

This redlined version shows changes made to the September 2016 version. Chapters 5-7 and the appendices are not included in this version because there were no changes from September 2016.

City of Santa Cruz

**DOWNTOWN
~~RECOVERY~~ PLAN**

September, 1991

As Amended through _____ 2017

This redlined version illustrates changes made since the September 2016 version. Chapters 5-7 and the appendices are not included in this version because there were no changes from September 2016.

2000-2017 UPDATES OF DOWNTOWN RECOVERY PLAN

The Downtown Recovery Plan was originally adopted in 1991.

In the year 2000, The City undertook a review of the Downtown Recovery Plan and made adjustments based on a review of the projects constructed since the Plan's 1991 adoption.

On September 14, 2000, the City Council adopted Santa Cruz Downtown Retail Strategic Plan by Resolution No. NS-25,084. This is attached as Appendix 4.

On October 23, 2001, the City Council adopted revisions to the City's Zoning Ordinance pertaining to Floor Area Ratio for residential uses in the High Density Overlay District. This is attached as Appendix 5.

On March 11, 2003, the City Council adopted revisions to Chapter 4 of the Plan, Development Standards and Design Guidelines, as Ordinance No. 2003-08. The Plan adjustments are limited to Chapter 4.

On December 14, 2004, the City Council adopted revisions to Chapter 4 of the Downtown Recovery Plan creating an Additional Height Zone C in the Cedar Street Village Corridor. This is attached as Appendix 6.

On November 22, 2005, the City Council adopted revisions to Chapter 4 of the Downtown Recovery Plan pertaining to live entertainment. This is attached as Appendix 7.

On October 24, 2009, the City Council adopted revisions to Chapter 4 of the Downtown Recovery Plan to allow ground floor offices as principally permitted uses in the North Pacific Subarea. Ordinance No. 2009-24.

On February 9, 2016, the City Council adopted Resolution NS-29,059 revisions to the Downtown Recovery Plan to relocate Sign Regulations from Appendix 3 to Chapter 24.12 Community Design, Part 4, Advertising Devices, Signs and Billboards of the Santa Cruz Municipal Code.

On XXXX, 2017 the City Council adopted revisions to the plan with specific emphasis on Chapter 4, Development Standards and Design Guidelines as Ordinance XXXXX, extending Additional Height Zone A to Laurel Street and modifying Additional Height Zone B for Front Street riverfront properties.

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The purpose of the original Downtown Recovery Plan was to provide a coherent framework for public and private actions related to the rebuilding of downtown Santa Cruz after the devastating Loma Prieta earthquake of 1989. The intent of the **pPlan** was to establish policies, standards, and guidelines **that will to** direct the recovery process toward the rebuilding of a downtown **that to** meets the multiple objectives of the entire community. While the **pPlan** also provided longer-term recommendations, the primary focus was the shorter-term recovery of the downtown; as such, the **Plan-Downtown** Plan has been revised over the years to provide for refinements and elaborations.

The **Plan-Downtown** Plan is a synthesis of many ideas expressed and refined over the 15 months since October of 1989. Immediately after the earthquake, the City established a working group of broad representation, known as Vision Santa Cruz, whose aim was to "spearhead" the recovery process and to develop a plan that was expressive of the values of the community. One significant achievement of this group was the "First Principles" document, which established consensus over a broad spectrum of issues. This plan is directly descended from the "First Principles" and from direction provided by two steering committees: the City-appointed Streetscape Task Force and a subcommittee established by Vision Santa Cruz—the Technical Advisory Group (T.A.G.). The **Plan-Downtown** Plan is also the result of numerous public workshops involving Vision Santa Cruz, the Streetscape Task Force, the T.A.G., the Planning and Downtown Commissions, City Council and the public-at-large.

The Community's Vision

(A portion of the full statement written by Vision Santa Cruz; full vision statement is provided in Appendix 1.)

Vibrant, vital and active, the central business district constitutes the primary retail, commercial, professional, and employment center for the City of Santa Cruz. This compact high-density area is home to unique businesses, offering residents and visitors a diverse and wholesome environment for commercial, cultural, civic, and social pursuits. Local, regional, and national businesses combine in a potent blend, making the downtown a major destination for the entire region.

The pedestrian-oriented environment is characterized by convenient access, a garden-like setting, and human-scale buildings. The visual and physical relationships to the San Lorenzo River, the surrounding natural landscape, and Monterey Bay make downtown Santa Cruz among the most beautiful urban places in California. The architecture captures the best of the City's past while integrating new buildings into a coherent and visually appealing downtown. As a result, the area strikes a balance between a successful modern business center and an environmentally attractive and active public place.

This effective combination is the focus of Santa Cruz public life and is a central element in the community's identity. Downtown is safe and clean. It is a multicultural place, attracting all sectors of the community, and serving as a meeting place for children, students, elderly, office workers, retailers, shoppers and visitors, as well as those living in the downtown and surrounding neighborhoods. Restaurants, cultural events, and entertainment bring additional life to the area during the evening and nighttime hours.

A range of housing types is integrated into the downtown. This urban-density housing provides both market-rate and affordable units, and expands the immediate market for downtown goods, services, and public transportation.

The economic and social vitality of the downtown has a positive effect on the surrounding areas and the entire community. It has restored the heart and soul to an earthquake-shaken town, and once again provides a significant source of tax revenue for the City's general fund.

The First Principles

The First Principles document establishes recommended directions for a wide range of issues and topics, including:

- **Form and Character.** New buildings should be allowed to develop individual character while retaining qualities of the historic townscape. Issues of articulation, materials, signage, setbacks, scale, massing, form, bulk, solar access and height are critical.
- **Building Height.** Buildings should maintain the scale and character of the existing downtown, with explicit criteria for additional height up to seven stories and provisions to ensure that buildings do not shade key public open spaces. Since this First Principle was established in 1991, the downtown development pattern has largely respected the existing two to three story development pattern with several taller buildings spaced throughout the Pacific Avenue Retail District, providing architectural variation. The 2017 update recognizes these taller buildings also contribute greatly to the architectural fabric of the City and can provide significant opportunities to plan for environmentally sound infill development without damaging the character of the City. The 2017 modifications to the Additional Height Zones have been carefully written to recognize the City's successful recovery from the 1989 Loma Prieta earthquake; preserving and enhancing the urban form of the City, without sacrificing the special human scale and character of downtown. New development will not be required to strictly adhere to a 2 and 3 story scale.
- **Housing.** Significant new housing opportunities should be targeted throughout the downtown, including Pacific Avenue, the San Lorenzo riverfront, and South of Laurel. Housing should be comprised of a mix of apartments and condominiums. SRO housing should be replaced and dispersed throughout the downtown area.
- **Accessibility.** A downtown that aesthetically integrates access as a primary design criterion for all improvements to ensure increased opportunities for the public to participate in commercial, governmental, residential, social and cultural activities.
- **Open Space and Streetscape.** A strong network of public and private open spaces (streets, sidewalks, public parks, plazas, passageways and courtyards) that creates a socially active and pedestrian-oriented downtown core should be emphasized.
- **Circulation.** Downtown should be predominantly pedestrian in nature; movement should be carefully structured to reinforce the character of the place. Pedestrian, bicycle, and transit access to the downtown should be enhanced.
- **Parking.** Parking in the downtown core should continue to be provided by the Parking District in a centralized fashion, to maximize shared use and minimize the quantity of stored vehicles.

The Basis for Change

This vision for the downtown is one that must evolve in a gradual way. Rather than a static plan or a fixed picture of an end-state condition, the Plan-Downtown Planes intended as a creative framework that will guide the ingenuity and efforts of a wide range of participants – public policymakers, architects, developers, merchants and residents – over an extended period of time. The Plan, therefore, is structured to be definitive where specific approaches are necessary to achieve public objectives and more general where multiple approaches can be considered.

Before embarking upon the description of the Plan, it is important to emphasize that the downtown is not a "blank slate" upon which change will occur. Although the 1989 earthquake was devastating, it did not erase the underlying structure and form of the downtown. In addition to the community's vision and the specific principles outlined in this plan, the following factors provide a strong basis for future change:

- *The Pattern of Downtown Streets and Blocks*, which provide the principal organizing structure for public life and private activities within the downtown.
- *The Pattern of Public and Private Ownership*, which establishes the texture and "grain" of the downtown fabric, and the boundaries within which public and private sector participation will take place.
- *Buildings of Architectural Significance*, which provide for a strong continuity with the past and a context for future development; and
- *The Opportunity Sites*, that-which include earthquake-damaged or demolished sites, and vacant and built sites which may be redeveloped in the future, and upon which the Plan can exert influence.

Planning Principles and Strategies

The success of downtown Santa Cruz's recovery has been dependent upon the ability to recreate the unique characteristics of the original downtown while providing a clear framework for the future. As recognized by the "First Principles," the downtown must continue to function as a place of commerce, culture, and recreation: a place that people choose to go to meet friends; a place that naturally and spontaneously accommodates civic events as well as informal gatherings; and a place where people live and work. The creation of a rich environment and a balanced mixture of land uses that are mutually reinforcing will be critical in achieving such a place. The following planning principles expand upon the First Principles and provide the basic strategies and recommendations for the Plan.

Strengthen Downtown Santa Cruz as a Vital Retailing District

The land use component most critical to the success of the downtown is retail. In order for downtown Santa Cruz to continue to thrive as an active and meaningful place, it must offer residents, students, employees, and visitors a purpose to be there and an attractive alternative to other retailing options in the region. Without a strong and diverse retail base, the downtown area cannot function as a viable center for the community. Clearly, a major strength of the downtown is its unique retailing personality, which has evolved as a result of strong local merchants and a loyal customer base. This should be built upon further.

A Centralized Retail Management Program

The quality and mix of retailers within the downtown significantly contributes to the diversity and number of people who will come to downtown Santa Cruz. There is a unique opportunity to retain a coordinated approach to the recruitment of tenants and the ongoing management of retailing within the downtown. Such an approach can encourage: the clustering and concentration of companion retail uses that will promote multiple visitation; the coordination of business hours; the marketing of the downtown as a single destination; and the programming of special events. A discussion of the recommended centralized retail management program is provided in the Implementation chapter of this plan.

A Physical Environment that Reinforces Retailing

In order to remain competitive with outlying shopping areas, Pacific Avenue needs to be perceived as a unique destination that is convenient and comfortable to pedestrians, motorists, and bicyclists. From the pedestrian's standpoint, it is imperative to create a street environment that is hospitable and non-threatening. A good retail street offers a strong sense of continuity and visibility. Ground-level uses along Pacific Avenue should be controlled to ensure that retail continuity is maintained. People need to be encouraged to continue walking along the street, drawn on by nodes of activity such as cafes, stimulating signage, interesting and eye-catching window displays, and other elements that are visually exciting. Views down the length of Pacific Avenue should be maintained to give the

pedestrian, motorist and bicyclist a strong sense of the street as a place; views to retailing establishments should also be maintained to allow the expression of individual merchants to provide the street with its unique identity and personality. Access routes to the downtown should be clearly understandable, naturally directing vehicles and bicycles to their destinations and to convenient parking facilities. To this end, the original Downtown Recovery Plan recommended a reorientation of traffic on Pacific Avenue to allow autos to enter the downtown from both the north and south ends of the avenue, so that the motorist can become oriented to the activities of the street before reaching the off-site parking facilities on Cedar and Front Streets. In addition, the ~~Plan~~-Downtown strongly~~Plan strongly~~ recommends that on-street curbside parking be maintained to the maximum extent practicable throughout the downtown, to reinforce the overall feeling of convenience and access. Finally, the ~~Plan~~-Downtown recommends~~Plan recommends~~ strengthening bicycle safety, access and parking as an important means of improving shopper convenience.

More Than a Place to Shop

The downtown must be more than a place to conduct business; it should also be a place where Santa Cruzans naturally gather to meet, to see live theater and movies, to hear music, to enjoy museums, to be entertained, and to eat. The perception of downtown in general, and Pacific Avenue in particular, should be a place of diverse activity. If carefully orchestrated, this diversity will contribute significantly to the success of the retail activities within the downtown. The land use pattern and street design should accommodate these activities and be made visually prominent. To this end, the ~~Plan~~-Downtown recommends~~Plan recommends~~ that Pacific Avenue and the east-west streets be designed to maximize opportunities for outdoor eating, to give the area a strong identity as an active and festive place. In addition, entertainment and cultural uses (theaters, galleries, nightclubs) are encouraged to provide a richer and more diverse experience to the visitor, and to allow the downtown to be the principal "stage" for the artistic expression of the community. Pacific Avenue is the "main street" of Santa Cruz, and serves not only as the principal retail spine of the city, but also as its central social gathering space. Therefore, it must be attractive to all sectors of the community and allow for spontaneous gatherings and public seating.

A Performing Arts Center

Much interest has been expressed by the community for a Performing Arts Center in the downtown area. The ~~Plan~~-Downtown strongly~~Plan strongly~~ supports this concept as one that would reinforce the diversity of experiences in the downtown and contribute to its overall revitalization. If the City chooses to pursue the proposed San Lorenzo Park site for the new facility as recommended by the County Cultural Council, consideration should be given to the enhancement of the existing pedestrian bridge across the river and the linkage to Cooper Street and Pacific Avenue.

Enhance the Open Space and Pedestrian Network of Downtown

Nestled at the foot of the Santa Cruz Mountains, on the coast of Monterey Bay and at the mouth of the San Lorenzo River, the City of Santa Cruz has a powerful relationship with its physical environment. The downtown itself is defined by natural features, including Mission and Beach Hills to the north and south and the river to the east. The ~~Plan-Downtown ealls~~Plan calls for the creation of a strong and varied network of active and meaningful urban spaces that reinforce the unique pedestrian environment of the area, and that link the downtown with its natural setting.

Creating Meaningful Open Space in Downtown

Open spaces within downtown Santa Cruz should have value and meaning; they should be carefully located where people want to be and in locations that take advantage of the unique resources, heritage, and traditions of the community. They should not be contrived or created from "leftover" space. The most meaningful open spaces within cities have emerged out of natural features (e.g., the hilltop parks of San Francisco) and from places that have a historic cultural and/or civic significance (e.g., the church, the market, the crossroads). Downtown Santa Cruz has a meaningful system of such open spaces that should be built upon; these include the San Lorenzo River, the Post Office and Town Clock intersection at Pacific Avenue and Water Streets; the Civic Center; and the downtown streets themselves.

San Lorenzo River as a Major Downtown Open Space

San Lorenzo River is only two blocks from the heart of downtown, and as such offers great potential as a naturalistic open space, wildlife habitat, and recreational amenity: a "garden promenade" that can provide a more contemplative and reflective experience to the hustle and bustle of Pacific Avenue. However, the river has served primarily as a flood control channel and the downtown has largely turned its back on it. In evaluating open space opportunities and potentials for the downtown, the ~~Plan-Downtown recommends~~Plan recommends that the City give the improvement of the riverfront and the creation of linkages to the downtown top priority. The creation of a riverfront park at the foot of Cathcart Street and the enhancement of that street as a strong pedestrian and visual linkage between Pacific Avenue and the river would significantly enhance the open space network of the downtown and is strongly recommended as an action to be pursued as part of the Riverfront Plan. The pedestrian linkage between the river and downtown can also be strengthened along Cooper Street through the Galleria to the existing pedestrian bridge leading to San Lorenzo Park; in the longer term, the ~~Plan-Downtown recommends~~Plan recommends that a stronger pedestrian linkage be established to the river through ~~the—parking~~the parking lot at the northeast corner of Soquel Avenue and Front Street, leading to a significantly expanded pedestrian/bicycle bridge with retailing uses alongside. A third pedestrian linkage to the river can be established between Cathcart Street and Laurel Street, where a new pedestrian bridge could provide direct linkage to the east side neighborhoods across the river.

Open Space of Historic and Civic Significance

Downtown Santa Cruz also has open spaces with historic and civic meaning. The Post Office plaza, Town Clock Park, Scope Park, Adobe Park and Mission Plaza Park form a series of public places that have a unique significance to the community. The ~~Plan-Downtown recommends~~Plan recommends that each of these spaces be enhanced and that a stronger pedestrian linkage be created between them. To this end, the ~~Plan-Downtown recommends~~Plan recommends, as a future action, the creation of a prominent stair and terraced park at Water Street and North Pacific Avenue, connecting Scope Park with Adobe Park and Mission Park. In this way, the historic origins of the City on Mission Hill can be more strongly integrated with the downtown experience. The ~~Plan-Downtown also~~Plan also identifies the opportunity to strengthen the civic significance of the Town Clock Plaza and Post Office Plaza as part of the immediate-term improvements planned for Pacific Avenue. The ~~Plan-Downtown recommends~~Plan recommends that these improvements create a more visually cohesive and pedestrian-friendly open space at the northern tip of Pacific Avenue, that ties the Post Office and Town Clock together, creates a strong visual gateway to the downtown and, through periodic street closures, provides a major opportunity for large public gatherings and civic events.

Civic Center

While the Civic Center is a highly appropriate location for spontaneous or formal public gatherings, there is little provision for such activity. Although the majority of the Civic Center is beyond the boundaries of the Downtown Plan, the potential for this area to be reinforced as a civic gathering place should not be ignored. Currently, the City Hall has an attractively landscaped garden and court facing Center Street that is largely passive in nature. Modifications to this landscaped area could be considered to allow for larger formal and informal gatherings, while maintaining the unique scale, character, and garden-like qualities of the City Hall. In addition, or alternatively, the Church Street frontage adjacent to City Hall and the Civic Auditorium could be redesigned to create a stronger visual and civic identity and, with the periodic closure of Church Street, allow for major gatherings.

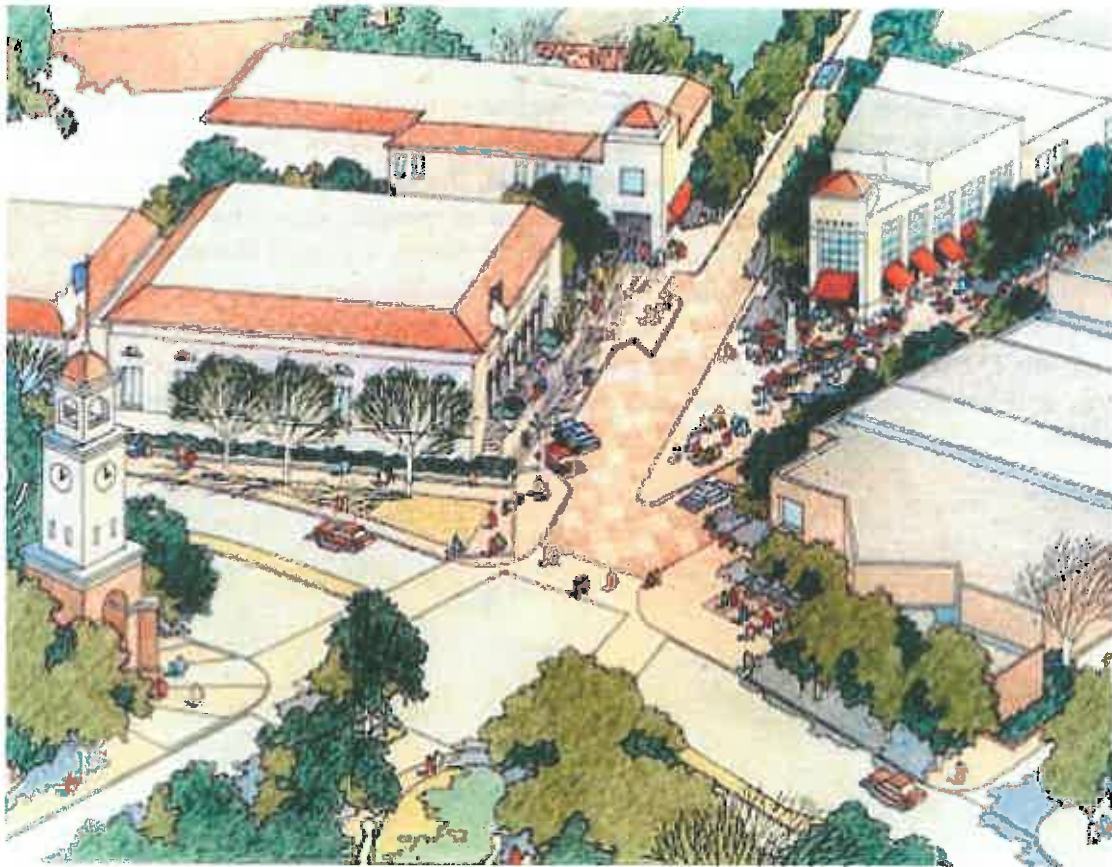
Cedar Street Park.

The ~~Plan-Downtown also~~Plan also identifies the opportunity to create a park and public space of approximately 15,000 square feet immediately north of the Locust Street parking garage along Cedar Street. This park, which would enjoy sun throughout most of the day, would gain significance because of the heritage walnut tree on the site and its linkage to Pacific Avenue by way of Plaza Lane.

