Barbed wire, razor wire and similar security fences shall not be used.

Guidelines

- B.6.8.3 The design of fences, walls and other structural landscape features should include colors, patterns, materials or other elements that relate to the site's architecture and the surrounding setting.
- B.6.8.4 Fences that entirely enclose the front yard, including driveways, are strongly discouraged in multi-family developments.
- B.6.8.5 Wood and other natural materials are preferred.
- B.6.8.6 All fences, walls and other structural landscape features should be accompanied by landscaping.
- B.6.8.7 Design elements should be used to break up long expanses of uninterrupted walls, both horizontally and vertically.



High-quality, permeable brick paving.



Simple signs showing business names.



Externally illuminated signs integrated with a building's architectural details.

B.7 SIGNS

INTENT: To ensure that signs are designed and constructed to make a positive contribution to the overall character of the development project.

B.7.1 Function

Standards

B.7.1.1 Signs shall be designed and located to identify the businesses, residences and other uses located at a specific site.

Guidelines

B.7.1.2 The design of a sign should be simple and easy to read.

B.7.2 Architectural Context and Placement

Standards

B.7.2.1 Signs attached to a wall or eave shall not project above the eave line of the building.

Guidelines

B.7.2.2 Signs should include colors, materials, shapes and other design features that relate the sign to the architectural character of the site's buildings. Signs attached to a building should be designed as integral components of the building and should not obscure or conceal architectural elements.

B.7.2.3 Standardized or corporate signs that do not relate to the building architecture should not be used.

B.7.2.4 Wall signs should be symmetrically located within a defined architectural space on the building's façade, such as a recessed area above the building's entrance or ground-floor windows.

B.7.3 General Design

Standards

- B.7.3.1 The light source for externally-illuminated signs shall be positioned so that light does not shine directly on adjoining properties or cause glare in the eyes of motorists or pedestrians.
- B.7.3.2 Where internally illuminated lighting is used, only individual letter signs shall be permitted. Box-type signs shall not be used.

B.7.4 Wall or Window Signs

Standards

- B.7.4.1 Painted signs and letters shall present a neat and aligned appearance. The services of a professional sign painter are recommended.
- B.7.4.2 Externally illuminated or backlit “halo” signs are encouraged and, where used, shall have an opaque face.
- B.7.4.3 All exterior sign lights shall be downlit and shielded to direct light toward the sign and reduce glare and impacts to the night sky.

Guidelines

- B.7.4.4 Where individual letters are used, letters should be three-dimensional. Appropriate treatments include raised letterforms that are mounted on the building façade or sign panel, as well as openings that are cut out from the sign panel.
- B.7.4.5 Signs identifying hours of operation, menus, newspaper reviews and other customer information should be framed, board-mounted or plastic laminated for a finished appearance.



Professionally designed window sign.



Projecting sign with few visible supports.

B.7.5 Projecting Signs

Guidelines

- B.7.5.1 Projecting signs should be located near the front entry of a store.
- B.7.5.2 Structural supports for projecting signs should be designed so that their visual appearance is minimized, and/or coordinated with the overall architecture and color scheme of the storefront. These signs should not appear to be “tacked on” without regard for the alignments, proportions, colors and forms of their adjacent buildings and signs.
- B.7.5.3 Sign fonts should be selected to provide both visual clarity and artistic expression.

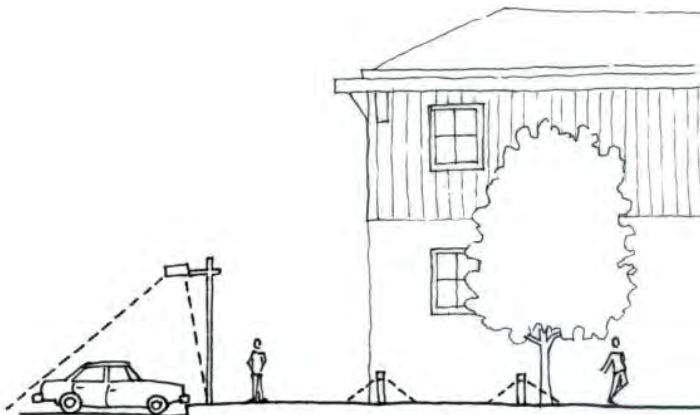
B.8 LIGHTING

INTENT: To ensure that the design of fixtures and the light provided contributes to the character of development and does not impact adjacent development or the night sky.

