



# Downtown Vision & Development Updates

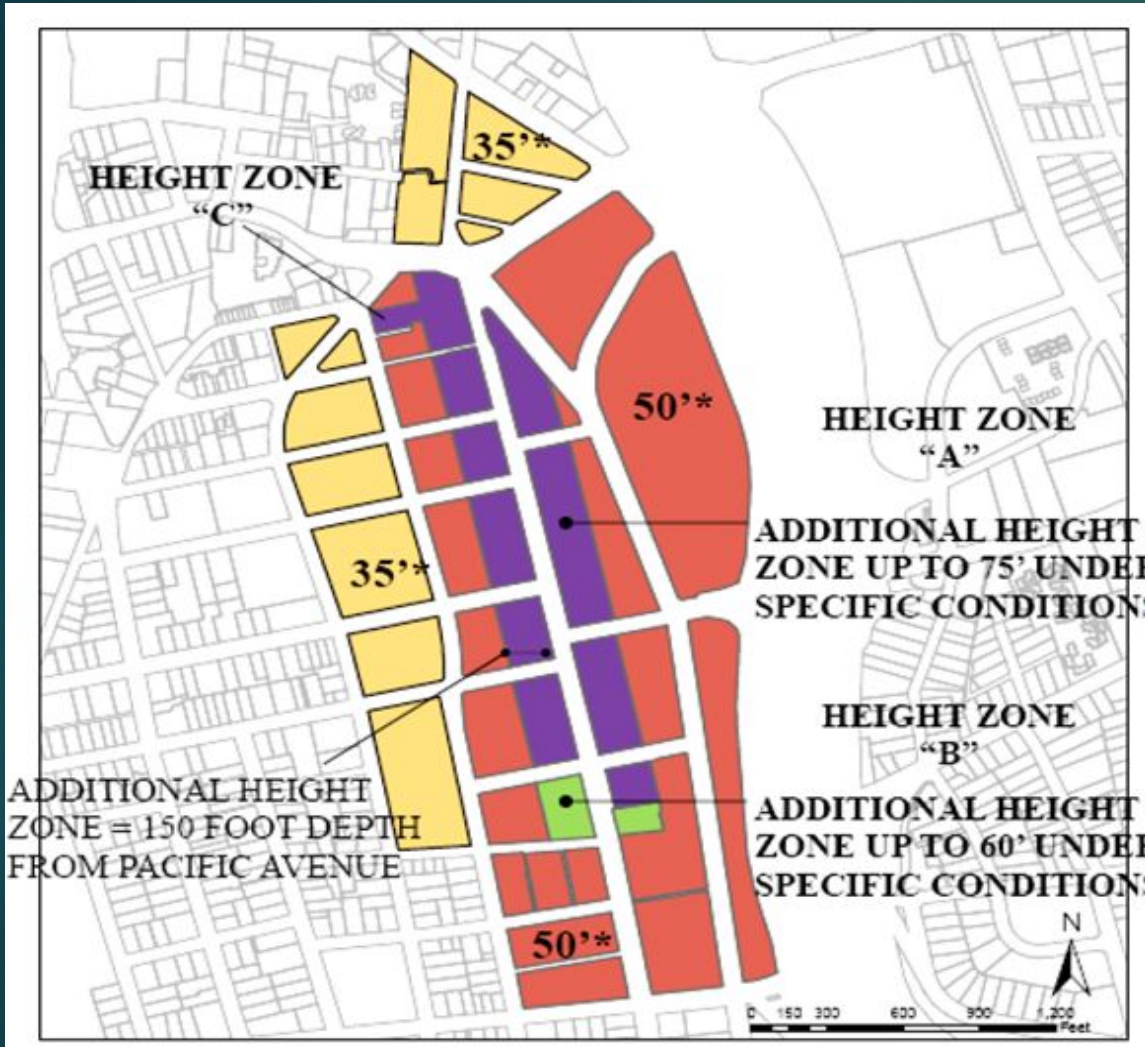
September 17, 2019

BONNIE LIPSCOMB, DIRECTOR OF ECONOMIC DEVELOPMENT  
LEE BUTLER, DIRECTOR OF PLANNING & COMMUNITY DEVELOPMENT

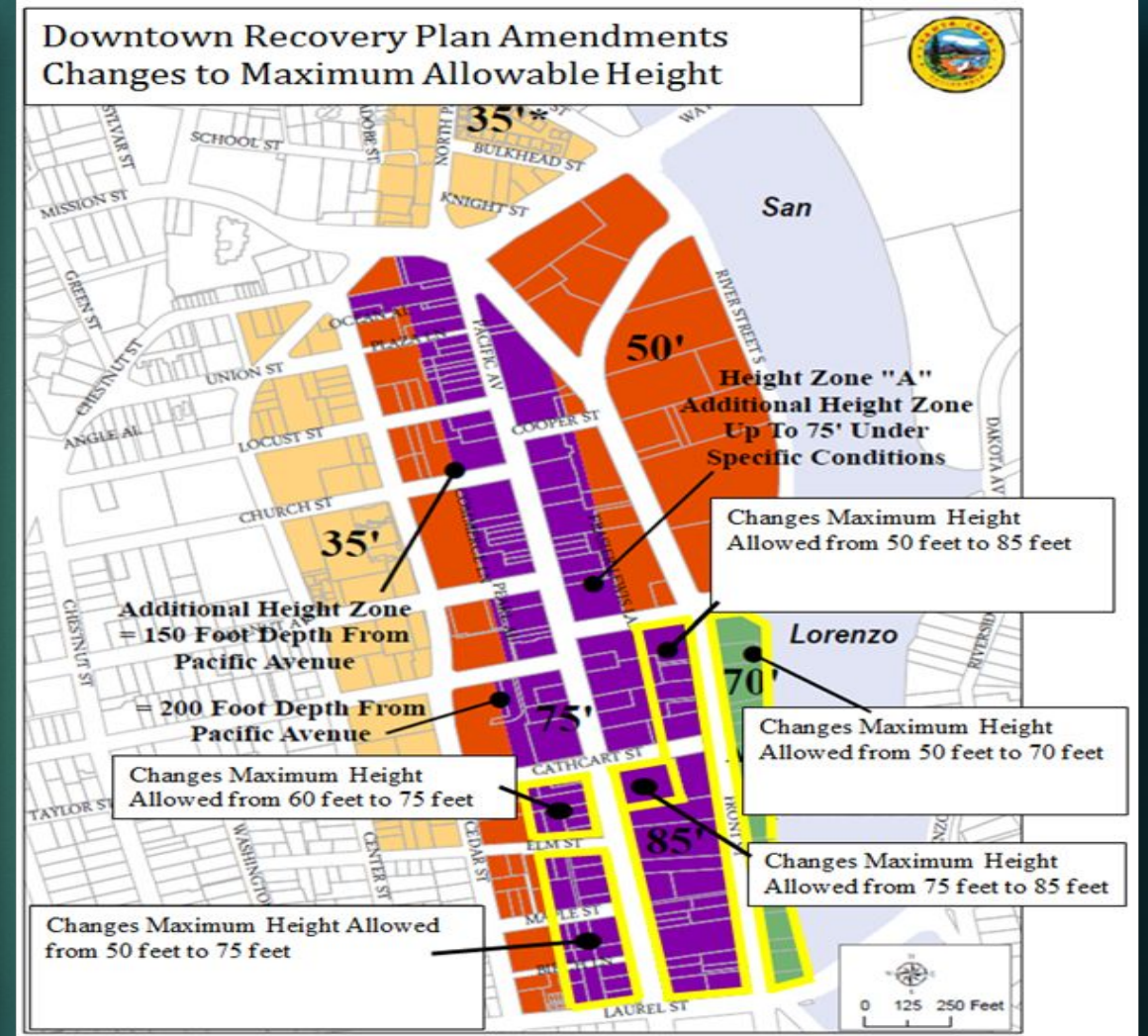
# General Plan 2030 Downtown Policies

- ▶ Update Downtown Recovery Plan
- ▶ Strengthen link to beach and San Lorenzo River
- ▶ Promote Downtown as the primary local and regional retail, entertainment, and cultural center
- ▶ Revitalize Lower Pacific

# Downtown Plan Height Increases



Existing Height Map



Proposed Amendments

# Downtown Plan Vision



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.