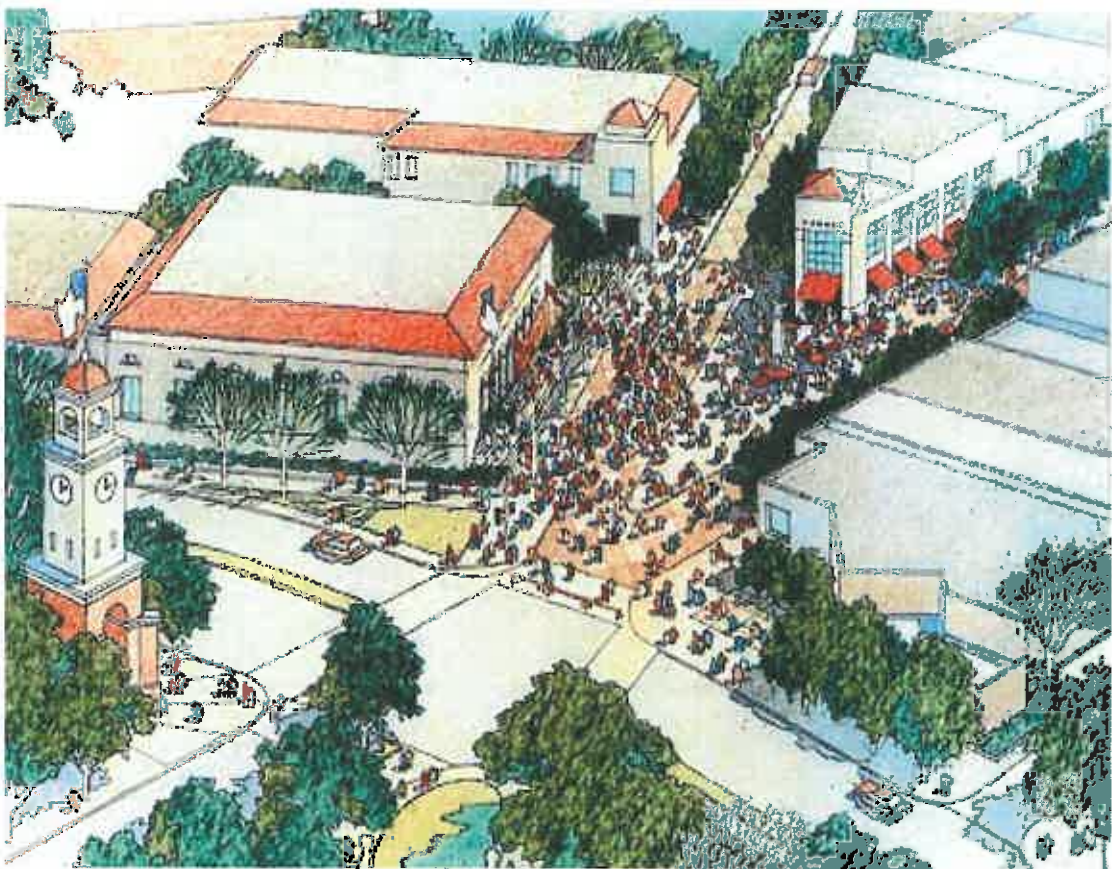
The Streets as Public Open Space

In reinforcing a strong open space network, it must be emphasized that the streets and sidewalks provide the principal public space opportunity within the downtown. The streets function as an extension of the larger open space system, providing key linkages to the river, the beach, and the surrounding neighborhoods; they also reinforce the commercial function of the downtown and accommodate much of the activities that make it a vital and memorable place to be. As such, the

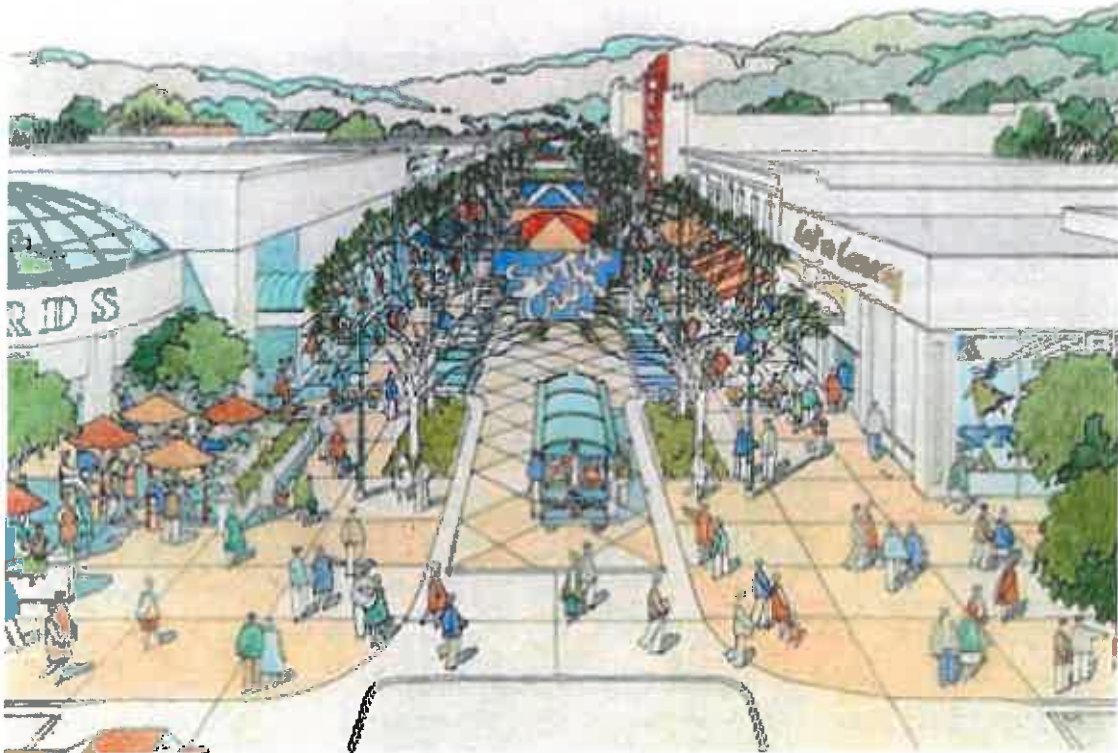
design of the streets needs to maximize their contribution to the overall open space system. Pacific Avenue, as the city's "main street," should be designed to allow for periodic closures to accommodate major civic events; on an everyday basis, the street should continue to serve as a comfortable and active public place for a wide range of people, including students, residents, employees, and visitors. Other streets, including Cooper Street, Cathcart Street, and Front Street between River and Water Streets, should also be designed as key open space resources, capable of being closed for special occasions and events and providing direct visual and pedestrian linkages to the downtown. The use of sidewalk extension zones (e.g., outdoor cafes, markets, etc.), setbacks at key points, courtyards, and passages will also reinforce and enrich the overall open space network of the downtown.



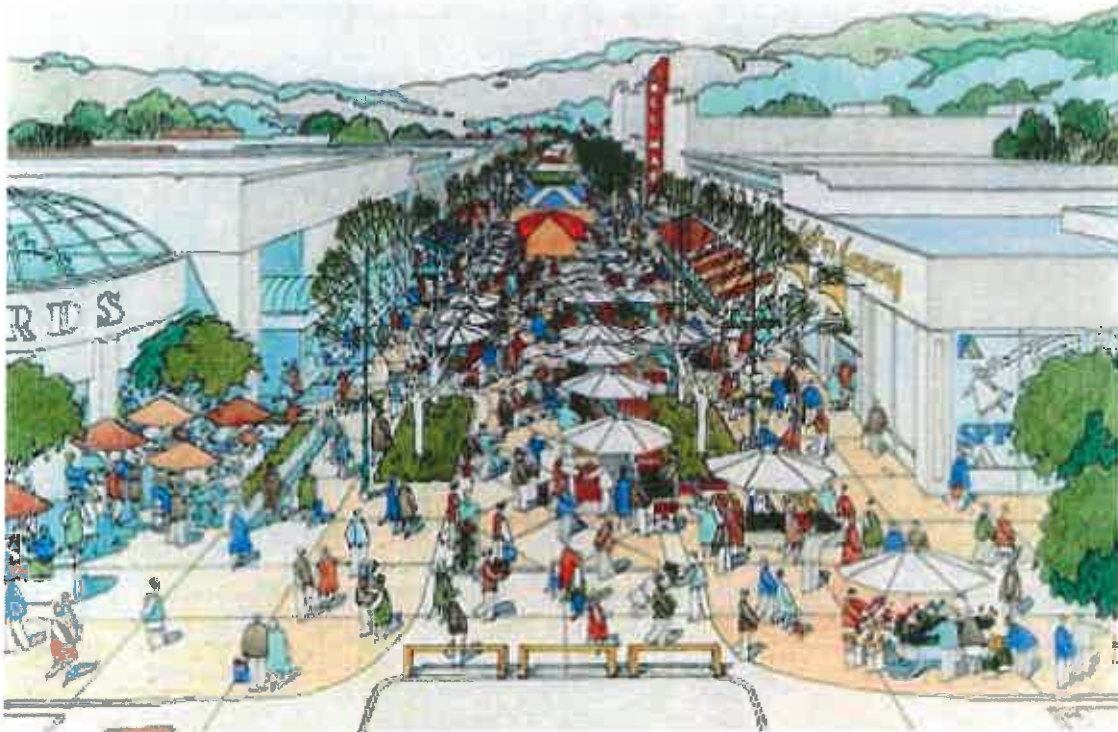
A new plaza at Pacific Avenue and Water Street will create a distinctive entry to the downtown...



...and a major gathering space framed by the Clock Tower and post office.



Pacific Avenue between Cathcart and Lincoln...



... will be transformed once a week into a Farmers Market.

Reinforcing the Pedestrian-Oriented Environment

Downtown Santa Cruz should be a place where pedestrians feel comfortable throughout the day and nighttime hours. Great pedestrian places are those that always feel full and active, with people promenading, window shopping or watching other people, people sitting in cafes with friends, people passing by on bicycles, or people enjoying a spontaneous street performance. The public spaces and streets of downtown Santa Cruz must be appropriately scaled to ensure that a comfortable pedestrian environment is created. As the major open space within the downtown, streets should be designed to respond to the cyclical nature and needs of the community. The ability to have larger pedestrian spaces when they are needed and more intimate and active places at other times will give the streets a life and character of their own. For instance, an annual parade or festival may warrant the temporary closure of all of Pacific Avenue to automobiles, whereas a weekly farmer's market could be accommodated on a particular street segment (e.g., between Cathcart and Lincoln). Similarly, traffic could be closed on other streets within the downtown (e.g., Cooper Street between Pacific and Front or Front Street between Water and River Streets) for special events.

A Balance Between Pedestrians and Automobiles

It is important that streets and sidewalks be correctly sized and programmed to accommodate pedestrian activity and movement. Pedestrian spaces that are too big can evoke a sense of inactivity, emptiness, and insecurity, and as a result discourage pedestrian use. A careful balance needs to be established between the automobile, pedestrians, and bicyclists. The complete elimination of the automobile is not desirable because it can result in pedestrian spaces that are too big and inaccessible. This has been proven in small and medium-sized cities throughout the country, where pedestrian malls have failed to create the desired pedestrian or commercial environment. On the other hand, streets should not be dominated by the automobile to the point where pedestrians and bicyclists feel secondary. The correct balance should include: wide sidewalks for promenading and pedestrian-oriented activities; narrow roadways with slow-moving traffic; continuous, safe bicycle routes; ample accessible, at-grade pedestrian crossings or ramps, and appropriately textured surfaces for access and safe movement of persons using mobility aids and devices; and curbside parking or bike lanes to offer a separation between pedestrians and moving cars and to slow traffic further. Trees should be used to reinforce the pedestrian environment by giving scale and definition to the public walkways and by promoting a visually attractive and comfortable street.

The Relationship of the Public and Private Realm

A downtown pedestrian district like Santa Cruz need not establish a hard edge between public and private uses. Activities should flow back and forth between the public and private realms. The extension of the pedestrian environment into private parcels is encouraged by means of passages and courtyards that have a strong tradition in Santa Cruz. Conversely, retailing activities (e.g., cafes, flower stands, produce markets) are encouraged (within carefully prescribed limits) to "spill out" into the public right-of-way to reinforce the life and vitality of the street.

Preserve and Enhance the Distinctive Scale and Character of Downtown

The image of downtown Santa Cruz is rich and complex, distinctive and memorable. Within the central city, new and rehabilitated buildings have developed individual character while retaining qualities of an historic townscape. The underlying cadence and structure of the built environment continues to express the scale and texture of a pedestrian-oriented downtown.

The Character of Downtown Buildings

Much of the character of downtown Santa Cruz has come from its incremental development and the individual stylistic expressions that have occurred over an extended period of time. As a result of the 1989 Loma Prieta earthquake, much of downtown has been rebuilt in a single generation. This puts a particular burden on the ~~Plan-Downtown and~~ **Plan and** its design guidelines to maintain the unique townscape character and to avoid the creation of monolithic "projects" that destroy the human scale and pedestrian quality of the downtown. The design guidelines call for buildings that respect the incremental pattern of development in the downtown and that are reflective of the charm and lifestyle of Santa Cruz: buildings that have a unique rhythm and variation created by elements including balconies, loggias, trellises, and bay windows; buildings that extend and enhance the public realm with courtyards, setbacks, extension areas, and passages; and buildings that are not hermetically sealed, but reflect the environment and are energy efficient. The ~~Plan-Downtown does~~ **Plan does** not recommend a single architectural style as a predominant theme, but rather emphasizes a humanistic scale and warmth that provides a common vocabulary.

The Opportunity to Intensify

The ~~Plan-Downtown recognizes~~ **Plan recognizes** that it is desirable for downtown Santa Cruz to intensify, in order to bring more people and activities to the area. However, this intensification must be achieved in a way that respects the townscape of the downtown and its relationship with the surrounding area. The ~~Plan-Downtown includes~~ **Plan includes** an Additional Height Zone A along the Pacific Avenue corridor between Laurel and Water Streets; and the west side of Front Street between Laurel Street and Soquel Avenue, where taller buildings can be created when key criteria are met. An Additional Height Zone B along Front Street is also included in the plan allowing for taller buildings when key criteria are met.

Strengthen Downtown Santa Cruz as a Place to Live

Throughout the country, cities are striving to reestablish old residential neighborhoods or to introduce new ones within their downtowns. Santa Cruz is fortunate to have attractive and viable downtown neighborhoods that serve to reinforce the city center not only as a place to shop or work, but as a place to live...a place that has a life beyond its business hours. In planning for change within the downtown, it is critical that such change be designed to preserve the character and qualities of the adjacent neighborhoods, and encourage new residential development that is compatible in scale. In this regard, land use, urban design, and circulation policies within the Downtown Plan are aimed at ensuring compatibility of scale and use with, and the avoidance of, through-traffic within adjacent neighborhoods.

To further reinforce the city center as a place to live and to extend the residential pattern of the surrounding single-family neighborhoods to the downtown, the Plan-Downtown encourages residential development as a second floor and above use throughout the downtown area. Some office space has been constructed for upper floors within the Plan-Downtown area on a project specific basis, with emphasis on market balance for housing and jobs. The potential redevelopment of the east side of Front Street also provides opportunities for non-residential uses suitable for the Riverwalk side of these properties; but the overarching policy for promoting additional housing in the downtown area is of primary importance with the 2016-2017 Plan-Downtown update.

Open Space and Pedestrian Linkages to the Adjacent Neighborhoods

The Plan-Downtown calls for the reinforcement of pedestrian linkages between the downtown and its adjacent residential neighborhoods. The original Downtown Recovery Plan recommended widened sidewalks and improved streetscapes along Church and Cathcart Streets to provide residents of the neighborhood immediately to the west of downtown with enhanced access to the downtown and the San Lorenzo River corridor. Many of these improvements have been completed, but need to continuously be reinforced and enhanced. ~~The~~ The Plan-Downtown continues to suggest enhanced linkages between the downtown and the Mission Hill neighborhood to the north through the expansion of Scope Park at Water Street and Pacific Avenue, providing direct pedestrian access to Mission Plaza and the historic Mission Hill district. As the South of Laurel district redevelops, it is also suggested that the pedestrian qualities of Pacific Avenue be extended southward to create stronger pedestrian linkages with the Beach Hill neighborhood.

Riverfront Residential

Along Front Street, between Soquel Avenue and Laurel Street, the Plan-Downtown promotes upper-level residential uses, while encouraging commercial uses at the ground level facing Front Street and a mix of commercial and residential uses at the Riverwalk level and above. Housing in this location provides a strong support use to the downtown and creates an attractive linkage to the recreational resource and amenity of the riverfront. In addition, the parking lot and adjacent commercial properties on the north east corner of Soquel Avenue and Front ~~Street~~ Street adjacent to River Street ~~South is~~ South is identified as a potential site for future mixed-use redevelopment, with residential as the upper-level use oriented to the river.

SRO Housing

SRO housing provides an important resource to a wide range of people who require proximity to the services and transit facilities of the downtown. In this regard, the replacement and maintenance of SRO housing has been encouraged throughout the downtown. Upon the completion of four projects (St. George Hotel, Palomar Hotel, El Centro, Colonial Hotel) along Pacific Avenue, the number of pre-earthquake SRO housing units has been exceeded. The Plan recommends that

additional projects be dispersed throughout the downtown and that individual SRO developments not exceed 60 units without City Council approval, to avoid the creation of a single district that will dominate other critical activities within the area.

Infill Residential on City-Controlled Sites

The original Downtown Recovery Plan considered City-controlled sites (such as parking lots) as being very important opportunity sites to provide additional housing. City-controlled properties remain extremely important twenty-five years after the Loma Prieta earthquake. This updated Plan Downtown continues Plan continues to promote mixed-use opportunities within downtown and rather than highlighting site-specific properties, the Plan-Downtown encourages Plan encourages flexibility in targeting potential development projects based on changing market conditions and the City's financial priorities and capacity. There may be opportunities downtown to participate in public/private partnerships and the Plan-Downtown encourages Plan encourages exploration of creative development options that will continue to achieve the objectives of this Plan-Downtown to Plan to positively enhance the residential community of downtown.

New Residential Development in the South of Laurel Area

It has been recognized that the South of Laurel area offers additional potential for the creation of a mixed-use/residential neighborhood that will serve to reinforce the diversity and vitality of downtown Santa Cruz. It will be important for "South of Laurel" to evolve, not as a series of independent projects, but as a well-planned and integrated neighborhood with many of the same qualities that make the city's existing neighborhoods unique and attractive places to live. Planning for this area should strive to create a cohesive and pedestrian-oriented residential "fabric" with well-landscaped streets, parks and community amenities, which may include a permanent event arena, and buildings that are carefully scaled and oriented to reinforce the pedestrian environment.

Housing Feasibility and Affordability

A comprehensive housing implementation strategy should be developed by the City to establish a feasible program for the creation of market-rate and affordable housing, including developer incentives, land write-downs, public participation in financing, parking reductions, etc. The Plan Downtown does Plan does not recommend the imposition of exactions on commercial developers for the creation of residential development.

Strengthen Downtown as a Place of Local and Regional Employment

Historically, downtown Santa Cruz has served as the principal government, business, and service center for North County. This role has reinforced the significance of the downtown as an important destination and has provided direct support to retailing uses. The Plan-Downtown strongly Plan strongly encourages the concentration of office uses within the downtown, where employees can best take advantage of existing and future transit service, where broader environmental objectives related to the improvement of air quality and transportation can be best served, where additional employees can contribute to the creation of an active and viable urban center, and where

they can be best served by downtown retail activities. In terms of supporting the viability of the downtown as a retail district, upper-level office uses are considered primary. While it is recognized that the regional office market is somewhat limited, the ~~Plan—Downtown acknowledges~~Plan acknowledges the opportunity to attract office users to newly available and assembled sites within the downtown; these uses offer an important opportunity to intensify the downtown district and enhance its role as a regional office center. The policies of this ~~Plan Downtown also~~Plan also allow for the flexibility and opportunities for office and technology-related companies to locate within the downtown, acknowledging the dynamic nature of the current technological industry can greatly contribute to the success and vibrancy of the downtown.

Opportunity Sites for Commercial Development

Several significant sites between Cathcart and Water Streets along Pacific Avenue provide good opportunities for upper-level office uses. The ~~Plan—Downtown encourages~~Plan encourages the most intensive development along Pacific Avenue and the Front Street/Riverfront corridor, where it can most benefit from shared parking and convenient transit, and where higher-density development is most appropriate. There continue to be opportunities for redevelopment of existing structures along lower Pacific Avenue, as well as along Front Street.

Concentrate Commercial Development Within Downtown Core

Land use planning policy for the City served well to support the enormous challenge that property owners, developers, and retailers faced in the rebuilding of the downtown district. Efforts should continue to be made to locate large-scale office and destination-oriented retail uses within the downtown, where they establish an economic vitality that will secure the downtown's role as the principal commercial center of the region. This ~~Plan—Downtown continues~~Plan continues to promote concentration of mixed use development within the downtown core. As the City's downtown develops with more mid-rise construction (up to 6 or 7 floors), the transit system and alternative transportation methods will become more important for maintaining the quality of life in the downtown area. The corridor connections between the beach and downtown will provide more opportunities for residents and tourism, but the focus of higher-density development and commercial/office uses in the downtown core remains foremost in the Plan.

Create a Stronger Relationship Between Downtown and the Beach

Each summer season, thousands of visitors come to Santa Cruz to enjoy the boardwalk amusements and the sandy beach facing Monterey Bay. Less than one mile to the south, the beach is separated from the downtown by topography (Beach Hill) and a road pattern that is indirect and confusing. As a result, many beach visitors have little knowledge that downtown Santa Cruz exists, and when the sun subsides, look elsewhere for their after-beach entertainment. While downtown Santa Cruz must continue to depend primarily on local residents for its economic health, increased patronage from beach visitors will only help to reinforce the commercial vitality of the area. The strong local character or "personality" of Pacific Avenue can be an attractive draw to visitors who, in a recreational mode, are looking for unfamiliar diversions that provide new experiences. Conversely, the revitalization of the Beach could introduce new activities that would be more attractive to the

local resident or patron of the downtown. The creation of complementary activities in both the downtown and the beach area would provide the strongest linkages between the two areas. Specific strategies for strengthening these linkages are outlined in Appendix 2 of the Plan.