B.8.1 Function and Location

Standards

- B.8.1.1 Exterior lighting shall be designed as an integral part of the building and landscape design.
- B.8.1.2 Lighting locations shall be concentrated at areas with security concerns, such as parking lots, pedestrian paths, outdoor gathering spaces, building entries and any other pedestrian-accessible areas, and limited in other areas.
- B.8.1.3 Lighting of outdoor service, loading and storage areas shall not be visible from the street or adjacent properties.
- B.8.1.4 The height of luminaries shall be in scale with the building and site design. In no case shall their height exceed 18 feet above grade.



Lighting focused on pedestrian areas and parking.

- B.8.1.5 Outdoor lights shall not blink, flash or change intensity.
- B.8.1.6 All outdoor lighting shall be downlit and fully shielded.
- B.8.1.7 Lighting shall be designed to minimize lighting of the night sky and shall employ control features so as to avoid light being directed off-site.
- B.8.1.8 Lighting shall be designed for energy efficiency.

Guidelines

- B.8.1.9 The location of lighting should respond to the anticipated use and not exceed the amount of illumination required by users. Illumination over an entire area or use of overly bright lighting is strongly discouraged. Flood lighting is strongly discouraged.
- B.8.1.10 Along street frontages, lighting should cast illumination on the building's walls and architectural features, rather than casting light outwards.
- B.8.1.11 Lighting sources should be kept as low to the ground as possible while ensuring safe and functional levels of illumination.
- B.8.1.12 If security lighting is needed, it should be integrated into the site design. Shielded fixtures should be located as low to the ground as possible.

C. Residential Development

This section contains the standards and guidelines for development in areas designated for residential use.

C.1 BUILDING DESIGN

INTENT: To ensure that residential development of all sizes relates to the human scale, facilitates opportunities for pedestrian activity on adjoining public streets, and contributes to the community-oriented character of residential neighborhoods.

C.1.1 Massing

Standards

- C.1.1.1 The massing of larger residential buildings shall be broken down to convey a sense of “home” and give individuality to each unit that lies within it.
- C.1.1.2 Façades of long buildings shall be architecturally subdivided into segments no longer than 25 to 50 feet.
- C.1.1.3 Each vertical module of units shall incorporate architectural features that help individually distinguish them, such as wall breaks, projections, distinct color schemes and individual roof treatments.

Guidelines

- C.1.1.4 Building massing should denote individual residences or small groups of units by incorporating design elements such as multiple building volumes, projecting or recessed building faces, pilasters and an articulated roof line.
- C.1.1.5 Architectural details that are commonly used in the design and construction of single-family homes, such as porches, balconies, bays and dormers, should be employed in the design of multi-family projects.



Building massing defines individual residences.

C.1.1.6 The following methods are recommended to break down the mass of multi-story buildings:

- ◆ Accentuating the ground floor of the building by making it thicker or visually stronger than upper stories.
- ◆ Using entry porticos, front porches or similar entry features.
- ◆ Using upper-story setbacks or partial indentations for upper-story features such as balconies, outdoor moldings or cornices.



Massing and architectural details define individual units.

C.1.2 Front Setback

Standards

C.1.2.1 Front setbacks shall include plants and other landscaping features.

C.1.3 Façade

Standards

C.1.3.1 Façades shall be designed so as to include entries, porches and other architectural elements that relate to the human scale.

C.1.3.2 Residential entries shall be located on the front façade and, where practical, shall directly access the sidewalk.

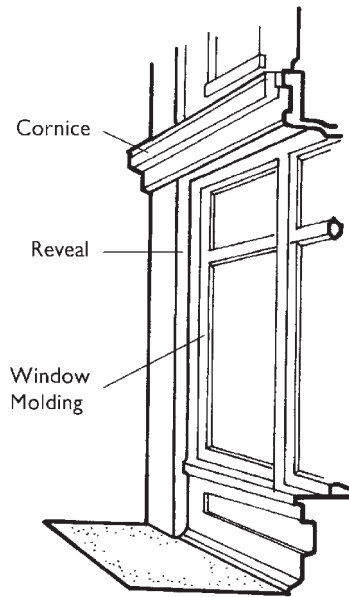
C.1.3.3 All façades shall include three-dimensional detailing, such as cornices, window moldings and window reveals, to cast shadows and create visual interest on the façade.



Entries and porches separating mass of multi-story buildings.



Front setback landscaping.



Details on window façade components.

C.1.4 Doors and Windows

Standards

- C.1.4.1 All windows within a building and across a façade shall be related in design, operating type, proportions and trim.
- C.1.4.2 Windows shall be used as architectural elements that add relief to the façade and wall surface.
- C.1.4.3 Windows shall be vertically oriented in order to relate to the human form.
- C.1.4.4 Windows shall employ design details, such as mullions, to break the scale of the façade into smaller components.
- C.1.4.5 Reflective glazing shall not be used.