# A Vibrant Downtown

- ▶ Foot traffic and people on the ground
- ▶ Active at different times of day and night
- ▶ Draws in locals, regional residents, tourists
- ▶ Dynamic environment
- ▶ Destinations

# Putting it all together....

## Balancing:

- ▶ Economic diversity and prosperity
  - ▶ downtowns are for everybody
- ▶ Housing diversity and affordability
- ▶ Downtown changes over time
  - ▶ retail, restaurant, office, residential, customers

# Putting it all together....

Balancing:

- ▶ Safety, Cleanliness and Beautification
- ▶ Creating great public spaces
  - ▶ Farmers' Market, Abbott Square, Library, Civic, placemaking
- ▶ Connecting downtown to the beach
  - ▶ Trolley, KP Arena, private and public improvements

An aerial photograph of a city street grid with numerous colorful pushpins (red, yellow, green, blue, orange) placed at various intersections and locations. A semi-transparent dark grey rectangle is overlaid on the left side of the image, containing white text.

Putting it all  
together...

Getting help when we need it:

Progressive Urban Management  
Associates (P.U.M.A.)





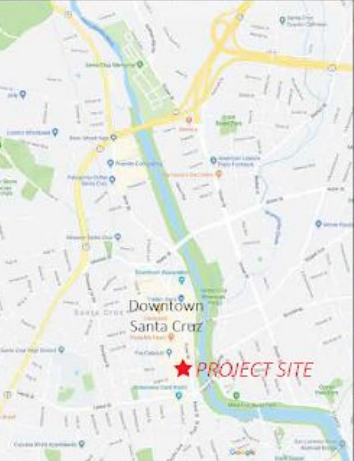
## PACIFIC STATION

**IMAGINE:** Affordable, high-quality housing and comprehensive health and dental care with accessible public transit options for underserved children and adults in our community.

**PROJECT:** The Pacific Station Project is a proposed mixed-use affordable housing, healthcare and public transit project located in the heart of downtown Santa Cruz. In addition to providing more than 100 units of affordable housing and a vibrant new downtown bus transit center, the project includes a new home for the Santa Cruz Women's Health Center and Dientes Community Dental Care, collectively providing affordable, high-quality health and dental care for Santa Cruz County and neighboring communities.