Summary of the Original 1991 Plan Recommendations

Immediate Action (0-5 Years)	Medium to Long Term (More than 5 Years)
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LAND USE AND URBAN DESIGN

- | | | |
|---|---|---|
| 1. Intensify downtown Santa Cruz as the principal retail, restaurant, and commercial district of the city and region. | | |
| a. Require continuity of active ground-level uses (retail, restaurant, cultural, etc.) along Pacific Avenue. | ✓ | |
| b. Create a distinctive and active pedestrian environment that supports the downtown retail district as a unique destination. | ✓ | |
| c. Maximize opportunities for outdoor eating to reinforce the downtown as a food and entertainment destination. | ✓ | |
| d. Maintain and encourage local-serving support retail uses along Cedar and Front streets. | ✓ | |
| e. Create a Central Retail Management entity, responsible for retail recruitment, retention, and the management of the downtown district. | ✓ | |
| 2. Create significant new housing opportunities within the downtown area. | | |
| a. Expand the existing High Density Overlay Zone to include all areas of the downtown east of Cedar Street. | ✓ | |
| b. Permit/encourage housing as a principal upper-level use throughout the downtown. | ✓ | |
| c. Encourage redevelopment of the riverfront between Soquel Avenue and Laurel Street for mixed-use development, with required upper-level residential uses. | | ✓ |
| d. Encourage future redevelopment of the Long's-Zanotto's site for mixed-use development, with required upper-level residential uses. | | ✓ |
| e. Consider reuse of portions of City parking lots for residential redevelopment as replacement parking is provided in new structures. | | ✓ |
| f. Encourage replacement of SRO units throughout downtown. Limit size of SRO developments to 60 units. | ✓ | ✓ |

	Immediate Action (0-5 Years)	Medium to Long Term (More than 5 Years)
g. Encourage future redevelopment of south of Laurel area as mixed-use residential neighborhood.	✓	✓
h. Establish a comprehensive housing implementation strategy for the delivery of market-rate and affordable housing in the downtown.	✓	
3. Concentrate and intensify office development within the downtown.		
a. Permit/encourage office use as a principal upper-level use, except in the designated areas where residential is required.	✓	
b. Allow for additional height and intensity at the core of downtown (north of Cathcart along Pacific Avenue) to attract office development.	✓	
c. Discourage major speculative office development in other parts of the city that would most appropriately locate in downtown.	✓	
d. Coordinate with office developers for the provision of office parking that reinforces the overall objective of the Parking District.	✓	
4. Preserve and enhance the distinctive scale and character of downtown Santa Cruz.		
a. Maintain the predominantly two- to three-story form and character of downtown through height limits of 35 feet west of Cedar Street and north of Water Street, and 45 feet in the remainder of the downtown.	✓	
b. Allow additional height to 75 feet in the downtown core, under specific conditions that ensure appropriate transitions to architecturally significant buildings and maintain solar access.	✓	
c. Allow additional height in the North Pacific area to 45 feet, subject to urban design considerations and maintenance of views to Mission Hill.	✓	
d. Adopt urban design guidelines that reinforce: the unique townscape character of Santa Cruz; the incremental pattern of development; the pedestrian environment; and the human scale and quality of buildings.	✓	

- | | Immediate
Action
(0-5 Years) | Medium to
Long Term
(More than
5 Years) |
|---|------------------------------------|--|
| e. Require that new development strive to achieve an "optimum state" of accessibility, beginning with compliance with both the State of California's <i>Title 24 Accessibility Requirements</i> and the <i>Uniform Federal Accessibility Standards (UFAS)</i> . | ✓ | |
| f. Preserve historic structures to the maximum extent possible. | ✓ | |

CIRCULATION AND PARKING

1. Improve vehicular circulation patterns in a way that conveys a feeling of convenience and orientation, and that reinforces the pedestrian character of the downtown.

- | | | |
|--|---|---|
| a. Design Pacific Avenue to allow for traffic to enter the downtown from both Water Street at the north and Cathcart Street on the south. | ✓ | |
| b. Design Pacific Avenue between Water and Cathcart to allow for maximum operational flexibility, as described in the Circulation Plan. | ✓ | |
| c. Reconfigure intersections at River and South River Streets and at River and Front Streets to promote the Front Street/River Street corridor as a principal north-south collector in the downtown. | ✓ | |
| d. Consider creation of an east-west local roadway between Front and South River streets in conjunction with future redevelopment of the Long's-Zanotto's property. | | ✓ |
| e. Consider creation of an east-west local roadway between Cedar and Center Streets in conjunction with future redevelopment of the City parking lot between Lincoln and Cathcart Streets. | | ✓ |
| f. Maintain and enhance existing service alleys to promote rear service and to create attractive pedestrian ways. | ✓ | |
| g. Extend the system of secure alleys as part of redevelopment, to the maximum extent possible. | | ✓ |
| h. Coordinate with existing property owners to resolve the problems of exposed garbage areas through centralized garbage facilities. | ✓ | |
| i. Control service and loading from Pacific Avenue by limiting to non-peak business hours. | ✓ | |

	Immediate Action (0-5 Years)	Medium to Long Term (More than 5 Years)
2. Provide convenient and accessible parking in the downtown.		
a. Maintain the Parking District as the principal method of providing parking in the downtown (south of Water Street).	✓	
b. Maximize curbside parallel parking along Pacific Avenue to reinforce the feeling of a convenient and accessible downtown.	✓	
c. Maintain, to the maximum extent possible, on-street parking on other streets within the downtown.	✓	
d. Consolidate public and private properties to reinforce and expand the existing system of off-street parking along Cedar and Front Streets.	✓	✓
e. Provide ample and secure bike parking along Pacific Avenue and within existing and planned parking structures.	✓	✓
3. Provide for the efficient operation of transit in the downtown to reduce the impacts of the automobile and reinforce the pedestrian environment.		
a. Provide for continued safe and efficient bus access to the Metro Center from Pacific Avenue.	✓	
b. Introduce a rubber-tired "trolley" service to provide a transit linkage between downtown and the beach.	✓	
c. Design Pacific Avenue to be able to accommodate a future fixed-rail trolley or light-rail vehicle within the roadway.	✓	
d. Consider and explore strategies for inter-city rail service to downtown Santa Cruz.	✓	✓
e. Maintain inter-city (e.g., Greyhound) bus service in the downtown, either in the existing facility or as part of a consolidated facility within the Metro Center.	✓	
4. Maintain and enhance the existing system of bike routes within the downtown.		
a. Improve the San Lorenzo River as an exclusive Class 1 bike route.		✓
b. Add Cooper, Church and Locust Streets to the system of posted bike routes in the downtown.	✓	

	Immediate Action (0-5 Years)	Medium to Long Term (More than 5 Years)
c. Design Soquel and Walnut Avenues, and Lincoln and Cathcart Streets, to have dedicated bike lanes installed.	✓	
5. Strengthen pedestrian access to and movement within the downtown.		
a. Improve Pacific Avenue as the primary pedestrian corridor in the downtown, with minimum sidewalk widths of 12 feet.	✓	
b. Improve the San Lorenzo Riverfront as an exclusive pedestrian corridor between the Beach and the downtown.		✓
c. Improve Cathcart Street as an east-west pedestrian linkage between the river, Pacific Avenue, and downtown neighborhoods.	✓	✓
d. Strengthen the pedestrian linkage between downtown and San Lorenzo Park with short-term streetscape improvements at the Galleria and the western landing of the pedestrian bridge; and longer-term improvements, including an east-west roadway through Long's-Zanotto's and an expanded pedestrian bridge.	✓	✓
e. Strengthen the pedestrian linkage to neighborhoods east of the river through a new pedestrian bridge between Soquel and Laurel Street connecting to the Metro Center.		✓
f. Improve pedestrian linkages between downtown and Mission Hill through an expanded Scope Park and stair linkage.		✓
g. Enhance pedestrian linkages to Beach Hill and the Beach through streetscape improvements along Cliff Street and the stairways leading to Pacific Avenue (at Third Street) and the riverfront (at Cliff Street).		✓

STREETSCAPE AND OPEN SPACE

- 1. Improve Pacific Avenue as the downtown's major public gathering place, and as a viable retailing street.**
 - a. Introduce, north of Cathcart, an asymmetrical cross section that provides for a wider (20 to 25 feet) sidewalk on the sunnier, west-facing side of the street to support a diversity of activities, and a comfortable promenading sidewalk (12 to 15 feet) on the east-facing side. ✓

	Immediate Action (0-5 Years)	Medium to Long Term (More than 5 Years)
b. Introduce, south of Cathcart, a landscaped median to reinforce the continuity and sense of place in this area.	✓	
c. Maintain a strong sense of visual and pedestrian continuity along the entire length of the street.	✓	
d. Provide unobstructed access to all citizens, in compliance with Uniform Federal Accessibility Standards and State Title 24 Accessibility requirements.	✓	
e. Introduce a consistent treatment of boulevard trees along the length of the street that is high-branching, light in appearance, and suitable to urban environments.	✓	
f. Provide decorative pedestrian-scaled lighting that can support banners and holiday decorations.	✓	
g. Introduce public seating in conjunction with other activities (e.g., retail kiosks) at the key "T" intersections along Pacific Avenue.	✓	
h. Introduce ground-level planting at the "T" intersections and on the median south of Cathcart.	✓	
i. Allow for the extension of cafe and retail uses within the public right-of-way, subject to design standards and management guidelines.	✓	
2. Create additional open space opportunities in the downtown that have meaning and significance.		
a. Create a riverfront park at the foot of Cathcart Street to reinforce public access to, and use of, the river.		✓
b. Enhance open space opportunities at the northern tip of Pacific Avenue to accentuate the gateway role of this area and reinforce the significance of the post office and town clock.	✓	
c. Create a new park on the existing parking lot north of the planned Locust Street garage and along Plaza Lane.	✓	
d. Consider the creation of a more active public gathering space within the Civic Center area.		✓

Immediate Action (0-5 Years)	Medium to Long Term (More than 5 Years)
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3. Introduce streetscape improvements on other downtown streets to improve one's sense of arrival and the cohesiveness of the district.

- | | | |
|---|---|---|
| <p>a. Maintain and expand, to the maximum extent practical, sidewalks along east-west streets in the downtown.</p> | ✓ | ✓ |
| <p>b. Create distinctive landscape/streetscape along major east-west gateway streets/avenues and bridges (e.g., Water, Soquel, Laurel).</p> | | ✓ |
| <p>c. Enhance the Front Street/River Street corridor with consistent streetscape treatment from the highway to the Beach.</p> | | ✓ |

The ~~Plan-Downtown calls~~Plan calls for a balanced mixture of uses that will reinforce downtown Santa Cruz as a place of commerce, culture, and recreation: a place that people choose to go to meet friends; a place that naturally and spontaneously accommodates civic events; and a place where people live and work. Because of the desire to retain a mixed-use environment that includes a vertical as well as a horizontal mix of uses, there are no distinct land use zones within the downtown. Rather, the ~~Plan-Downtown identifies~~Plan identifies four subareas, each with its own distinct characteristics. These include:

- a. *The Pacific Avenue Retail District*, including a one-half block depth for all parcels fronting onto Pacific Avenue between Water and Laurel Streets;
- b. *The Front Street/Riverfront Corridor*, including the one-half block depth of property on the west side of Front Street, and all parcels adjacent to the riverfront between Water and Laurel Streets;
- c. *The Cedar Street "Village" District*, generally situated between the Pacific Avenue Retail District on the east and Center Street on the west; and
- d. *The North Pacific Area*, situated between Water Street, River Street, and the Mission Hill escarpment.

This chapter describes the proposed land uses for each of these four subareas and highlights the key development standards pertaining to height, bulk, and design treatment. In addition, specific policies and land use regulations are presented for retail, housing, and office uses in the downtown. The following chapter provides a more comprehensive description of development standards (including permitted uses) and urban design guidelines.

Pacific Avenue Retail District

Pacific Avenue is the historic main street of Santa Cruz, serving as the principal focus of commercial activity in the region and recognized as the main center of public life in the community. It is the place that people naturally congregate for civic events, the place where people can expect to meet others on a more spontaneous basis, and a place that is uniquely suited to the needs of the Santa Cruz consumer.

The most devastating effect of the Loma Prieta earthquake of 1989 was within the Pacific Avenue Retail District; in 15 seconds, the earthquake destroyed the commercial and social heart of the community, a place that had evolved over more than a century. In guiding the redevelopment of private properties along Pacific Avenue, it was important to preserve the unique qualities that occur within the district: its human scale; the incremental and rich pattern of development; the architectural diversity and interest of many of the buildings; and the continuity of active public-oriented uses along the street. While many historic buildings were destroyed or damaged beyond repair, historic structures should be preserved to the maximum extent possible, where appropriate.

It is not the intent of the ~~Plan-Downtown and~~Plan and the development standards and guidelines presented in the following chapter to merely cause the past to be replicated. Rather, the ~~Plan Downtown~~Plan recognizes the opportunities to improve the Pacific Avenue Retail District: to intensify and diversify the type of activities; to make the street more comfortable to a wider range of people; and to encourage development that is sensitive to the past but that is appropriate to the future, both in terms of retailing and the public life of the community.

The ~~Plan-Downtown calls~~Plan calls for the intensification of Pacific Avenue as a mixed-use district. Active public-oriented retail, restaurant, entertainment, and cultural uses are considered the primary activity at street level; other uses will be permitted on a conditional basis, if they meet the principal criteria of supporting the active pedestrian environment that is desired. Upper-level office and residential uses are encouraged along Pacific Avenue as a primary support to the ground-level retail uses. As described below, housing is encouraged as a permitted use throughout the downtown. It is recommended that residential projects be dispersed throughout the downtown district. For projects on sites smaller than 20,000 square feet, on-site parking is discouraged within this subarea in favor of centralized and shared parking provided by the Parking District.

The development standards and design guidelines for the Pacific Avenue Retail District call for maintaining the form and character of the existing downtown. Specific criteria are established to allow development to be intensified up to 85 feet, within the area located along Pacific Avenue from Water Street to Laurel Street. The intent of the criteria is to encourage an intensification of activity and population within the core of the downtown but, at the same time, to ensure that a sensitive transition or design integration is made between taller development and existing buildings of historic or architectural value; a principal intent of the criteria is also to maximize solar access to the sidewalks to ensure an active and comfortable pedestrian environment throughout the year.

The standards and guidelines also focus to a great extent upon the effect of private development on the pedestrian's experience. In addition to the types of ground-level land uses, the treatment of ground-level storefronts is also of critical importance to ensure that the pedestrian's experience along the street is reinforced and that new private development extends and enhances the streetscape improvements within the public realm.

The Front Street/Riverfront Corridor

The Front Street/Riverfront Corridor forms an eastern edge to the Pacific Avenue Retail District and creates a transition between the more intensive commercial district and the riverfront. The role of Front Street as an important arterial distributing traffic to, through, and around the downtown has caused it to evolve as a destination retail district, with a major supermarket, drug store, and a specialty retail center backing up to the river. This role is one that is complementary to the more intensive, specialized, and pedestrian-oriented nature of Pacific Avenue, and its maintenance and enhancement is encouraged. Ground-level commercial uses, including destination retail uses, personal service, financial, and office-related uses, are permitted uses along the street. Permitted upper-level uses include office and residential, as well as river-oriented commercial uses connecting to the Riverwalk. This mix of uses serves to reinforce the downtown as a place to live, shop and work; as well as enhances the pedestrian environment and feeling of security along the river.

The pattern of development that has occurred along the Front Street/Riverfront Corridor is one that has largely "turned its back" on the San Lorenzo River. Major recommendations of the City's 1988 San Lorenzo River Design Plan, the 2003 San Lorenzo Urban River Plan, and the 2010 River/Front and Lower Pacific Design Guidelines and Development Incentives study, all promote enhancing the recreational resource of the river within the downtown and to orient Front Street development in a more positive way to the river. This ~~Plan-Downtown includes~~Plan includes development standards that promote better access and incentives to redevelop the Front Street/Riverfront Corridor properties.

The ~~Plan-Downtown reinforces~~Plan reinforces this objective by encouraging active ground-level uses, including retail shops and restaurants adjacent to Front Street and the Riverwalk. In addition, the ~~Plan-Downtown calls~~Plan calls for residential, office, or restaurants as upper-level uses east of Front Street between Soquel and Laurel, to take advantage of the riverfront amenity, to reinforce the downtown as a place to live as well as shop and work, and to enhance the pedestrian environment and feeling of security along the river. The ~~Plan-Downtown requires~~Plan requires at least 60 percent of the square footage of development within these areas (not including parking) to be provided in residential uses. . The guidelines for riverfront development, however, recognize the need to maintain the public nature of the riverfront corridor and include provisions for public access from Front Street, reasonable solar access to the Riverwalk, the articulation of the building mass, and the provision of active ground-level uses.

The flood improvements completed per the previously adopted river plans allowed for the removal of the floodplain designation and National Flood Insurance requirements from the properties that abut the east and west sides of Front Street. Prior to the FEMA certification of the completed improvements, new development must comply with FEMA Flood Zone A-99 standards for development within the floodplain, as well as the guidelines provided for below. New projects constructed along this portion of the FEMA floodplain shall be designed to create a positive connection with the San Lorenzo Riverwalk. The FEMA guidelines define construction treatments for various uses within the floodplain.

In addition to the Front Street/Riverfront Corridor between Laurel and Soquel, the ~~Plan Downtown also~~Plan also designates the parking lot and adjacent commercial properties on the north east corner of Soquel Avenue and Front Street for future potential mixed-use residential development. Such a development could maintain ground-level retail and convenience uses, integrated with up to 3 levels of upper-level residential development (to a maximum height of 45 feet), highly articulated to create an attractive edge to the riverfront and an interesting and varied silhouette.

Parking for both the commercial and residential components of the development would be encapsulated on two levels within the podium base of the project and screened from public view by the ground-level retail uses. Development would be required to meet the provision for at least 60 percent of the square footage (not including parking) to be provided in residential uses.

Along the western edge of Front Street, key opportunities need to be preserved for public downtown parking. Specific standards and guidelines for the treatment of surface parking lots and for the development of parking garages are outlined in the following chapter.

LAND USE CONCEPT

NORTH PACIFIC AREA

- Intensify as mixed-use downtown support area
- Ground level commercial uses
- Upper level residential or office
- All parking required on site

PACIFIC AVENUE RETAIL DISTRICT

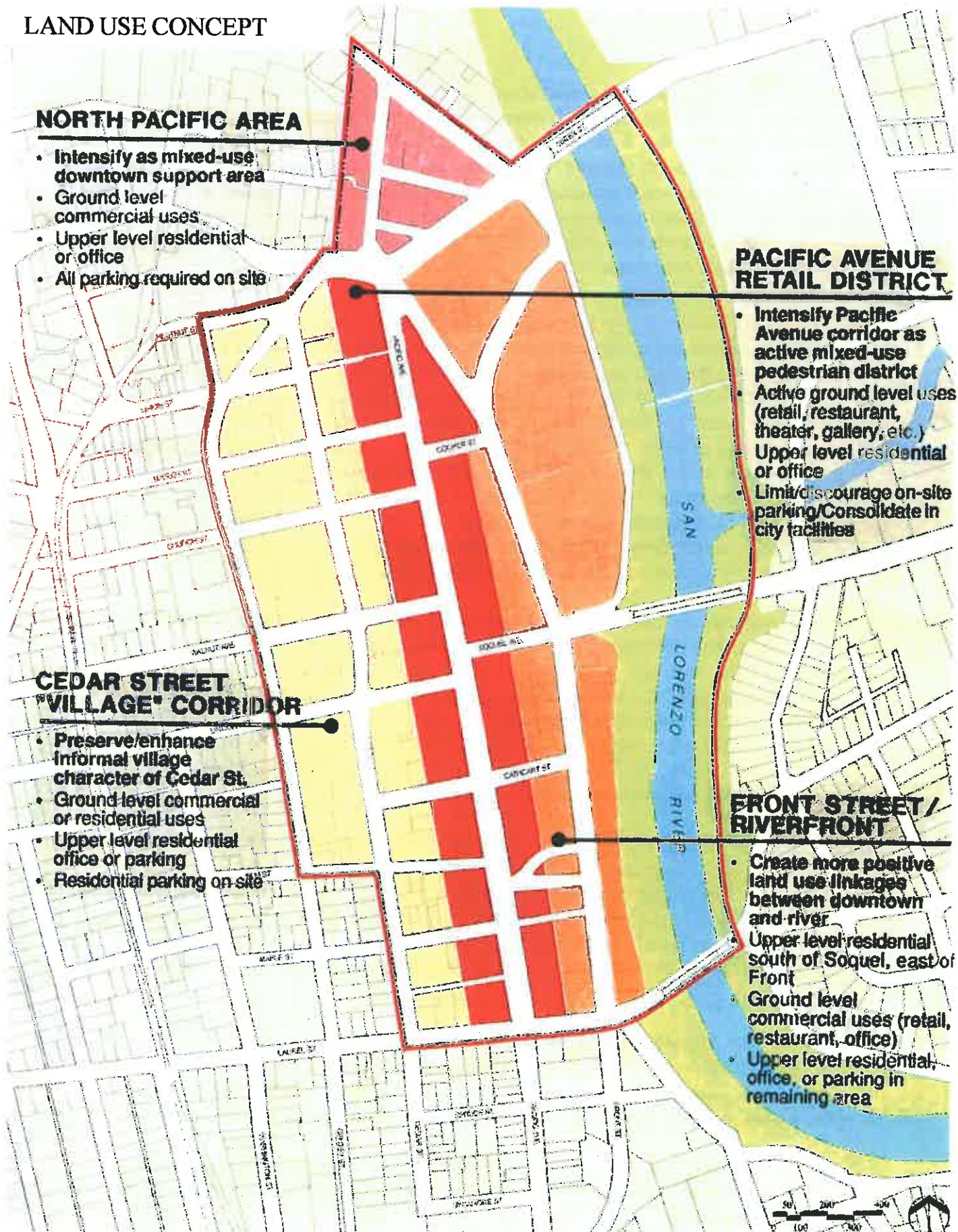
- Intensify Pacific Avenue corridor as active mixed-use pedestrian district
- Active ground level uses (retail, restaurant, theater, gallery, etc.)
- Upper level residential or office
- Limit/discourage on-site parking/Consolidate in city facilities

CEDAR STREET "VILLAGE" CORRIDOR

- Preserve/enhance informal village character of Cedar St.
- Ground-level commercial or residential uses
- Upper level residential office or parking
- Residential parking on-site

FRONT STREET / RIVERFRONT

- Create more positive land use linkages between downtown and river
- Upper level residential south of Soquel, east of Front
- Ground level commercial uses (retail, restaurant, office)
- Upper level residential, office, or parking in remaining area



The Cedar Street Village Corridor

The Cedar Street Corridor is immediately west of the Pacific Avenue Retail District. The area provides an appropriate transition in scale and use between the downtown and the adjacent residential neighborhoods and the civic center. In contrast to Front Street, which plays a destination retail role, Cedar Street serves as a more local-serving street with a mixture of professional offices, support and convenience retail, and restaurant uses. Unlike Pacific Avenue, which developed in a relatively consistent manner with a strong "street wall" of buildings, Cedar Street is more diverse in nature, with a mixture of one and two-story structures of varied setbacks. Many of the buildings are wood frame structures with a strong residential character.

