

# DOWNTOWN ~~RECOVERY~~ PLAN UPDATE

## RECOMMENDED DEVELOPMENT STANDARD AMENDMENTS



City of Santa Cruz Downtown Commission Meeting

January 26, 2017



# DOWNTOWN RECOVERY PLAN UPDATE

## STUDY AREA



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# Review Process for Amendments

- Architectural and Planning Building Massing Study Initiated in October 2014 by City Council to consider cooperative redevelopment of Metro Site and expanded to include Riverwalk properties on Front Street

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- 17<sup>th</sup> Public hearing and meeting on changes (including DTC)



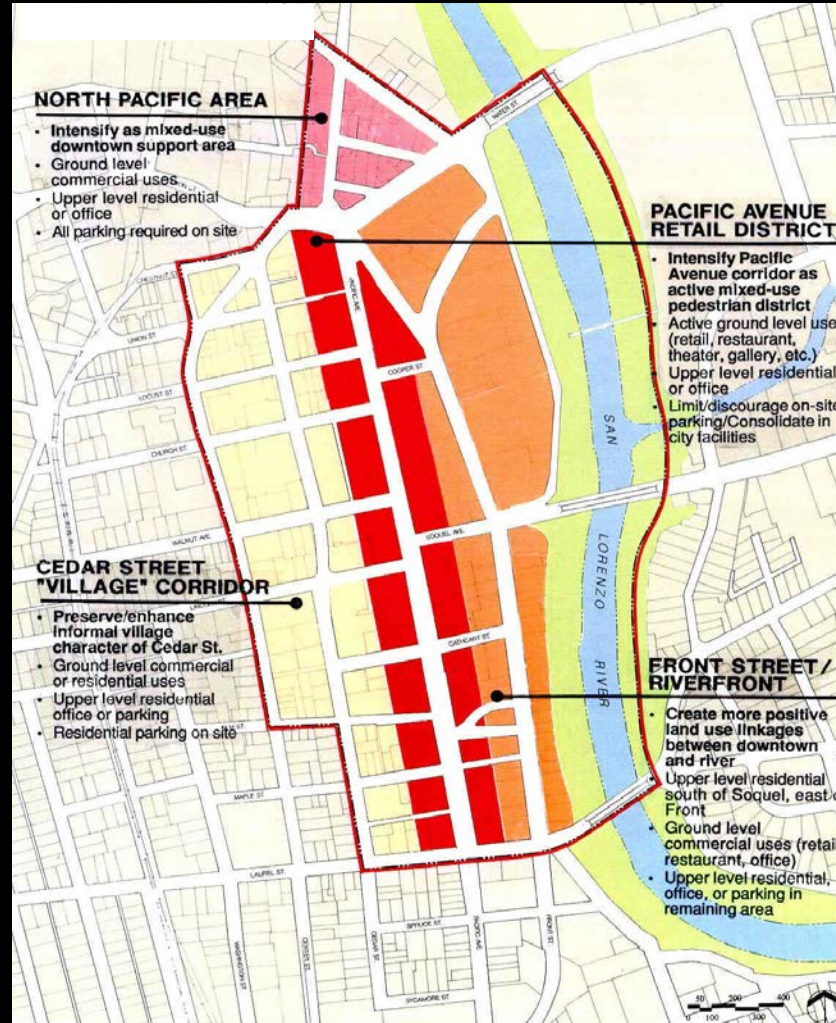
# Review Process for Amendments

- Architectural and Planning Building Massing Study Initiated in October 2014 by City Council to consider cooperative redevelopment of Metro Site and expanded to include Riverwalk properties on Front Street
- 17<sup>th</sup> Public hearing and meeting on changes (including DTC)
- The current Draft Plan is from September 15, 2016 and is available online for review.