Guidelines

- C.1.4.6 Clear glass is strongly recommended.
- C.1.4.7 High-quality materials such as crafted wood, stainless steel, bronze and other ornamental metals are strongly encouraged.
- C.1.4.8 Unifying architectural elements should be used to carry a window pattern across a façade, such as a common sill or header line.
- C.1.4.9 “True divided light” windows or sectional windows are encouraged. “Simulated divided light grids,” snap-in muntins, and muntins located within double-paned glass should not be used.
- C.1.4.10 Shaped frames and sills should be used to enhance openings and add additional relief. They should be proportional to the glass area that is framed.
- C.1.4.11 Window frames should not be flush with walls. Glass should be inset from the exterior wall and/or frame surface to add relief to the wall surface.

C.1.5 Porches

Guidelines

- C.1.5.1 Front porches should be provided to provide a semi-public transition zone between the street and the residence.
- C.1.5.2 Porches should be at least 6 feet deep.

C.1.6 Building Materials

Standards

- C.1.6.1 A variety of materials shall be used within an architectural theme that emphasizes a differentiation between the various components of the building.
- C.1.6.2 The combination of materials on a building façade shall be appropriate to its style and design.

Guidelines

- C.1.6.3 The material palette should reflect the best use of materials in surrounding development in order to contribute to a cohesive visual character of the area.
- C.1.6.4 The materials and detailing used on the building's street-facing façade should be applied to all sides of the building.
- C.1.6.5 Where a building meets the ground, there should be no visible gap between the building's façade materials and the ground.
- C.1.6.6 Natural materials are encouraged.
- C.1.6.7 Accent materials are recommended to add interest and variety at a more intimate scale.



A well-integrated palette of building materials.



Landscaped areas integrated with front porches.

C.2 LANDSCAPE DESIGN

INTENT: To ensure that development plans include landscape elements that contribute to the open space character of residential projects, as well as the character of residential neighborhoods.

C.2.1 Function

Guidelines

- C.2.1.1 Landscaping should be used to activate building façades, soften building contours, highlight important architectural features, screen unattractive elements, add visual interest and provide shade.
- C.2.1.2 Landscaping should be an integral part of the overall site design rather than camouflage for unused or unusable spaces.
- C.2.1.3 Trees and other plants should be sited to provide shade for buildings, paved areas and pedestrian areas.

C.2.2 Existing Landscape Elements

Guidelines

- C.2.2.1 Where feasible, existing landscape elements that are especially significant, such as mature trees, should be preserved and incorporated into development and landscape plans.

C.2.3 Plant Species

Guidelines

- C.2.3.1 A well-coordinated palette of plant species should be employed for public areas.
- C.2.3.2 Native plant materials and other plant species that are well adapted to Santa Cruz's climate are strongly encouraged.
- C.2.3.3 Flowering shrubs and trees should be used near walkways, recreational areas, building entrances and other places where they can be most appreciated.
- C.2.3.4 Landscape plans should use plants and hardscape to define the site's spatial organization and function.
- C.2.3.5 Mature plant materials should be used as much as possible.

C.2.4 Irrigation

Standards

- C.2.4.1 All landscaped public or common areas and front-yard landscaping within a development shall include automatic irrigation systems. For landscaped areas that do not require permanent irrigation, a temporary irrigation system shall be installed until plants have become established.
- C.2.4.2 Irrigation systems shall be designed to minimize water runoff onto sidewalks or streets.
- C.2.4.3 Automatic, self-adjusting irrigation controllers shall be installed to adjust irrigation based on changes in weather.

Guidelines

- C.2.4.4 Turf areas should include no more than 25 percent of the total irrigated area on the site.



Fences and walls should relate to the site and its buildings.

C.2.5 Walls and Fences

Standards

- C.2.5.1 Chain link fences shall not be used.
- C.2.5.2 Barbed wire, razor wire and similar security fences shall not be used.

Guidelines

- C.2.5.3 The design of fences, walls and other structural landscape features should include colors, patterns, materials or other elements that relate to the site's architecture and the surrounding setting.
- C.2.5.4 Fences that entirely enclose the front yard, including driveways, are strongly discouraged in multi-family developments.
- C.2.5.5 Wood and other natural materials are preferred.
- C.2.5.6 All fences, walls and other structural landscape features should be accompanied by landscaping.

C.3 ACCESSORY STRUCTURES AND FEATURES

INTENT: To integrate essential accessory structures and services within the overall design of residential projects.

C.3.1 Mailboxes

Standards

- C.3.1.1 The design of mailboxes and mailbox enclosures shall be consistent with the architectural style of the development and shall match the colors and materials of other on-site buildings.
- C.3.1.2 Mailboxes and mailbox enclosures shall not obstruct walkways.