The land use plan and the standards and guidelines strive to preserve and enhance the informal "village" qualities of the Cedar Street Corridor. Unlike the Pacific Avenue district, permitted ground-level uses include office in addition to retail, and residential uses are allowed at the ground level along the east-west streets and Center Street. No strict "build-to" lines are established, and the height of development is purposely stepped down to a maximum of 35 feet, or three floors.

Like the Front Street/Riverfront Corridor, the Cedar Street Village Corridor plays an important role in providing parking facilities for Pacific Avenue. It is particularly important to ensure that if future parking structures are constructed in this area, that they be designed in a way that is supportive of the village character of the district and at a scale compatible with the adjacent neighborhoods. To this end, all parking structures in this subarea are required to step down to 35 feet adjacent to public streets.

Upper-level residential uses are particularly encouraged within the Cedar Street subarea to intensify the resident population of the downtown and to create an appropriate land use transition to the adjacent neighborhoods.

The North Pacific Area

The area of the downtown north of Water Street is unique from the remainder of the district to the south. Situated at the foot of Mission Hill and between River Street and Water Streets, this subarea plays an important gateway role for motorists entering the area from the north and the east. The Town Clock and Scope Park at North Pacific and Water Street intensifies this gateway role and creates a visual and activity linkage with the downtown core to the south.

North Pacific Avenue also plays an important gateway function to the downtown, providing a linkage from River Street to the Town Clock and the Pacific Avenue Retail District to the south. North Pacific itself has evolved as a unique street; its narrow right-of-way and small-scale retail buildings nestled against the escarpment of Mission Hill create an intimate village-like quality.

As the downtown area intensifies, the light industrial uses in the North Pacific area will naturally evolve to more urbanized uses. The [Plan-Downtown calls](#) [Plan calls](#) for a mixture of office, residential, and retail uses that can support the primary commercial uses of the Pacific Avenue area to the south

A maximum height of 35 feet (2 floors of commercial, or 1 floor of commercial with 2 floors of residential above) is proposed for the North Pacific area. Additional height up to 45 feet (3 floors of commercial, or 1 floor of commercial with 3 floors of residential above) is allowed for properties

east of North Pacific Avenue, if visual analyses indicate that views to Mission Hill from the Water Street Bridge are preserved and if additional height is highly articulated.

Portions of -the North Pacific Area are not located within the City's parking district and, as such, parking must meet overall City standards and be provided on site.

Retail

A critical objective of the ~~Plan-Downtown is~~ **Planes** the revitalization and intensification of downtown Santa Cruz as the principal retail and commercial district of the city and region. Retail is the land use component most critical to the success of the downtown. Without a strong and diverse retail base, the downtown cannot function as a viable center for the community. Clearly, a major strength of the downtown is its unique retailing personality, which has evolved as a result of strong local merchants and a loyal customer base. The ~~Plan-Downtown proposes~~ **Plan proposes** that this base be built upon further, by means of the following policies:

Plan-Downtown Retail Plan Retail Policies

- a. Retail uses that generate pedestrian interest and activity shall be the predominant permitted use for the street level of development throughout the downtown. Restaurants, cafes, entertainment, and cultural uses are also permitted ground-level uses.
- b. Along Pacific Avenue, ground-level retail, restaurant, and cultural uses shall be required. Other uses will be permitted only on a conditional basis.
- c. The design of Pacific Avenue, and the development standards and design guidelines, should maximize opportunities for outdoor eating (e.g., cafes) to reinforce the downtown's image and identity as a vital food and entertainment district.
- d. The design of Pacific Avenue, and the development standards and design guidelines, should be aimed at creating a distinctive and active pedestrian environment that supports the downtown as a unique retail destination, comfortable to a complete range of users.

The Downtown Management Corporation should be retained to continue to improve public perception of downtown Santa Cruz by enhancing safety and security; provide information and direction to shoppers and visitors in downtown Santa Cruz; and provide a visible presence in downtown Santa Cruz to observe and report street disorder.

Housing

A major objective of the "First Principles" is the creation of significant new housing opportunities within the downtown. It is recognized that while the downtown must function as a viable commercial center, it should also be an attractive place to live. The combination of retail and office uses with a wide range of residential units will extend and enrich the life of the downtown and serve to make it a more attractive place for residents, employees, and visitors alike. Toward this objective, the following housing policies were established by Vision Santa Cruz in its "First Principles" document and are supported by the Plan:

- a. A mix of housing should be developed, including development of new housing areas and a variety of types (apartments, condominiums, SRO's) serving a range of needs and income groups. No one housing type should predominate.
- b. The City's current 15 percent affordability requirement should be maintained.
- c. Numeric goals for housing should be established for types, market served, and locations which are achievable and take into account costs and feasibility. Specific locations should be evaluated for housing potential including Pacific Avenue, South of Laurel and along the San Lorenzo River, adjacent to the parking lots at the north east corner of Soquel Avenue and Front Street.
- d. Housing in the downtown should be well designed, well maintained, and well managed in order to fit well in the new downtown fabric.
- e. Reconstructed post-Loma Prieta earthquake SRO housing should be retained.

General Plan 2030

In November of 1990, the City Council adopted a High Density Overlay Zone (HDO) for the Pacific Avenue corridor between Water and Elm Streets, which provided density bonuses for residential development within commercial mixed-use projects. This overlay district became obsolete with the adoption of the General Plan 2030 in 2012. The Regional Visitor Commercial land use designation (applicable to downtown) includes new floor area ratio (FAR) ranges that supersede the HDO district.

Downtown Plan Housing Policies

- a. The ~~Plan-Downtown reconfirms~~ Plan reconfirms housing as a permitted upper-level use throughout the downtown and introduces the potential for ground-level residential (e.g., townhouses) on the east-west streets west of Cedar Street and along Center Street.

- b. The Plan reconfirms the density provisions of the ordinance, and provides for more detailed height and massing criteria and design guidelines for housing within each subdistrict of the downtown.
- c. The ~~Plan–Downtown identifies~~Plan identifies the area along the San Lorenzo River, east of Front Street between Soquel Avenue and Laurel Street, and the properties at the north east corner of Soquel Avenue and Front Street as areas where upper-level housing is encouraged as the primary use of any redevelopment project that occurs. This provision recommends that at least 60 percent of the square footage within these projects (not including parking) be devoted to housing.
- d. The ~~Plan–Downtown Plan~~Plan supports the retention of all SRO housing units reconstructed after the Loma Prieta earthquake. The ~~Plan–Downtown Plan~~Plan further recommends that additional SRO projects dispersed throughout the downtown and that individual development not exceed 60 units without City Council approval, to avoid the creation of a single district that will dominate other critical activities within the area.
- e. Although the area south of Laurel Street is beyond the boundaries of the Downtown Plan, the Beach/South of Laurel Plan recognizes the great potential for this area to be redeveloped as an in-town neighborhood that: supports the downtown as a mixed-use district; extends the existing pattern of residential uses from Beach Hill and the downtown neighborhoods; takes advantage of the amenity of the river; and creates a more positive activity linkage between the downtown and the Beach.
- f. All residential projects within the downtown must meet off-street parking requirements of the zoning ordinance, unless they are situated within the parking district, in which case they shall adhere to the requirements of the district.
- g. Beyond regulatory requirements, a comprehensive housing implementation strategy should be established to develop a feasible program for the delivery of market-rate and affordable housing units in the downtown. Measures could include developer incentives such as land write-downs, public participation in financing, parking reductions and direct subsidies, as appropriate. Exactions on commercial developers for the provision of residential units are not recommended.

Office

Historically, downtown Santa Cruz has served as the principal government, business, and service center for North County. This role has reinforced the significance of the downtown as an important destination and has provided direct support for retailing uses. The ~~Plan–Downtown strongly~~Plan strongly encourages the concentration and intensification of office uses within the downtown,

where employees can best take advantage of existing and future transit service, where broader environmental objectives related to the improvement of air quality and transportation can be best served, where additional employees can contribute to the creation of an active and viable urban center, and where they can be best served by downtown retail activities.

Office Policies

The ~~Plan-Downtown recommends~~ Plan recommends the following land use policies as a means of reinforcing the downtown as the principal office and employment center in the city and region:

- a. Office use should be a permitted upper-level use throughout the downtown, except in the designated areas where residential is a required upper-level use.
- b. Major speculative office development projects (e.g., greater than 10,000 square feet) that would be an appropriate downtown use should be discouraged in other parts of the City.
- c. The City and Parking District No. 1 should coordinate with office developers for the provision of convenient off-site parking that can meet private requirements as well as public objectives for well-designed centralized parking facilities.

This redlined version shows changes made to the September 2016 version. Chapters 5-7 and the appendices are not included in this version because there were no changes from September 2016.

Development Standards and Design Guidelines 4

A. ALL CENTRAL BUSINESS DISTRICTS LAND USES

All new construction shall require approval of a Design Permit, regardless of type of use.

1. Prohibited Uses

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

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

- a. Uses not permitted include, but are not limited to, the following: **medical and recreational marijuana** provider dispensaries, Tattoo parlors; rent, sales or service of automobiles, trucks, recreational vehicles, motorcycles or trailers; sale of firearms; general advertising signs; sale of alcoholic beverages for off-site consumption requiring ABC liquor license Numbers 20 or 21 (liquor stores); drive-up facility; or drive-through facility.
- b. Nuisance Activities. No use, even though listed as a permitted use or otherwise allowed, shall be permitted which, by reason of its nature or manner of operation, is deemed by the Zoning Administrator to be creating a condition that is hazardous, noxious, or offensive through the emission of odor, fumes, smoke, cinder, dust, gas, vibration, glare, refuse, water-carried waste, or excessive noise. Such use shall be subject to violation abatement procedures, which may result in revocation of the use permit.

2. Accessory Uses

Accessory uses, as defined in Section 24.22.013 of the Zoning Ordinance, shall be limited to the use of no more than one quarter (¼) of the total floor area occupied by the permitted use.

3. Temporary Uses

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

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

- b. The following activities if they secure the proper permits, if applicable, from City agencies: Parades, civic events, and advertised citizen gatherings.

TABLE 4-1: Central Business Districts Use Allowances — Ground Floor

P = Principally Permitted (**Design Permit Required**)
 A = Administrative Use Permit (**Design Permit Also Required**)
 S = Special Use Permit (**Design Permit Also Required**)
 “—” = Not Permitted

<i>Use Categories</i>	<i>Pacific Avenue Retail</i>	<i>Front Street Riverfront</i>	<i>Cedar Street Village</i>	<i>North Pacific</i>	<i>Additional Regulations</i>
Residential					
Community Care Residential Facility	—	—	P/A	—	(1)
Dwellings, Multiple and Townhouse	A	A	A	A	(2)
Dwellings, One-Family & Two-Family	—	—	P	—	(2)
Dwellings, Small Ownership Housing	A	A	A	A	(2)
Dwellings, SRO Single Room Occupancy Housing	A	A	A	A	(2)
Family Day Care Homes, Small	—	P	P	P	(1)
Family Day Care Homes, Large	A	A	A	A	(1)
Supportive and Transitional Housing	A	A	A	A	(1)
Commercial					
Banks and Financial Institutions	A	P	A	P	(4)
Business Support Services	A	P	P	P	
Eating and Drinking Establishments					
- Bar, Tavern	A	A	S	A	(5)
- Brewpubs	PA	PA	A	A	(5)
- Bona Fide Restaurant	P	P	P	P	(5)
- Tasting Rooms	PA	PA	A	PA	
- Breweries, Distilleries and Wineries	A	A	A	A	(6)
Hotels / Motels	A	P	A	P	(6)
Instructional Services - Schools, Business and Technical	A	A	A	A	(7)
Live / Work Quarters	A	A	A	A	(8)
Nightclubs and Live Entertainment	S	S	S	S	(9)
Offices, Professional - Walk In Clientele	A	A	A	P	(10)
Parking Facilities, Surface and Structured	A	A	A	A	(11)
Personal Services					
- General Personal Services	A	A	A	P	(12)
- Health/Fitness Studio	A	A	A	A	(13)
Retail Sales	P	P	P	P	(14)
Theaters / Commercial Entertainment	P	P	AS	P	
Thrift Stores / Pawn Shops	S	S	S	S	(15)

TABLE 4-1: Central Business Districts Use Allowances — Ground Floor

P = Principally Permitted (~~Design Permit Required~~)
 A = Administrative Use Permit (~~Design Permit Also Required~~)
 S = Special Use Permit (~~Design Permit Also Required~~)
 “—” = Not Permitted

Use Categories	Pacific Avenue Retail	Front Street Riverfront	Cedar Street Village	North Pacific	Additional Regulations
Institutional and Community Facilities					(3)
Community/Religious Assembly	A	A	A	A	
Day Care Centers	A	A	A	A	
Government Buildings	P	P	P	P	
Medical Centers and Clinics	A	A	A	A	(4011)
Museums/Galleries/Cultural Institutions	A	A	A	A	(4617)
Social Service Centers	A	A	A	A	
Other Similar Uses as Determined by the Zoning Administrator to be consistent with the purpose of the subdistrict	P/A/S	P/A/S	P/A/S	P/A/S	

Additional Regulations – Ground Floor Uses.

(1) Community Care Residential Facilities. Facilities with fewer than 7 persons are principally permitted uses in the Cedar Street Village District. Facilities with 7 or more persons require approval of an Administrative Use Permit (AUP). Supportive and Transitional Housing facilities are allowed with only those restrictions that apply to similar residential uses.

(2) Multi-Family Housing. (Including Single-Room Occupancy projects subject to standards set forth in 24.12.) In all districts where multi-family housing requires an AUP, common residential lobbies for upper-level residences are allowed at ground level with active ground level common spaces publicly visible. Within the Cedar Street Village, ground-level residential uses are permitted on the side streets west of Cedar Street and along Center Street. Direct access between individual townhouse units and the street are strongly encouraged through the use of porches and front "stoops". In the Front Street/Riverfront Corridor and North Pacific Area, the first floor of units shall be elevated above the sidewalk level 5 feet. For Front Street/Riverfront Corridor, allow for ground level residential uses provided that such uses are internal to a block and do not face Front Street, Laurel Street, Cathcart Street, Soquel Avenue, River Street, North Pacific, or any public pedestrian paseo or lane. Individual housing unit entrances with direct access to Front Street are prohibited within 60 feet of Front Street from Soquel Avenue and Laurel Streets and along the frontages of public passageways between Front Street and the Riverwalk.

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

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

- a. The use adds a desired, “targeted” business to the Downtown, which would serve to diversify the Downtown Plan area ground-level business base;
- b. The use provides a public benefit and contributes to an appropriate balance of local or non-local businesses. For the purposes of this finding, it shall be presumed that local businesses serve to sustain the authenticity and unique retail character of the downtown business mix. However, non-local businesses may add to retail draw and contribute to overall downtown vitality in certain circumstances;
- c. The use contributes to an appropriate balance of small, medium and large-sized businesses in the downtown area to diversify the ground-level business mix; to insure the maintenance of the “Santa Cruz” identity, unique character and authenticity; to seek to reduce economic “leakage” of sales out of the City and County; and to induce local investment and employment to the downtown area;
- d. The design of the façade of the proposed use meets the design standards and guidelines of the Downtown Plan and is not restricted by corporate standardized or trademarked exterior design, signage, materials, color or other visual treatments;
- e. The proposed use would be a good neighbor and contribute to the community life of the downtown by participating in such community activities as: (1) Membership in downtown merchant, resident, neighborhood improvement organizations and/or assessment districts; (2) to the greatest extent feasible, hiring local residents; and (3) hosting or participating in downtown festivals, fairs, benefit events and similar neighborhood activities; and
- f. If applicable, all food and/or beverage service activities shall be conducted in accordance with the following “good neighbor operating procedures” for such uses.
 - i. Sufficient trash and recycling receptacles shall be provided and shall be regularly maintained;
 - ii. All debris boxes shall be screened and kept on the premises in a designated or approved location;
 - iii. The operator shall be responsible for cleaning the sidewalk within fifty (50) feet horizontal distance from the premises during the hours of operation to maintain the sidewalk free of paper, spillage or other litter; and
 - iv. Noise, glare and odors shall be contained within the premises so as not to be a nuisance to neighbors. Under no circumstance shall the ventilation outlets or

motors cause emission of objectionable odors or noise directed toward neighbors.

(4) ~~Banks~~ Banks and financial institutions. These uses may be allowed when there is no other bank within the contiguous block.

(5) Eating and Drinking Establishments. All uses within this category shall be subject to City and State alcohol regulations. When applicable, all fast food and/or beverage establishments (defined in the Zoning Ordinance) shall be conducted in accordance with the “good neighbor” operating procedures listed in Section 3.f.

(6) Breweries, Distilleries and Wineries. These manufacturing uses are allowed in these districts only when they contain at least 25% of floor area devoted to retail and/or tasting of the product manufactured on the premises. Street-oriented active store frontage is required.

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

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

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

(89) Live/Work Quarters. The residential component of a Live/Work space shall not be located on the ground level, unless the residence is located in the interior of the lot; i.e., the non-residential component of the space must have frontage on the public right-of-way or publicly accessible passageway. The non-residential component of the space must have a minimum frontage depth of 30 feet.

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

- a. Acoustical studies indicating that such uses can achieve the City's existing noise abatement standards;
- b. The provisions of Part 12 of the Zoning Ordinance (for High Risk or Low Risk Alcohol Outlets) are met;

- c. The establishments shall be conduct business in accordance with the following “good neighbor operating procedures” as described in Section 3.f above.
- d. The storefront adjacent to the street is designed in compliance with the storefront and building façade standards and guidelines and includes active people-oriented activities of visual interest to the pedestrian (e.g., food service/restaurant seating, retail frontage, queuing areas or art work) and in no case shall the storefront occupy more than 50 linear feet of street frontage;
- e. Such establishments are compatible with adjacent residential uses; and
- f. Such space is capable of being transformed into retail use in the future.

(4011) Medical Centers/Clinics and Professional Offices. Professional, editorial, real estate, insurance and other general business offices including space for non-profit organizations; medical and dental offices; and medical, optical and dental clinics will be considered for the ground level subject to the following criteria. These uses:

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

(4112) Parking, Surface or Structured. Allow for the use of parking lifts within the required envelope of any parking garage. See subdistrict development standards for other specific parking criteria.

(4213) Personal Services. Uses such as barber shops, laundry and clothes cleaning establishments; administrative, executive and financial services; and technology-related services are allowed with an AUP for the ground level, if it can be demonstrated that:

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

(1314) Health and Fitness Studios. These uses will be considered for ground-level use, provided that:

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

(1415) Retail. The store space along the frontage of North Pacific Avenue, River Street and Water Street shall have the minimum perpendicular depth of forty (40) feet; however, such use may vary in depth along these streets provided that each street maintains an average retail depth of twenty five (25) feet.

(1516) Thrift Stores or pawn shops. These uses are prohibited along Pacific Avenue frontage (75 feet perpendicular to Pacific frontage property line and within 40 feet perpendicular to the east-west street property line).

(1617) Art galleries and Museums. These uses shall be open to the public.

TABLE 4-2: Central Business Districts Use Allowances — Upper Floors

P = Principally Permitted (**Design Permit Required**)
 A = Administrative Use Permit (**Design Permit Also Required**)
 S = Special Use Permit (**Design Permit Also Required**)
 “—” = Not Permitted

<i>Use Categories</i>	<i>Pacific Avenue Retail</i>	<i>Front Street Riverfront</i>	<i>Cedar Street Village</i>	<i>North Pacific</i>	<i>Additional Regulations</i>
Residential					
Community Care Residential Facility	—	—	P/A	—	(1)
Dwellings, Multiple and Townhouse	A	A	A	A	(2)
Dwellings, One-Family & Two-Family	—	—	P	—	(2)
Dwellings, Small Ownership Housing	A	A	A	A	(2)
Dwellings, SRO Single Room Occupancy Housing	A	A	A	A	(2)
Family Day Care Homes, Small	—	P	P	P	(1)
Family Day Care Homes, Large	A	A	A	A	(1)
Supportive and Transitional Housing	A	A	A	A	(1)
Commercial					
Banks and Financial Institutions	A	P	A	P	
Business Support Services	A	P	P	P	
Eating and Drinking Establishments					
- Bar, Tavern	A	A	S	A	(3)
- Brewpubs	PA	PA	A	A	(3)
- Bona Fide Restaurant	P	P	P	P	(3)
- Tasting Rooms	PA	PA	A	PA	(3)
- Breweries, Distilleries and Wineries	A	A	A	A	(6)
General Market	P	P	P	P	
Hotels / Motels	A	P	A	P	(4)
Instructional Services - Schools, Business and Technical	A	A	A	A	(5)
Live / Work Quarters	A	A	A	A	
Nightclubs and Live Entertainment	S	S	S	S	(76)
Offices, Professional	P	P	P	P	(87)
Parking Facilities, Surface and Structured	A	A	A	A	(98)
Personal Services					
- General Personal Services	A	A	A	P	
- Health/Fitness Studio	A	A	A	A	(109)
Retail Sales	P	P	P	P	(114)
Theaters / Commercial Entertainment	P	P	AS	P	
Thrift Stores / Pawn Shops	S	S	S	S	

TABLE 4-2: Central Business Districts Use Allowances — Upper Floors

P = Principally Permitted (Design Permit Required) A = Administrative Use Permit (Design Permit Also Required) S = Special Use Permit (Design Permit Also Required) “—” = Not Permitted					
Use Categories	Pacific Avenue Retail	Front Street Riverfront	Cedar Street Village	North Pacific	Additional Regulations
Institutional and Community Facilities (3)					
Community/Religious Assembly	A	A	A	A	
Day Care Centers	A	A	A	A	
Government Buildings	P	P	P	P	
Medical Centers and Clinics	A	A	A	A	(87)
Museums/Galleries/Cultural Institutions	A	A	A	A	(124)
Communication Facilities	AP	AP	AP	AP	(134)
Industrial and Other					
Artist Studio	A	A	A	A	
Bakery, microbrewery, handicrafts or similar light manufacturing and assembly use associated with retail sales/services	A	A	A	A	
Other Similar Uses as Determined by the Zoning Administrator to be consistent with the purpose of the subdistrict	P/A/S	P/A/S	P/A/S	P/A/S	

Additional Regulations – Upper Floor Uses.

