

DOWNTOWN RECOVERY PLAN UPDATE

RECOMMENDED DEVELOPMENT STANDARD AMENDMENTS



City of Santa Cruz Planning Commission Meeting

June 15, 2017

DOWNTOWN RECOVERY PLAN UPDATE

STUDY AREA



City of Santa Cruz Planning Commission Meeting

June 15, 2017

Meeting Purpose – 2 Parts

- Accept comments on Scope of Environmental Impact Report (EIR) topics to evaluate
- Work session for Planning Commission on proposed modifications to Downtown Plan, General Plan, Local Coastal Plan, and ordinances
 - (also accept public comment on these topics)

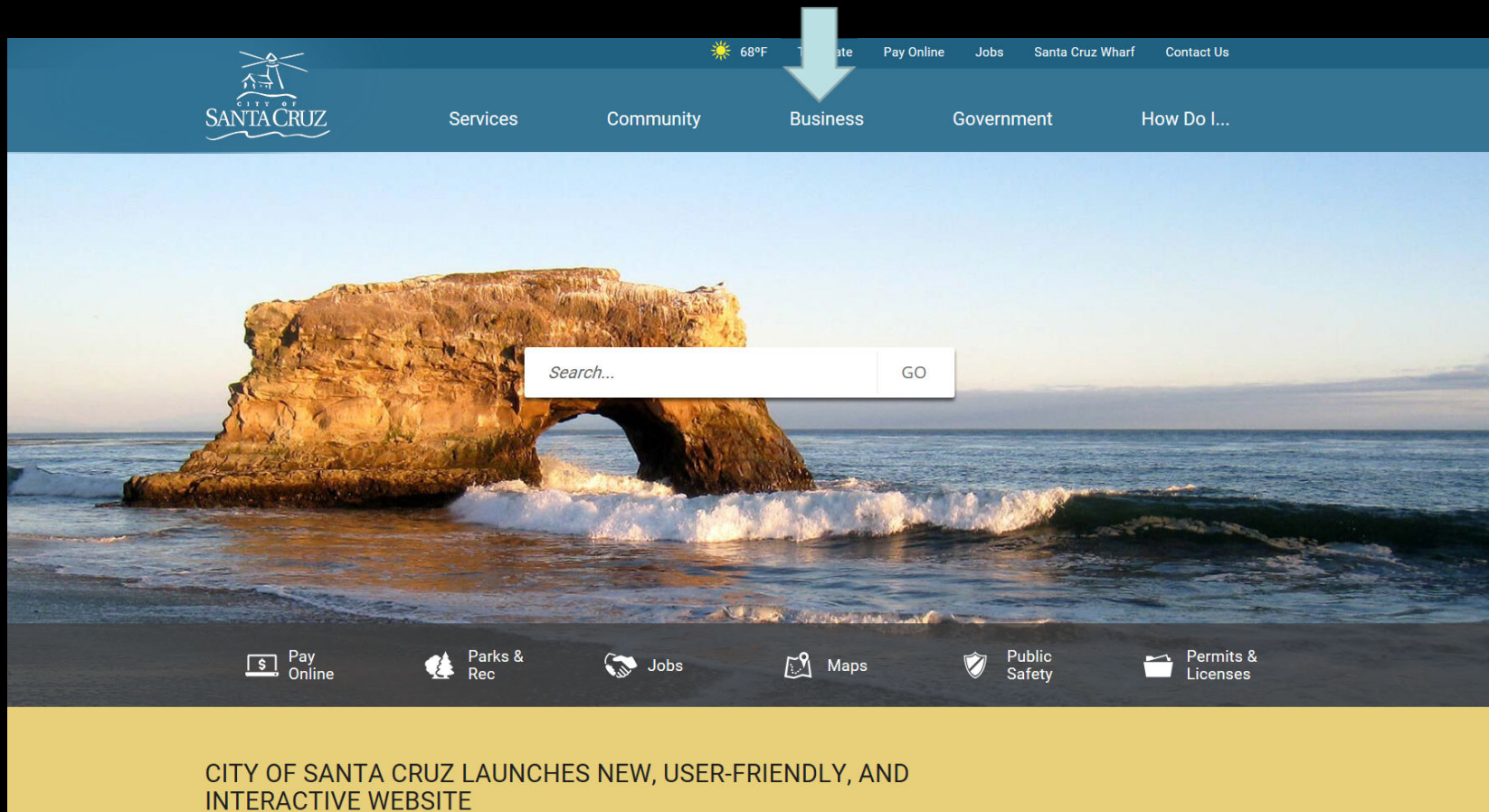
Part 1 - EIR Purpose

- Overview of Proposed Project
- Overview of EIR Process and Issues
- Oral Comments from Public on EIR Issues
 - Accept Scoping Comments for EIR Preparation

Project History

- Massing study undertaken with Santa Cruz METRO in 2014 and 2015 – intention was to look at more opportunities for more efficient use of land downtown for housing
- This meeting is 18th public meeting/hearing on the DRP amendments

Draft Documents Available Online



June 15, 2017

Draft Documents Available Online

The screenshot shows the City of Santa Cruz website. The top navigation bar includes links for 'Services', 'Community', 'Business', 'Government', and 'How Do I...'. The 'Business' menu is highlighted with a blue arrow. The left sidebar shows a tree view with 'Advance Planning' selected, also indicated by a blue arrow. The main content area is titled 'Advance Planning' and features a 'Public Notice' icon and a list of 'Current Pending Code Amendments'. A calendar for June 2017 is visible, with the 13th highlighted. Below the calendar is an 'ADVANCE PLANNING' section with office hours and a 'FORM & SURVEY' table.

Current Pending Code Amendments:

- Marijuana: New policy is currently pending regarding the recreational sale, growth, and manufacturing of marijuana within the City of Santa Cruz. When the policy is drafted, the public will have their opportunity to provide input. Be sure to sign up for e-notifications.
- Short-term rental regulations are currently being written and will be considered by the Planning Commission this summer. Read More...
- Downtown Recovery Plan development standards are being updated to allow for more housing opportunities downtown. Read More...
- Local Coastal Plan Update
- Zoning Code Update

ADVANCE PLANNING:

Deals with the development of city-wide and neighborhood plans and programs. It involves adoption and maintenance of the [General Plan](#) and [General Plan Map](#), its elements, area plans and the [Local Coastal Program](#). Important to this division is liaison with other jurisdictions, neighborhood, business and civic groups.

Duties include:

- Developing amendments to the [Zoning Ordinance](#) and [Zoning Map](#)
 - Current [Corridor Rezoning Project](#)

FORM & SURVEY	STATUS
Property Complaint Form	Open
Public Information Request	Open

June 15, 2017

Draft Documents Available Online

The screenshot displays the City of Santa Cruz website interface. At the top, the navigation bar includes the city logo, weather information (69°F), and links for Translate, Pay Online, Jobs, Santa Cruz Wharf, and Contact Us. Below this is a secondary menu with Services, Community, Business, Government, and How Do I... A search icon is also present.

