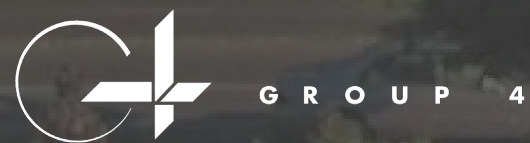


SANTA CRUZ LIBRARY SITE RE-USE VISIONING PROCESS

CITY COUNCIL

City of Santa Cruz | Jun 22, 2021

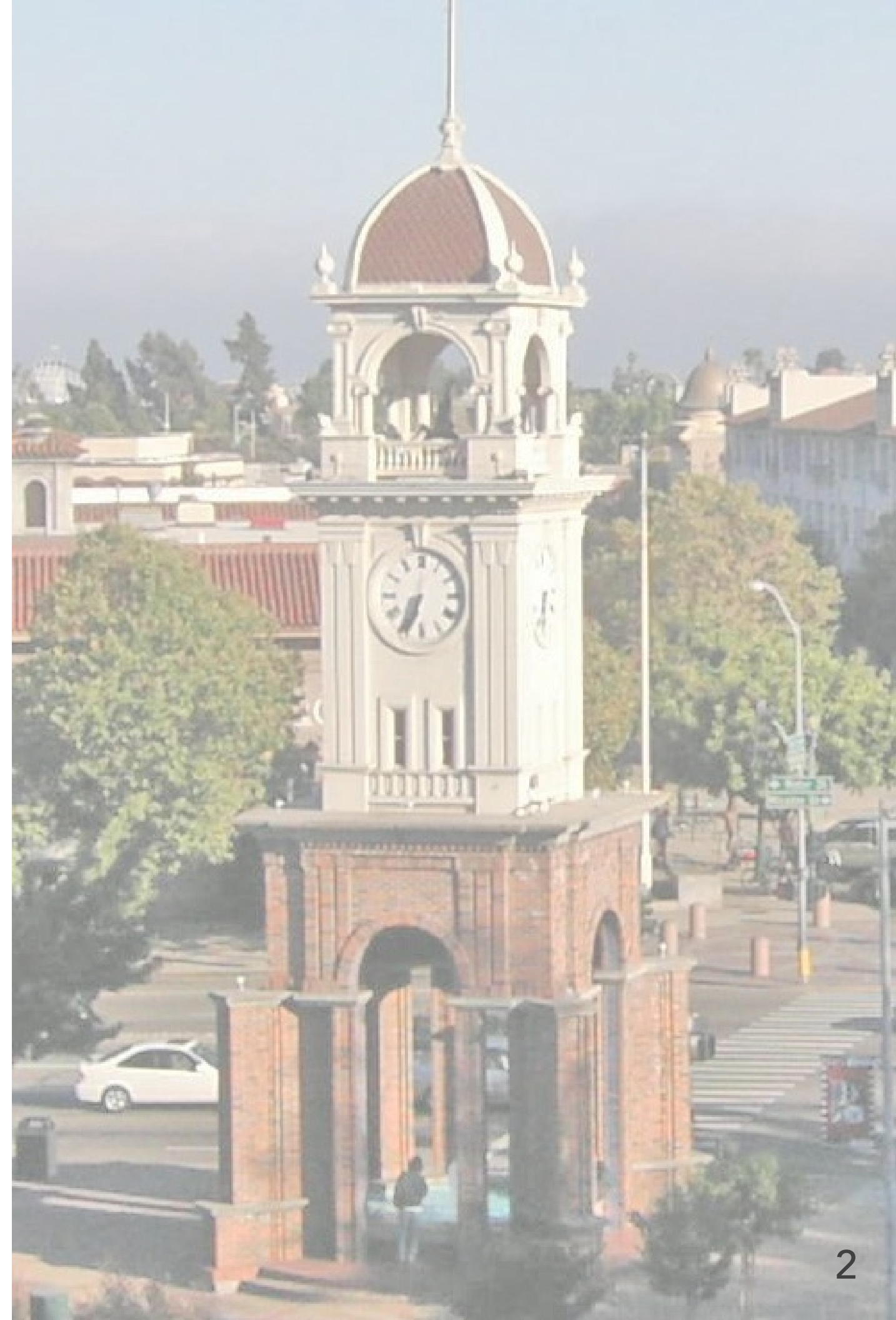


Project
for Public
Spaces



AGENDA

1. Introduction + Context
2. Engagement
3. Placemaking
4. Potential Project Components
5. Community Input
6. Vision Recommendation + Next Steps
7. Q & A



Creating great public
spaces that strengthen
communities



Project
for Public
Spaces



GROUP 4



- Design should enrich individuals and amplify a community's collective spirit.
- We believe in the power of community decision making and stewardship of public places and spaces.
- Design should foster a positive and conscious relationship between the built and natural environment.



PROJECT SCOPE

At the June 23rd, 2020 City Council Meeting, as part of the recommendation to proceed with the Mixed-Use Downtown Library Project, Council approved the following motion:

“1.4. Prior to the start of construction of the mixed-use downtown library project, [the City will] initiate a public process to consider reuse options of the current library site, including affordable housing, a community commons and other public uses.”

PROJECT SITE



Project
for Public
Spaces





LIBRARY SITE RE-USE VISIONING PROCESS

MARCH

APRIL

MAY

JUNE

LIBRARY SITE RE-USE VISIONING PROCESS



PREP + LISTEN

CREATE + DISCUSS

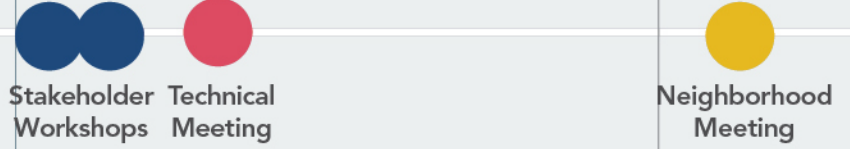
ANALYZE + REVIEW

ENGAGEMENT PLAN

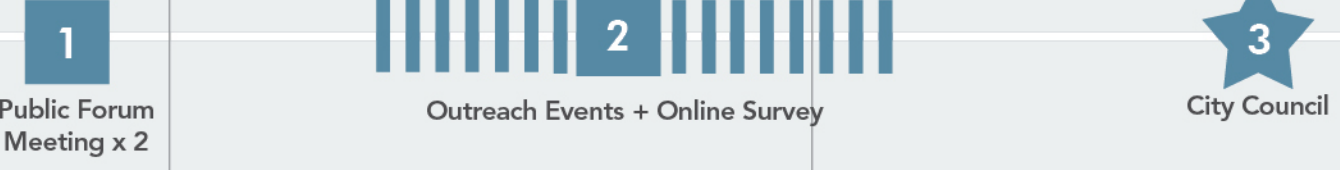
Project Management Team Meetings (PMT)



Stakeholder Engagement



Community Engagement



AGENDA

1. Introduction + Context
- 2. Engagement**
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ENGAGEMENT

- Stakeholder Input
- Public Input
 1. Round 1 - Visioning
 - Public Forum Meetings
 2. Round 2 – Refining the Vision (Prioritization)
 - Online Survey
 - In-person Pop-Up Kiosks



STAKEHOLDER INPUT

Stakeholder Meetings

- Santa Cruz Farmers' Market
- Downtown Commons Advocates
- Affordable Housing Now
- Housing Santa Cruz County
- Downtown Forward
- Downtown Association
- Downtown Management Corporation
- Smart Solutions to Homelessness
- Friends of the Civic

City Staff Meeting

- Parks and Recreation Department
- Economic Development
- City Planning
- Parking (Public Works)
- City Manager's Office
- Fire Department

Neighborhood Meeting

- Cruzio Internet
- Prophet Elias Greek Orthodox Church
- Birichino Winery Tasting room
- Ecology Action

