



# Santa Cruz Downtown Plan Expansion Project

Community Outreach Report

February 2022

Kimley»»Horn

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Appendix A : Community Workshop Flyer and Q&A Report

## **Executive Summary**

As part of the Santa Cruz Downtown Plan Expansion Project, the City of Santa Cruz and their consultant, Kimley-Horn & Associates, conducted a community outreach effort as part of the Project Discovery phase of the project. This effort included an on-line Community workshop held on November 13, 2021, a web-based community engagement site that included a comment map and “Ideas Wall” using Social Pinpoint, and a community survey (prepared in English and Spanish).

Key findings from this community outreach effort include the following:

### **Downtown (General)**

- Most responders visit the downtown daily or once or twice a week, largely for dining and entertainment, shopping, and special events.
- Overall, responders are less than satisfied with the downtown. Common issues include the general appearance (especially cleanliness), the homeless population and associated safety concerns, lack of housing options, traffic and parking, and vacant storefronts. Favorable elements include the diversity of commercial business (e.g. restaurants, entertainment, and shops), walkability, and bikeability.
- Responders would like to see more commercial uses (retail, market and affordable housing, dining, and civic and public spaces).

### **Kaiser Permanente Arena**

- Before COVID, responders have been to the arena at least five times a year and many more than 11 times a year, primarily to attend Warrior games.
- A majority of the responders arrive by car, parking in a public surface parking lot or on public streets.
- A significant number of responders go to a bar or restaurant before or after an event.

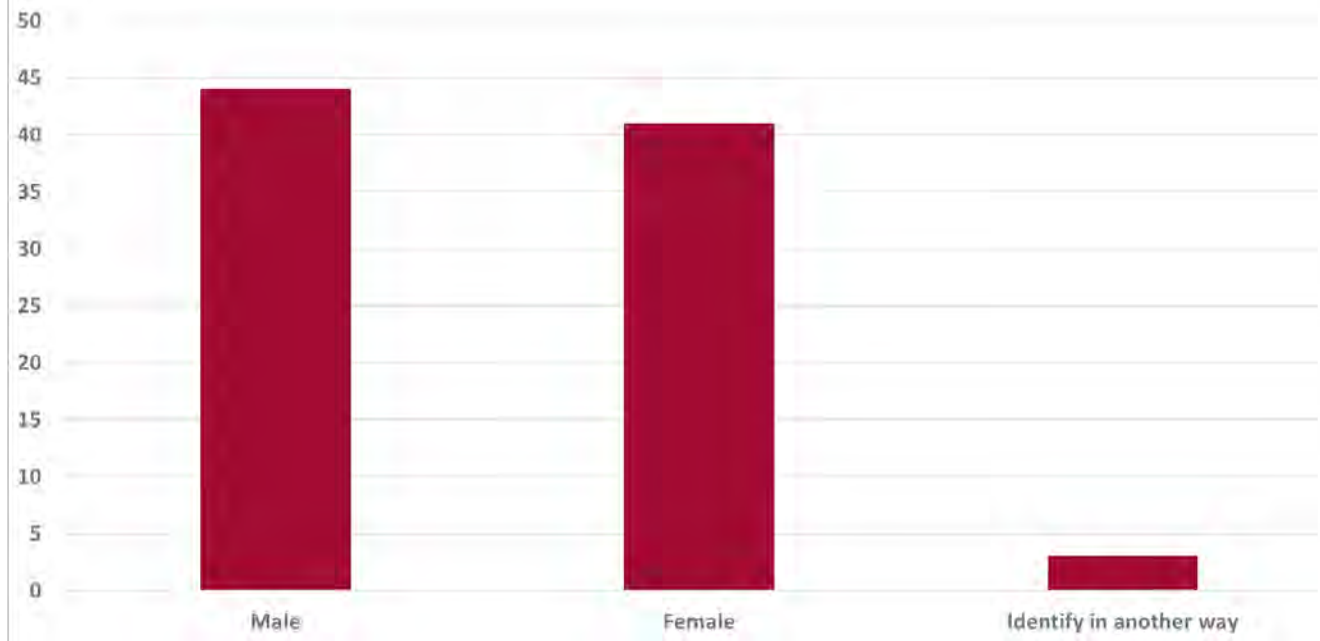
## **South of Laurel (Project Study Area)**