The left sidebar contains a tree view of the website's structure. The 'Advance Planning' link is highlighted with a blue arrow. The main content area shows the 'Advance Planning' page, which includes a breadcrumb trail, a calendar for June 2017, and a 'Public Notice' section titled 'Current Pending Code Amendments'. This section lists several items, including a new policy on marijuana, short-term rental regulations, and updates to the Local Coastal Plan and Zoning Code.

Below the 'Current Pending Code Amendments' section is an 'ADVANCE PLANNING:' section that describes the division's role in developing city-wide and neighborhood plans. It also lists duties, such as developing amendments to the Zoning Ordinance and Zoning Map.

On the right side of the page, there is a calendar for June 2017 with the 13th highlighted. Below the calendar is an 'ADVANCE PLANNING' box detailing office hours (Monday-Thursday 8:00AM-12:00PM and 1:00PM-5:00PM) and the location (809 Center Street, Room 206). At the bottom right, there is a 'FORM & SURVEY' table with the following data:

FORM & SURVEY	STATUS
Property Complaint Form	Open
Public Information Request	Open

June 15, 2017

Draft Documents Available Online

The screenshot displays the City of Santa Cruz website interface. At the top, the navigation bar includes 'Services', 'Community', 'Business', 'Government', and 'How Do I...'. The 'Business' menu is highlighted with a large blue arrow. On the left sidebar, the 'Advance Planning' menu item is also highlighted with a blue arrow. The main content area features a 'Public Notice' icon and a section titled 'Current Pending Code Amendments' with a list of items including 'Marijuana', 'Short-term rental regulations', 'Downtown Recovery Plan development standards', 'Local Coastal Plan Update', and 'Zoning Code Update'. A blue arrow points to the 'Downtown Recovery Plan Amendments' link. The right sidebar contains a calendar for June 2017 and an 'ADVANCE PLANNING' section with office hours and a 'FORM & SURVEY' table.

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

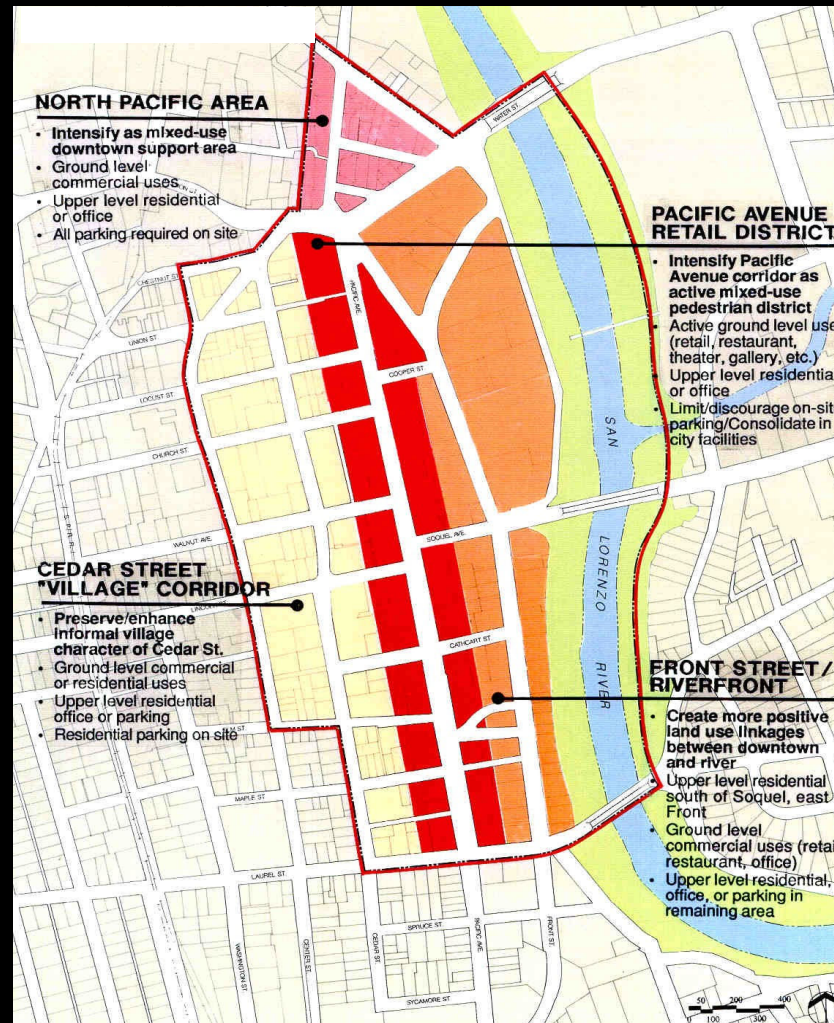
FORM & SURVEY	STATUS
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June 15, 2017