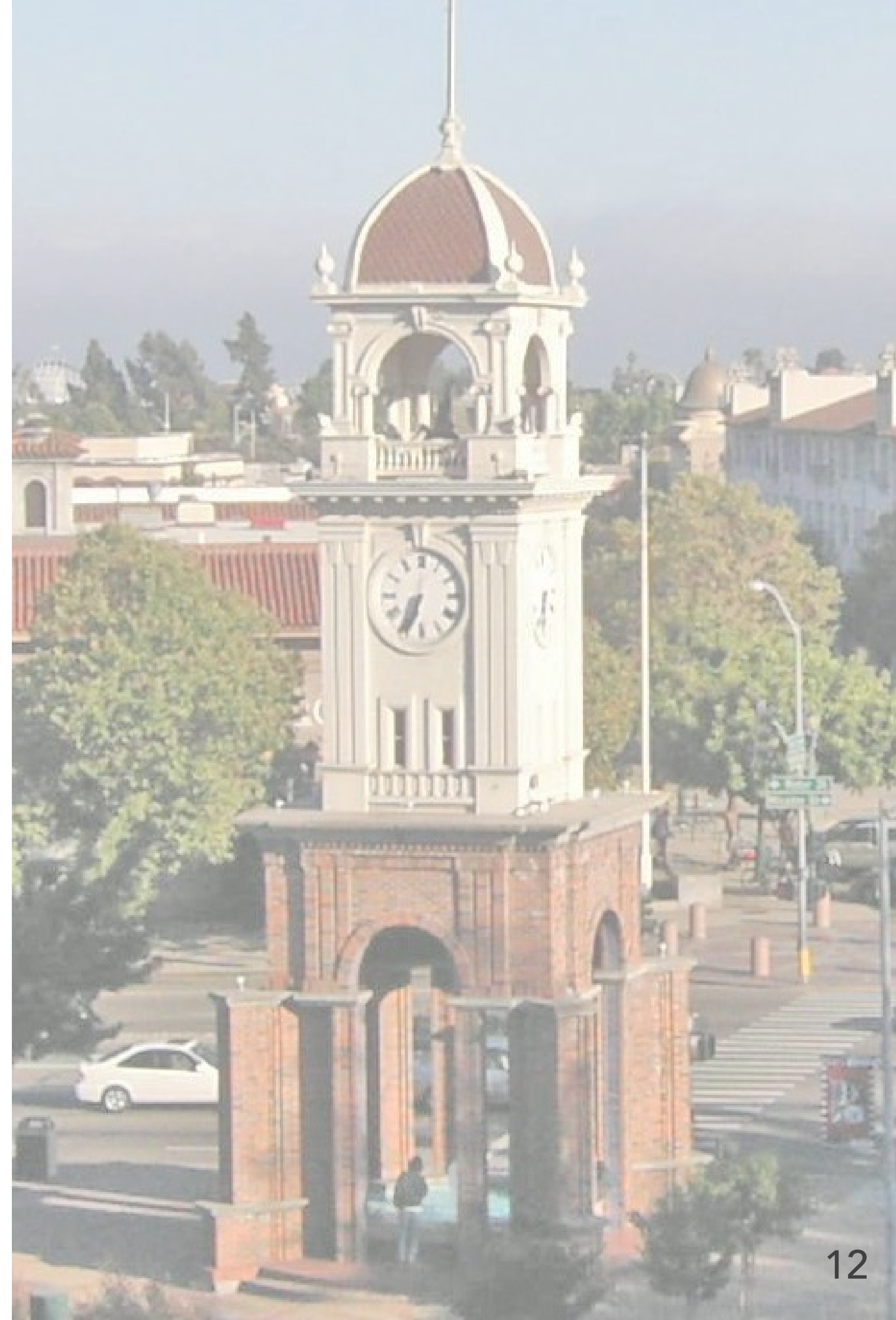
PUBLIC ENGAGEMENT

- Round 1: [2] Public Workshops
 - Approximately 120+ Participants
- Round 2: Community Survey
 - 720 Responses
 - 4 Kiosks [Pacific Avenue, Beach Flats, Lower Ocean/Nueva Vista + Midtown Market]

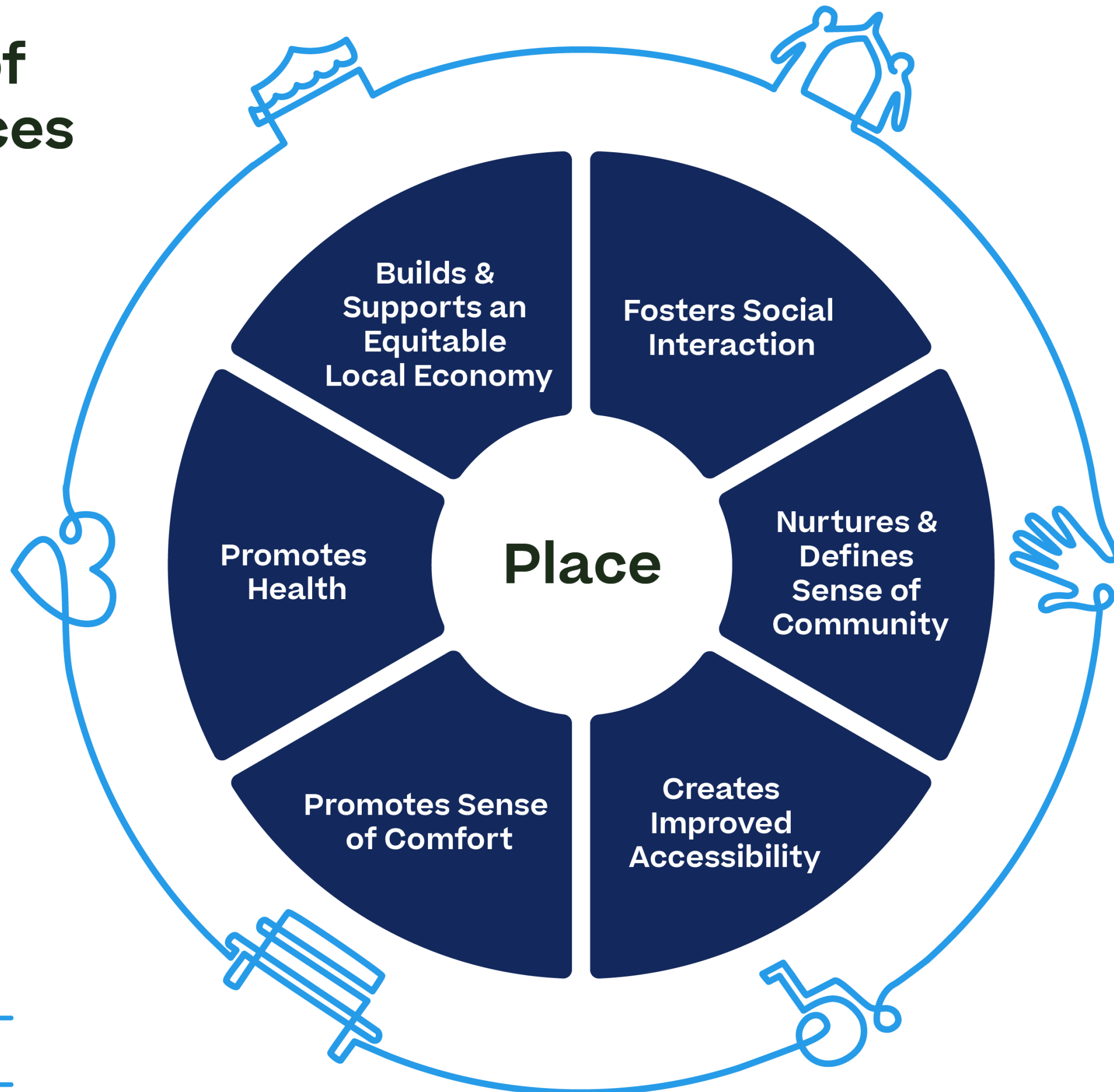


AGENDA

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Benefits of Great Places





Qualities of Great Community Destinations

Promote a mix of uses

- Mix residential and commercial
- Live/work spaces
- Mix civic and commercial



Santana Row in San Jose, CA

Create energetic anchors of activity

- Gathering spaces that offer activities for all ages
- Programming by various partners
- Seasonal activities
- Attract a critical mass of users



The Porch at 30th Street Station in Philadelphia, PA

Have a strong inner core and outer square

- The inner square has dynamic focal points and activities
- Engaging, active, accessible public uses create a strong outer square
- Vehicles do not dominate surrounding streets