# Pacific Station

PROPOSED  
PRIVATE MIXED USE  
DEVELOPMENT  
175 HOUSING UNITS  
11,498 SF COMM

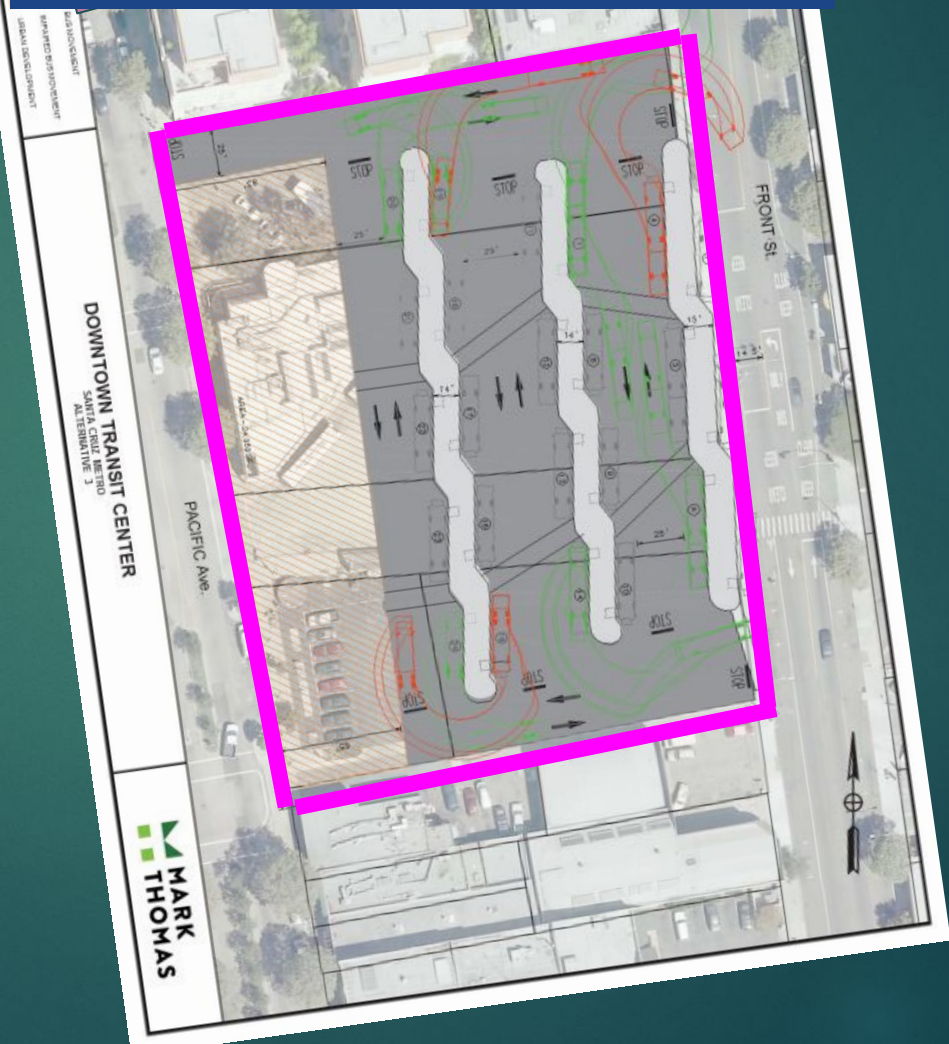


Proposed Project Site  
Phase 1 - Pacific Station  
Redevelopment  
Cleanup Planning

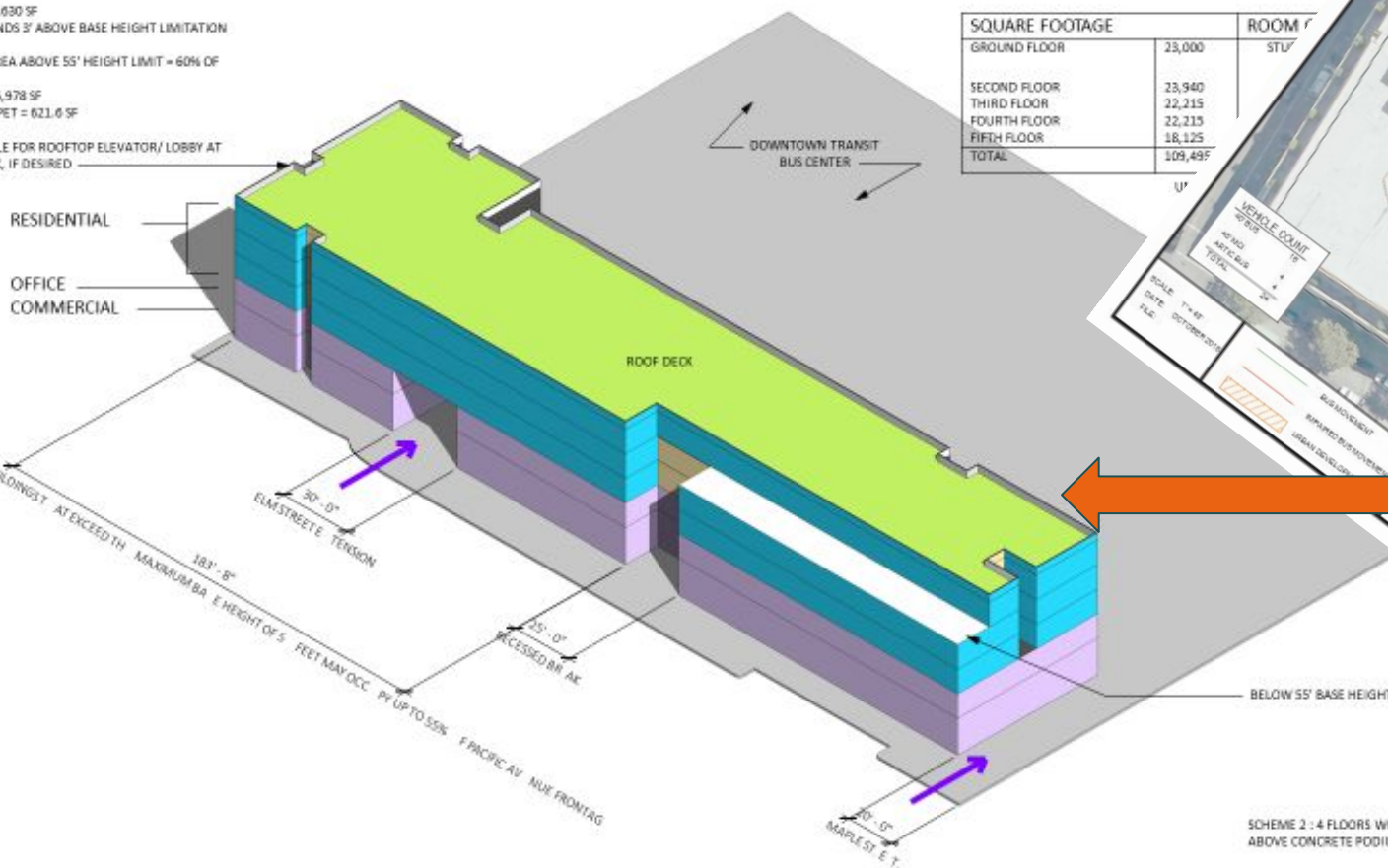
- CITY OWNED PROPERTIES
- SECURED SITE DEDICATIONS
- PENDING SITE DEDICATIONS
- PROPOSED ACQUISITIONS
- METRO OWNED PROPERTIES