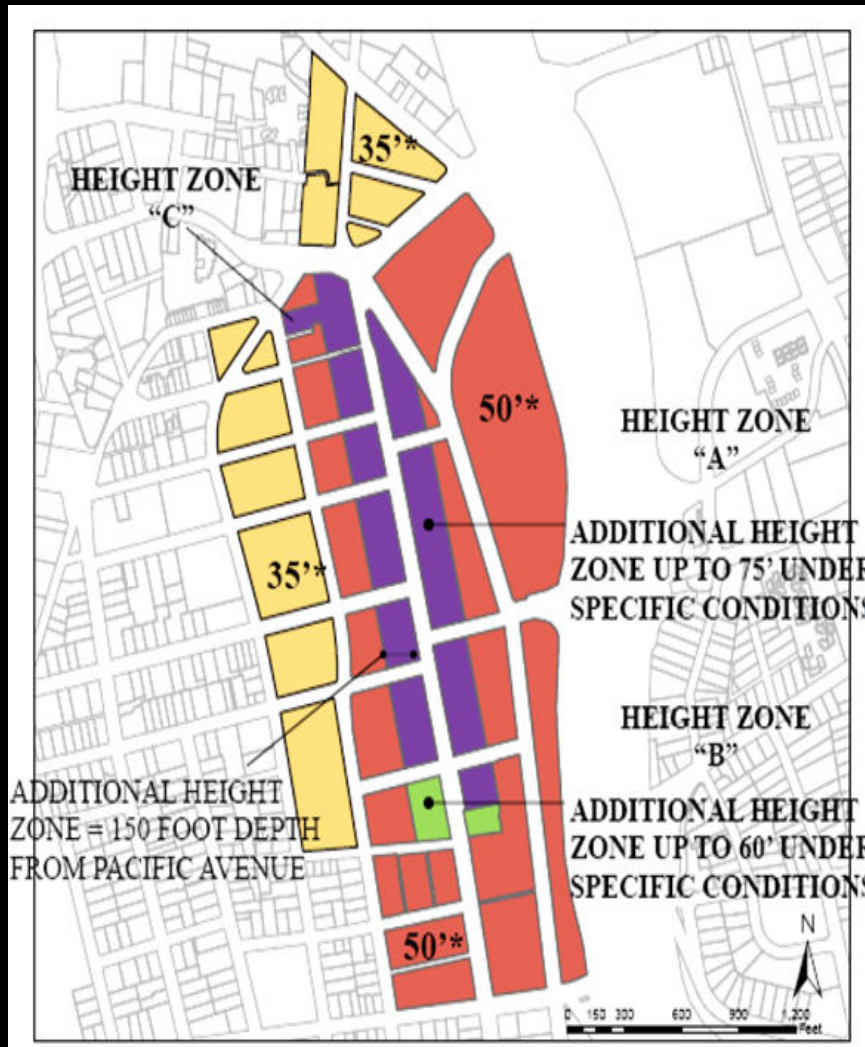
EIR Project Description

- Amendment to Downtown Recovery Plan, (a Specific Plan) to:
 - Extend Additional Height Zone A
 - Modify Additional Height Zone B
 - Modify development standards
 - Text revisions
- Amendment to General Plan 2030 to modify Floor Area Ratio for Regional Visitor Commercial land use designation
- Amendment to Local Coastal Program Land Use Plan text to modify San Lorenzo Urban River Plan land use development policies
- Amendment to Municipal Code Section 24.10, Part 24, Central Business District (CBD) of the Zoning Code to:
 - Modify extension area regulations
 - Add Parklet standards

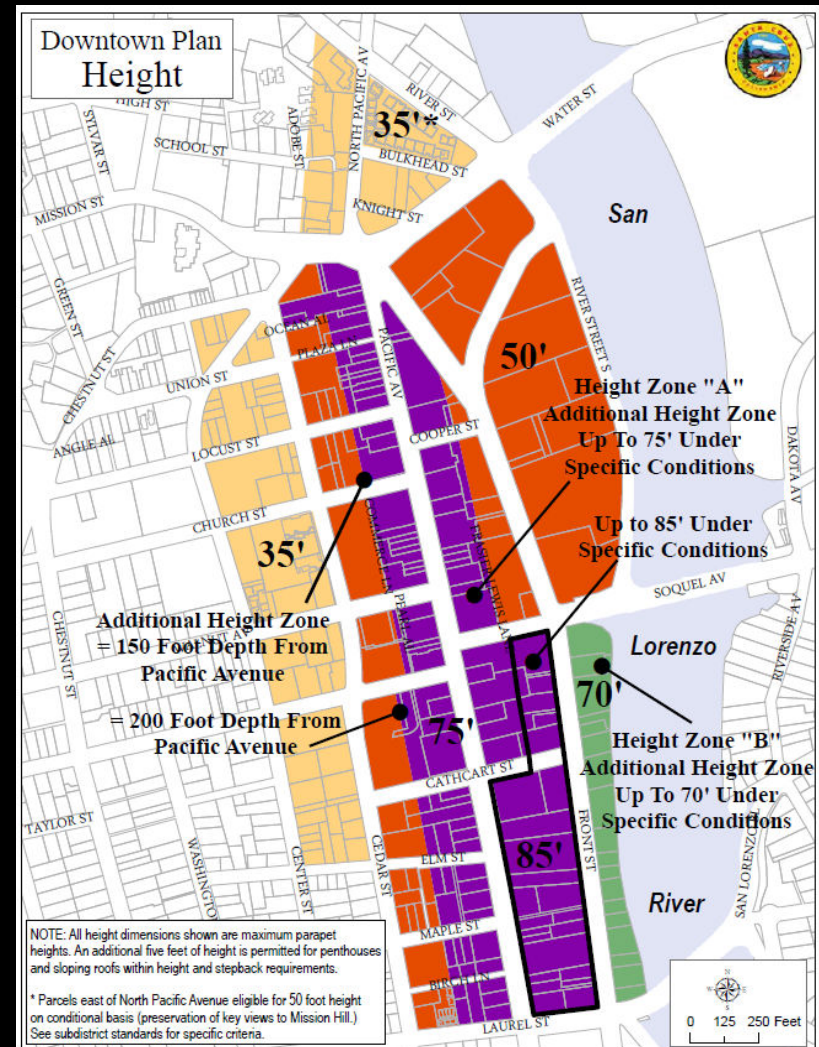
The Four Downtown Districts



Allows Additional Height for Eligible Sites



Existing Height Map



Proposed Amendments

Key Standards

Pacific Avenue Retail District

- Requires key publicly accessible connections between Pacific and Front (at Maple and near Elm)

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- Requires key publicly accessible connections between Pacific and Front (at Maple and near Elm)
- Allows a limited percentage of development up to 75' or 85' (>15,000 sf and >50,000 sf sites)

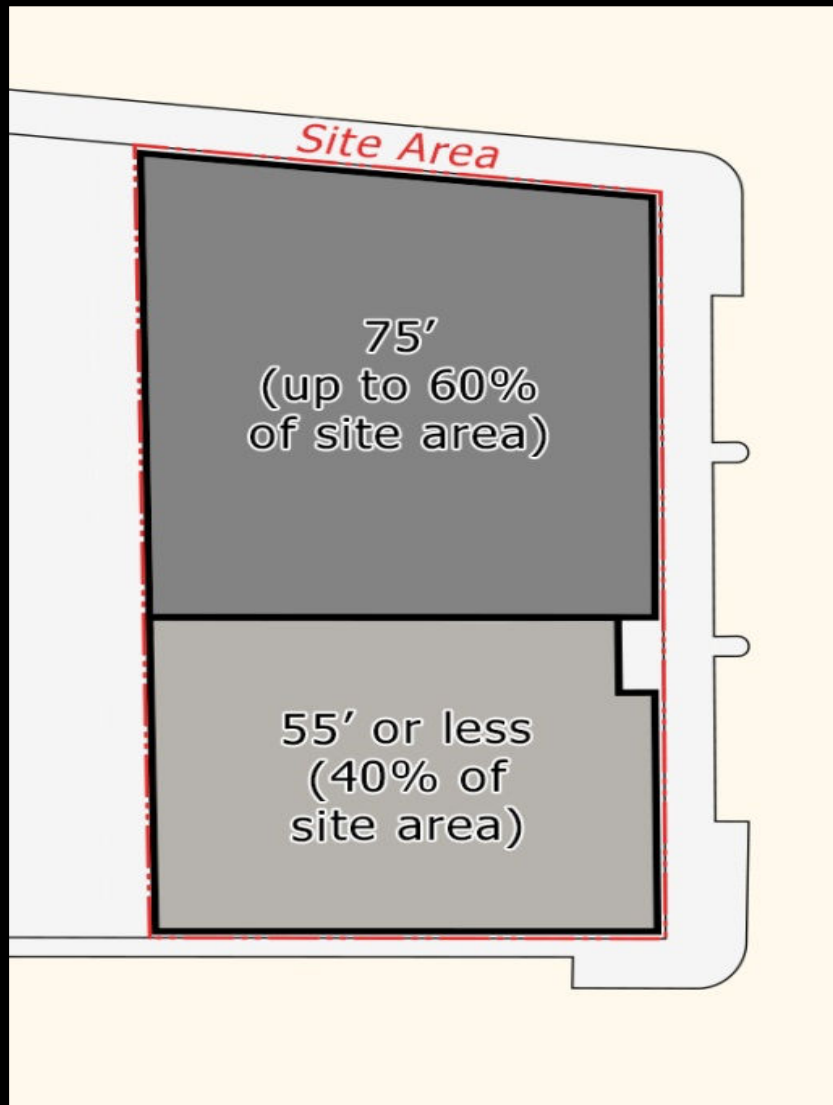
Key Standards

Pacific Avenue Retail District

- Requires key publicly accessible connections between Pacific and Front (at Maple and near Elm)
- Allows a limited percentage of development up to 75' or 85' (>15,000 sf and >50,000 sf sites)
- Requires both a vertical variation and horizontal variation to building masses