Pearl Brewery District in San Antonio, TX

Active and connected edge uses build a network of pedestrian destinations

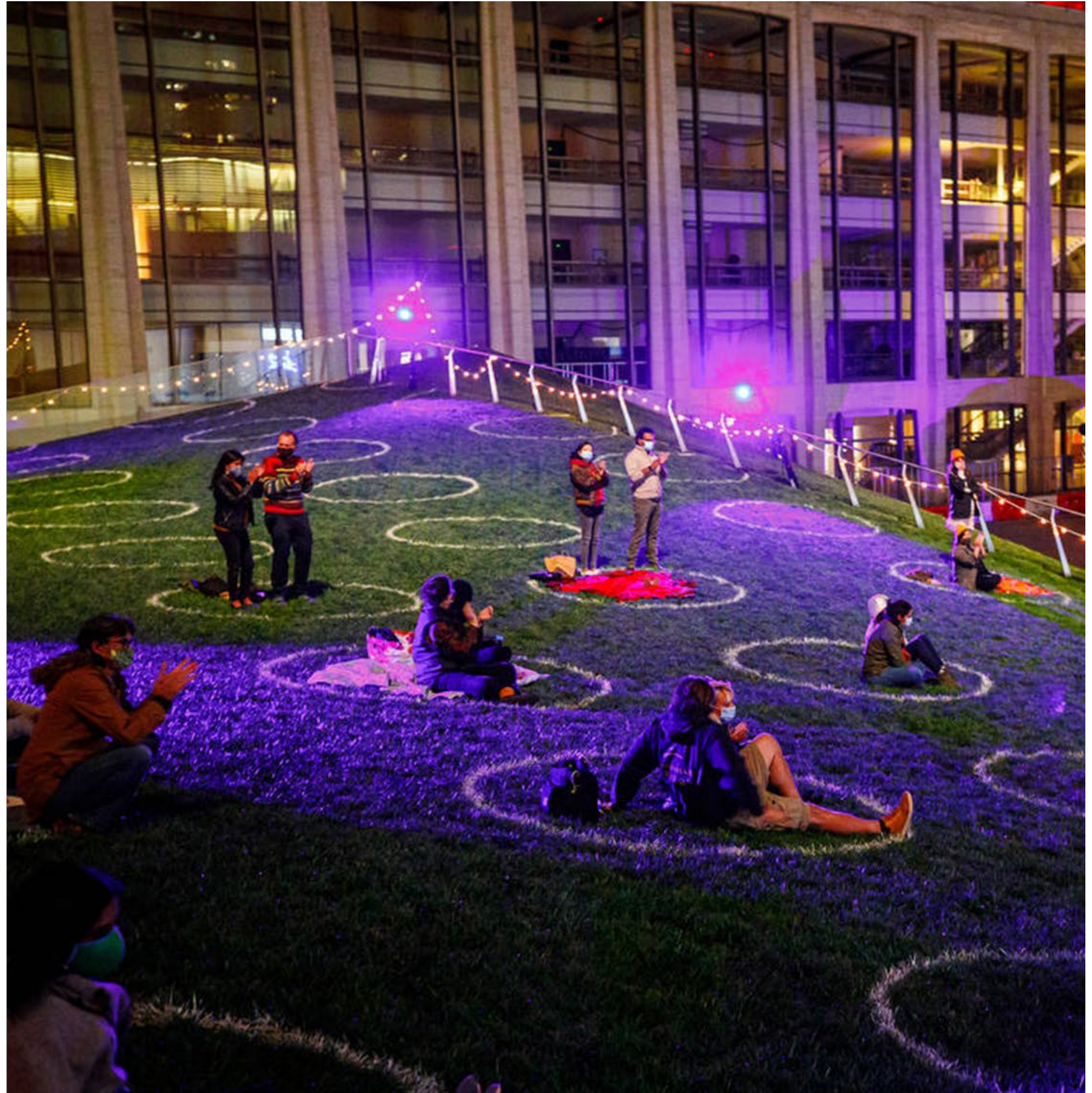
- Ground floor uses activate sidewalks and public spaces
- Offer good corners



Lincoln Road Mall in Miami Beach, FL

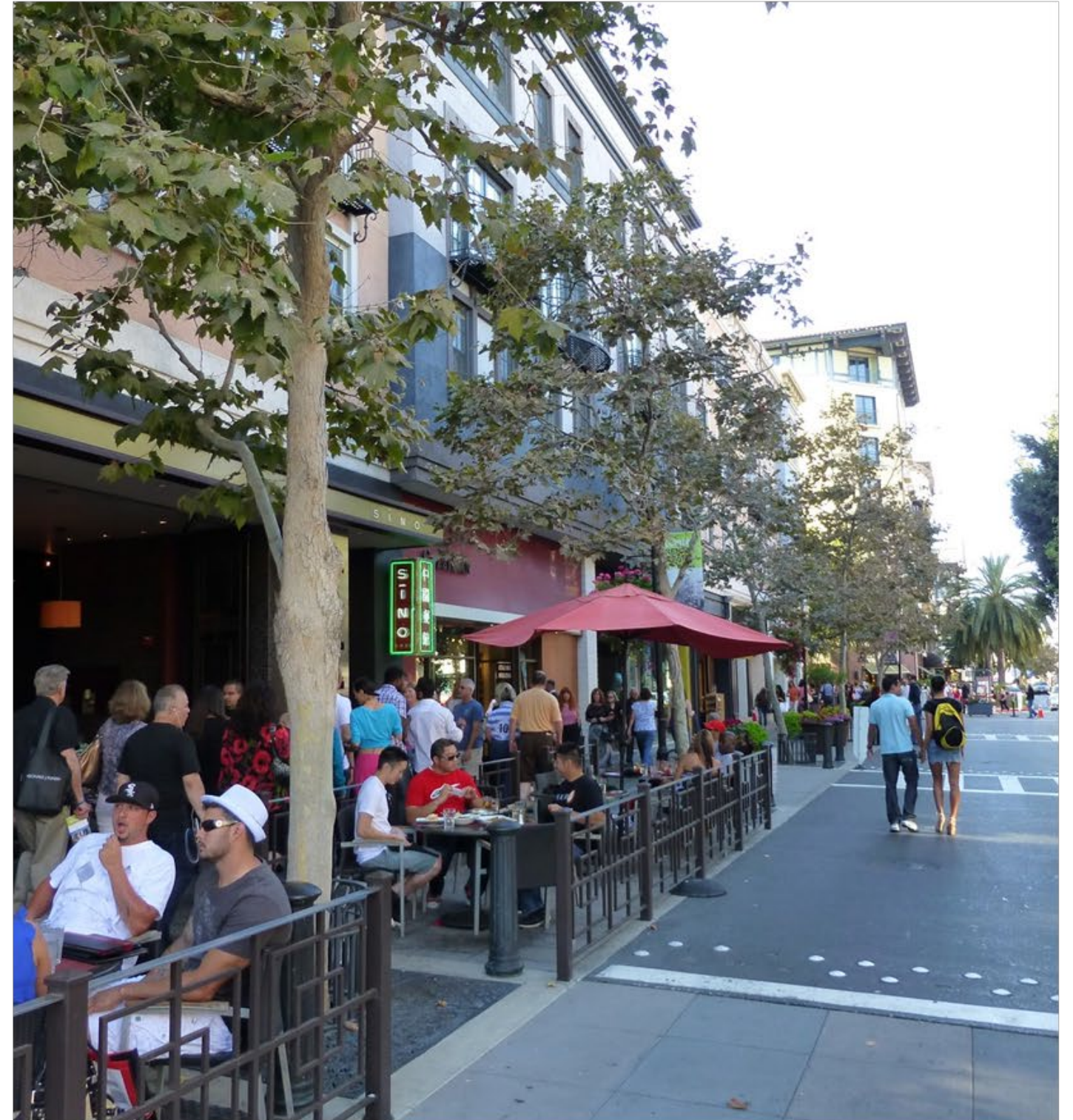
Bring the inside out

- Adjacent buildings spill out
- Showcase cultural and civic functions
- Create visible activity



Have shared, walkable streets

- Small setbacks and continuous 'enclosure'
- Provide continuity and variety
- Keep at human scale and avoid superblocks