# Draft Plan Available for Review

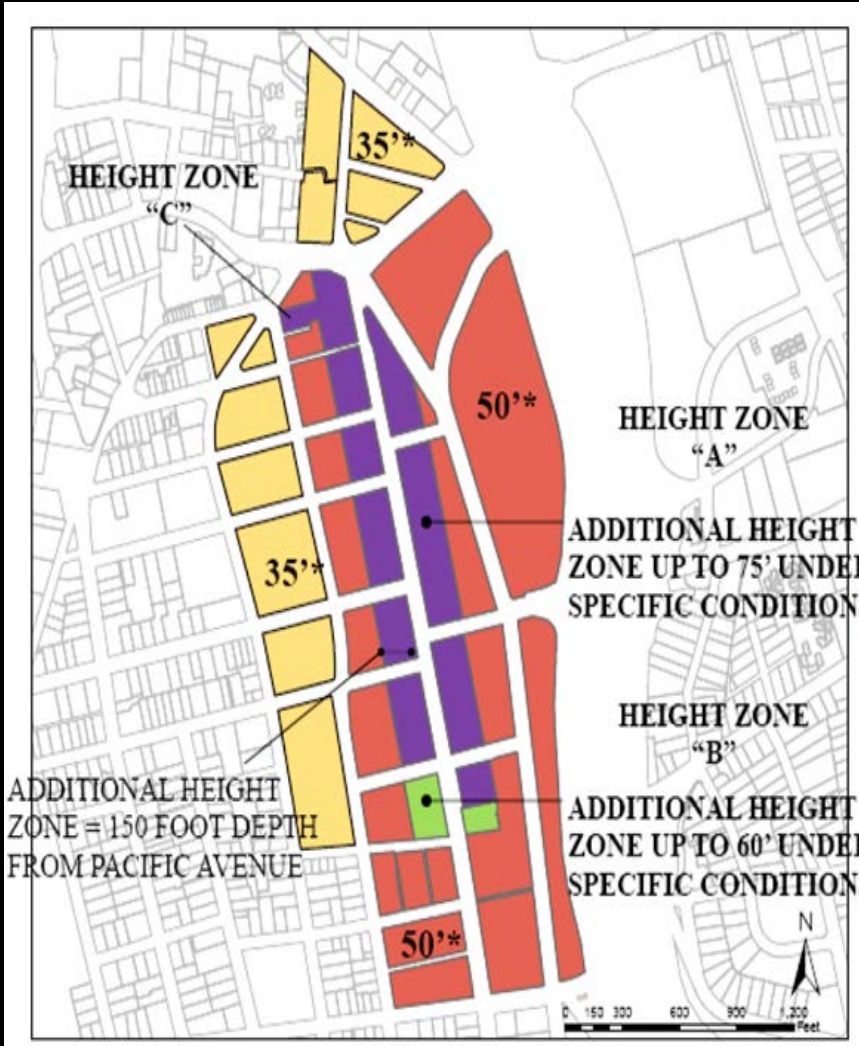
The image is a screenshot of a web browser displaying the City of Santa Cruz website. The browser's address bar shows the URL <http://www.cityofsantacruz.com/>. The website header features the City of Santa Cruz logo on the left and navigation links for 'Translate', 'Jobs', 'Calendar', 'Surf Cam', and 'Contact Us' on the right. Below the header is a main navigation menu with categories: HOME, ABOUT US, WHAT'S NEW, CITY GOVERNMENT, DEPARTMENTS, LIVING, VISITING, DOING BUSINESS, and I WANT TO... The 'DEPARTMENTS' menu is open, showing a list of city departments including City Attorney, City Clerk, City Manager, Economic Development, Finance, Fire Department, Human Resources, Information Technology, Library, Parks & Recreation, Planning and Community Development, Police, Public Works, and Water. A secondary dropdown menu is visible under 'Planning and Community Development', listing 'Corridor Planning and Rezoning', 'DownTown Recovery Plan Amendments', 'Divisions', 'Programs', 'Ava Plans, Planning Documents & Projects', 'General Plan 2030', 'Housing Element', 'Environmental Documents', 'Maps', 'Development and Project Information', 'Public Hearing Bodies/Commissions', 'Municipal Codes', 'Calendar', 'GIS', and 'Permits Online'. The main content area features a 'PUBLIC LIBRARY' image, a '150th Anniversary' banner for 'Celebrating 150 Years of Creating a Community', and a 'LATEST NEWS' section with headlines such as 'Soquel Avenue Block To Be Paved July 19-22', 'Pelton Avenue Parking Changes', and 'City Launches Outreach Campaign and Beach Toy Reuse Program Aimed at Keeping Beaches Clean'. The website footer includes a weather widget for July 21 (Mostly Sunny 61°), a 'PROGRAMS' dropdown, a 'CITY COUNCIL' dropdown, and an 'ENVIRONMENT' dropdown. The browser's taskbar at the bottom shows various application icons and the system clock indicating 10:02 AM on 7/21/2016.