Pacific Avenue Retail District Development Standards

Additional Height

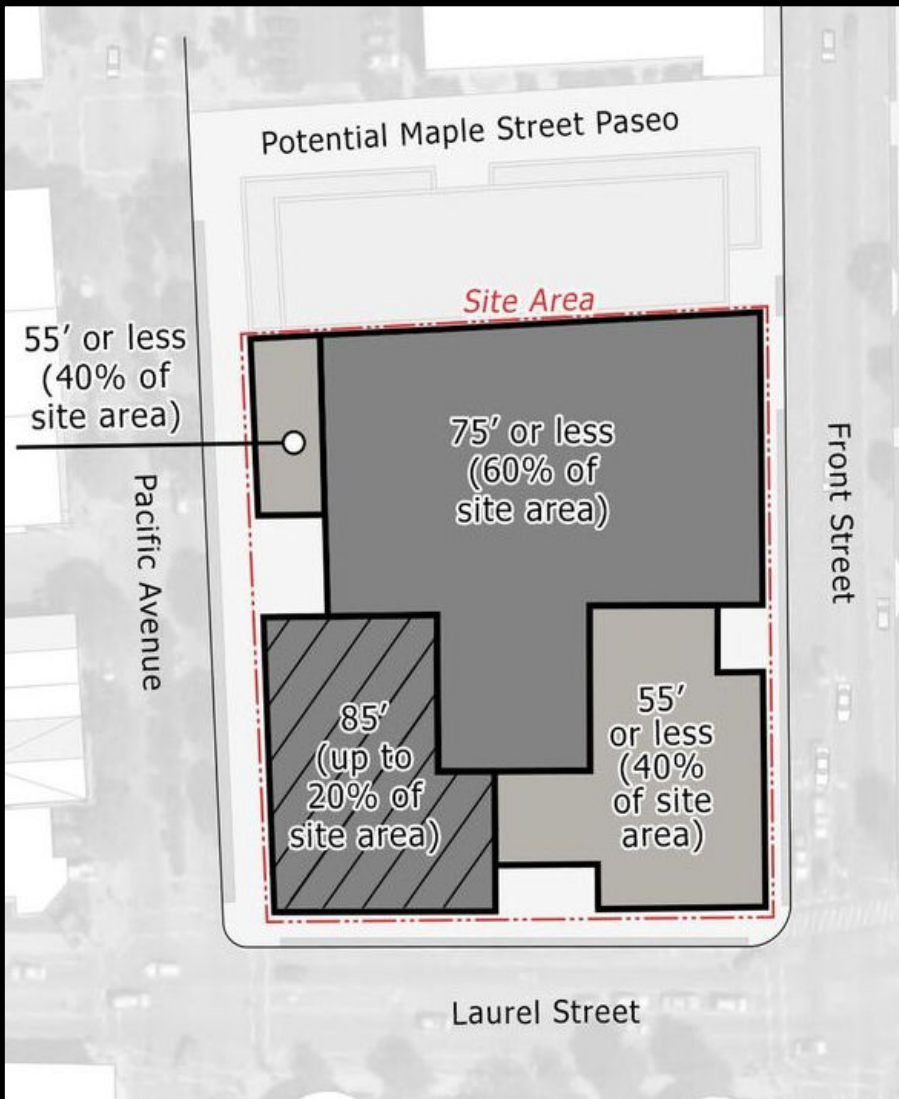


ON SITES BETWEEN 15,000 and 50,000 sq ft:

- At least 40% of site area must be at or below the 55-foot maximum base height
- Up to 60% may achieve a height of 75 feet

Pacific Avenue Retail District Development Standards

Additional Height

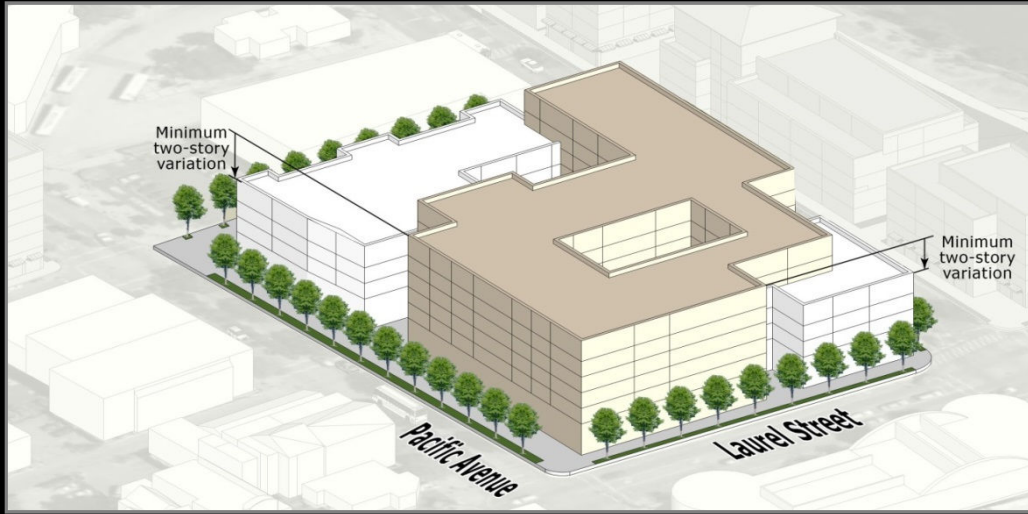


ON SITES GREATER THAN 50,000 sq ft:

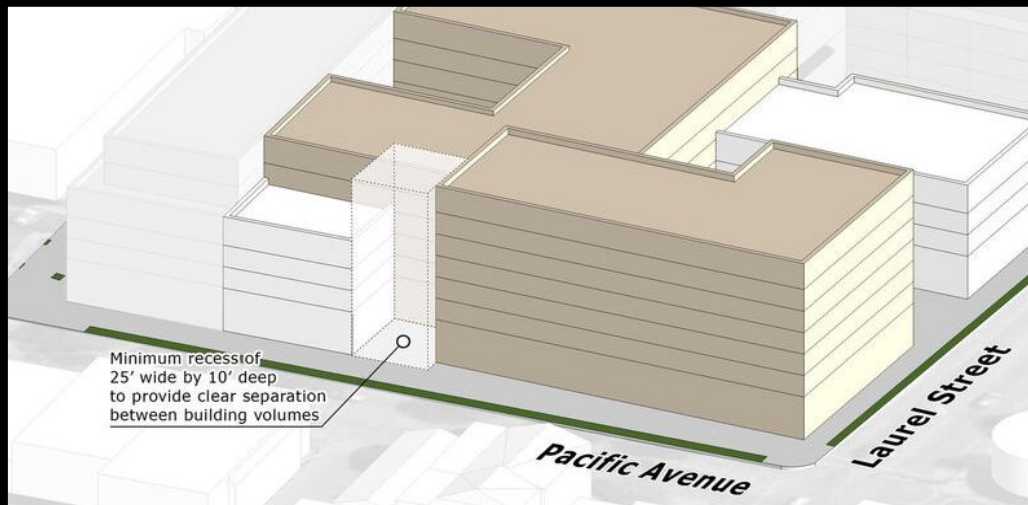
- At least 40% of site area must be at or below the 55-foot maximum base height
- Up to 60% of the site area may achieve a height of 75 feet
- Up to 20% may achieve a height of 85 feet

Pacific Avenue Retail District Development Standards

Additional Height



**Vertical variation
between building masses**



**Horizontal variation with
off-sets or building
recessed areas**

Height Examples



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



Key Standards

Front Street Riverfront District

- Requires key publicly accessible connections between Front and the Riverwalk (at Cathcart, Maple and near Elm)

Key Standards

Front Street Riverfront District

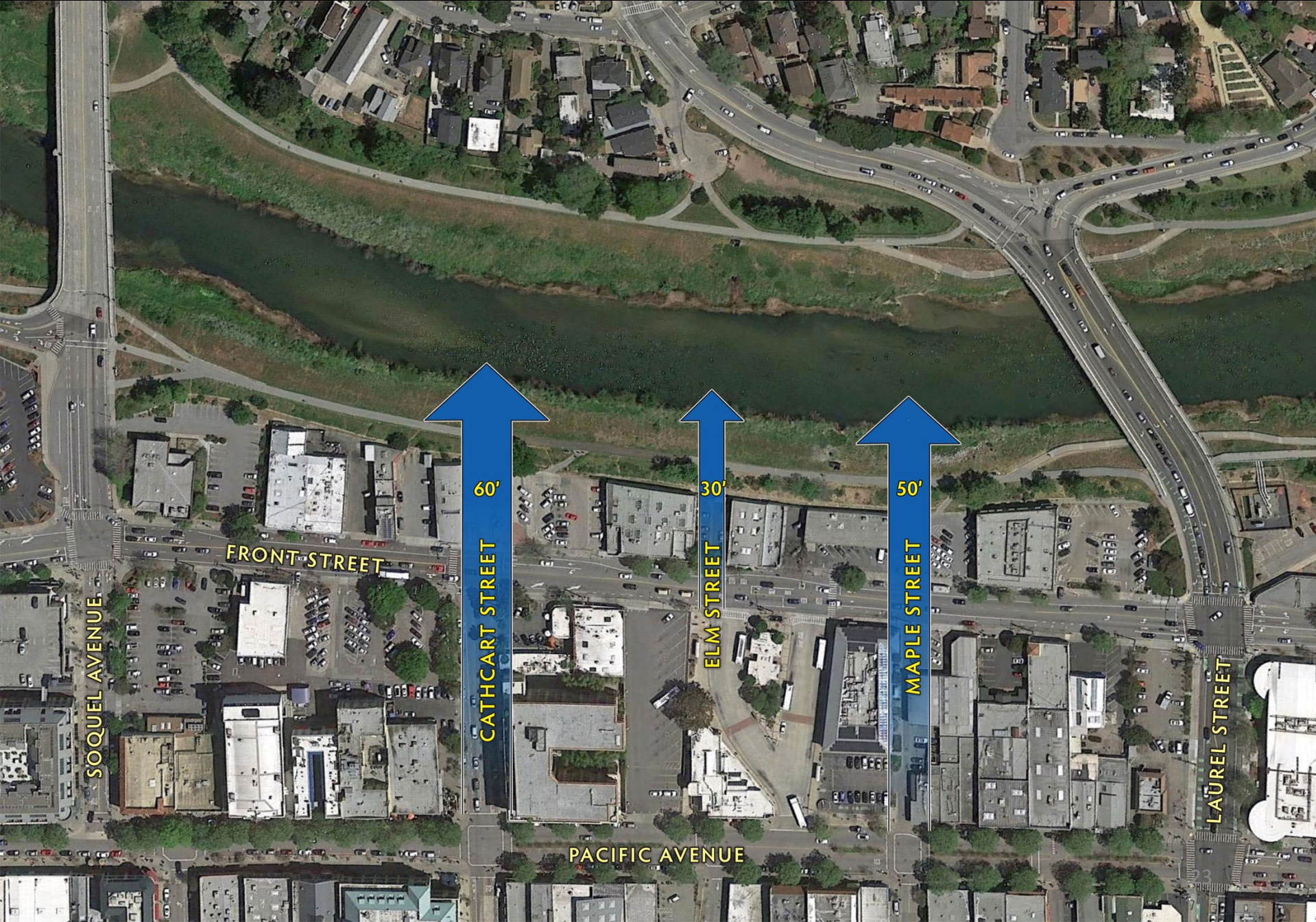
- Requires key publicly accessible connections between Front and the Riverwalk (at Cathcart, Maple and near Elm)
- Requires filling adjacent to the levee to provide more opportunities for people/river connections

Key Standards

Front Street Riverfront District

- Requires key publicly accessible connections between Front and the Riverwalk (at Cathcart, Maple and near Elm)
- Requires filling adjacent to the levee to provide more opportunities for people/river connections
- Increases heights to 70 feet for properties that are larger than 15,000 square feet with standards

San Lorenzo Riverfront Linkages



Development Should Have a Positive Relationship with the Riverfront



Imagining a new experience



General Plan Text Amendment

(Attachment 3 of report)

- Regional Visitor Commercial (RVC), 0.25 to 3.5 FAR.

Applies to areas that emphasize a variety of commercial uses that serve Santa Cruz residents as well as visitors. Mixed-use development is strongly encouraged in RVC districts.

Downtown Santa Cruz. (0.25 to 5.0 FAR) Emphasizes a mix of regional office and retail uses, residential and mixed-use developments, restaurants, and visitor attractions such as entertainment venues. The Downtown ~~Recovery~~ Plan provides detailed requirements for this area.