Santana Row in San Jose, CA

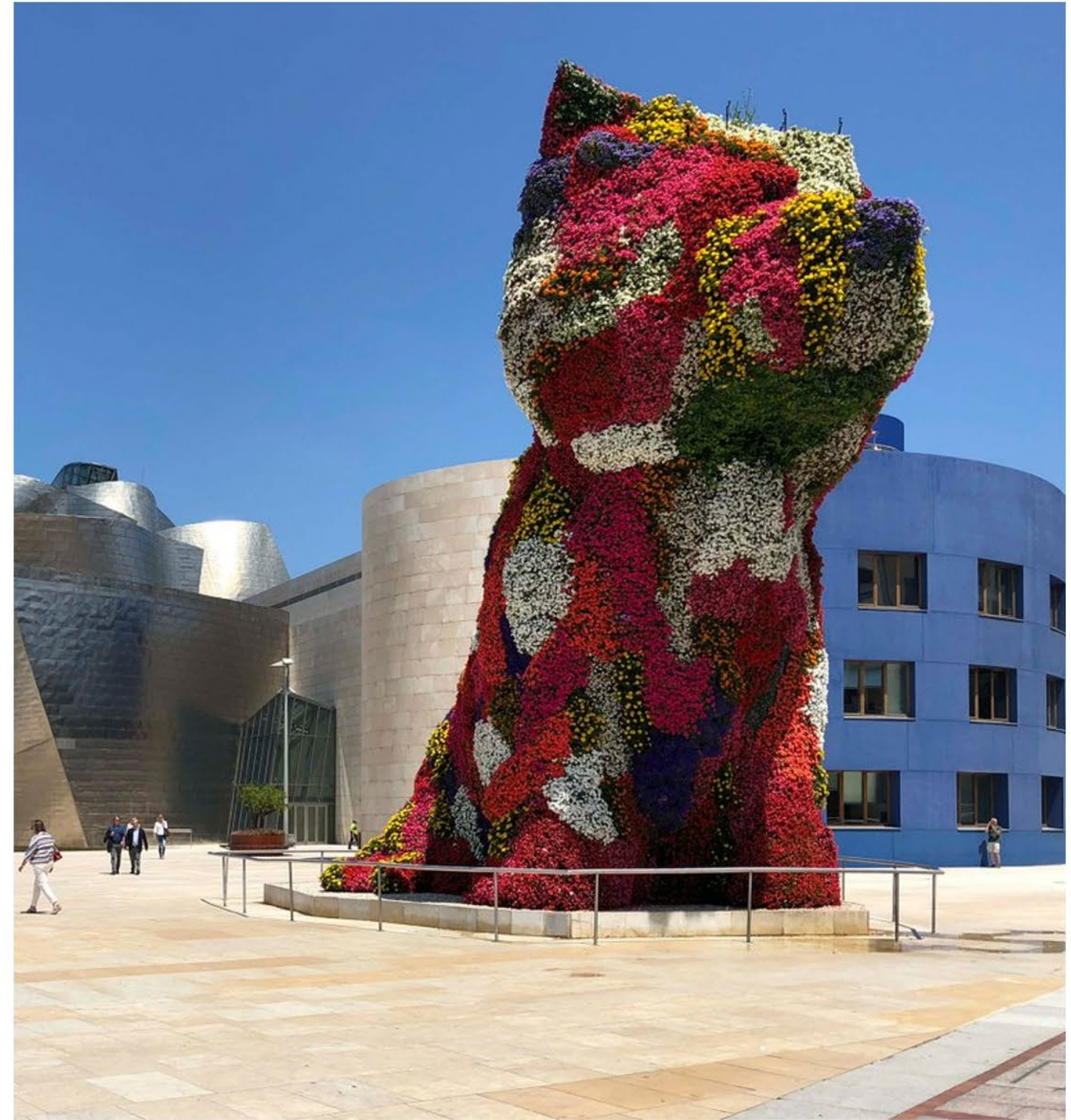
Balance different modes of transportation

- Safe and accessible
- Meaningful connectivity
- Transit is convenient and comfortable



Develop unique identity

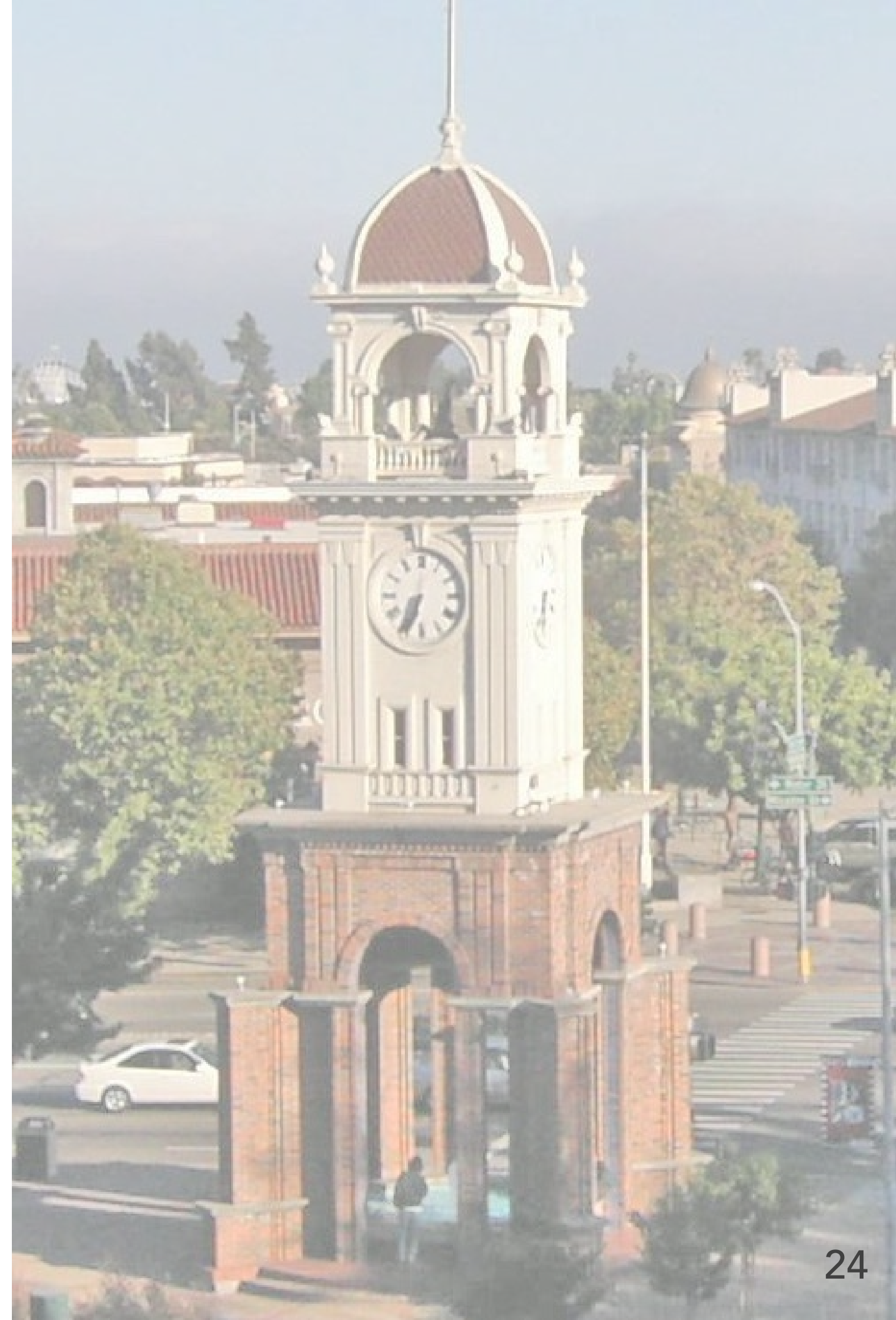
- Showcase the civic center
- Enhance the distinct character of the area
- Feature cultural opportunities