(1) Community Care Residential Facilities. Facilities with fewer than 7 persons are principally permitted uses in the Cedar Street Village District. Community Care Residential Facilities with 7 or more persons require approval of an AUP. Supportive and Transitional Housing facilities are allowed with only those restrictions that apply to similar residential uses.

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

be at least 60% of the total floor area of the project. This requirement does not apply to properties within 75 feet of Laurel Street or Soquel Avenue.

(3) Eating and Drinking Establishments. All uses within this category shall be subject to City and State alcohol regulations. When applicable, all fast food and/or beverage establishments (defined in the Zoning Ordinance) shall be conducted in accordance with the previously described “good neighbor operating procedures” previously described in section 3.f. of the Ground Floor Uses. Eating and drinking establishments are encouraged on the Riverwalk level to publicly activate the Riverwalk and connections to the Riverwalk and east/west publicly accessible spaces in the Pacific Avenue Retail District. Outdoor rooftop dining is allowed when associated with an upper level restaurant/eating and drinking establishment.

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

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

(6) Breweries, Distilleries and Wineries. These manufacturing uses are allowed in these districts only when they contain at least 25% of floor area devoted to retail and/or tasting of the product manufactured on the premises.

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

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

(87) Medical Centers/Clinics and Professional Offices. Professional, editorial, real estate, insurance and other general business offices including space for non-profit organizations; medical and dental offices; and medical, optical and dental clinics will be considered for upper levels subject to the following criteria. These uses must be compatible with existing and planned ground-level and upper-level permitted uses.

- | (98) Parking, Surface or Structured. Allow for the use of parking lifts within the required envelope of any parking garage. See subdistrict development standards for other specific parking criteria.
- | (109) Health and Fitness Studios. These uses will be considered for upper level use, provided that such establishments are compatible with adjacent residential uses.
- | (1140) Retail Sales. In the Pacific Avenue Retail District, second level retail sales are allowed subject to the approval an Administrative Use Permit when the second level is connected to the same business on the ground floor, subject to being compatible with and minimizing impacts to nearby residents. Riverwalk retail is allowed subject to the approval of an Administrative Use Permit to publicly activate the Riverwalk. Retail space should be evaluated in the context of adjacent projects to ensure uses are compatible, active and enhance the Riverwalk.
- | (1244) Art Galleries and Museums. These uses shall be open to the public.
- | (1342) Communication Facilities. **Uses are** subject to the regulations in Part 15 of Chapter 24.12.

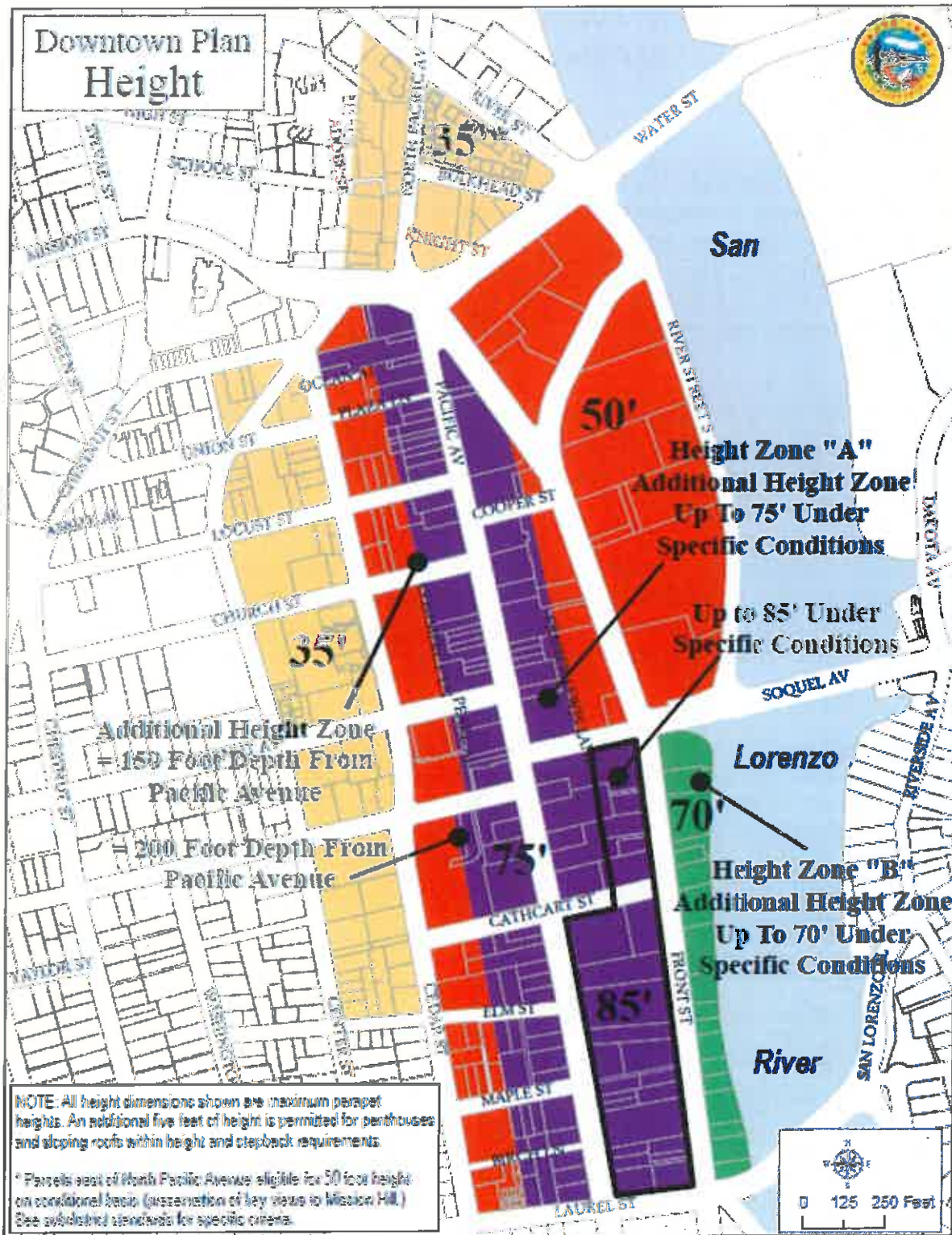


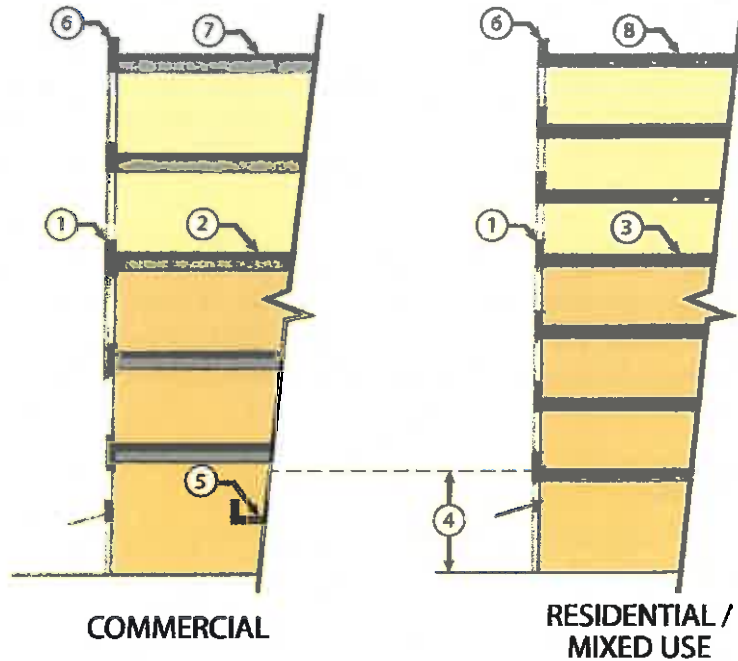
Figure A-1: Downtown Plan Height

B. PACIFIC AVENUE RETAIL DISTRICT DEVELOPMENT STANDARDS

1. Building Height

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

- a. Floors. No new building shall be less than two stories in height. The second story shall be at least 50 percent of the first floor area and shall be located toward the street frontage. An exception may be made for building recessed breaks as described for the Additional Height Zones.
- b. Floor-to-Floor Height. The first floor uses must have a minimum floor-to-floor height of 18 feet for properties north of Cathcart Street and 15 feet minimum south of Cathcart Street. Any mezzanine shall be set back at least 30 feet from the building line on the street and shall occupy no more than one-third of the area of the first floor.
- c. Base Height and Floors. No new development shall exceed a Base Height of 55 feet (measured to the top of parapet or eaves), except as provided for in the “Additional Height Zone A”. Within this Base Height, no more than 2 stories of non-residential uses shall be permitted above the ground floor retail use; a maximum of 3 floors of upper-level residential, hotel or mix of uses above the ground-level retail use will be permitted within the maximum 55 feet Base Height. (See Figure B-1.)



BASE HEIGHT

- ① Maximum 55' to top of parapet
- ② Maximum 3 floors of commercial
- ③ Maximum 3 floors of residential above 1 level of commercial
- ④ Minimum 15' ground level floor-to-floor dimension (South of Cathcart)
Minimum 18' ground level floor-to-floor dimension (North of Cathcart)
- ⑤ Maximum mezzanine area = 33% of ground level floor area

ADDITIONAL HEIGHT ZONE A

- ⑥ Maximum 75' to top of parapet for 60% of site area on sites 15,000 to 50,000 sf;
Maximum 85' to top of parapet for 20% of site area for sites >50,000 sf
- ⑦ Maximum 5 floors of commercial *
- ⑧ Maximum 6 floors of residential above 1 level of commercial *

*Within the massing and stepback requirements for additional height.

Figure B-1: Maximum Building Heights and Floors.

- d. Mechanical Penthouses. Uninhabitable mechanical penthouses will be permitted above the Base Height to a maximum height of 65 feet, provided that such penthouses are set back a minimum of 15 feet from any exposed face of the buildings, unless such penthouses are architecturally integrated into the building façade design.
- e. Sloping Roofs. (45 degrees/1:1 pitch or flatter) shall be permitted up to a maximum height of 60 feet, measured to the top of the sloping roof. For projects not eligible for the Additional Height, street wall heights shall not exceed the base height limit of 55 feet.
- f. Visual Impact Study. Any site that is located where the east-west street does not cross Pacific Avenue (sites with frontage on Locust, Church, Walnut, Lincoln, Soquel, Elm and Maple Streets) must prepare a visual impact study to determine how the proposed building would be viewed from the east-west street from a pedestrian eye-level.

2. Build-to Lines and Setbacks

To ensure that Pacific Avenue and the east-west streets are spatially well defined, all development shall be built to the property line of the street. The following exceptions to this condition are noted:

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

3. Public and Private Parking Facilities

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

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

4. Driveways and Curb Cuts

Limit on-site driveways along Front Street to a maximum of one driveway per property or at a spacing of at least 200 feet; driveways should be no more than 24 feet in width and to the extent practicable should be spaced from an adjacent driveway by at least 200 feet. Wider driveways may be considered based on a demonstrated need to accommodate specific vehicle operations of a proposed development..

5. Special Conditions for Maple Street Fronting Parcels 005-152-08, 005-152-17, 005-152-18, and 005-152-22.

Buildings fronting the 10-foot Maple Street alley between Pacific Avenue and Front Street shall be set back 20 feet to provide for a 50-foot wide public paseo, lane or street. If the above aggregated parcels are redeveloped together, the aggregated parcel size prior to the dedication exceeds the 15,000 square feet threshold to qualify for heights above the 55 foot base height, and shall be developed in conformance with the Additional Height Zone A performance standards. As a result of the required dedication, development on these aggregated parcels shall not be required to provide on-site parking. Developers of the aggregated parcels may pay parking fees to the Downtown Parking District in lieu of meeting the on-site parking requirements. A parking credit shall be applied to the project based on the amount of land dedicated to the City to expand the alley.

6. Special Conditions for Elm Street Pedestrian Connection (Parcel 005-152-31, 005-152-30, 005-152-05, 005-152-32, and 005-152-33).

Development of the above parcels shall include a 30-foot wide publicly accessible pedestrian connection between Pacific Avenue and Front Street. The public passageway

shall be located in the vicinity of Elm Street (within approximately 50 feet of Elm Street extension). The passageway shall be integrated into the design of the development.

C. PACIFIC AVENUE RETAIL DISTRICT BUILDING FAÇADE STANDARDS AND GUIDELINES

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

1. Building Facades.

Building facades shall respond to the character and composition of existing commercial buildings along Pacific Avenue. More specifically, facades shall be composed with 3 clearly distinct zones: the storefront, up to 18 feet in height or 15 feet south of Cathcart Street; the upper two to three stories of the facade to the established parapet height (e.g., 55 feet); and the roof and cornice treatment, which includes the visible portions of any additional height permitted above the Base Height of 55 feet. This compositional approach is consistent with the existing building facades along Pacific Avenue, as well as the desire to reinforce the pedestrian realm and avoid the creation of monolithic vertical walls along the street edge. A separation of treatment shall be clearly established between the ground-level storefront and the upper building levels, utilizing a strong belt course or architectural line, and through the specific storefront treatment described below. Similarly, a strong cornice line or roof treatment is encouraged to promote variety and a distinctive silhouette along the street.

2. Adjacent Buildings.

The composition of building facades shall also be considered in relation to adjacent buildings of historic or architectural value. While it is not the intent to maintain a consistent treatment along the street edge, the composition of new development shall seek to be harmonious and compatible with elements of adjacent structures, such as window proportions, the design of horizontal belt courses and cornice treatments, building materials and architectural elements.

3. Upper-Level Facades. (i.e., the two to three levels of building wall up to the 55-foot Base Height)

Upper-level facades shall provide a counterpoint to the storefronts below, and provide a visually interesting and varied edge to the public space of the street. In general, the upper-level façade shall be built to the property line and consist of carefully composed “punctured openings” within a richly detailed wall. A variety of treatments shall be introduced to create richness in both the horizontal and vertical planes, including:

- balconies
- bay windows
- flower boxes

- awnings
- cornice and belt courses, etc.

4. Streetwall.

To create a visually interesting “streetwall” with a rhythm and cadence that is reflective of the pattern of development along Pacific Avenue, building facades shall introduce variation at general intervals of 25 to 50 feet with the use of:

- fenestration,
- architectural elements,
- building materials, and/or
- building planes.

Large, uninterrupted expanses of horizontal or vertical wall surface shall be avoided. Regardless of property lines, the appearance shall be of a street with varying architectural treatments at intervals of no more than 50 to 75 feet. The multiple rhythms shall be created through the careful design of building elements and three-dimensional articulation of building elements sufficient to mitigate the presence of long, blank walls along Pacific Avenue, Front Street and Cedar Street the east-west streets, and the alleys. Elements that make up the rhythmic variation may include, but are not limited to:

- recessed windows;
- projecting windows;
- bay windows;
- structural elements;
- surface textures, patterns and colors;
- trim elements;
- balconies;
- belt-cornices;
- cornices;
- awnings and shutters; and
- landscape elements.

5. Cornices and Belt Courses.

Overhead horizontal projections (providing at least 8 feet of clearance above grade) of a purely architectural or decorative character such as cornices, eaves, sills and belt courses shall define the building elements (base, middle and top) and create three-dimensional interest in the façade, provided that they do not project more than:

- At roof level, 3 feet into the public right-of-way or a designated setback area.
- At every other level, 1 foot into the public right-of-way or designated setback area.

6. Windows.

Building walls shall be punctured by well-proportioned openings that provide three dimensional relief, detail, interest and rhythmic variation on the facade. Variation in rhythm shall be provided both horizontally and vertically. Large expanses of glass on the upper levels shall be considered only where activities of interest to the pedestrian can be highlighted, and in such cases, the design of these openings shall be carefully integrated within the overall facade composition. Windows shall be recessed a minimum of six inches from the face of the wall to emphasize the thickness of the wall consistent with the historical, traditional and newer buildings on Pacific Avenue; or windows other than bay windows may project from the wall six inches maximum into the public right-of-way. Windows shall be of high quality and shall be operable at the upper level and composed of elements that emulate the size and detail of the windows on Pacific Avenue. Window moldings and/or shutters with projections up to six inches are encouraged to provide detail, shade and articulation to building facades.

7. Upper Level Bay Windows and Balconies.

Bay or projecting windows and balconies are encouraged and may be permitted on upper levels of buildings, provided that a minimum of 10 feet of clearance is provided to grade and that the following provisions are met:

- a. The projection into the public right-of-way or designated setback area is no more than 3 feet; where sidewalks are less than 10 feet in depth, this projection shall be limited to 2 feet; along alleys, no projection shall be closer than 8 feet to the centerline of any alley.
- b. The glass area of the bay window, and the open portions of each balcony, shall not be less than 50 percent of the total area of the vertical surfaces of the projection.
- c. Bay windows and balconies shall "punctuate" rather than dominate the facade; to this end, the maximum length of bay windows shall be 15 feet at the property line or setback line; this width shall be reduced to a maximum width of 9 feet at the full projection of 3 feet, by means of 45 degree angles at the sides of all projecting bay windows. Perpendicular bay windows and balconies (or projections at a different angle) may be permitted, provided that they remain within the outside dimensions described above. Unless balconies are used as a means of distinguishing the storefront area from the upper-level facades, they shall be generally 15 feet in width or less.
- d. The minimum horizontal separation between bay windows, between balconies, and between bay windows and balconies shall be three feet as measured from the face of the building wall along the property line or setback line. A bay window or balcony shall not occur within two feet of the building edge. The intent of this guideline is to ensure that bay windows and balconies do not visually dominate the building wall.

8. Skyline Architectural Variations.

Special attention shall be paid to the articulation of the top portion of buildings such as variation in height, massing, materials, horizontal bands, cornices and parapets. Rooflines shall be broken at intervals no greater than 50 to 60 feet by roof elements or step backs to reinforce the predominant building increment along Pacific Avenue. Interesting and varied roof forms are encouraged. Rooftop equipment shall be completely concealed from view and integrated within the architectural vocabulary of the building. The use of landscaped roof terraces and gardens is also recommended.

9. Building Materials.

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

10. Colors.

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

11. Landscape Provisions.

To promote a unique image and identity of downtown in its coastal setting, buildings shall incorporate provisions for planting, including flower boxes, topiary planting, and climbing vines. Plant materials within the planters, planting beds, flower boxes and flower pots shall provide color and variety throughout the year. The use of artificial plants shall not be permitted.

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

- a. Landscape setbacks up to 18 inches in depth.
- b. Landscape planters recessed into Pacific Avenue sidewalk, up to 18 inches into the public right-of-way.

- c. Planter boxes no more than 24 inches in height may be permitted to project into the public right-of-way up to 18 inches. Window boxes also may be permitted to project from bay windows and balconies by 18 inches. Planter and window boxes shall provide internal and concealed drains connected to roof drains to avoid overflow to the street; they shall also be designed with high quality durable materials that are compatible and integral with the building façade.
- d. Hanging flower pots may project into the public right-of-way up to 18 inches and shall have a minimum 8-foot clearance within the public right-of-way unless hanging directly above planter boxes.
- e. Trellis structures supporting climbing vines that may project up to six inches into the public right-of-way or, where more than eight feet above the sidewalk, may project up to 18 inches into the public right-of-way.

12. Rear Service Alleys.

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

13. Exterior Lighting.

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

14. Property Line Walls.

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

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

from key points at pedestrian eye level down Pacific Avenue and key intersecting streets.