Local Coastal Plan Text Amendments

(Attachment 4 of report)

- LCP includes policy language from the San Lorenzo Urban River Plan (SLURP) 2003
 - Maintains the 10 foot development setback from the Riverwalk
 - Enhances the pedestrian connections from Front Street to the Riverwalk
 - Replaces 11 development standard policies with 2 new general policies and modifies 1 to reflect the changes to the Downtown Recovery Plan

Zoning Code Amendments

(Attachment 5 of report)

- Expands use of Extension Area license agreements from the typical Pacific Avenue café extension areas to also allow this concept to be used adjacent to the Riverwalk for public activity
- Adds a new section to make the Parklet pilot program permanent. Parklets are created when private business owners lease parking spaces in front of their business for use as additional seating or landscaping

Ordinance Amendments (Attachment 5 of report)

- Addition of Parklet Language: Makes the pilot program permanent



CEQA Purpose

- Inform agency decision-makers and the public of:
 - significant project environmental effects
 - possible ways to minimize the significant effects, and
 - reasonable alternatives to the project
 - Disclose significant and unavoidable impacts
- Provide opportunity for public and agencies to comment on the environmental issues
- “Significant effect on the environment”
 - ...a substantial, or potentially substantial, adverse change in physical conditions within the project area

EIR Process

- Notice of Preparation
- Public Scoping Meeting
- Draft EIR circulated for Public Review
- Final EIR & Mitigation Monitoring Program
- EIR Certification - CEQA Findings

EIR Topics

- Aesthetics
- Air Quality & Greenhouse Gas Emissions
- Biological Resources
- Cultural Resources & Tribal Cultural Resources
- Hydrology & Water Quality
- Public Services
- Traffic & Transportation
- Water & Wastewater Utilities
- Land Use – Plan & Policy Review
- CEQA-Required Sections
 - Growth Inducement
 - Cumulative Impacts
 - Alternatives

EIR Scoping

- Open Hearing to Public Comments
- Focus on Issues to be Addressed in EIR
- Submit written comments to Planning Department by June 23, 2017

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- Draft EIR for public review – Summer 2017

EIR Topics to be analyzed

- Aesthetics
- Air Quality & Greenhouse Gas Emissions
- Biological Resources
- Cultural Resources and Tribal Cultural Resources
- Hydrology/Water Quality
- Land Use – Plan/Policy Review
- Recreation
- Traffic & Transportation
- Public Utilities - Water Supply
- CEQA-Required Sections
 - Growth Inducement
 - Cumulative Impacts
 - Alternatives

Meeting Purpose - Part 2

Work Session

- Discuss modifications to language since September 2016
 - Will follow staff report order
 - General Plan change
 - Local Coastal Plan changes
 - Ordinance amendments
 - Downtown Plan language modifications
- Accept Public comments

General Plan Text Amendment

(Attachment 3 of report)

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Local Coastal Plan Text Amendments

(Attachment 4 of report)

Existing Text (Was proposed for deletion in 2016)

- SRFA-2 Maintain the ten-foot setback area between residential and commercial uses adjacent to the levee trail from the western edge of the trail. The area should be filled to raise the adjacent ground-level use to the same elevation as the levee trail. This area should also incorporate outdoor public seating or visually accessible garden space for residential development. Trees planted as part of the San Lorenzo Flood Control Improvement Project should be maintained and incorporated into new development.

Setback from Riverwalk

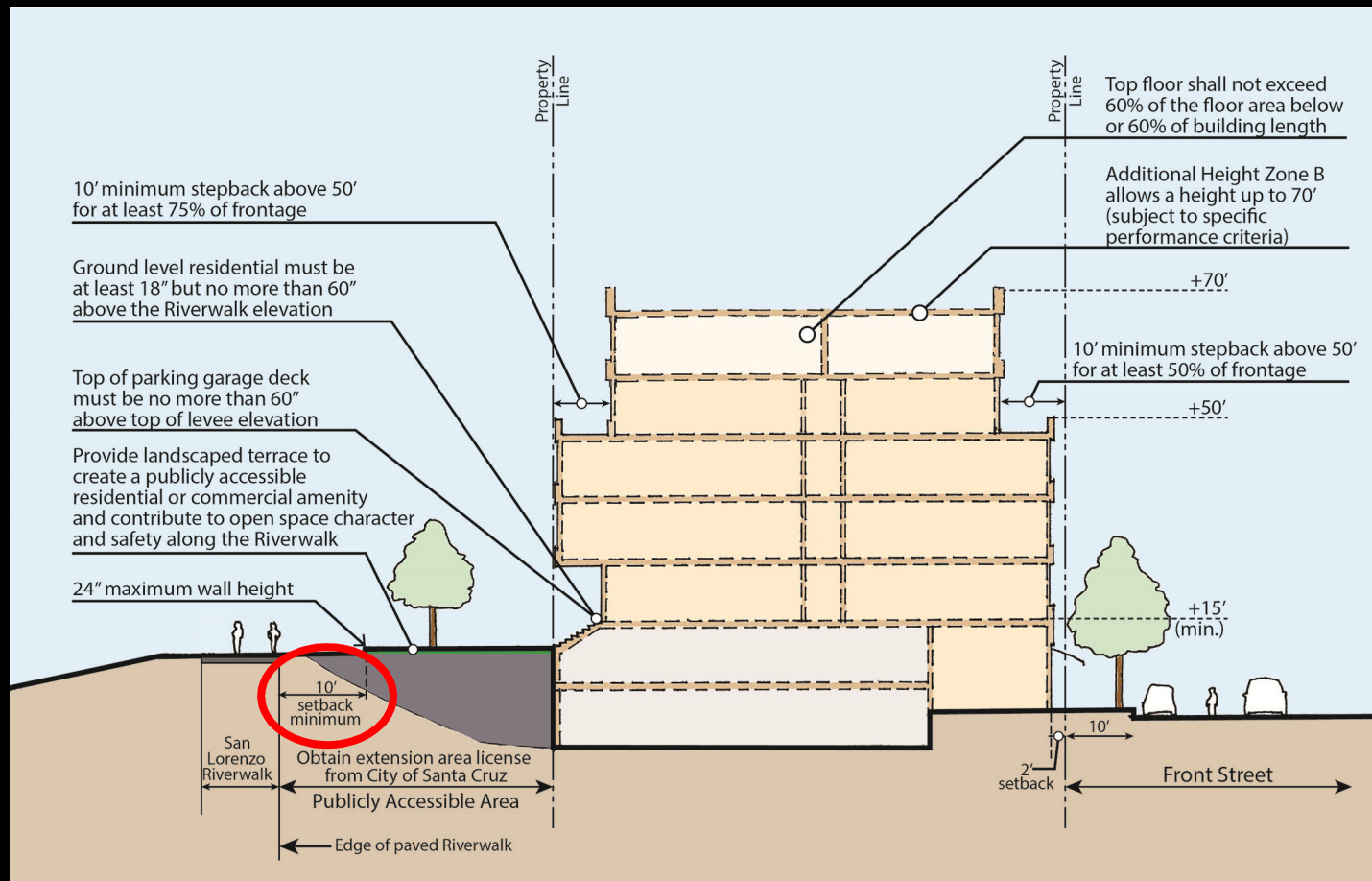


Figure E-1, page 59, Redline version

Local Coastal Plan Text Amendments

(Attachment 4 of report)

Proposed Text (Updated language for consideration)

- SRFA-2 Maintain the ten-foot setback area between residential and commercial uses adjacent to the levee trail from the western edge of the trail. The area between the property line and the Riverwalk shall be filled to raise the adjacent ground-level use to a similar or higher elevation as the Riverwalk. The public lands between the Riverwalk and the private property may incorporate publicly accessible commercial or residential amenities, such as outdoor public seating. 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.

