

GENERAL PLAN 2030 POLICY TEXT AMENDMENT
ASSOCIATED WITH AMENDMENTS TO THE DOWNTOWN RECOVERY PLAN
As Edited by Planning Commission 6-15-2017

Reason for General Plan Amendment

The Central Business District (CBD) zone is the primary zone district that implements the broader RVC General Plan land use designation. The modifications proposed for the CBD additional height Zone A between Pacific Avenue and Front Street would potentially allow for upper level floor area that could exceed the existing 3.5 FAR. The FAR limit is one of three development standards that work together to address bulk and mass of new construction: 1) FAR, 2) Height, and 3) establishing a percentage limitation of varying heights in direct relationship to the size of the property (a volumetric standard). Page 41 of the General Plan 2030 is proposed to be amended as follows:

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