C.3.2 Trash Enclosure, Mechanical Equipment and Utilities

Standards

- C.3.2.1 Trash enclosures shall comply with all applicable City requirements for their design and location.
- C.3.2.2 Mechanical equipment and utilities shall be provided with architectural enclosures or fencing, sited in unobtrusive locations and screened by landscaping.

Guidelines

- C.3.2.3 Landscaping should be located around trash enclosures to soften views wherever feasible.

C.3.3 Storage

Guidelines

- C.3.3.1 Lockable storage cupboards for residential units should be incorporated into the garage, carport or balcony of multi-family buildings.



Trash enclosures can complement the architecture of a building.

C.4 PARKING

INTENT: To ensure that parking areas do not dominate views from public streets.

C.4.1 Location

Guidelines

- C.4.1.1 Wherever possible, parking entrances should be located behind residential structures, rather than along the primary frontage.
- C.4.1.2 Where individual garages are provided in a multi-family development, private streets leading to the garages are encouraged.
- C.4.1.3 The design of detached garages should include an architectural treatment that reflects the design of the primary building.
- C.4.1.4 Flat-roofed carports are discouraged.

C.4.2 Parking Area Landscaping

Standards

- C.4.2.1 All parking areas for five or more vehicles shall provide interior landscaping for shade and aesthetic enhancement.
- C.4.2.2 The design of surface parking areas shall comply with all applicable City requirements for low-impact development (LID).

Guidelines

- C.4.2.3 Views of parking areas from public streets should be buffered by landscaping.
- C.4.2.4 For security reasons, openings that permit clear views into the site should be incorporated into landscaping buffers.

D. Gateways

This section contains guidelines for the design of gateways at the entry to Ocean Street from Highway 17, as well as between Ocean Street and Downtown Santa Cruz. Gateways are entries into the city, or transitions between different parts of the city, that are denoted with significant architectural features or public improvements.

Sections

- D.1 Gateway Building Design
- D.2 Gateway Signs and Public Art
- D.3 Gateway Landscape Design

D.1 GATEWAY BUILDING DESIGN

INTENT: To ensure that buildings at key gateway locations are designed to have architectural significance and are consistent with the context in which they will be located.

D.1.1 Context and Architecture

Guidelines

- D.1.1.1 Extra care and attention should be given to buildings developed near key gateways. Consideration should be given to views toward the site from visitors approaching by vehicle, bicycle and on foot.



A highly distinctive building at a community gateway.

D.1.1.2 Potential solutions for developing gateway buildings that are of an exemplary quality include:

- ◆ Tower elements as a prominent massing feature
- ◆ Entry plazas on corner sites
- ◆ Fountains or water features
- ◆ Distinct changes in the building volume at the primary entry
- ◆ Prominent landscape features, such as tall trees
- ◆ Dramatic building lighting for nighttime effect

D.2 GATEWAY SIGNS AND PUBLIC ART

INTENT: To ensure that gateway signage and public art announces entrances to Santa Cruz, denotes transitions between different parts of the city and contributes positively to Ocean Street's overall identity.

D.2.1 Overall Design

Standards

D.2.1.1 All gateway elements shall be constructed of durable materials that will withstand the elements, as well as public use and vandalism.

Guidelines

D.2.1.2 The design character of gateway elements should include symbols, shapes, patterns, colors and messages that reflect the character and function of the gateway's location and the area into which the gateway leads.

D.2.1.3 Lighting of gateway features, such as signs and sculptures, should be carefully focused on the gateway feature and should not illuminate other areas.

D.2.1.4 All gateway features should be of a size and scale that makes them clearly visible to drivers as well as pedestrians.

D.2.1.5 Free-standing gateway signs should incorporate landscape design that is distinct from surrounding landscaped areas. The design should include elements such as plant materials, low walls or fences, lighting and paving.

D.2.2 Public Art

Standards

D.2.2.1 Gateway signs shall be designed in coordination with public art, or so that the signs themselves function as public art.

D.2.2.2 Public art shall be incorporated into a gateway feature on Ocean Street near Highway 17, where visitors enter the city. Issues that could be explored by the artist include Ocean Street's history and Santa Cruz's identity as a beach town.

Guidelines

D.2.2.3 Public art should be included in gateways that provide a transition between Ocean Street and other parts of the city, such as Downtown Santa Cruz.



Public art as a gateway element.





DESIGN , COMMUNITY & ENVIRONMENT

1625 SHATTUCK AVENUE, SUITE 300

BERKELEY, CALIFORNIA 94709

TEL: 510 848 3815

FAX: 510 848 4315