005-152-30  
005-152-31  
METRO-OWNED PROPERTIES  
005-152-05  
005-152-32  
CITY-OWNED PACIFIC STATION PROPERTIES  
005-152-33  
PROPOSED CITY PHASE 2 DEVELOPMENT SITE

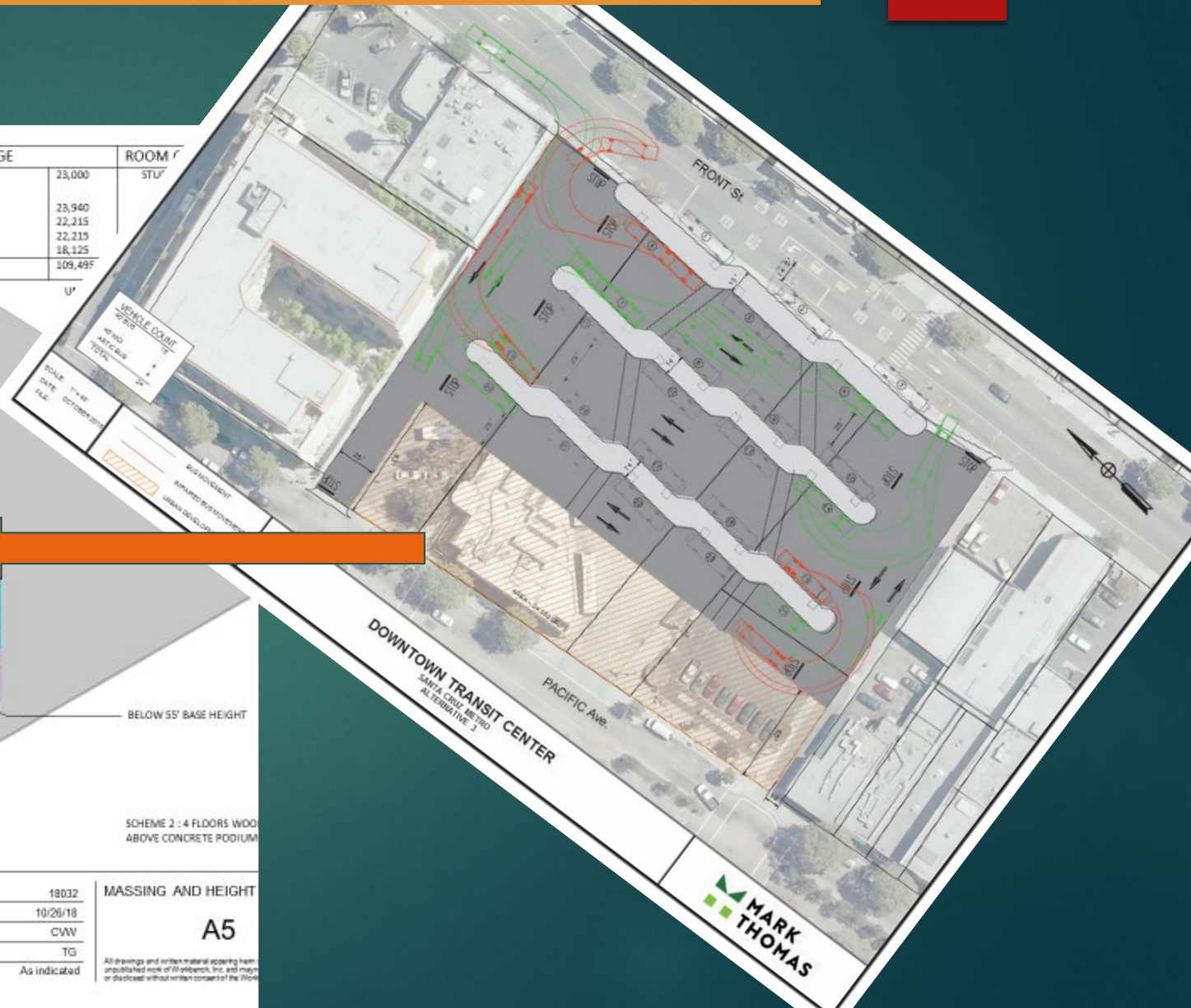
APPROVED  
PRIVATE MIXED USE  
DEVELOPMENT  
205 HOUSING UNITS  
10,656 SF COMMERCIAL