D. PACIFIC AVENUE RETAIL DISTRICT STOREFRONT STANDARDS AND DESIGN GUIDELINES

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

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

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

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

1. Height and Stepback Requirements

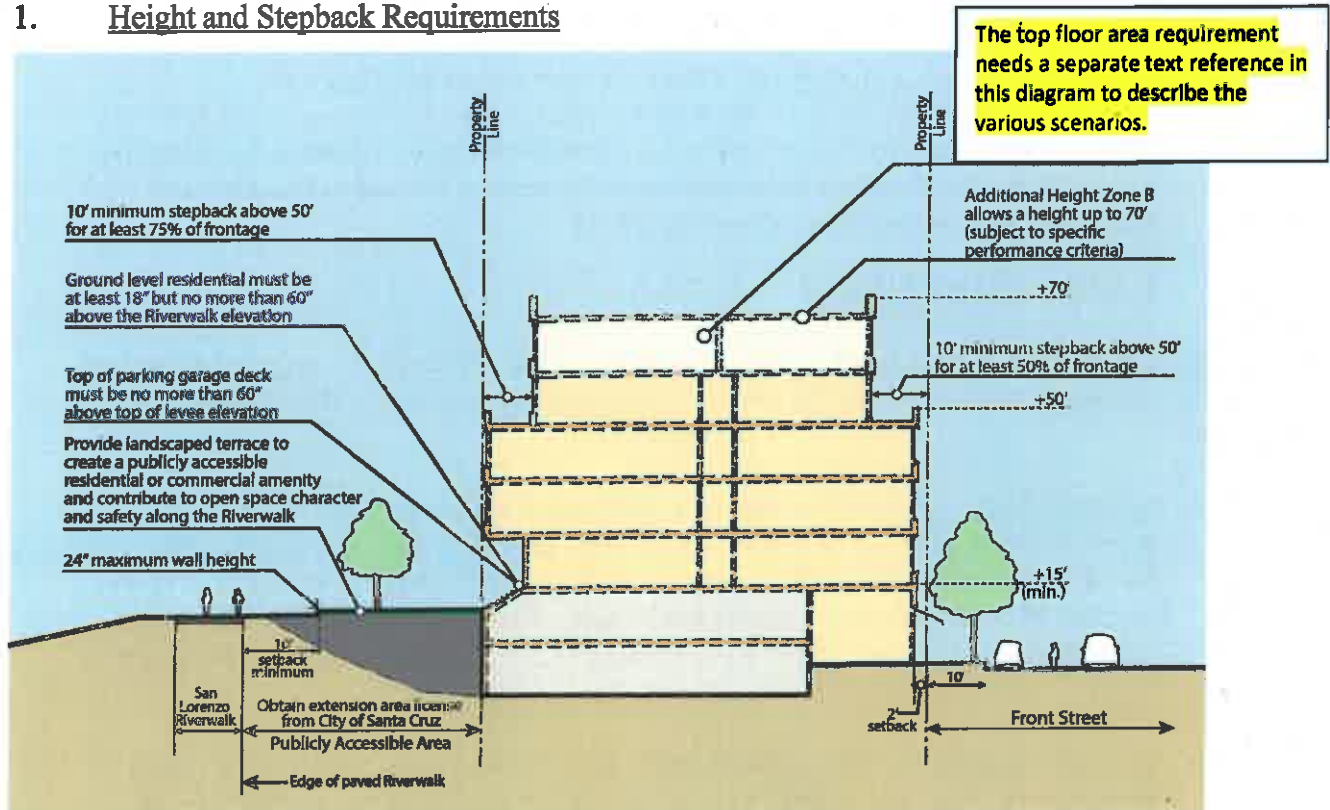


Figure E-1: Proposed base and additional height and stepback requirements along the Front Street/ Riverfront Corridor.

- a. Base Height and Floors. No new development shall exceed a base height of 50 feet (measured to the top of parapet or eaves on the highest floor). Within this base height, no more than 3 stories of commercial uses (including ground-level retail) shall be permitted; if upper-level residential or hotel uses are included, a maximum of 3 floors with a mix of uses above the ground-level retail use will be permitted within the maximum base height of 50 feet.
- b. Mechanical Penthouses. Uninhabitable mechanical penthouses will be permitted above the base height to a maximum height of 60 feet, provided that such penthouses are set back from the face of buildings by a minimum of 15 feet and that sloping roofs meet the provisions of c. below, unless the penthouse is architecturally integrated into the building facade.
- c. Upper Level Stepbacks from Streets and Public Passageways. In order to promote a pedestrian scale, to increase light to the street, and to reduce overall building mass and scale, development above 50 feet in height shall be required to step back from

the Front Street façade a minimum of 10 feet. At least 50% of building frontage along Front Street and Soquel Avenue shall step back 10 feet above the height of 50 feet. Buildings adjacent to River Street, east-west streets, and publicly accessible passageways shall step back at least 10 feet from the street for any height above 35 feet.

- d. Upper Level Stepback from River. Along the west side of the Riverwalk, development shall step back 10 feet from the exterior wall face above the 50 foot height level as measured from Front Street sidewalk elevation. Allow up to 25% of the Riverwalk building frontage to encroach into the required 10-foot stepback area to provide for massing variation. (See Figure E-1).

2. Build-to Lines and Setbacks.

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

- a. Sidewalk Width. In locations where the sidewalk is less than 12 feet wide, development shall be set back from the property line to create a 12-foot sidewalk. Development along Laurel Street and Front Street shall dedicate sufficient property to result in a sidewalk depth of at least 12 feet. The precise dedication shall be consistent with the final Laurel Street design and shall be established with a build-to line.
- b. Gateway Landscaping. New development along Water Street (south side), Laurel Street (north side), and Soquel Avenue shall be set back from the sidewalk by 10 feet to allow for generous gateway landscaping treatment.
- c. Building Length. Between Soquel Avenue and Laurel Street, limit the length of individual buildings along Front Street to a maximum of 250 feet of lineal street frontage, subject to the performance criteria for improved public access to the Riverwalk from Front Street at the key connection points of Cathcart Street, near Elm Street and Maple Street. (See Figure E-2)
- d. Riverwalk Property Line. No setback from the Riverwalk property line is required. ~~Allow new development to be constructed to or near the rear property line along the Riverwalk to achieve some private open space and serve as a transition between the public and private spaces.~~
- e. Encroachments. Development along the Riverwalk shall not encroach beyond the property line of the parcel, except in cases where levee-facing “people-oriented” commercial activities incorporate public access points to the Riverwalk. Top floor cantilevered portions of the building are allowed to encroach over the property line a maximum of 5 feet in order to provide architectural interest to the façade. Such cantilevered encroachment over the property line shall not exceed 25 percent of the total building frontage along the riverfront.

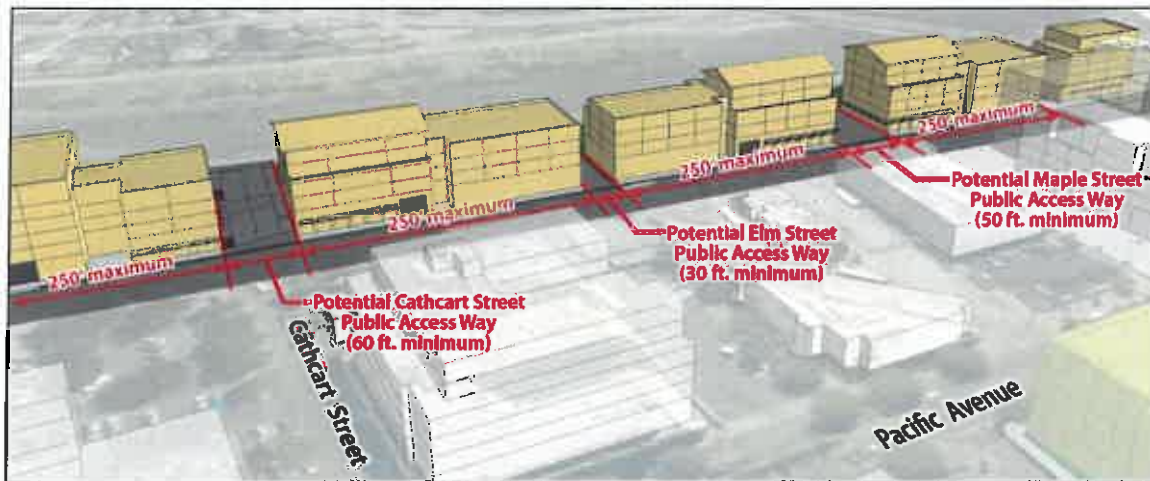


Figure E-2: Proposed building massing and public access requirements along Front Street and the riverfront.

3. Storefront Treatment.

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

4. Riverwalk Promenade.

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

- a. Riverwalk Setback. Residential or outdoor commercial uses adjacent to the Riverwalk shall be no closer than 10 feet from the western edge of the physical walkway, except where “people-oriented” commercial uses incorporate public access points to the Riverwalk.
- b. Levee Fill. All development shall fill the western slope of the levee (which may include both public and private property) as directed by the City of Santa Cruz and Army Corps of Engineers to create a level condition between the Riverwalk and the adjacent building. The filled area may terrace up from the maximum 24-inch wall to the finished floor of the development in a way that allows for the outdoor spaces to be publicly accessible to residents and commercial patrons. (See Figure E-1.)

- c. Retaining Wall at Property Line. Design the wall of the ground level of the building to structurally support fill material, and to provide appropriate under-drainage.
 - d. Landscaping. Landscaping this private and public space shall incorporate trees and vegetation appropriate to the river environment. Walls along the Riverwalk shall not exceed 24 inches in height and shall be set back from the promenade by at least 10 feet. Other than trees, landscaping shall not exceed 42 inches in height above grade. Trees planted as part of the San Lorenzo Flood Control Improvement Project should be maintained and incorporated into new development where feasible and where not in conflict with the required fill or publicly accessible amenities.
 - e. Lease/Easement of Extension Area License Agreement for Public Space. The City shall consider negotiated ~~leases or easements~~ Extension Area license agreements on the publicly owned land on the west side of the Riverwalk for open space purposes that promote activity and overlook the Riverwalk and river. The publically accessible open space area shall be visually open and accessible from the Riverwalk, but may be delineated with a low fence or hedge no more than 42 inches in height.
 - f. Commercial Criteria. In the case of commercial development, the ~~leased~~-area subject to the license agreement may be terraced and shall be designed to accommodate outdoor eating or public seating, and shall be within 24 inches of the Riverwalk elevation.
 - g. Public/Private Interface. In the case of residential development, the ~~leased~~-area subject to the license agreement and associated private yard shall be designed as a visually accessible garden space that provides a transition to the public Riverwalk. Residential entrances facing the river shall be elevated at least 18 inches, but no more than 5 feet above the Riverwalk to create privacy and differentiation of public and private spaces.
 - h. Entrances Along Riverfront. Entries, either to individual residential units or common entrances, or to commercial establishments, shall be provided along the riverfront promenade at intervals no greater than 75 feet.
 - i. Fencing. Fencing shall be decorative, visually open metal rail material, creating a visual connection between the private and public spaces.
 - j. Visually Open Development. Solid vegetation in the form of a visual screen or hedge is prohibited and views to the Riverwalk from private open spaces are required. Line of sight views between the development and the Riverwalk are intended to ensure a safe and interesting environment to joggers, walkers and cyclists.
5. Access to the Riverwalk.

Between Soquel Avenue and Laurel Streets along Front Street, new development shall provide east-west public access between the Riverwalk and the Front Street sidewalk at or near the extension of Cathcart Street, Elm Street and Maple Street Developers of riverfront

properties shall be required to physically and/or financially contribute their fair share through conditions of approval, an Improvement District, Development Agreement, or similar mechanisms to the improvement of these publicly accessible connections. Development shall be consistent with the following performance standards:

- a. Publicly Open Passageways. Such access shall be open to the public during daylight hours.
- b. Pedestrian Focus. Such publicly accessible connections shall be predominantly pedestrian in nature and located within 50 feet of the Front Street intersections at the terminus of Cathcart Street and the extensions of Maple and Elm Streets. In addition to the pedestrian access, bicycle access shall be provided at the extension of Elm Street, which will serve as the primary bicycle access to the Riverwalk between Soquel Avenue and Laurel Street.
- c. Passageway Widths. The width of these publicly accessible pedestrian connections shall be no less than the following: 60 feet at or near the terminus of Cathcart Street; 50 feet at or near the terminus of Maple Street; and 30 feet at or near the extension of Elm Street.
- d. Vertically Open Passageways. These passageways shall be open to the sky, provide a high quality accessible path of travel between the Front Street sidewalk and the Riverwalk, and provide clear building breaks that avoid the walling off of the river from downtown.
- e. Pedestrian Oriented Uses. The pedestrian passageways shall be lined with active pedestrian-oriented uses that create a safe and interesting environment, including commercial uses, outdoor cafes, resident-serving amenities, building entries and/or lobbies.

6. Upper-Level Facade Treatment.

The treatment of upper-level facades shall generally comply with the guidelines for the Pacific Avenue Retail District in terms of building rhythm, corner treatment, windows, roof treatment, building materials, colors and planting, and rear service lanes.

7. Gateway Treatments.

New development that occurs at key gateway intersections to the downtown (e.g., River-Water; Pacific-Front; Cooper-Front; Soquel-Front; Cathcart-Front; Laurel-Front) shall be articulated to accentuate this condition. Treatments could include corner towers or turrets, setbacks, distinctive changes in fenestration and materials, etc.

8. Riverfront Residential.

| Residential development occurring along the Front Street/

Riverfront Corridor, or future residential development that may occur as part of a mixed-use development on the northeast corner of the Front/Soquel intersection, shall be highly articulated and expressive of the individual units within the complex. The use of sloping roofs, recessed loggias and balconies, bay windows, dormers and chimneys shall be carefully composed to create an intricate composition that expresses individual unit modules to the maximum extent practicable. A variety of building materials is encouraged, including the building materials recommended for the Pacific Avenue district above (e.g., stucco, brick, and stone). To avoid the creation of a "wall" of development along the riverfront between Soquel and Laurel Streets, development shall be highly articulated with variation in height. The required 10-foot sideyard setbacks shall also serve to break up the mass of development along this important edge.

9. Public and Private Parking Facilities.

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

- a. Surface Lot Landscaping. Existing and/or expanded surface parking lots within the Front Street/Riverfront Corridor shall be well landscaped. In addition to the landscaped area requirements for surface parking provided in the zoning ordinance, surface lots shall provide at least one tree for every four parking spaces, distributed throughout the lot. Surface lots shall be screened from the public sidewalk with low walls, planters, or hedges.
- b. West Side of Front Street. Allow parking facilities along the west side of Front Street south of Soquel Avenue, where only one driveway curb cut shall be permitted per parking facility per street frontage; the parking facility shall not extend to street corners; and the parking facility shall be architecturally integrated within the overall building composition.
- c. Structured Parking Design. Above-grade structured parking should be visually separated at the ground level from all public sidewalks and streets by means of active storefront uses as described above. Such parking should be accessed, to the maximum extent possible, from east-west streets or rear service lanes.
- d. Structured Parking Facades. Parking structure facades shall be designed as compatible visual extensions of other multi-story buildings.
- e. Structured Parking Rear Façade. Special attention shall also be given to the design of parking structure facades adjacent to rear service lanes, to reinforce their attractiveness for pedestrian use. The use of integrated trellis structures and planters along the service lanes is recommended.
- f. Screens and Trellises. Decorative screen and trellis elements of durable, high-quality materials are also encouraged to provide variation and interest on the facade.

- g. Garage Ramp Visibility. Sloping floor elevations shall not occur within 10 feet of the adjacent public street.
- h. Wrap Garage with Commercial. Where parcel depth permits, the face of the parking structure shall be set back from ground floor commercial uses.
- i. Garage Openings. Openings shall be carefully composed within the building wall to appear as well-proportioned windows, rather than continuous strips; variation in the dimension and proportion of openings and in the horizontal and vertical planes of the facade shall be provided to create visual interest and to reduce the massiveness of the parking structure.
- j. Entrances and Stairways. Entryways and stairways shall be located along the street edge; they shall be well lit and visible from the street to promote security and a feeling of comfort.
- k. Top Deck Elevation. The top deck of all structured and encapsulated parking shall be constructed to an elevation no greater than 5 feet above that of the Riverwalk promenade and shall be screened from public view. Parking garages may exceed the maximum building length of 250 feet if they are lower than 5 feet above the adjacent levee elevation.

10. Driveways and Curb Cuts.

Limit on-site driveways along Front Street to a maximum of one driveway per property or at a spacing of at least 200 feet; driveways should be no more than 24 feet in width and to the extent practicable should be spaced from an adjacent driveway by at least 200 feet. Wider driveways may be considered based on a demonstrated need to accommodate specific vehicle operations of a proposed development.

F. CEDAR STREET VILLAGE CORRIDOR DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

1. Height and Stepback Requirements.

- a. Base Height and Floors. The maximum height of all development within the Cedar Street Village Corridor shall be 35 feet (2 floors of commercial, or 1 floor of commercial 2 floors of residential or mix of uses). East of Cedar Street, development may be allowed to exceed 35 feet on a discretionary basis to a maximum height of 50 feet (3 floors of commercial, or 1 floor of commercial and 3 floors of residential or mix of uses including public parking structures). The granting of additional height above thirty-five (35) feet is discretionary and requires a Design Permit with the recommendation of the Planning Director to the City Council, which must approve the additional height.

2. Storefront Treatment.

The ground-level treatment of buildings and parking structures within the Cedar Street subarea shall generally comply with guidelines for the Pacific Avenue retail subarea, in terms of storefront access, transparency and variation, and the use of landscaping, awnings and canopies. However, it is recognized that Cedar Street has a more informal character than Pacific Avenue and, as such, more variation of ground-level treatment is envisioned and encouraged. The use of porches and terraced gardens as an intermediate space between the ground floor use and the sidewalk is permitted, as long as the finished floor elevation of the ground floor use is no more than four feet above or below the sidewalk level, and accessibility requirements are met.

3. Upper-Level Facade Treatment.

The treatment of upper-level facades shall generally comply with the guidelines for the Pacific Avenue Retail District in terms of building rhythm, corner treatment, windows, roof treatment, building materials, colors and planting. In recognition, however, of the area's village character, several special conditions are noted:

- a. Architectural Elements. The use of architectural elements that promote the village character of the street is encouraged. Such elements could include sloping roofs, chimneys, bay windows, dormers, recessed loggias, balconies, and porches.
- b. Articulation. Facades shall be highly articulated and varied; the introduction of moldings and trims, and changes in horizontal and vertical planes are strongly encouraged to create visual interest and variation in light and shadow. Residential development shall be highly articulated and expressive of the individual units within the complex.
- c. Building Materials. Building materials can be more diverse and residential in character than those recommended for the Pacific Avenue Retail District. The use of wood as a siding material is encouraged.

- d. Flowers and Landscaping. The use of planters, trellises and topiary treatment of buildings is encouraged to further enliven the area and to promote its unique village qualities.

4. Public and Private Parking Facilities.

Parking structure facades shall be designed as compatible visual extensions of other multi-story buildings. Sloping floor elevations shall not occur adjacent to public streets. Where parcel depth permits, the face of the parking structure shall be set back from ground floor commercial uses. Openings shall be carefully composed within the building wall to appear as well-proportioned windows, rather than continuous strips; variation in the dimension and proportion of openings and in the horizontal and vertical planes of the facade shall be provided to create visual interest and to reduce the mass of the parking structure. Decorative screen and trellis elements of durable, high-quality materials are also encouraged to provide variation and interest on the facade. Special attention shall also be given to the design of parking structure facades adjacent to rear service lanes, to reinforce their attractiveness for pedestrian use. The use of integrated trellis structures and planters along the service lanes is recommended. Entries and stairwells within parking structures shall be located adjacent to public streets and designed to be visually open, to promote a feeling of security and comfort.

G. NORTH PACIFIC AREA
DEVELOPMENT STANDARDS AND DESIGN GUIDELINES

1. Height and Stepback Requirements

- a. Base Height and Floors. The maximum height of all development within the North Pacific subarea shall be 35 feet (2 floors of commercial, or 1 floor of commercial and 2 floors of residential). However, within this 35 foot Base Height, east of North Pacific Avenue, development may be allowed on a discretionary basis to a maximum height of 50 feet (3 floors of commercial, or 1 floor of commercial and 3 floors of residential or mix of uses). The granting of additional height above 35 feet is discretionary and requires a Design Permit with the recommendation of the Director of Planning to the City Council, which must approve the additional height.
- b. Minimum Floor Height. The first floor uses must have a minimum floor-to-floor height of 14 feet.
- c. Visual Analysis and Criteria for Exceeding Base Height. Proposed development above 35 feet, up to 50 feet, must prepare a detailed visual analysis of the building to determine the visual impact. The visual impact analysis must consider the views from the mid-point of the Water Street Bridge looking toward the Mission Hill, from Mission Hill and other key locations within the City. The additional building height shall not obstruct views of the profile of the top of the grade of Mission Hill as viewed from the crest of the Water Street Bridge;
 - i. Additional height above 45 feet, up to a maximum of 50 feet, must demonstrate that the building creates a superior gateway entrance to Pacific Avenue and the Downtown; and
 - ii. The building height above 35 feet shall be stepped back a minimum of ten (10) feet from the 35 foot Base Height. The additional height shall be highly articulated and the upper level shall gently transition to surrounding development.
 - iii. Uninhabitable mechanical penthouses will be permitted above the Base Height to a maximum height of 5 feet above the permitted building height, provided that such penthouses are set back a minimum of 15 feet from any exposed face of the buildings and are out of the pedestrian's view, unless such penthouses are architecturally integrated into the building façade design.

2. Build-to Lines and Setbacks.

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

- a. Sidewalk Width. In locations where the sidewalk is less than 12 feet, development shall be set back from the property line to create a 12-foot sidewalk.

- b. Gateway Landscaping. Within this subarea, new development along Water Street (north side) and River Street (west side) shall be set back from the property line by 10 feet to allow for generous gateway landscaping treatment. Buildings along River Street may project into this setback with approval of a landscape plan provided that the average setback along that street remains 10 feet.
- c. Non-Residential Elevation. Along Pacific Avenue and Water Street, ground level uses shall not be located more than one foot above the elevation of the adjacent curb.
- d. Residential Elevation. Along River Street, the first occupied residential floor level shall not be higher than five feet above the adjacent curb. For each one foot above the adjacent curb, an additional one foot of landscape setback shall be required.

3. Gateway Intersections.

The intersections of Water and River Streets, and River Street and North Pacific Avenue, are important gateways to the downtown. New development that occurs at these key gateway intersections shall be designed to accentuate this condition. Treatments shall include corner towers or turrets, setbacks, distinctive changes in fenestration and materials. The design of the ground level of the buildings at these intersections shall be articulated to reinforce the gateway significance utilizing corner setbacks, small plazas, large display windows, distinctive entrance features and canopies.