# The Four Downtown Districts

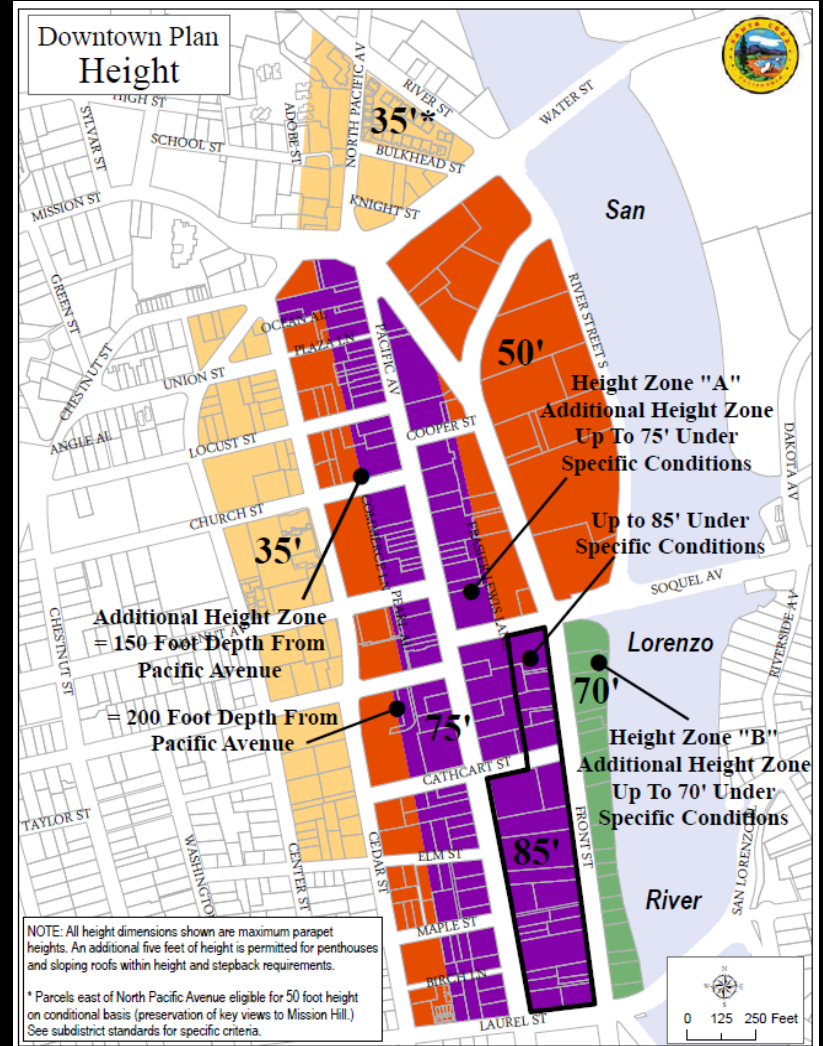




# Allows Additional Height for Eligible Sites



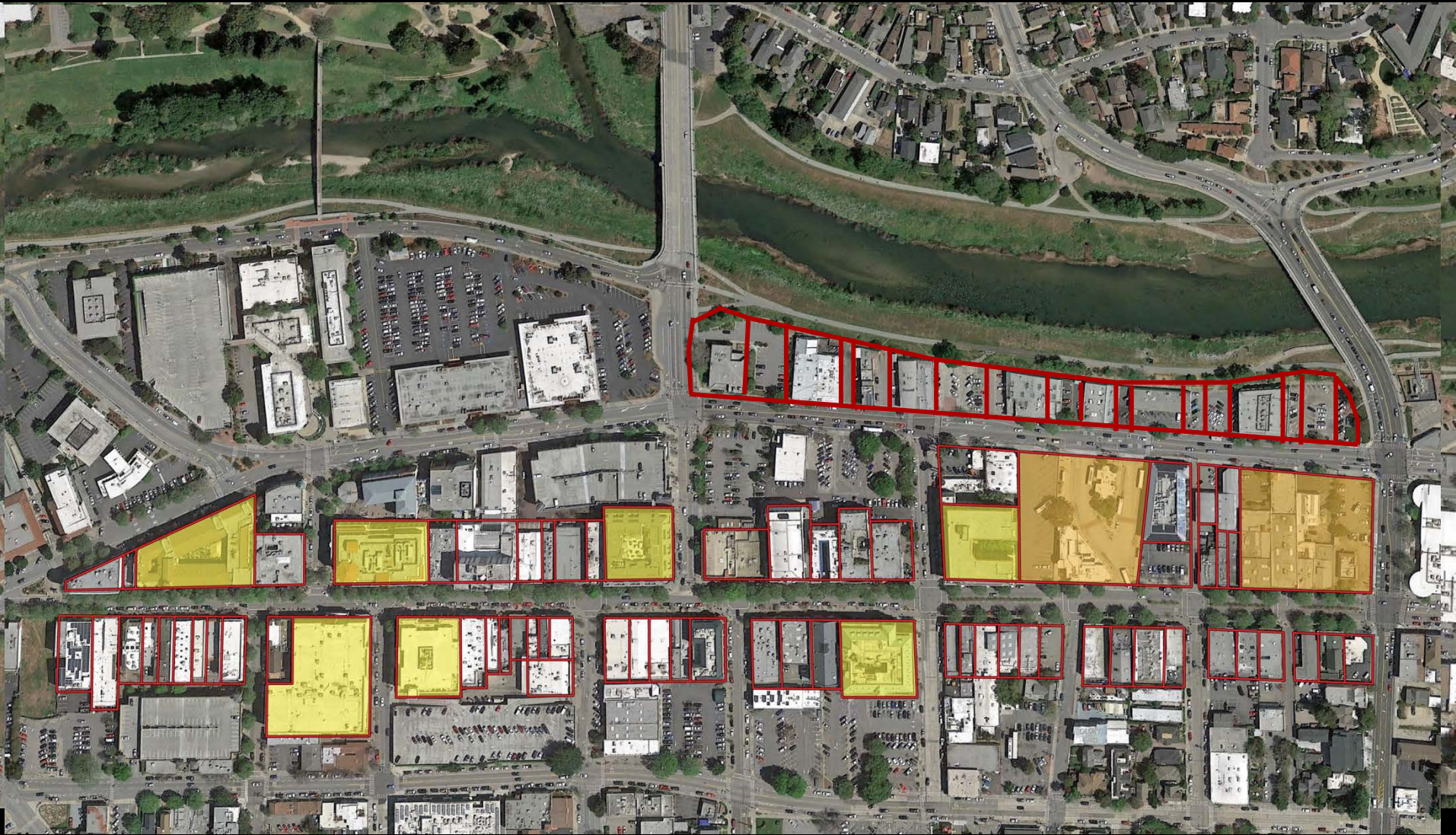
Existing Height Map



Proposed Amendments



# Extra Height Does Not Apply To All Parcels (Only those greater than 15,000 sf)



More than 85% of Pacific Avenue sites are less than 6,000 square feet in size. Only seven have been eligible for additional height, and these have all been approximately 20,000 square feet.