# METRO/PACIFIC STATION PROJECT

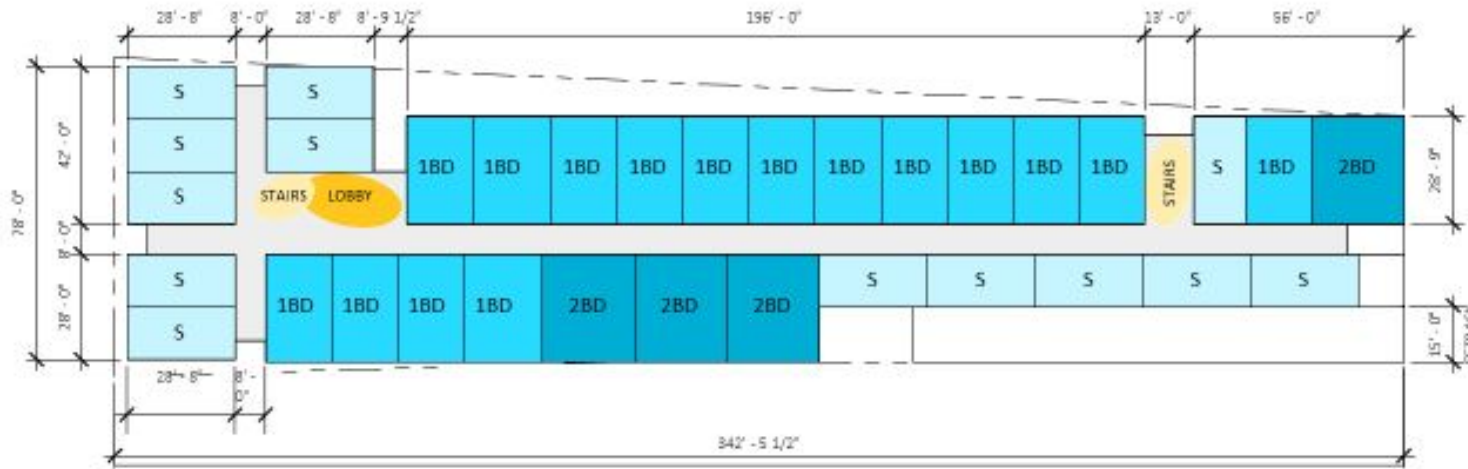


SQUARE FOOTAGE	ROOM #
GROUND FLOOR	23,000
SECOND FLOOR	23,940
THIRD FLOOR	22,215
FOURTH FLOOR	22,215
FIFTH FLOOR	18,125
TOTAL	109,495



# METRO/PACIFIC STATION PROJECT

SQUARE FOOTAGE		ROOM COUNT		
GROUND FLOOR	23,000	STUDIO	180	280
SECOND FLOOR	23,940			
THIRD FLOOR	22,215	20	14	4
FOURTH FLOOR	22,215	20	14	4
FIFTH FLOOR	18,125	12	16	4
TOTAL	109,495 SF	52	44	12
UNIT MIX		48%	41%	11%
		TOTAL UNITS		
		108		
		STUDIO	180	280
		400 SF	500 SF	700 SF



129 BULKHEAD STREET  
SANTA CRUZ, CA 95060  
WORKBENCHBUILT.COM  
P: 831.227.2217

## DOWNTOWN TRANSIT CENTER

Pacific Avenue  
Santa Cruz, CA 95060

Project number	18032
Print Date	10/26/18
Drawn by	CWW
Checked by	TG
Scale	As indicated