Local Coastal Plan Text Amendments

(Attachment 4 of report)

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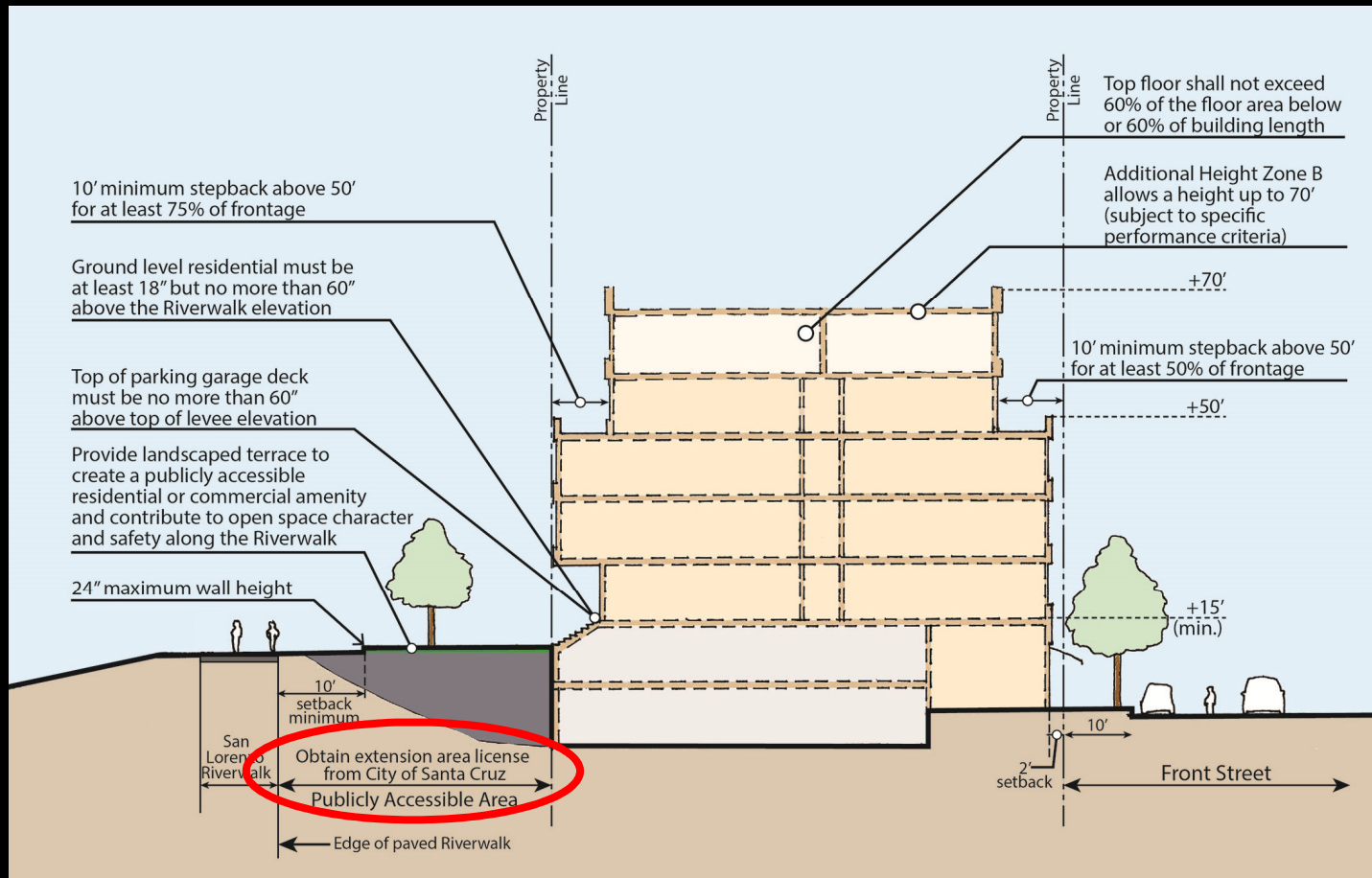
Ordinance Amendments

(Attachment 5)

- Modification to Extension Area language



Extension Area by Riverwalk

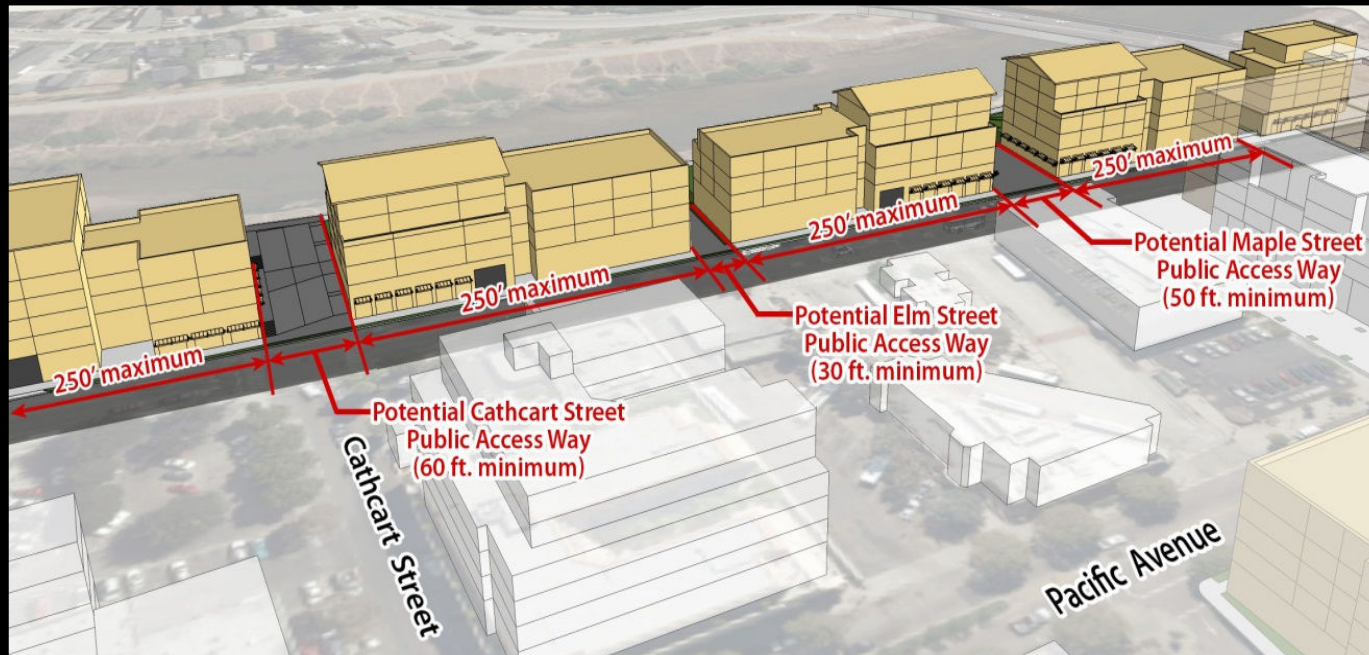


Plan Amendments

Page 8 of Agenda Report

- Items for Planning Commission to discuss per staff report:
 1. SRO unit limit in one project
 2. Upper floor variation along Front Street
 3. Landscape policy modification
 4. Architectural language for Additional Height Zones
 5. Off-site parking