Jeff Koons' Puppy in Bilbao, Spain

AGENDA

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PARK



Project
for Public
Spaces



PLAZA



FARMERS' MARKET



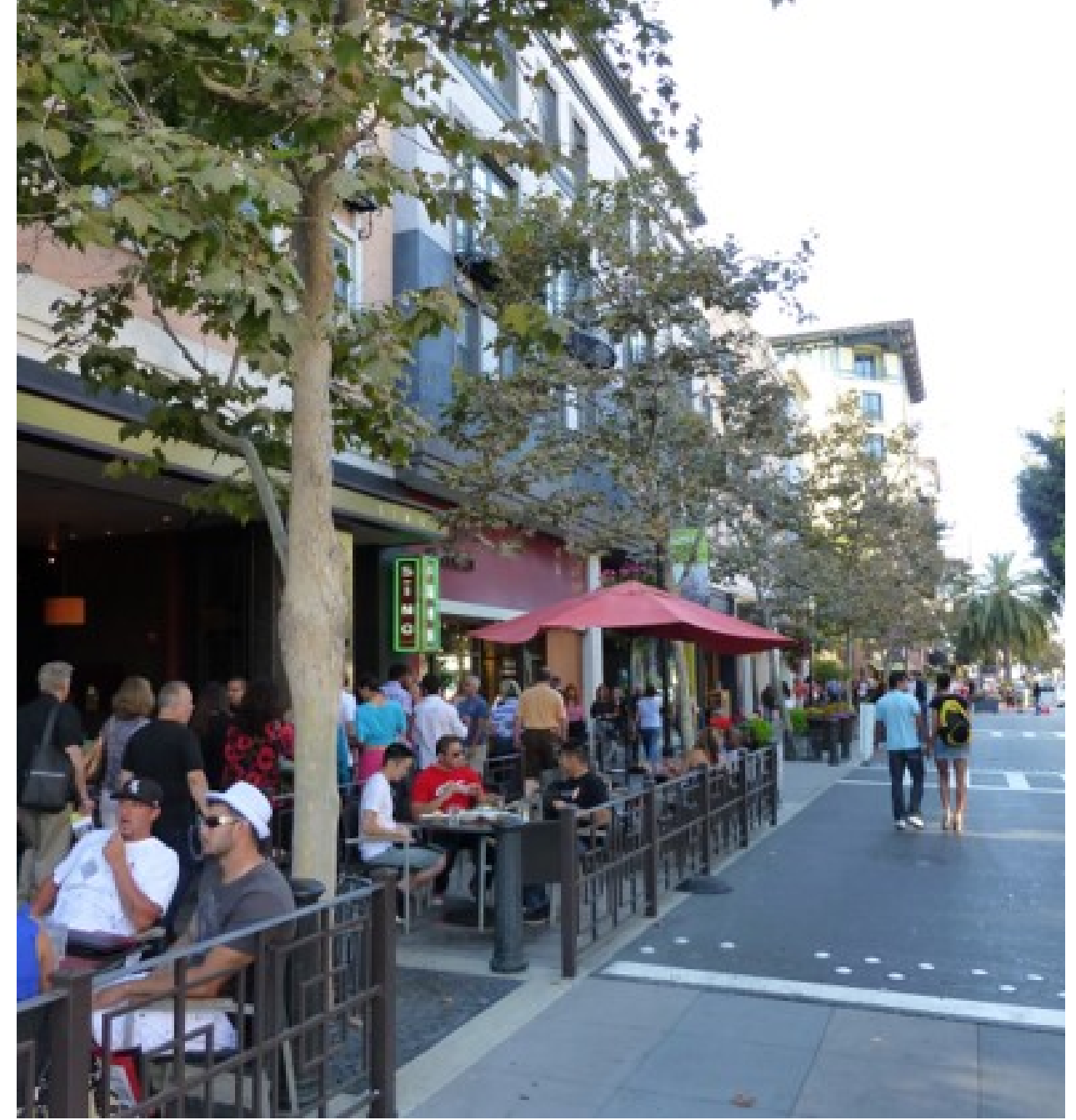
HOUSING + MIXED-USE



STREETSCAPE



Project
for Public
Spaces



CULTURE, ART, AND IDENTITY



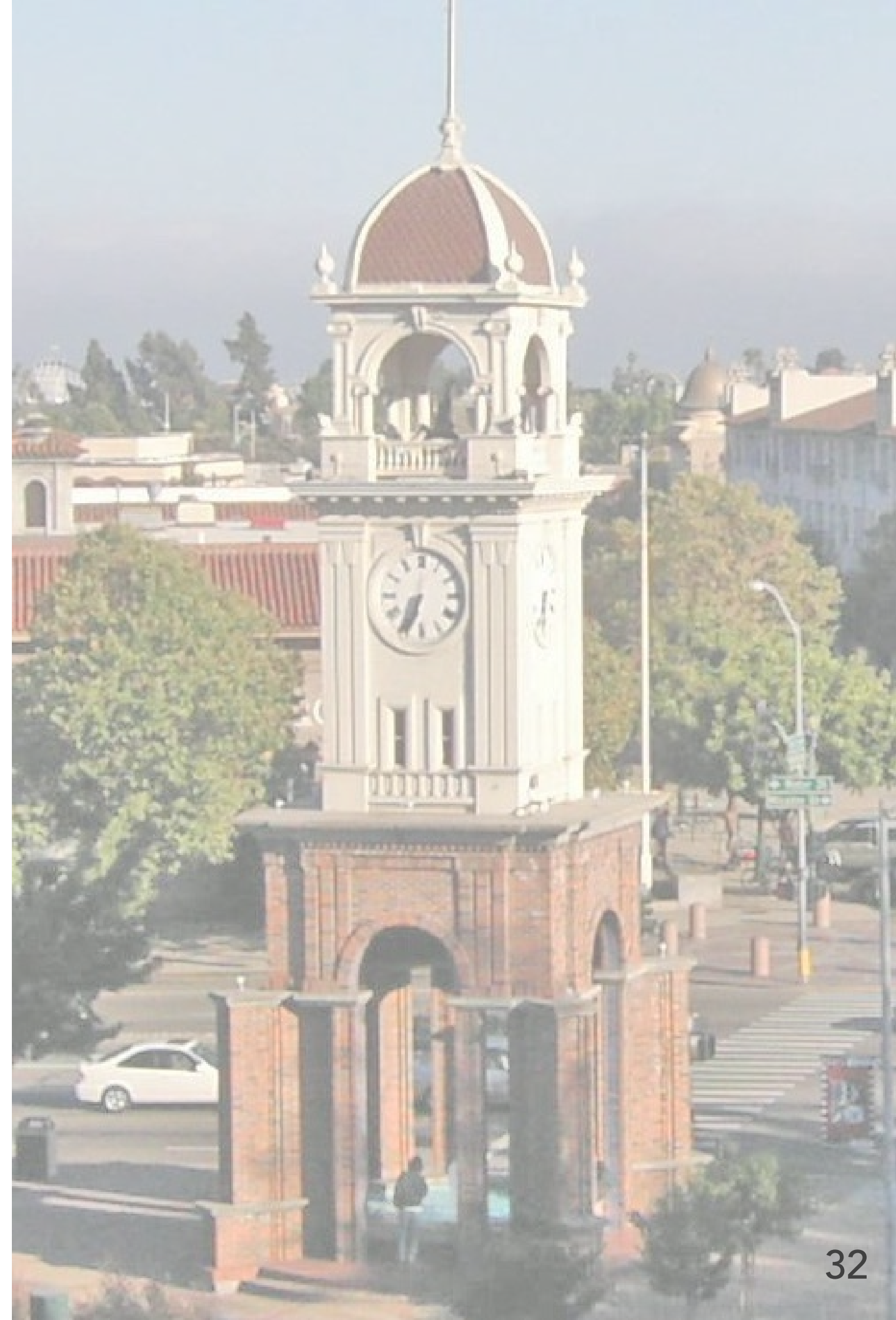
PARKING



EXISTING PARKING ON SITE- LOT #16 (LOT #14 BEYOND)

AGENDA

1. Introduction + Context
2. Engagement
3. Placemaking
4. Potential Project Components
5. **Community Input**
 - **Public Forum Input**
 - **Survey: Use Preferences + Site Visions**
6. Vision Recommendation + Next Steps
7. Q & A



PUBLIC FORUM INPUT SUMMARY

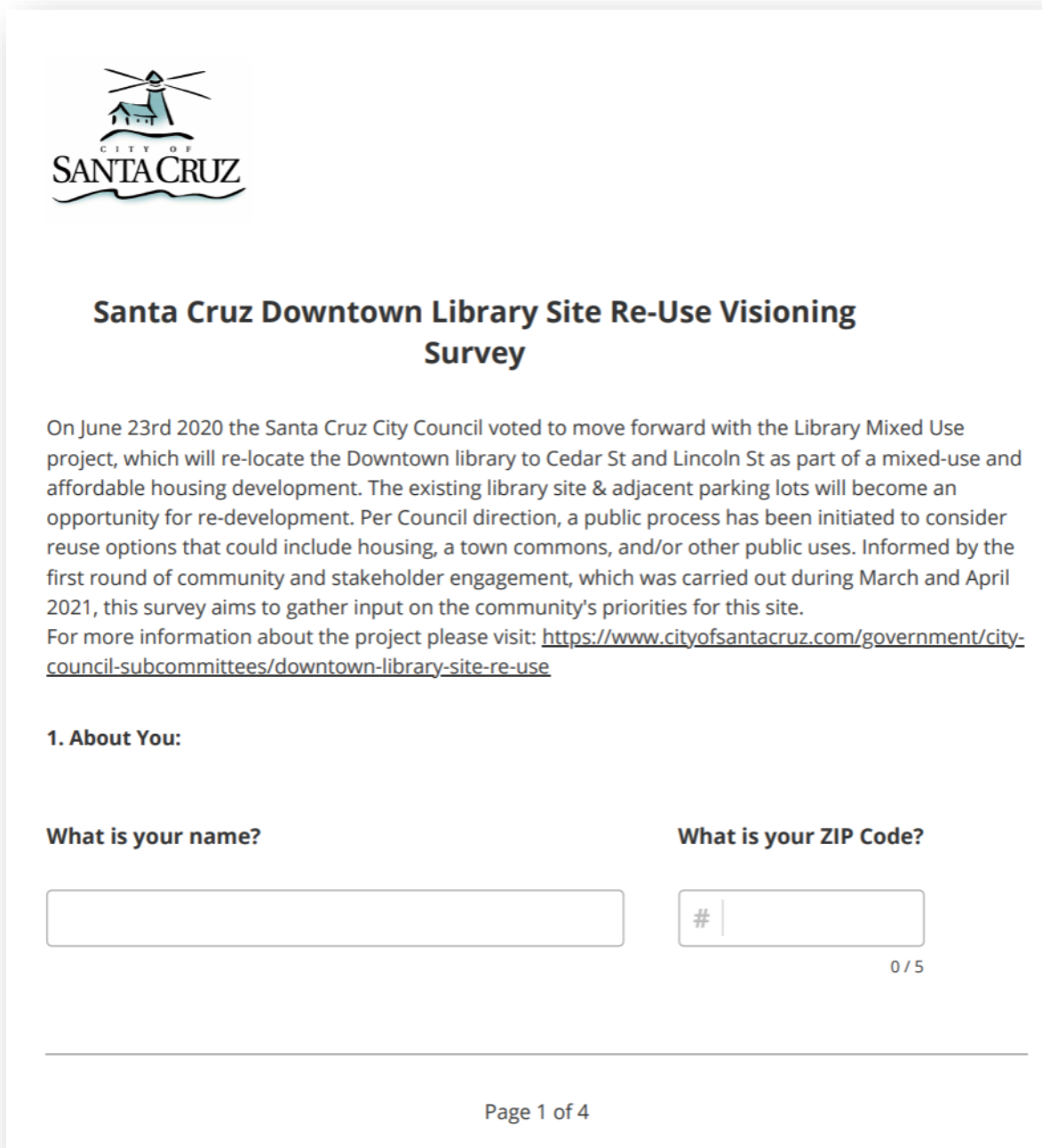
- Site Priorities:
 - Flexible Design
 - Mixture of Uses
- Retain the scale and character of Downtown Santa Cruz
- Opportunity to create affordable, low-income, rent-restricted and workforce housing
- Open spaces for use by downtown residents: places to eat, picnic, gather and play
- Support for Santa Cruz Farmers' Market on the site
- Feasibility of temporary street closures on western half of Church St