4. Building Facades.

The treatment of upper-level facades shall generally comply with the guidelines and standards for the Pacific Avenue Retail District in terms of building rhythm, articulation, corner treatment, windows, roof treatment, building materials, colors and planting.

5. Ground-Level Storefronts.

The design of the ground-level of buildings facing North Pacific Avenue, River Street and Water Street shall generally follow the guidelines and standards described for the Pacific Avenue Retail District to the south (e.g., access and transparency, storefront variation and treatment, awnings, canopies).

6. River Street.

The setback area described above for River Street shall include a well-designed landscape concept to enhance the gateway role and appearance of River Street and to create a transition between private development and the street. This landscaped area shall be broken at intervals to provide entrances to adjacent ground-level uses.

7. River Street Residential.

If residential development occurs along the River Street Corridor, it shall be highly articulated and expressive of the individual units within the complex. The use of sloping roofs, recessed loggias and balconies, bay windows, dormers, and chimneys shall be

carefully composed to create an intricate and pleasing composition. Clapboard wood siding is encouraged, in addition to the building materials recommended for the Pacific Avenue Retail District above (e.g., stucco, brick, and stone).

8. Town Clock Park/Scope Park.

New development occurring adjacent to Town Clock Park (Knight Street right-of-way) or Scope Park shall have a strong ground-level orientation to these public open spaces. Buildings along Knight Street shall be built to the property line to maintain the spatial quality of Town Clock Park and to reinforce the civic importance of the Water-Pacific-Front intersection. Ground-level uses shall be pedestrian-oriented, and the treatment of storefront facades shall correspond with the guidelines described for the Pacific Avenue Retail District.

9. Public and Private Parking Facilities.

For properties in the North Pacific subarea which are not within the downtown Parking District #1, new development must comply with the City's general standards related to parking.

- a. Surface Parking Lots. Existing and/or expanded surface parking lots within the North Pacific area shall be well landscaped, with at least one tree for every four parking spaces, and screened from the public sidewalk with low walls, planters or hedges.
- b. Structured Parking. Parking structures in the North Pacific Area shall be an integral part of the development that it serves, either in below-grade structures or above-grade structures that are sensitively encapsulated within the overall building form.
- c. Location of Structured Parking. Exposed parking structures shall be limited to the interior of the block or to Bulkhead Street.
- d. Parking Structure Façade. Where parking is exposed as a facade, such facades shall be designed as an integral extension of the overall building facade.
- e. Garage Ramps. Sloping floor elevations shall not occur within 10 feet of the adjacent public street.
- f. Garage Openings. Openings shall be carefully composed within the building wall to appear as well-proportioned windows, rather than continuous strips; variation in the dimension and proportion of openings and in the horizontal and vertical planes of the facade shall be provided to create visual interest and to reduce the mass of the parking structure.
- g. Screens and Trellises. Decorative screen and trellis elements of durable, high-quality materials are also encouraged to provide variation and interest on the facade.

- h. Wrap Garage with Commercial. Above-grade structured parking facing River Street, Water Street or North Pacific Avenue shall be visually separated from all public sidewalks at the ground level by means of active ground-level uses as described above. Such parking shall be accessed, to the maximum extent possible, from east-west streets (e.g., Bulkhead Street). New access driveways along North Pacific Avenue, River and Water Streets shall be avoided.

H. ADDITIONAL HEIGHT ZONES

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

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

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

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

Buildings of additional height above the Downtown's dominant three to four-stories may depart from the tri-partite facades of the historic downtown, but shall be designed in a manner that creates a positive relationship and an appropriate scale transition to the existing fabric. In addition to the volumetric standards set forth as a basis for additional height in Additional Height Zone A, building stepbacks, belt courses, material, plane and/or fenestration changes are design strategies that should be employed to create compatible architectural and scale relationships with adjacent buildings of lower height. A strong and well detailed storefront and building base is

critical to the continuity of the retail and pedestrian environment of the Downtown; intermediate floors should be composed with window openings, balconies or projections that provide visual interest and a scale relationship with adjacent buildings; and the top most floor(s) should contribute to the overall silhouette and spatial form of the street with reduced floor plates, cornices, projecting canopies or other special architectural elements.

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

1. Additional Height Zone A.

Properties on Pacific Avenue and within 150 feet of Pacific Avenue between Water and Lincoln Streets, and within 200 feet of Pacific Avenue between Lincoln and Laurel Streets (as measured perpendicular from the property line along Pacific Avenue), certain properties located on the east side of Cedar Street between Mission Street and Ocean Alley, and the west side of Front Street between Cathcart and Laurel Streets shall be considered within the “Additional Height Zone A”, within which additional height above the 55 foot Base Height limit may be requested for buildings meeting certain criteria (See Figure A-1: Downtown Plan Heights). The intent of the Additional Height Zone A is to preserve the overall character of the existing development pattern, while allowing a discretionary intensification of use and increased height to maintain a compact urban core. For eligible development projects that overlap the Base Height and Additional Height Zone boundary, all portions of the project exceeding the 55 foot base height shall be located within to the Additional Height Zone as shown in Figure A-1.

- a. Eligible Development Projects. The granting of building height above the 55 foot Base Height limit is discretionary and requires a Design Permit with the recommendation of the Director of Planning to the City Council, which must approve the additional height. To achieve approval, the applicant must demonstrate that the proposed project meets the criteria described below. Applicants for development within the Additional Height Zone A may request additional height as indicated below, if one of the following conditions is met:
 - i. The aggregate parcel size is greater than 15,000 square feet, which may include land not located within the Additional Height Zone;
 - ii. The frontage along Pacific Avenue is greater than 150 feet, or at least 100 feet with 150 feet of frontage along an east-west street;
 - iii. The parcel is located between adjacent structures of four or more floors in height; or
 - iv. The project qualifies for a density bonus as allowed under either State law or City adopted density bonus ordinance.

- b. Additional Height Criteria for Project Approval. The development project shall be found consistent with the following overarching City objectives:

- i. The additional height will help to achieve the First Principles of the Downtown Plan (e.g. form, housing, accessibility and open space).
 - ii. The additional height will contribute to an improved social and economic environment by including new housing.
 - iii. The form of the development promotes the appearance of a grouping of buildings rather than large, monolithic building masses.
 - iv. The development receiving additional height will physically and/or financially contribute its fair share (through an Improvement District, Development Agreement or similar mechanisms) to the implementation of internal pedestrian connections between Pacific Avenue and Front Street.
 - v. The additional height will help to meaningfully achieve one or more of the following key community objectives, including but not limited to: Affordable Housing, Day Care Center, exceed Green Building minimums, Incubator Space for Small Business, Public Access Easements, Public Right-of-way Improvements, Publicly Accessible Open Space, Structured or Shared Parking, and Transportation Demand Management concepts.
- c. Zone A Maximum Height and Floors. The buildings shall conform to the adopted building codes in effect at the time of building permit application to achieve the following height limits.
- i. For development projects on aggregated parcels between 15,000 square feet and 50,000 square feet, the maximum height shall be 75 feet and the maximum number of floors shall be 5 floors of commercial uses, or 5 floors of residential or hotel use above the required ground floor commercial use.
 - ii. For development projects on aggregated parcels larger than 50,000 square feet, the maximum height shall be 85 feet and the maximum number of floors shall be 6 floors of commercial uses, or 6 floors of residential, hotel or mix of uses above the required ground floor commercial use.
 - iii. Uninhabitable mechanical penthouses will be permitted to project 5 feet above the approved additional height of building, provided that such penthouses are set back a minimum of 15 feet from any exposed face of the building, unless architecturally integrated into the building façade design.
 - iv. Architectural features at prominent gateway corners may exceed the maximum heights above when required findings are made.
- d. Performance Criteria. The following criteria are intended to promote the appearance of multiple buildings of varying heights, and to avoid the development of monolithic buildings:
- i. Maximum Height and Footprints. For sites which are eligible for additional height, the footprint of portions of the building at or below 55 feet shall be at least 40% of the total site area; portions of the building footprint above 55 feet to a height of 75 feet may comprise up to 60% of the site area. For assembled sites greater than 50,000 square feet in area, buildings may achieve an 85-foot height for up to 20% of the total site area. (See Figure H-1)

- ii. **Architectural Features.** Taller building masses shall be located on portions of the site that are adjacent to street corners or in areas that will result in minimal shading of adjacent streets and sidewalks.
- iii. **Pacific Avenue Building Length.** Along Pacific Avenue, portions of buildings that exceed the maximum base height of 55 feet may occupy up to 55% of the length of the property line along the street or 200 feet, whichever is less. Any additional height above the base height must be set back from the building wall by at least 15 feet. (See Figures H-2 and H-4)
- iv. **Front Street Building Length.** Along Front Street, portions of buildings that exceed the maximum base height of 55 feet may occupy up to 60% of the length of the property line along the street or 180 feet, whichever is less. Any additional height above the base height must be set back from the building wall by at least 15 feet. (See Figure H-3)

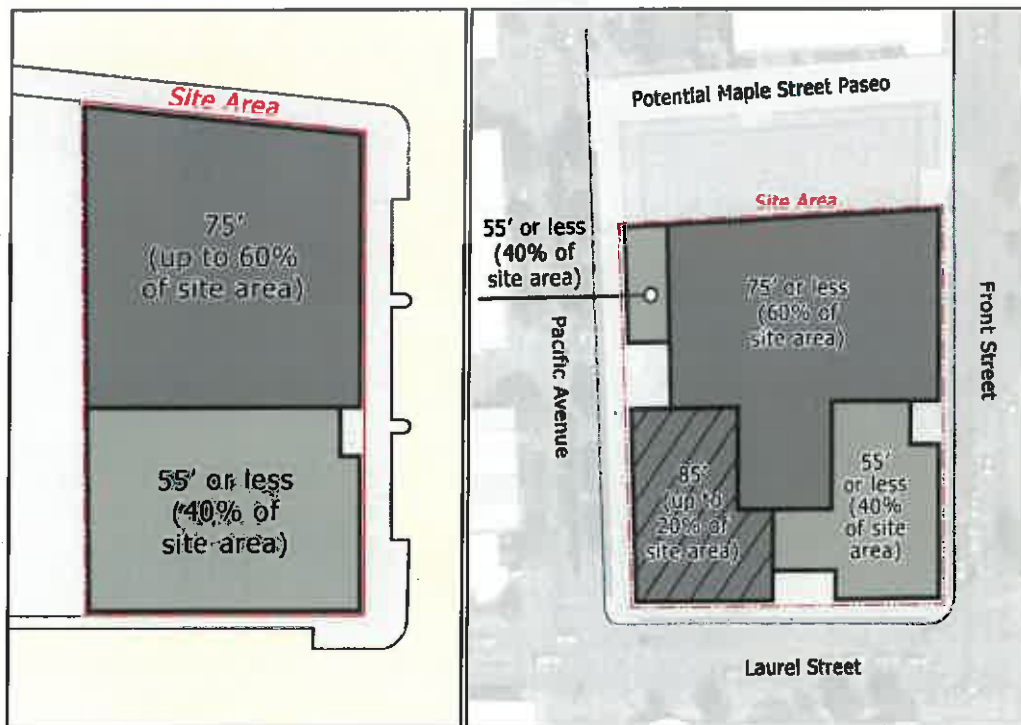


Figure H-1: Proposed distribution percentage of additional height for sites 15,000–50,000 sq. ft.

Proposed distribution percentage of additional height for sites larger than 50,000 sq. ft.

- v. **Laurel, Cathcart and Soquel Building Lengths.** Along Laurel Street, Cathcart Street and Soquel Avenue, portions of buildings that exceed the maximum base height of 55 feet may occupy up to 60% of the length of the property line or 150

feet, whichever is less. Any additional height above the base height must be set back from the building wall by at least 15 feet. (See Figure H-2)

- vi. **Maple Street Stepbacks.** Along the Maple Street extension, the building frontage shall step back by 10 feet above a height of 50 feet; In addition to the 'build to' line The Maple Street building face shall incorporate at least one recessed break, open to the sky, no less than 25 feet wide and no less than 10 feet in depth from Maple Street . (See Figure H-3)

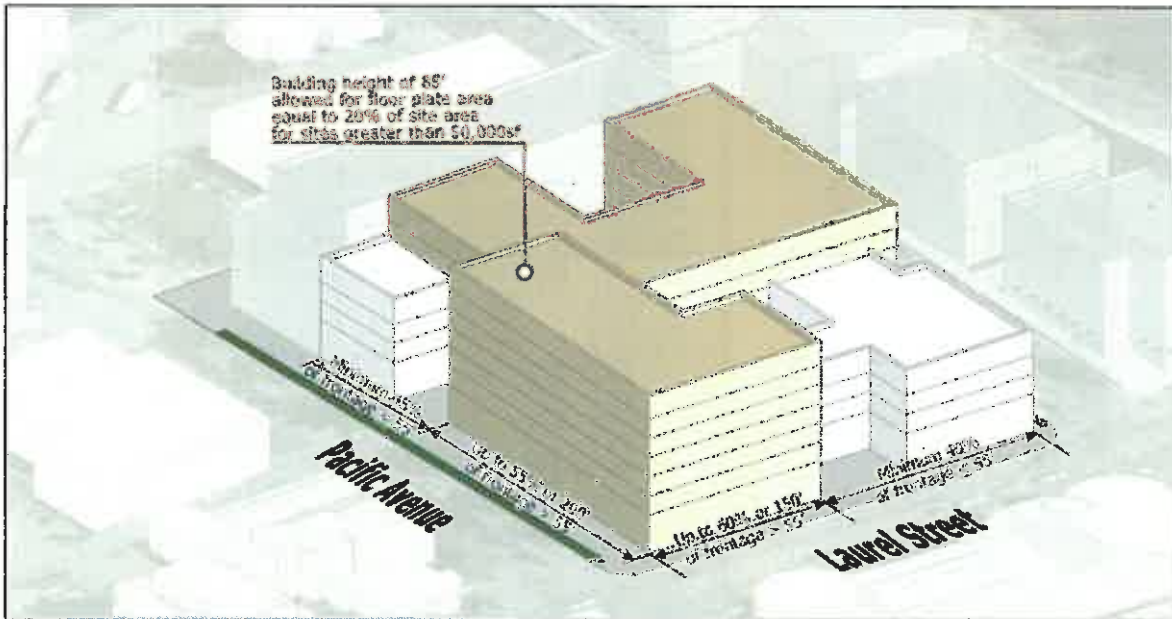


Figure H-2: Example of possible distribution of frontage heights along Pacific Avenue and Laurel Street.

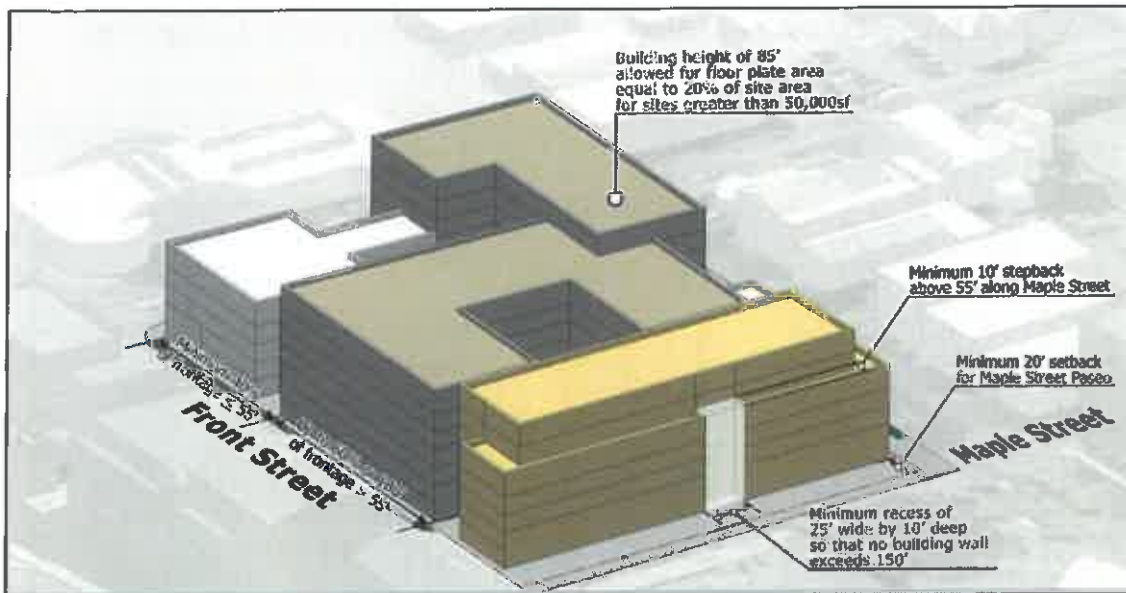


Figure H-3: Example of possible distribution of frontage heights along Front Street and the Maple Street Paseo.

vii. **Building Recessed Breaks.** Any building mass that exceeds the maximum base height of 55 feet must establish a separation or break that is open to the sky, measuring at least 25 feet along the streetfront property line, with a depth no less than 15 feet as measured perpendicular from the streetfront property line. For buildings along Maple Street, the recessed break shall be a minimum of 10 feet in depth. (See Figures H-3 and H-4)

- (1) The recessed breaks must provide a clear visual break between building volumes, but at the same time contribute to a positive streetscape environment.
- (2) The recessed spaces shall be open to the sky above the ground level. A light-weight sheltering structure, distinct from the architecture of the principal building (e.g., steel and glass trellis, awning, canopy, or single-level storefront) may be incorporated within the recessed space to provide activity along the street and protection to the ground level activity. This structure may encroach into the public right-of-way by at least 1 foot and no more than 2 feet and shall extend horizontally on either side of the recessed space by two feet to interlock with the principal building. The structure may include sliding doors or gates that can be secured at night, provided that they are accessible and visible during daytime business hours. (See Figure H-5 **and photos below**)
- (3) These recessed spaces along the streetfront shall be considered as an opportunity for creative solutions that enhance the streetscape environment. They must be designed and programmed to be purposeful and meaningful places that support positive activity and preclude anti-social behavior. They could include building entries, cafes or retail extension areas. Courtyards and paseos are particularly encouraged as a way of separating building volumes

and in creating unique public spaces that connect to Pacific Avenue. The recessed spaces may be gated. (See Figure H-5)

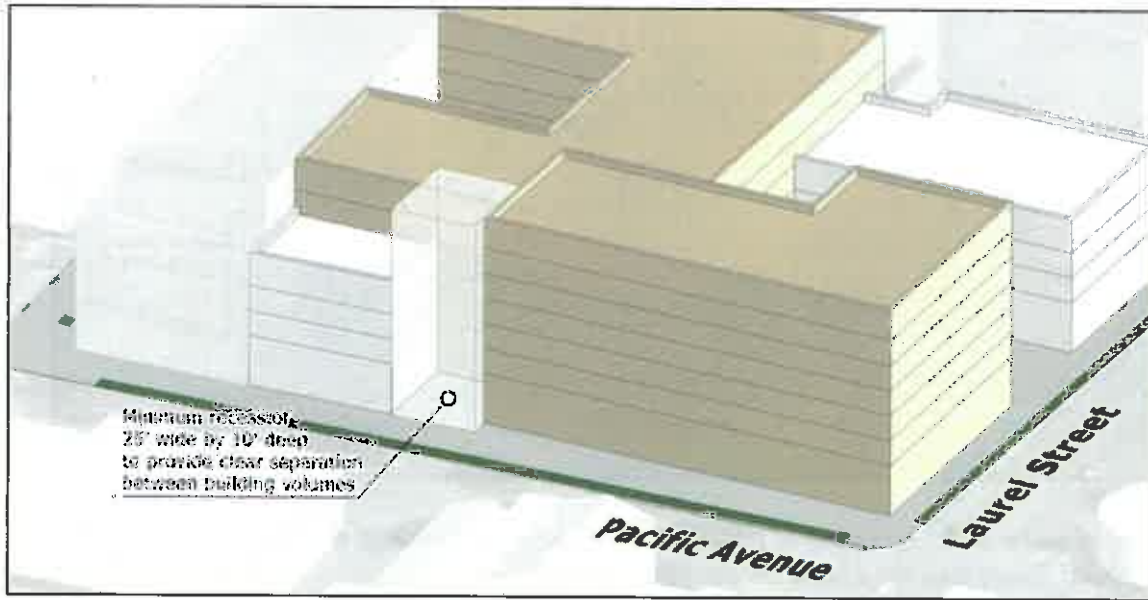


Figure H-4: Example of horizontal massing variation and recessed break in building.



THE PASSAGEWAY



THE FLOWER SHOP



THE STOREFRONT

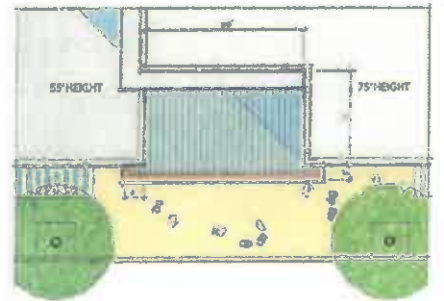
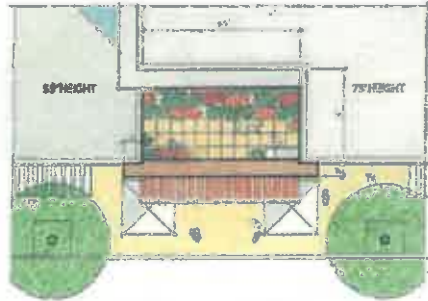


Figure H-5: Recessed spaces along the streetfront must provide a clear visual break between building volumes, while creating a positive streetscape environment. Three examples of potential treatments.

- ix. **Two-Story Variation.** To establish the appearance of a distinct grouping of buildings, a minimum two-story variation shall be provided between building masses along each of the street fronts. (See Figure H-6)



Figure H-6: Example of vertical massing variation.