Upper Floor Variation September 2016



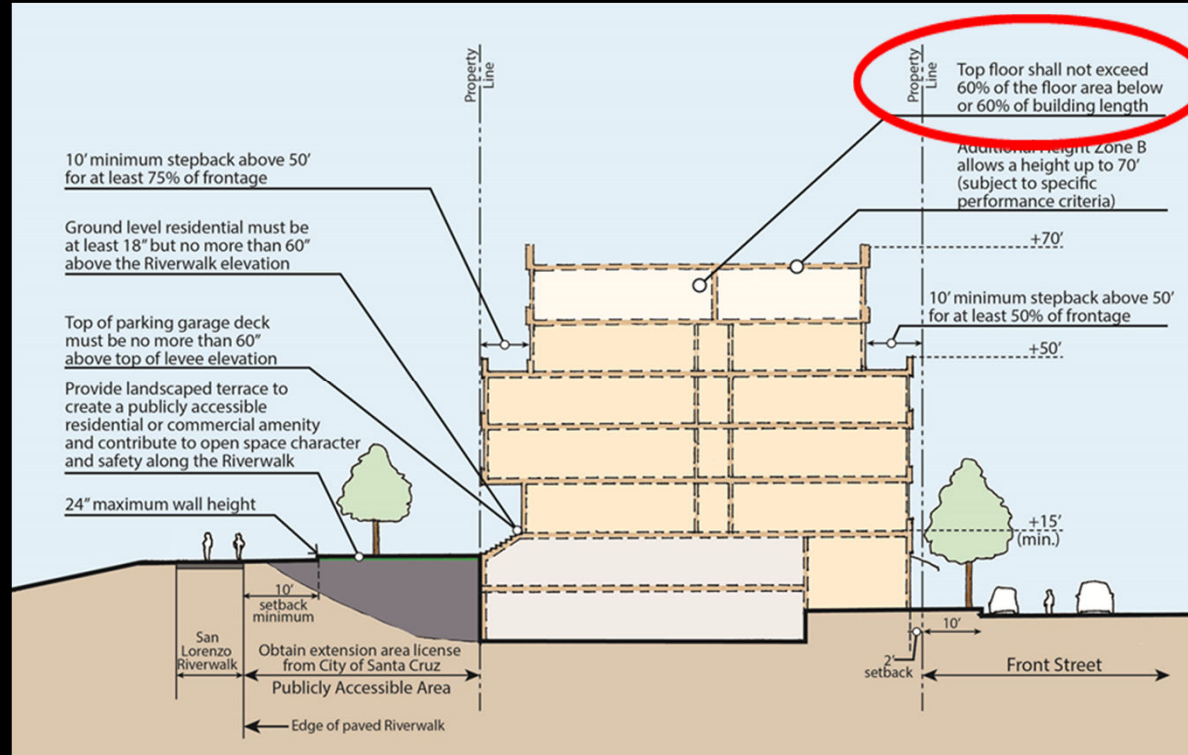
Allow a top floor credit for providing public passageways:

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

(This is different than the previous draft plan language that required upper floors to be limited to 60% of the floor below.)

Plan Amendments (Attachment 2)

- Review of redline suggestions



Upper Floor language options

- STANDARD language

To promote skyline variation, the top floor or any building shall not exceed 60% of the floor area below nor 60% of the length as measured along Front Street or the Riverwalk.

- OPTIONS for variations

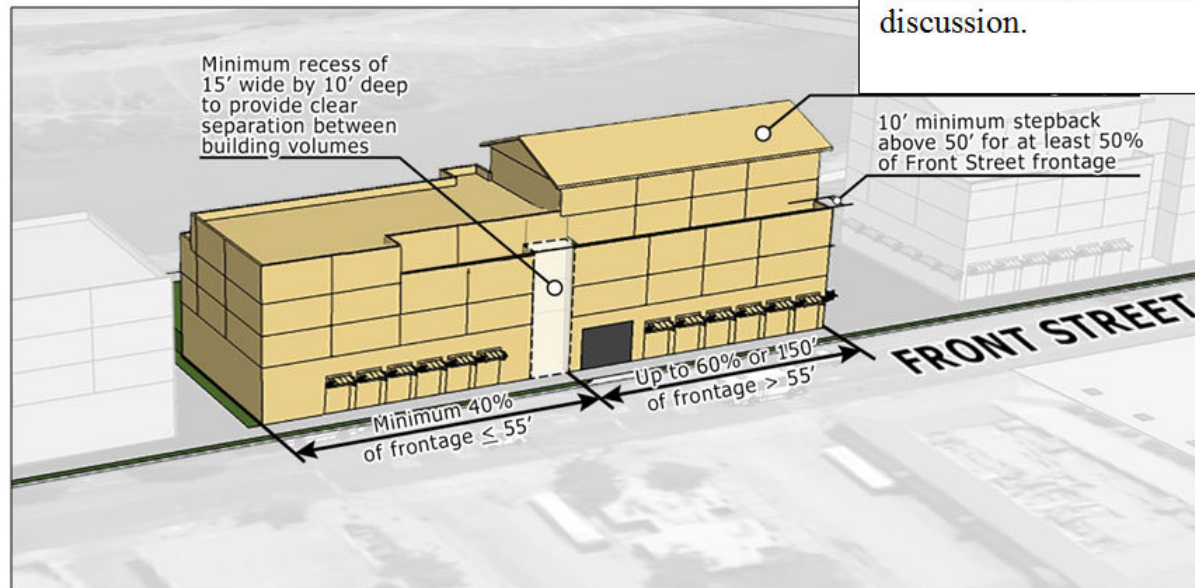
For sites which provide public access to the Riverwalk, the upper floor shall be limited to 60% of the project SITE.

or

Variation to the 60% floor area standard can be considered for projects that incorporate publicly accessible pedestrian connections to the Riverwalk.

Plan Amendments

(Attachment 2 – Page 83)



The standard for the skyline variation needs additional discussion.

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.**

Plan Timeline

- Summer Draft EIR available for public comment
- Additional hearings in fall 2017 with Planning Commission to recommend final action to City Council to consider final adoption