AGENDA

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OVERALL SURVEY APPROACH



CITY OF SANTA CRUZ

Santa Cruz Downtown Library Site Re-Use Visioning Survey

On June 23rd 2020 the Santa Cruz City Council voted to move forward with the Library Mixed Use project, which will re-locate the Downtown library to Cedar St and Lincoln St as part of a mixed-use and affordable housing development. The existing library site & adjacent parking lots will become an opportunity for re-development. Per Council direction, a public process has been initiated to consider reuse options that could include housing, a town commons, and/or other public uses. Informed by the first round of community and stakeholder engagement, which was carried out during March and April 2021, this survey aims to gather input on the community's priorities for this site.
For more information about the project please visit: <https://www.cityofsantacruz.com/government/city-council-subcommittees/downtown-library-site-re-use>

1. About You:

What is your name?

What is your ZIP Code? 0/5

Page 1 of 4

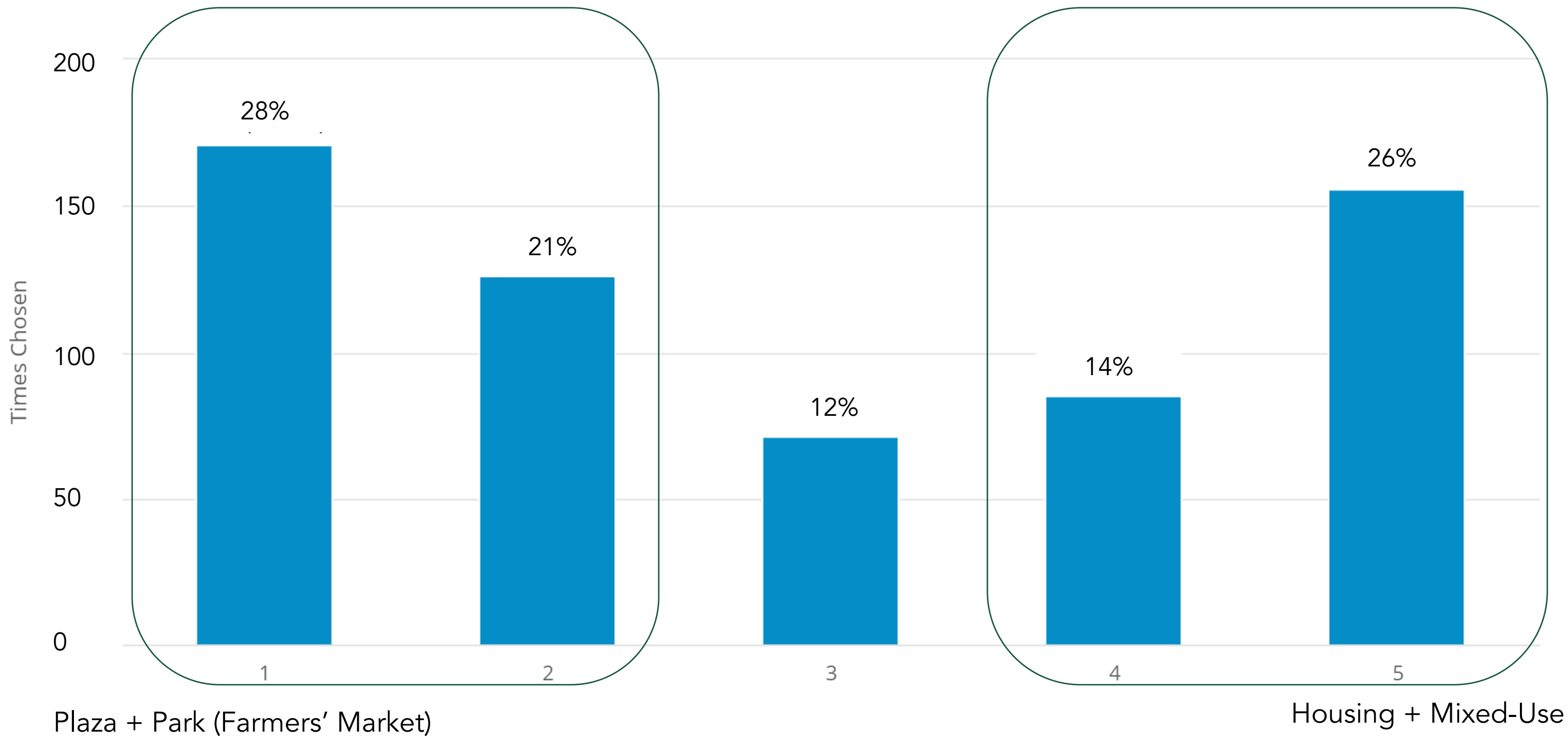
- Open May 13th - June 8th
- 720 responses
- 4 In-Person Outreach Events
 - Pacific Avenue
 - Midtown Market
 - Lower Ocean [Spanish]
 - Beach Flats [Spanish]
- Digital Outreach:
 - Santa Cruz Neighbors
 - Downtown Association
 - Promoted at the Downtown Library
 - Chamber of Commerce
 - Business Council
 - Downtown Forward
 - Santa Cruz Works
 - Santa Cruz Economic Development
 - City of Santa Cruz