69.5' Top of Roof



University Town Center, 1101 Pacific



76.5' – Top of Elevator  
Penthouse  
66.5' – Top of 6<sup>th</sup> Floor  
50.0' – Top of Parapet



**1010 Pacific**



**64.5' – Building Height**



**Redtree Building, 1200 Pacific**





**58.55' – Top of Tower  
Element**

**Front St/Soquel Parking Garage**



49.5' – El Centro Building Height

? ' Del Mar



El Centro and Del Mar



80' – Top of Mech/Elev Tower  
~50' – Top of Stepback Parapet



**Rittenhouse, 1375 Pacific**



**80' – Top of Penthouse Roof**  
**~50' – Top of Stepback Parapet**



**Cooper House, 110 Cooper Street**



46 to 49' – From Ground Level to  
Tower Element



**St George Hotel, 833 Front Street**

# El Palomar is 92 Feet tall

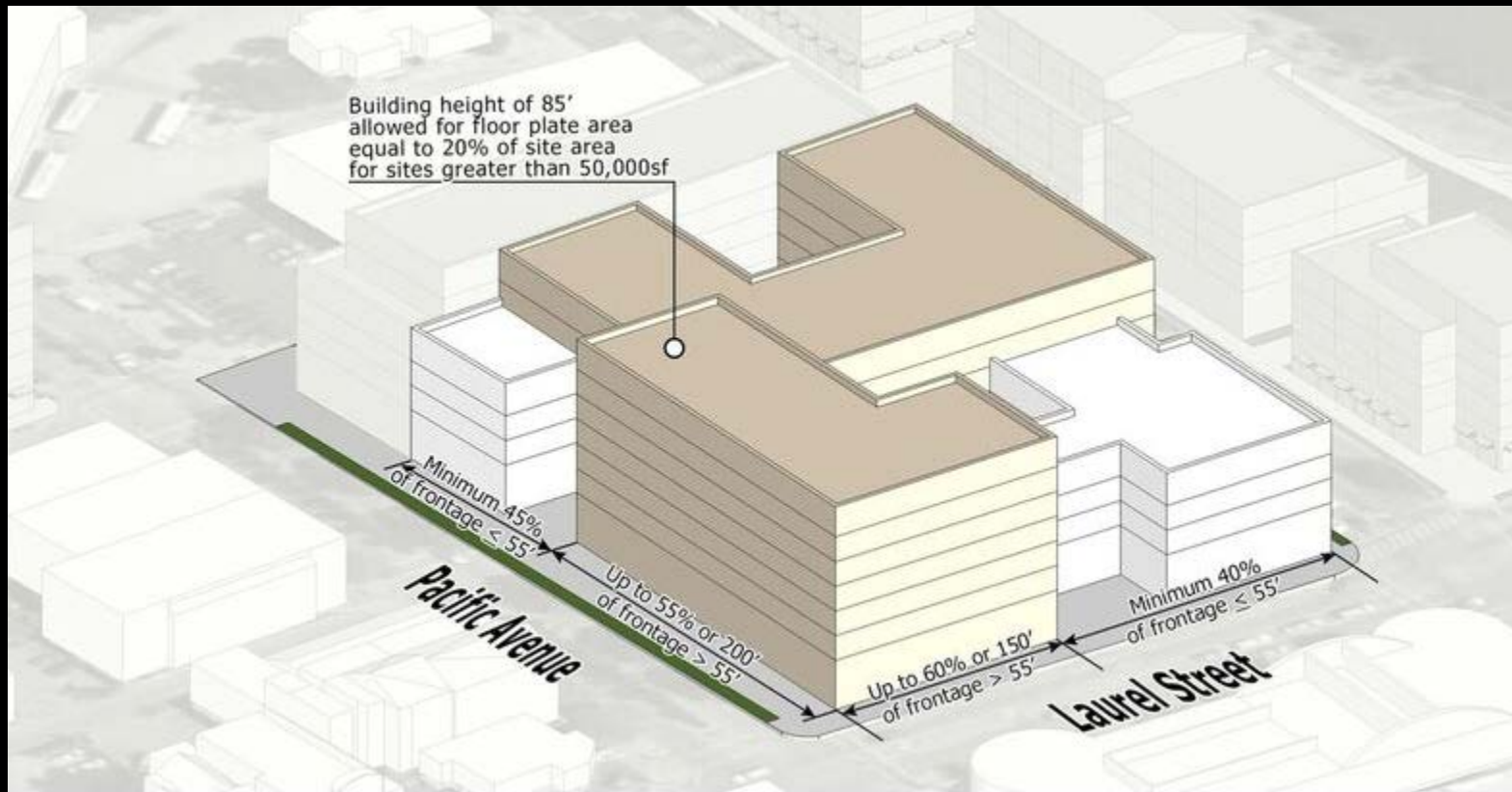




# Development Standard Concepts

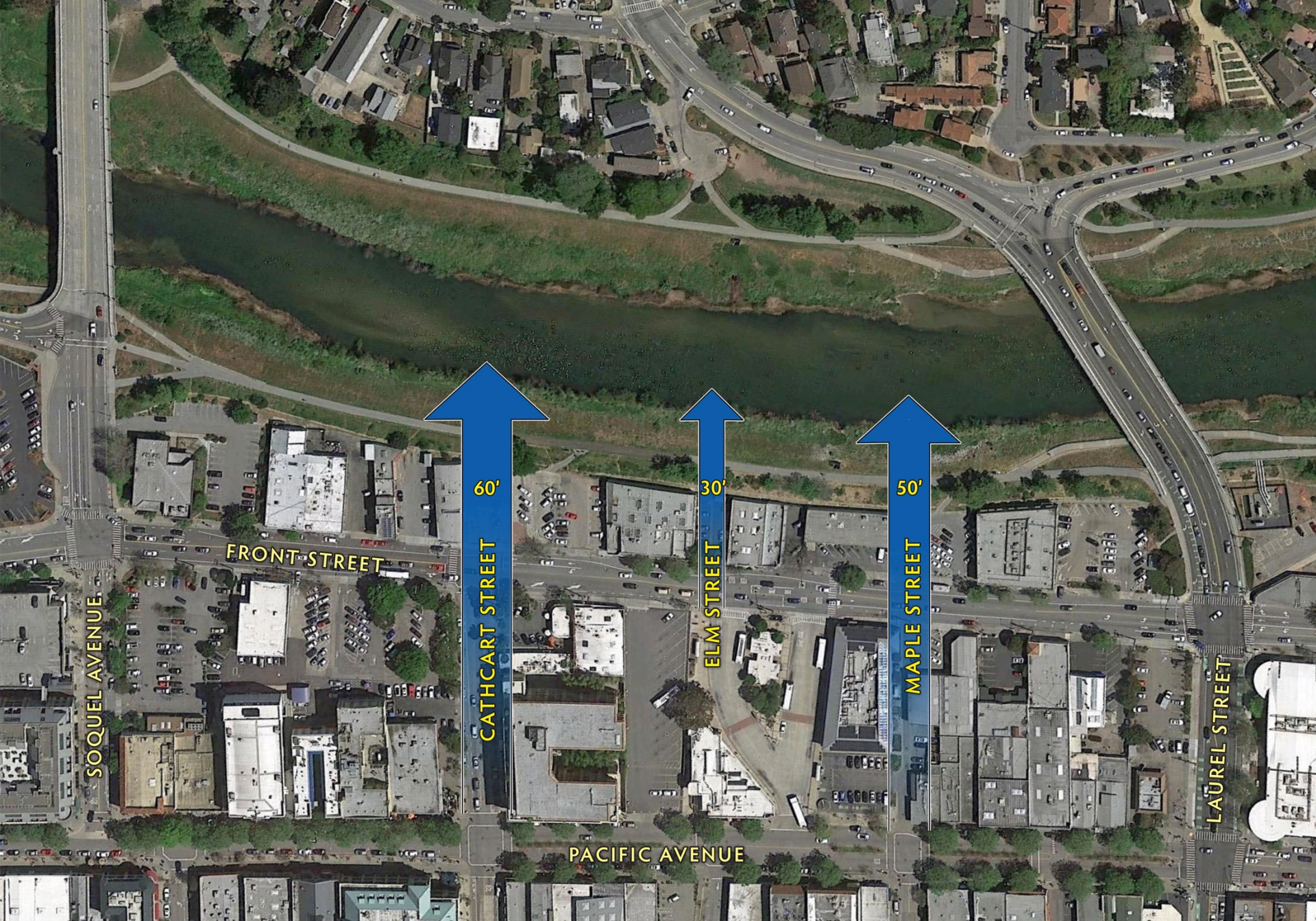
## Proposed Volume Percentages

### Avoid Solid Massive Buildings





# San Lorenzo Riverfront Linkages



SOQUEL AVENUE

FRONT STREET

60'