FLOOR 5 PLAN

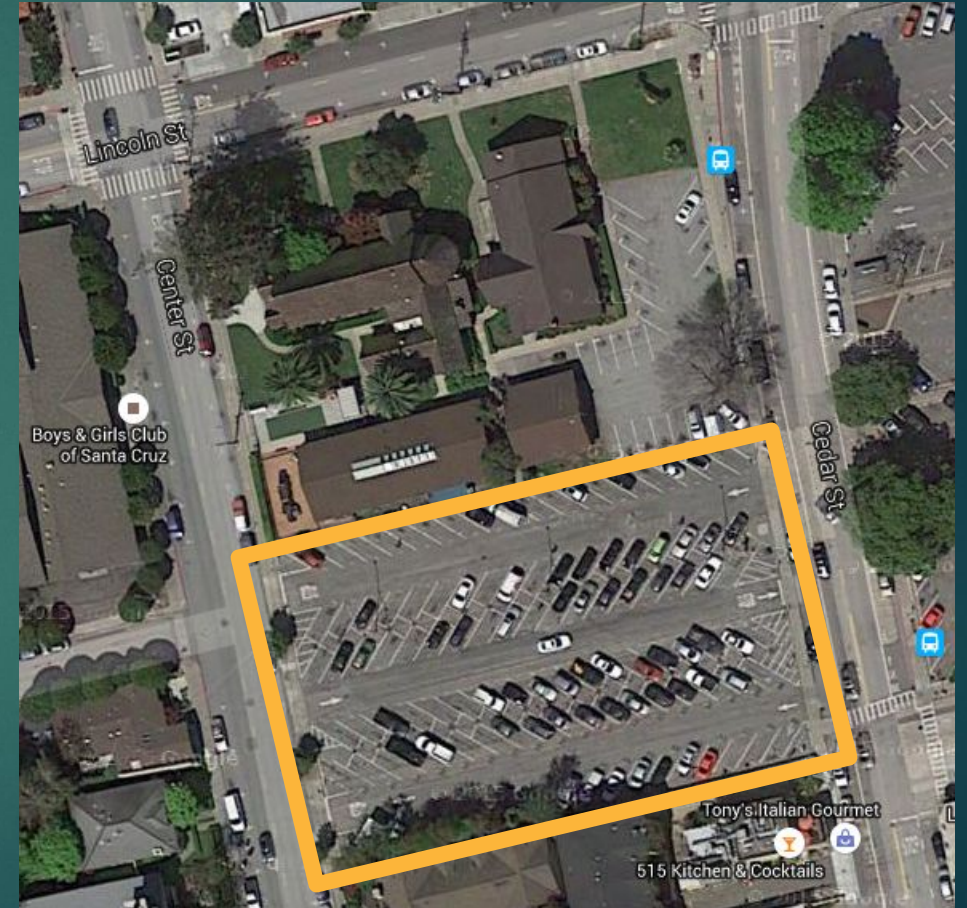
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10/26/2018 9:00:19 AM

# CALVARY CHURCH LOT

Short term lease - Calvary Church (2 year, 108 spaces, 120 permits)