PARK + PLAZA VS. HOUSING + MIXED USE

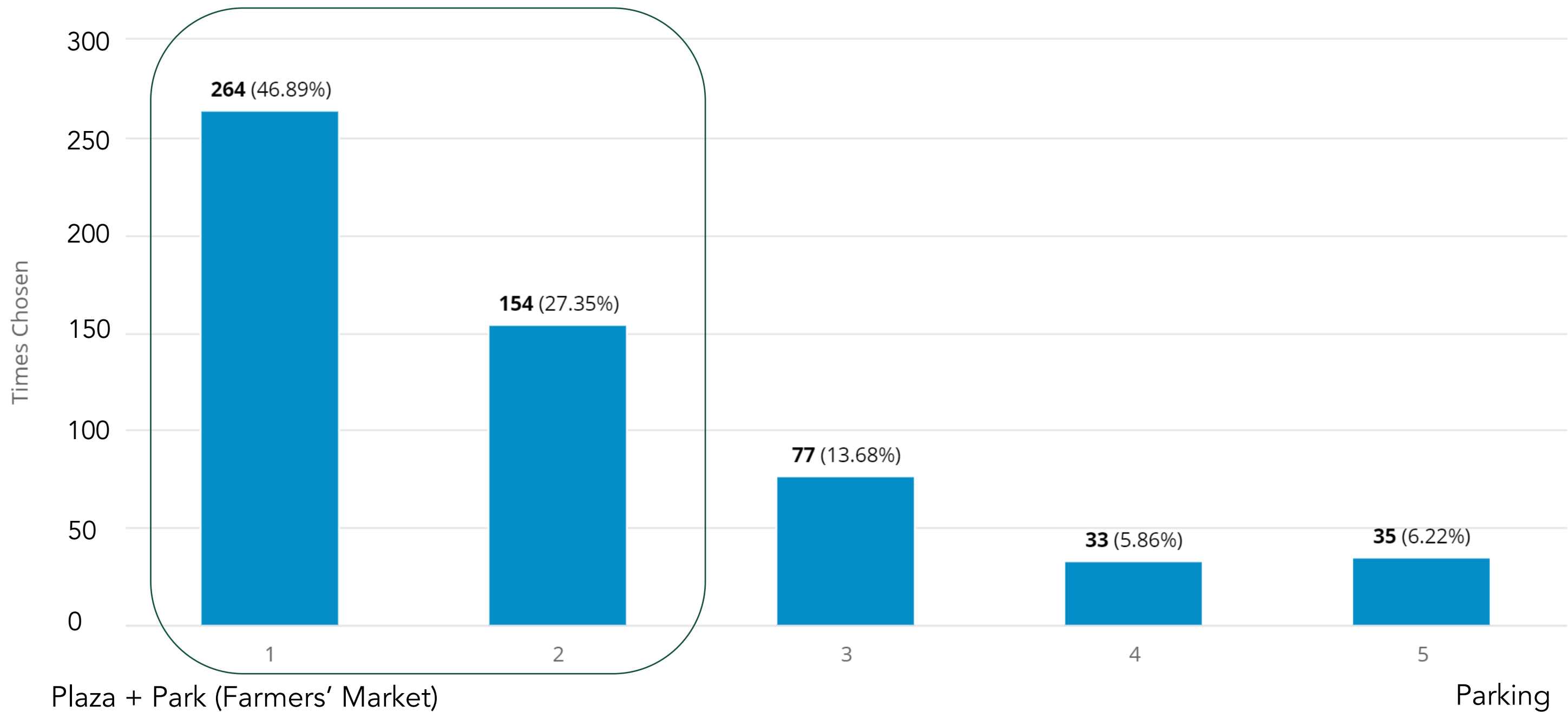
~50% prefer
more park/plaza

~40% prefer
more housing



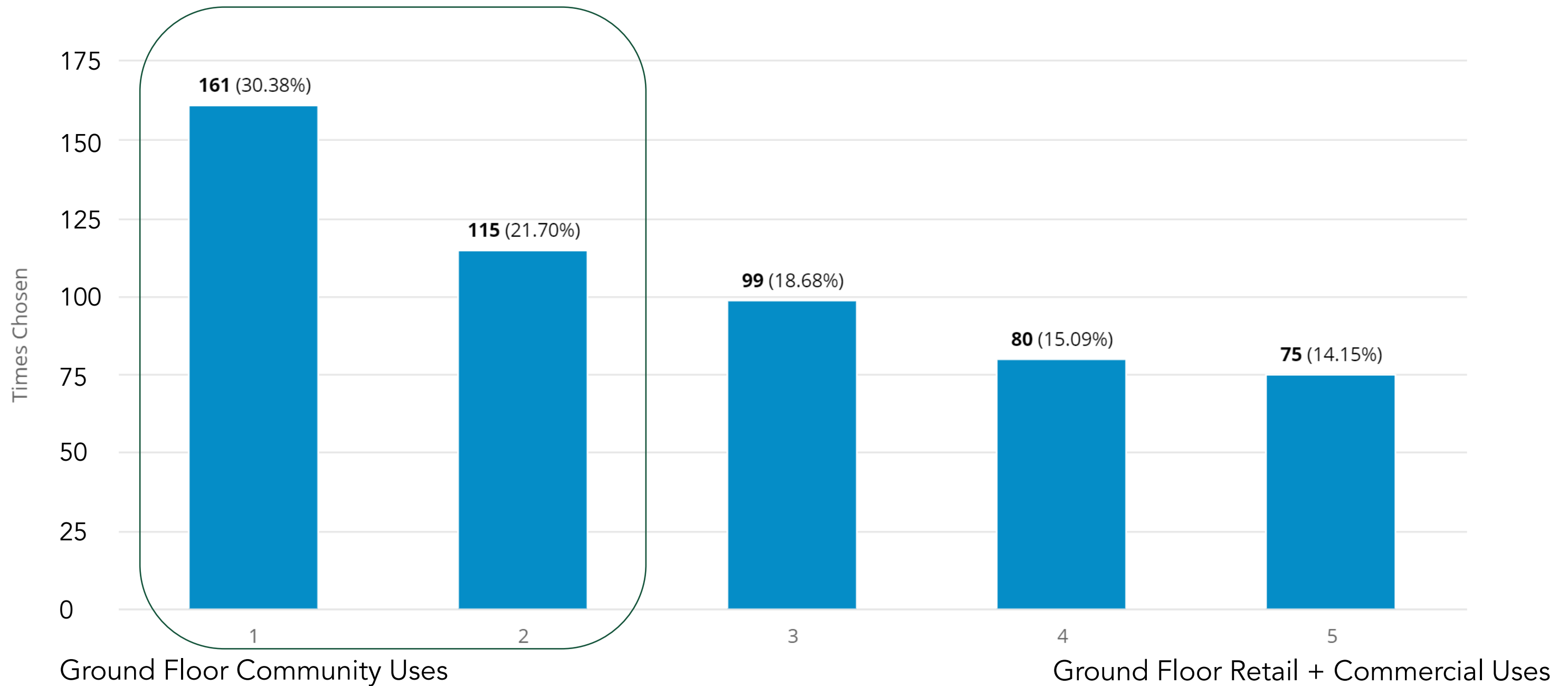
PARK + PLAZA VS. PARKING

~75% prefer more
park/plaza over parking

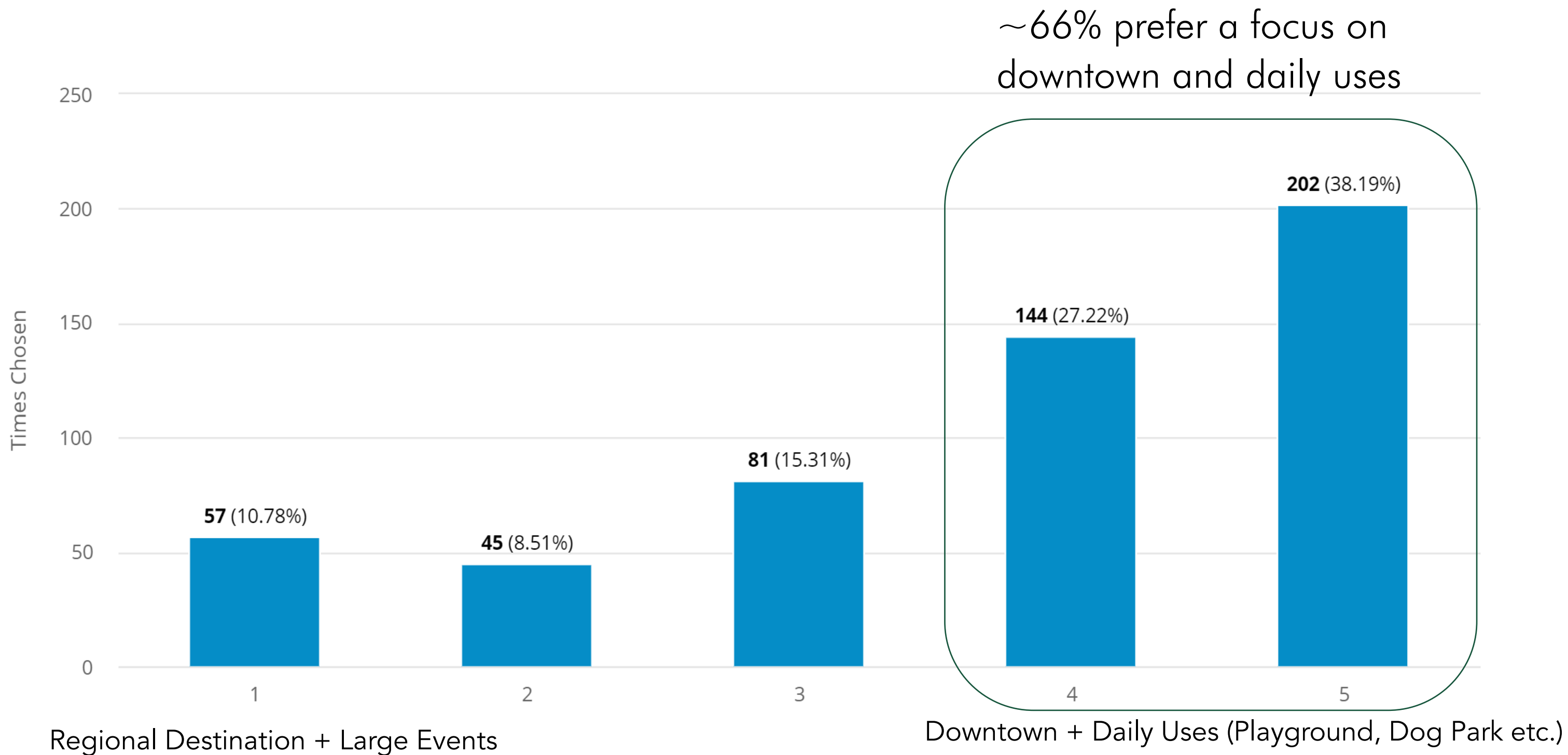


COMMUNITY USES VS. LOCAL RETAIL + COMMERCIAL SPACES

~52% prefer community-oriented ground floor uses



REGIONAL DESTINATION VS. DOWNTOWN DAILY USES



POTENTIAL SITE VISIONS



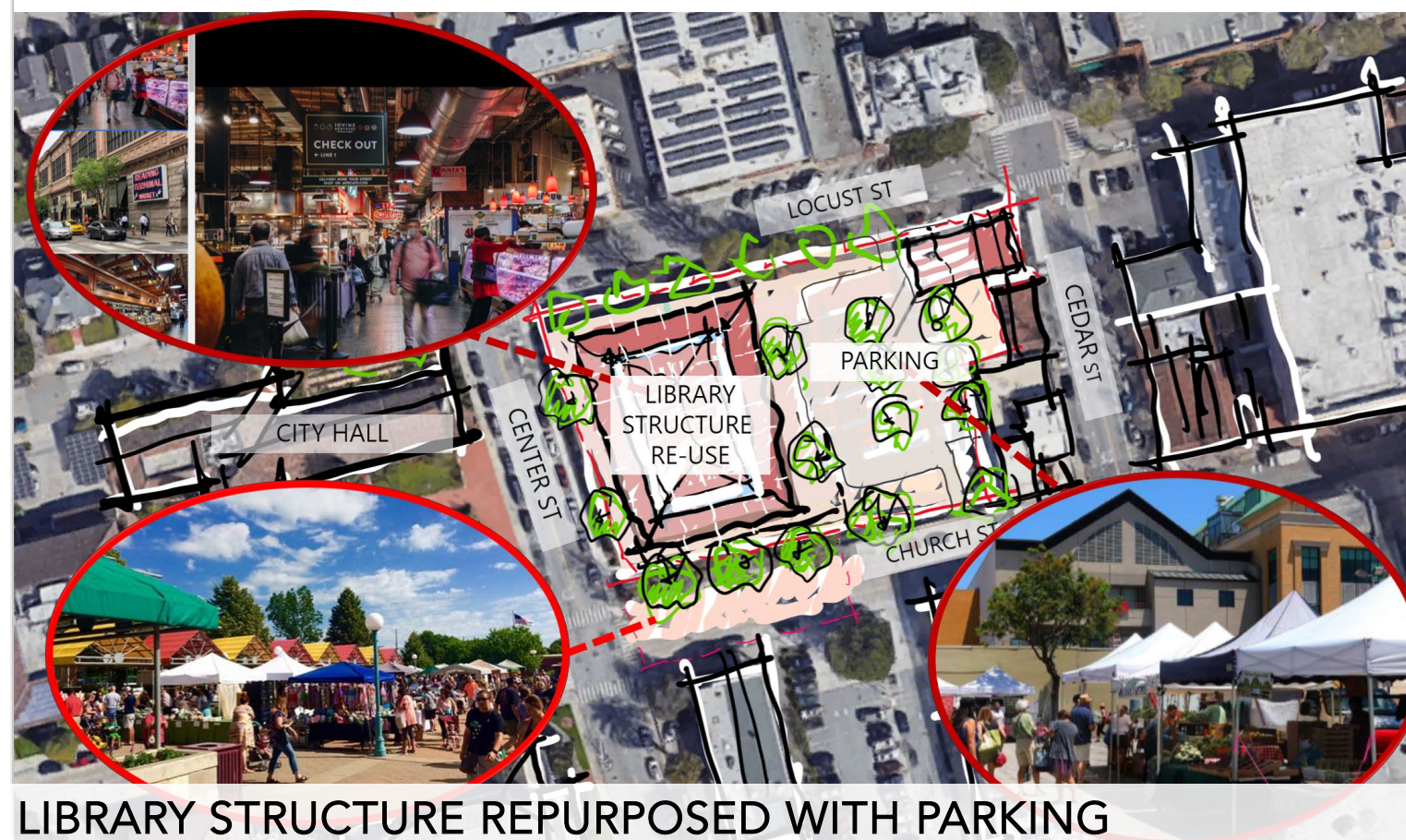
Project
for Public
Spaces



PLAZA + PARK WITH HOUSING



MIXED USE HOUSING WITH CIVIC PLAZA + PARK



LIBRARY STRUCTURE REPURPOSED WITH PARKING

PLAZA + PARK WITH HOUSING



Project
for Public
Spaces



MORE PLAZA/PARK with some low-income housing

This option would have a significant plaza and/or park incorporating activities and amenities including the Santa Cruz Farmers' Market with affordable housing along Locust St.



MIXED-USE HOUSING WITH CIVIC PLAZA/ PARK



MORE LOW-INCOME HOUSING with some plaza/park

This option would have a significant affordable housing component over ground floor community or commercial space, as well as a plaza that could potentially include the Farmers' Market.

LIBRARY STRUCTURE REPURPOSED WITH PARKING



Project
for Public
Spaces



REUSE EXISTING BUILDING for new use

This option would adaptively re-use the existing building frame for community or commercial space with an adjacent, reconfigured mid-block parking lot.