- e. **Application Requirements.** The following materials shall be submitted with all applications for proposed buildings taller than 55 feet.
- i. **Visual Analysis.** A detailed visual analysis of the proposed buildings to determine the visual impact of the development shall be submitted. The visual impact analysis must consider the views from key locations within the City and the views from Pacific Avenue and from the east-west streets.
 - ii. **Program Statement.** A Program Statement shall be submitted indicating details of public amenities to be included in the project. The Program Statement shall specify the participation either through funding and/or land contribution, construction, and/or maintenance of the Maple Street paseo or lane. The Program Statement shall include the private funding mechanism for on-going management and maintenance of the exterior common areas, including public and private spaces along the Maple Street paseo or lane between Pacific Avenue and Front Street. The Program Statement shall specify the method of participation in the City's affordable housing program, if applicable. The Program Statement items will be the basis of conditions of project approval.

2. Additional Height Zone B.

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

- a. Eligible Development Projects. The granting of building height above the ~~450~~⁴⁵⁵⁰-foot Base Height limit is discretionary and requires a Design Permit with the recommendation of the Director of Planning to the City Council, which must approve the additional height. To achieve approval, the applicant must demonstrate that the proposed project meets the criteria described below. Applicants for development within the Additional Height Zone B may request additional height as indicated below if one of the following conditions is met:
 - i. The aggregate parcel size is greater than 15,000 square feet;
 - ii. The frontage along Front Street is greater than 100 feet;
 - iii. The parcel is located between adjacent structures of ~~four~~^{three} or more floors in height; or
 - iv. The project qualifies for a density bonus as allowed under either State law or City adopted density bonus ordinance.

- b. Additional Height Criteria for Project Approval. The development project shall be found consistent with the following overarching City objectives:
 - i. The additional height will help to achieve the First Principles of the Downtown Plan (e.g. form, scale, housing, accessibility and open space);
 - ii. The additional height will contribute to an improved social and economic environment by including a concentration of new housing;
 - iii. The form of the development promotes the appearance of a grouping of buildings rather than large monolithic building masses;
 - iv. The development receiving additional height will physically and/or financially contribute its fair share (through an Improvement District, Development Agreement or similar mechanisms) to the implementation of internal pedestrian connections between Front Street and the Riverwalk;
 - v. The additional height will help to meaningfully achieve one or more of the following key community objectives, including but not limited to: Affordable Housing, Day Care Center, exceed Green Building minimums, Incubator Space for Small Business, Public Access Easements, Public Right-of-way Improvements, Publicly Accessible Open Space, Structured or Shared Parking, and Transportation Demand Management concepts.
 - vi. Clear demonstration of the public benefit relating to two principal objectives: high quality public access between Front Street and the river, and the appropriate treatment of the riverfront edge along the Riverwalk.

- c. Zone B Maximum Height and Floors. The buildings shall conform to the adopted building codes in effect at the time of building permit application to achieve the following height limits.

- i. For development projects on aggregated parcels larger than 15,000 square feet, the maximum height shall be 70 feet and the maximum number of floors shall be 5 floors of commercial uses, or 5 floors of residential or hotel use above the required ground floor commercial use.
 - ii. Uninhabitable mechanical penthouses will be permitted to project 5 feet above the approved additional height of building, provided that such penthouses are set back a minimum of 15 feet from any exposed face of the building, unless architecturally integrated into the building façade.
 - iii. Uninhabitable architectural features at prominent gateway corners may exceed the maximum heights above for a total of no more than 15 percent of the building footprint.
- d. Performance Criteria. In addition to meeting the Front Street/Riverfront Corridor Development Standards and Design Guidelines, the project shall meet the following criteria, which are intended to promote the appearance of multiple buildings of varying heights, and to avoid the development of monolithic buildings:

- i. Building Recessed Breaks. In order to break down the mass of buildings along Front Street and to promote the appearance of multiple buildings, require any portion of the building mass that exceeds the maximum base height of 50 feet to establish a separation or break that is open to the sky, measuring at least 15 feet along the streetfront property line, with a depth no less than 10 feet as measured perpendicular from the streetfront property line. (See Figures [H-7](#), [H-5](#), and the [photos below Figure H-5H-5 and H-7](#))

The recessed breaks must provide a clear separation between building volumes, but at the same time contribute to a positive streetscape environment. The recessed space should be open to the sky above the ground level. A light-weight sheltering structure, distinct from the architecture of the principal building (e.g., steel and glass trellis, awning, canopy, or single-level storefront) may be incorporated within the recessed space to provide activity along the street and protection to the ground level activity. This structure may encroach into the setback zone by up to two feet and should extend horizontally on either side of the recessed space by at least 1 foot, but not more than 2 feet to interlock with the principal building. The structure may include sliding doors or gates that can be secured at night, provided that they are accessible and visible during daytime business hours.

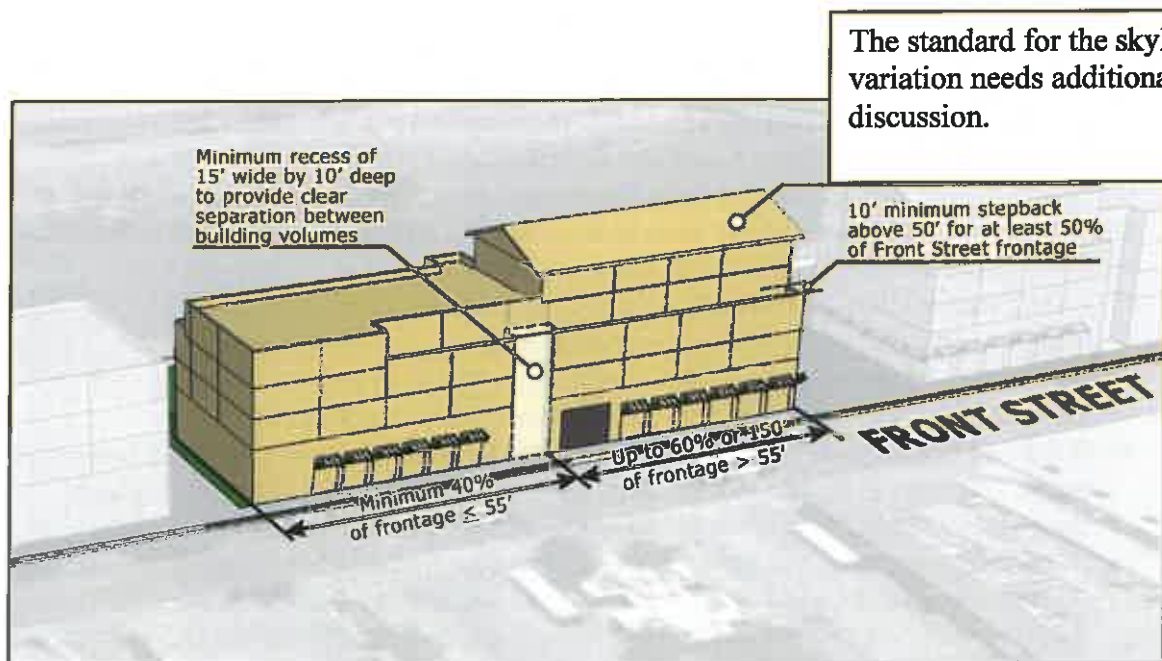


Figure H-7: Example of distribution of frontage heights and horizontal massing variation along Front Street.

- ii. **Skyline Architectural Variation.** To promote skyline variation, the top floor of any building shall not exceed 60% of the floor area below or 60% of the building length as measured along Front Street or the Riverwalk. Variation to the 60% floor area standard can be considered for projects that incorporate publicly accessible pedestrian connections to the Riverwalk.
 - iii. **Integrated Rooftop Design.** Rooftops shall be fully designed and creatively integrated into the function of the building. Rooftops provide opportunities including, but not limited to, usable residential or commercial open spaces, community gardens, rainwater retention facilities, green-roof landscaping, solar panel facilities as shade structures, building mechanical equipment and other uses. These spaces shall be thoughtfully and creatively designed as part of the initial project application.
- e. **Application Requirements.** The following materials shall be submitted with all applications for proposed buildings taller than 45-50 feet.
- i. **Visual Analysis.** A detailed visual analysis of the proposed building including three-dimensional perspectives to determine the visual impact of the development shall be submitted. The visual impact analysis must consider the views from key locations within the City, the views from Front Street and from the Soquel and Laurel bridges and the levee opposite the project site from a pedestrian level view.
 - ii. **Roof Design Plan.** A detailed and fully integrated roof design plan that includes details of open space uses, landscaping, solar facilities, drainage, and mechanical equipment.
 - iii. **Grading and Landscape Plan.** A comprehensive grading and landscape plan for the filled area of the river levee.

- iv. Passageway Plan. For projects adjacent to the proposed publicly accessible passageways between Front Street and the Riverwalk (in the proximity of the extensions of Cathcart Street, Maple Street and Elm Street), a scaled plan shall be provided with adequate details, section drawings and other drawings that describe how the project will achieve high quality public access to the riverfront from Front Street and how the riverfront edge will be designed to reinforce the amenity value and safety of the Riverwalk. Drawings shall describe the relationship of publicly accessible spaces with adjacent proposed development activities, grading, landscape and paving materials and treatments.
- iii. Program Statement. A Program Statement shall be submitted indicating details of public amenities to be included in the project. The Program Statement shall specify the private funding mechanism for on-going management and maintenance of the exterior common areas, including public and private spaces between the Riverwalk and the development and any adjacent paseo or passageway from Front Street to the Riverwalk. The ~~agreement-Program Statement~~ shall specify the method of participation in the City's affordable housing program, if applicable.

I. ALL CENTRAL BUSINESS DISTRICTS STOREFRONT STANDARDS AND GUIDELINES

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

1. **Storefront Projections and Setbacks.** In addition to landscape elements, storefronts are encouraged to introduce architectural variation at the pedestrian level in order to create a diverse building edge between the public and private realms. More specifically:
 - a. **Bay Windows.** Storefront bay windows may project up to 12 inches into the public right-of-way, if such windows maintain glazing on all projecting faces, and if the windows do not exceed 15 feet in width. A clearance of at least 12 inches between the bottom of the projecting bay and the sidewalk is recommended.
 - b. **Porticos.** Entry porticos may project up to 12 inches into the public right-of-way.
 - c. **Entry Setbacks.** Entry setbacks may be permitted up to 48 inches from the property line.
 - d. **Marquis and Canopies.** Permanent marquis structures or canopies that project from the buildings are encouraged, but shall be confined to entry lobbies leading to upper-level residential or office uses, or to public-oriented passages that provide for pedestrian access through the block. They shall be designed as an attractive and integral part of the overall facade design, shall project no more than 6 feet from the face of the building, take up no more than 10 feet of frontage, and maintain a clearance of at least 8 feet above the sidewalk surface. No column supports shall be permitted within the public right-of-way.
 - e. **Projecting Signs.** Projecting signs are encouraged on storefronts consistent with the sign regulations for the Central Business District in the Zoning Code.
 - f. **Awnings.** Awnings overhanging the sidewalk are also encouraged to further enhance the life and variety of the street. The preferred material for awnings is canvas, but other materials will be considered if they are light in character and can be architecturally integrated with the building facade. Awnings shall be maintained at least 8 feet above the sidewalk surface, and shall be carefully designed to complement the overall facade design. Under standard conditions (e.g., not within retail extension zones), storefront awnings shall not project more than 6 feet into the public right-of-way, and generally shall not be higher than 14 feet above the sidewalk. Awnings above 14 feet in height shall not project more than 3 feet into the public right-of-way.

2. **Storefront Variation and Craftsmanship.** The visual experience of moving along the street shall be enjoyable and varied. Changes in treatment (e.g., the use of porticos, setbacks, architectural elements, landscape treatments, etc.), within the standards and guidelines are outlined above and below. Particular attention shall be given to the craftsmanship and detailing within the pedestrian's range of touch and view. The use of special materials (e.g., stone, brass, bronze, terra cotta, ceramic, wood) for storefront ornamentation is strongly encouraged, particularly around windows and entries and at the base of building walls.
3. **Retractable Storefronts.** Where appropriate, the use of retractable storefronts is encouraged to create a direct relationship between sidewalk activity and the commercial establishment; this treatment is particularly encouraged for restaurants where outdoor seating is proposed, or for retail establishments that include an extension area within the public right-of-way.
4. **Storefront Landscape Elements.** The introduction of plant materials on the building face and storefront is strongly encouraged to reinforce and extend the landscape identity of Pacific Avenue and the downtown. More specifically:
 - a. **Storefront Setbacks.** Storefront setbacks of up to 18 inches may be permitted for the introduction of low planters of up to 12 inches in height below storefront windows.
 - b. **Sidewalk Planting.** The sidewalk paving along Pacific Avenue may be designed to allow for planting beds at sidewalk level to encroach into the public right-of-way up to 18 inches. Such planting beds shall include durable curbing (up to 3 inches in height) to provide a clear visual separation.
 - c. **Planter and Window Boxes.** Planter and window boxes may be allowed to project into the public right-of-way up to 18 inches, with a maximum height of 24 inches above the sidewalk level. It is recommended that window boxes maintain a clearance of 12 inches above the sidewalk, not including decorative support braces. Window boxes shall be designed as a compatible and integral extension of the storefront window casing; materials shall be durable and of high quality. Planter and window boxes shall also provide for internal drainage connecting to roof drain lines.
 - d. **Hanging Flower Pots.** Hanging flower pots may project into the public right-of-way up to 12 inches and shall have a minimum 8-foot clearance within the public right-of-way unless hanging directly above planter boxes.
 - e. **Trellises.** Trellis structures supporting climbing vines are encouraged against blank building walls, both at the storefront and upper levels. At the storefront level, trellises shall be allowed to project into the public right-of-way up to 6 inches; above 8 feet in height, overhanging arbor or trellis structures shall be allowed to project up to 18 inches into the right-of-way.
 - f. **Plant Types.** Plant materials within planters, planting beds, flower boxes and flower pots shall provide color and variety throughout the year. The use of non-flowering

shrubs or plant materials is discouraged, unless they are part of a planned pattern of landscape to that creates interest on the street.

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

1. Design Variation. The Downtown Plan contains development standards, which when implemented, are intended to achieve the First Principles of the Plan and public objectives for the downtown. While every effort has been made to thoughtfully produce clear and concise standards for the community, the Plan can never address or respond to all development scenarios and circumstances. Therefore, projects that closely conform to the development standards, but with slight variations may be considered upon demonstration that the resulting project will better achieve stated Plan and community objectives. Such variations shall be minor in nature and must receive a positive recommendation from the Planning Director, with final approval by the City Council.
 2. Storefront Setbacks. Minor ground-level storefront setbacks are permitted within the provisions of the storefront and building façade standards and guidelines discussed below. Recessed storefronts up to six feet in depth and twenty-five feet in length may occur where a designated outdoor use, such as an outdoor café, is an integral part of the retail business.
 3. Roof Top Mechanical Equipment. The design of roof top mechanical equipment and related structures is an important aesthetic consideration when viewing the downtown skyline. The arrangement of roof top equipment, elevator penthouses, mechanical penthouses and enclosures, safety rails, inside faces of parapets, roofing surfaces, architectural elements, and other mechanical or electrical equipment, including telecommunications equipment, shall be designed, installed and painted to be visually unobtrusive and to create a unified, coherent whole. These roof top features shall be incorporated into the building design at the Planning approval stage of the project. Additional visual simulations may be required to demonstrate that the project provides for architecturally interesting and varied skyline views, with specific attention given to integrating these rooftop features into the overall building design.
 4. Permanent Projections into the Public Right-of-Way. It is not the intent of the Plan to create a hard edge between the public and private realms. Rather, building facades and storefronts that are varied and that promote activity and interest are encouraged.
 5. Retail Extension Zones. Pacific Avenue and some of the east-west streets (e.g., Church Street, Walnut Avenue, Cathcart Street and pedestrian paseo or lane) will include opportunities for the extension of retail and restaurant activities into the public right-of-way. These extension areas will be managed by the City and its designated agent through revocable licenses [See Extension Area requirements in section 24.10 of the Zoning Ordinance]. The following guidelines shall govern the physical design of these extension areas:
 - a. Types of Uses. Designated extension areas shall be confined to uses that add activity and color to the street. Permitted uses shall be limited to outdoor cafes, food kiosks or carts, or the selling of flowers, produce, and newspapers/magazines, unless otherwise approved by the City Council or its designated agent.
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- b. Outdoor Cafes. The extension area for cafes shall project no more than 12 feet from the property line into the public right-of-way, and in no case shall a cafe extension area result in a public walk way of less than 12 feet. The elevation of the extension area shall be the same as the public sidewalk, and shall meet ADA accessibility standards. No permanent structures will be allowed within the public right-of-way, with the exception of ADA-complaint barriers. If a separation between the cafe and the promenade is desired, this shall be achieved through low planters that could contain colorful flowers or a low hedge not permanently affixed to the sidewalk; the maximum height of such planters (including the planting) shall be no more than four feet. Planters shall consist of high-quality, durable materials of a weight and mass that will discourage theft, vandalism or easy movement. A canvas awning will be permitted to extend over the full depth of the cafe extension area; no columns or supporting poles will be permitted within the public right-of-way. Awnings shall comply with the design and height guidelines prescribed below. The use of removable umbrellas within sidewalk extension areas is also encouraged, provided that seven feet of clearance is provided from the sidewalk. Removable wind screens that are of a transparent material and that are an integral part of the planter will be permitted to extend the seasonal use of the cafe area. Such screens shall not exceed a height of six feet and shall be separated from the awning to provide for air movement.
- c. Retailing Uses. Retailing uses within extension zones shall be limited to the sale of newspapers and magazines, flowers and produce, unless otherwise approved by City Council or its designated agent. Such extension areas shall not exceed 6 feet in depth, unless it is determined that such depth is necessary to achieve the desired pedestrian objectives for the street, and in no case shall an extension area result in a public promenade that is less than 12 feet in depth **on Pacific Avenue and no less than 8 feet in depth on Front Street and Laurel Street.** Merchandise shall be displayed against the shop front and be oriented toward the street on tables or stands that do not exceed four feet in height. No separation (e.g., planters or low walls) between the merchandise and the street shall be permitted.
- d. Furniture. All furniture (e.g., tables, chairs, retailing stands) shall be durable, well-maintained, and of a high quality, suitable for outdoor use; such furniture shall be light, not heavy or massive in nature, to ensure that it does not visually dominate the street. All furniture shall be approved by City Council or its designated agent.
- e. Design Materials. The design materials and colors used for chairs, tables, display stands, lighting, and other fixtures (including umbrellas and awnings) shall be generally consistent with both the architectural style and colors used on the building facade and the quality of fixtures along Pacific Avenue.
- f. Lighting. Lighting shall be incorporated into the facade of the building and shall complement the style of the building. Lights on buildings shall not be glaring to pedestrians and shall illuminate only the extension area and the activities within. General illumination shall be at 5 foot-candles, with a maximum of 10 foot-candles. Table lamps or candles are encouraged in cafe areas. Wired electrical fixtures will

be allowed outside the face of the building, if contained within the semi-permanent barrier allowed for cafe extension areas and if installed by a licensed electrician. A lighting plan must be approved by the City Council or its designated agent.

- g. Sidewalk Cleaning. The sidewalk area within the Retail Extension Zone shall be cleaned and maintained by the licensee. The area shall be cleaned, at a minimum, daily and shall be steam cleaned as needed and appropriate, to maintain a clean, sanitary and attractive environment.

6. Distinctive Architectural Elements. Towers, cupolas, chimneys, dormers, spires, flag poles and other architectural elements will be allowed on a conditional basis, if they can meet the following criteria:

- a. Key Locations. Such elements occur at significant locations within the downtown (e.g. key corners, street termini, downtown gateways), and provide landmarks that will reinforce the overall sense of place;
- b. Architectural Integration. Such elements have been architecturally integrated within the building design and contribute positively to the overall harmony, composition and articulation of the facade and building mass;
- c. Solar Access. Such elements do not significantly affect solar access objectives for the west-facing sidewalk of Pacific Avenue or the south-facing sidewalks of east-west streets; and
- d. No Habitable Space. Such elements do not add habitable space above the prescribed height limits set forth above.

7. Accessibility. The Plan recognizes that accessibility permeates all elements of urban design, and requires that access be aesthetically integrated within all public and private development in the downtown. The *Americans with Disability Act*, passed by Congress in 1990, confirms that accessibility is a civil right and not a luxury or option. The Plan endorses this position, and requires that new development strive to achieve an "optimum state" of accessibility, beginning with compliance with both the State of California's *Title 24 Accessibility Requirements* and the *Uniform Federal Accessibility Standards (UFAS)*. This requirement shall govern all subdistricts within the downtown.

8. Pedestrian Passages. While sideyard spaces are discouraged in favor of contiguous building facades, public-oriented passages that provide pedestrian access through a development parcel to parking facilities, interior courtyards, and/or other developments are encouraged. These passages shall comply with Californian Building Code, et seq., dimensional requirements, and include provision of natural (as well as electrical) light and active uses along their length. To the maximum extent practicable, adjacent development shall establish a relationship to these passages with entries and storefronts, to promote a secure and interesting environment.

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

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

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

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

13. Ground Level Treatment. Along rear parking lots and service lanes, rear alleys are envisioned as attractive pedestrian places as well as service spaces. Where the back of development is adjacent to a public alley or surface parking lot, the ground level shall be designed to include architectural interest and detail on the rear façade. At a minimum, a usable and operable rear entrance shall be provided and, to the maximum extent practicable, views into the retailing activity shall be provided from the rear of the building.

14. Off-site Parking and Parking Structures. ~~Allow Required up to 50% of the residential and commercial parking requirement to may~~ be provided off-site, provided that such parking is located within 300 feet of the subject property ~~the parking~~ District No. 1. Publicly available parking structures shall conform to height limits of this Plan, but are not required to adhere to a maximum floor-area-ratio limit.

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

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