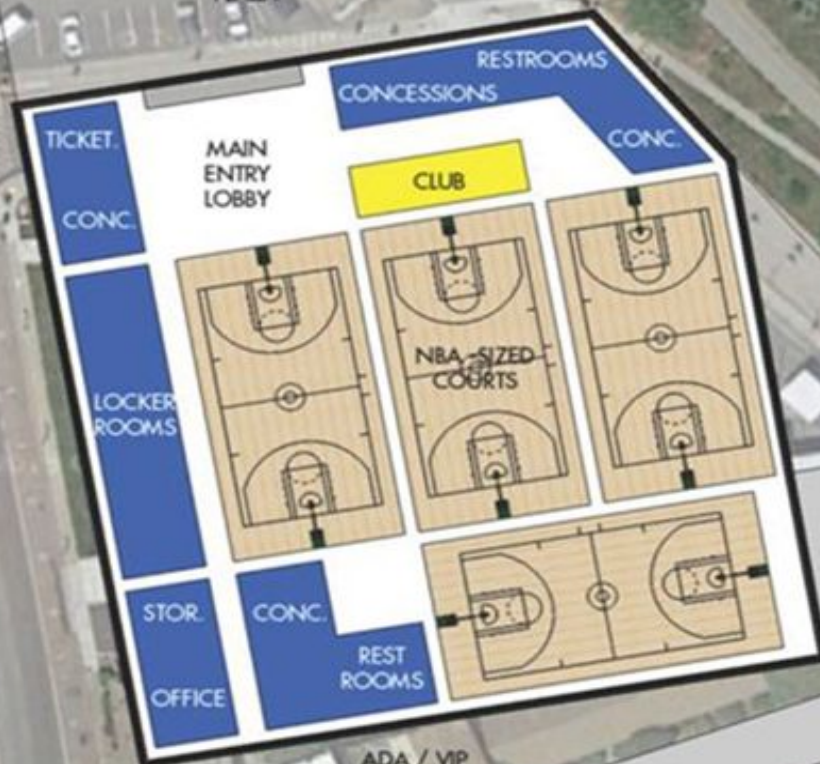
CIVIC AUDITORIUM

SANTA CRUZ  
MUSIC FESTIVAL

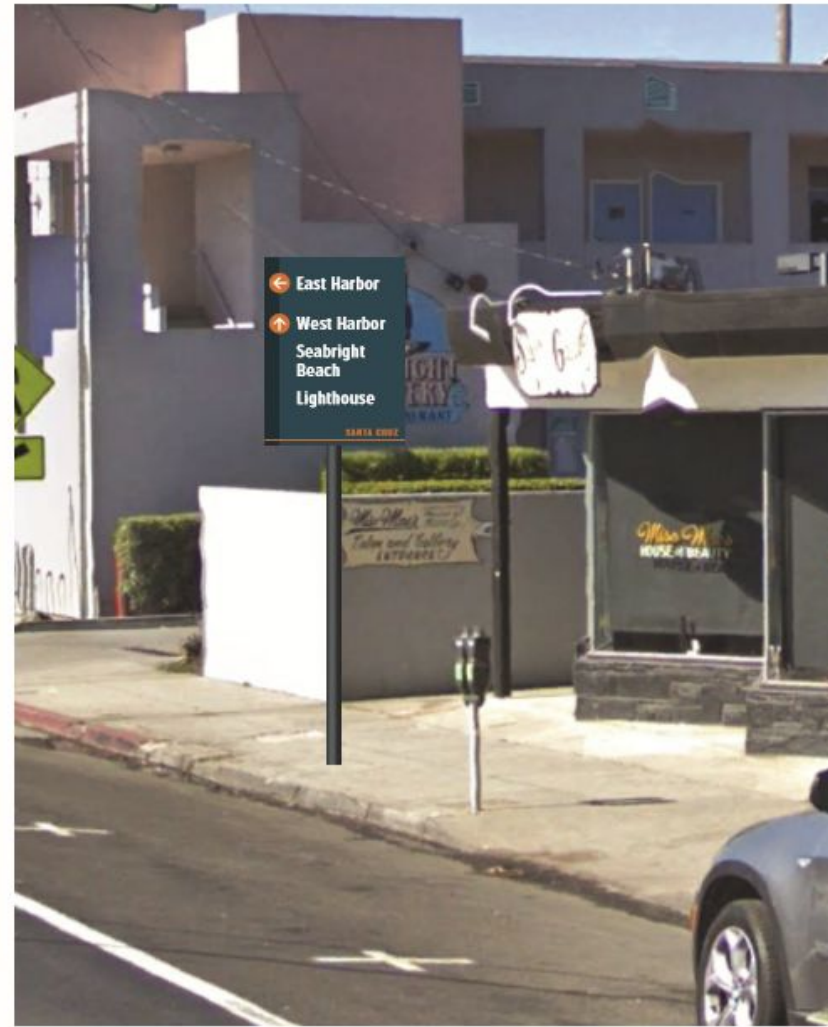
SANTA CRUZ  
MUSIC FESTIVAL

SANTA CRUZ  
MUSIC FESTIVAL

# Warriors ARENA FEASIBILITY



# Downtown and Citywide Wayfinding







# Santa Cruz Voices on Housing:

Fall 2017 Community Engagement Report



# Housing Blueprint Subcommittee Recommendations

June 12, 2018

# 555 Pacific Ave.



# 1547 Pacific Ave. – Park Pacific



# 1013 Pacific Ave. – Mixed Use



# Pacific / Front / Laurel – Mixed Use





## Riverwalk Connection



# Riverwalk Connection

# 428 Front Street – Mixed Use

NOTE: EACH BUILDING HAS BEEN DESIGNED TO CONSIST OF MULTIPLE BUILDING RHYTHMS AT GROUND, MIDDLE, AND UPPER LEVELS. THE BUILDING IS ARTICULATED AT INTERVALS CONSISTENT WITH THE SANTA CRUZ DOWNTOWN PLAN SECT. C1-8.

LOCATE LIVING ROOM WITH LARGER GLAZING AT CORNERS OF UNITS TO VISUALLY LIGHTEN CORNER AND ENHANCE CORNER DESIGN

UTILITIES SCREENED BY PARAPET





# 2035 N. Pacific Ave.



# Q & A