RANKED ORDER PREFERENCE



Rank	Choice	Distribution
1.	Mixed Use Housing with Civic Plaza	
2.	Plaza + Park with Housing	
3.	Library Structure Re-purposed with Parking	



LIBRARY STRUCTURE
REPURPOSED WITH PARKING



PLAZA + PARK WITH HOUSING



MIXED-USE HOUSING WITH CIVIC PLAZA + PARK



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FINAL VISION RECOMMENDATION

- Affordable Housing
- Community-oriented Ground Floor Uses
- Civic Plaza/ Park focused on Downtown/ Daily uses
- Potential to host Farmers' Market

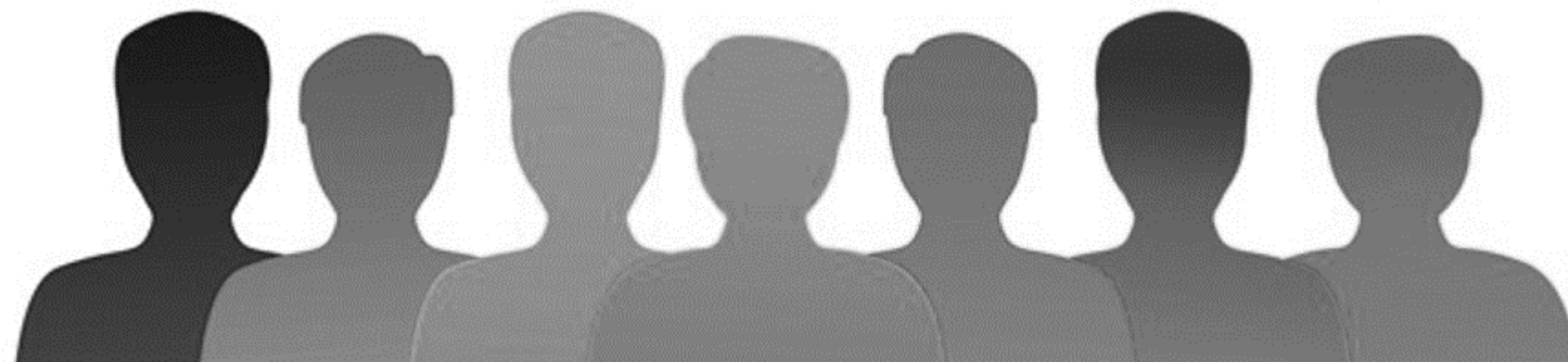
"Affordable Housing is a priority for our community. I believe it can be done in a mixed-use format with an acknowledgement of place, respect and voice of the people served, housing elements guidelines, creative and cultural appropriate design and environmental sustainability."

-Community Survey Respondent



- Future Council Action prior to Mixed-Use Project Construction [within two years]
 - Feasibility Study
 - Housing Analysis
 - Unit Counts, Development Economics, Affordability Targets, Funding etc.
 - Plaza and Park
 - Uses, features, maintenance, programming, street closure analysis, funding etc.
 - Parking
 - Needs and capacity
 - Planning, Entitlement, and Development Considerations
 - Continued City, Community, Stakeholder, and Partner Engagement

Q&A



THANK YOU!