CATHCART STREET

30'

ELM STREET

50'

MAPLE STREET

PACIFIC AVENUE

LAUREL STREET

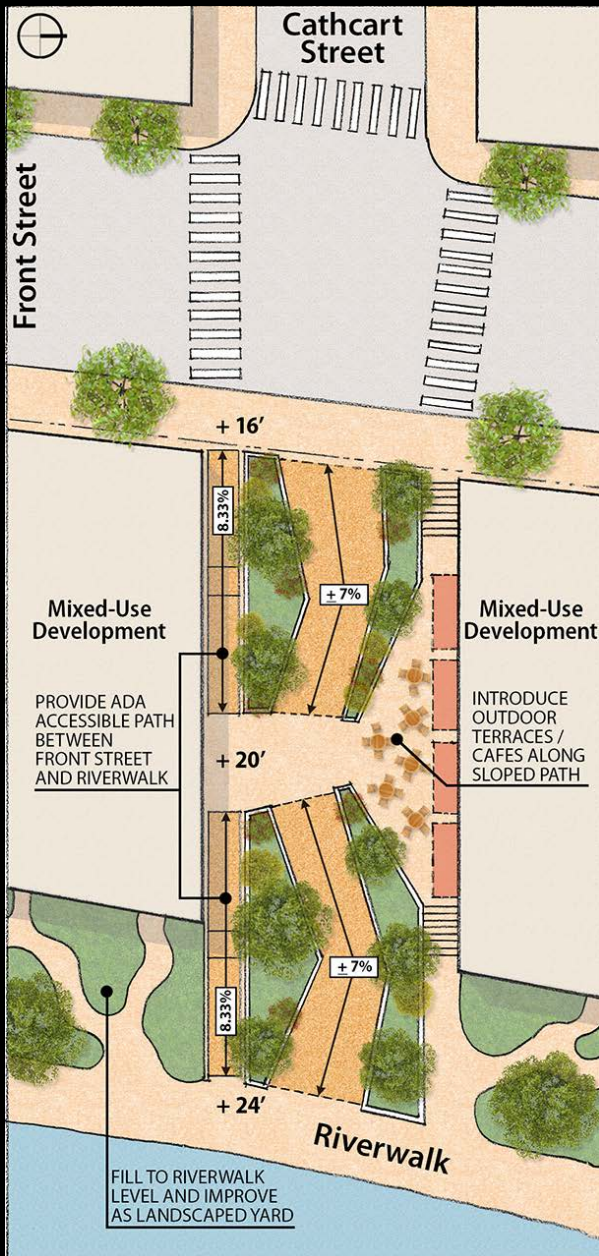


# Development Should Have a Positive Relationship with the Riverfront





# Create High Quality Public Access between Front Street and the River



- Publicly Accessible Path
- ADA Compliant
- Active Pedestrian-Oriented Uses
- Public Space Open to the Sky





# Improved Connections to the Riverwalk (Artist concept)





# Residential Development can Enhance the Riverfront Experience



It can also Promote Safety and a Stronger Sense of Stewardship



# Imagining a new experience





# Imagining a new experience





# Suggested Language Modification



Suggest giving credit for providing public passageways:

“For sites which provide public access to the Riverwalk, the upper floor shall be limited to 60% of the project SITE.”



# Plan Timeline

- Environmental Analysis is underway
- Additional hearings in 2017 regarding the environmental analysis with Planning Commission to recommend final action
- Additional public hearings in 2017 with City Council to consider final adoption



- Commissioner questions