- A significant majority of those responding strongly support redevelopment of the Study Area including the construction of a permanent arena for the Santa Cruz Warriors and associated community events.
- There is a strong support for mixed-use (especially retail and restaurant) and more housing (market rate and affordable). Generally, these respondents did not support more office uses.
- Creating a stronger connection to the existing downtown and beach area.
- Improvement to the streetscape and providing civic/public spaces.
- Building heights and density are not a significant concern. Rather quality architecture and pedestrian spaces (e.g. sidewalks and pathways, civic gathering spaces, etc.).

## Community Survey Results

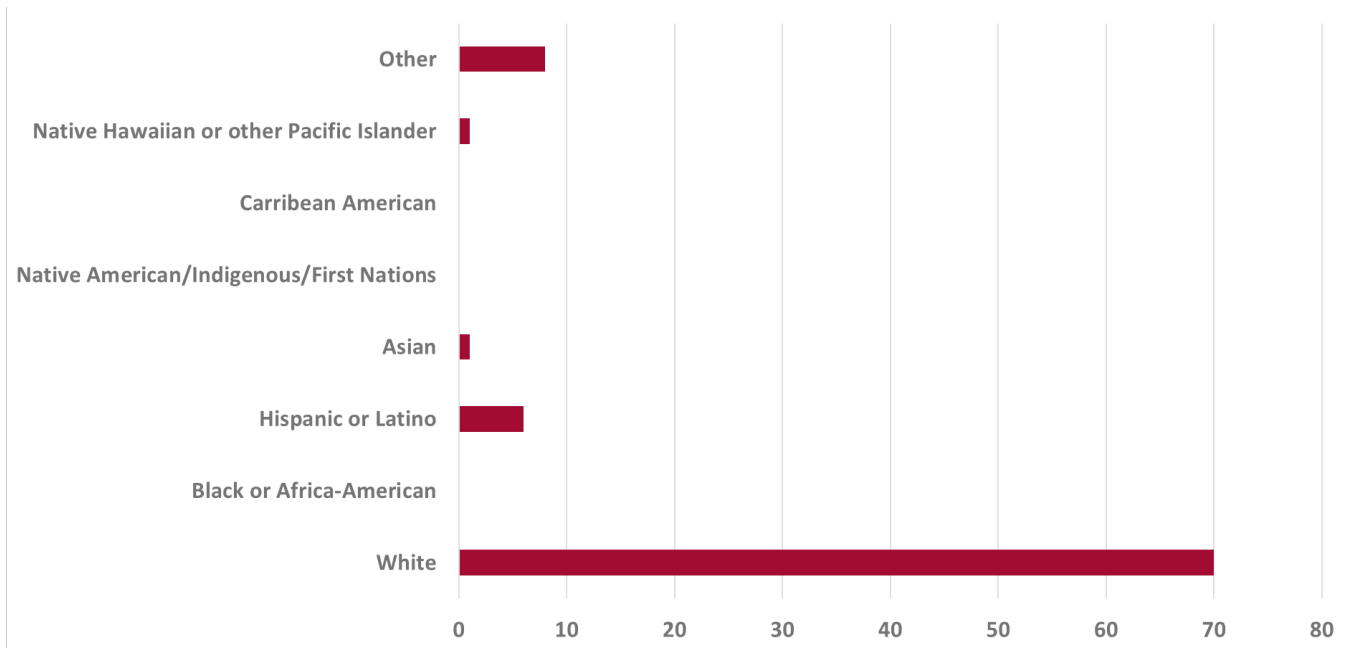
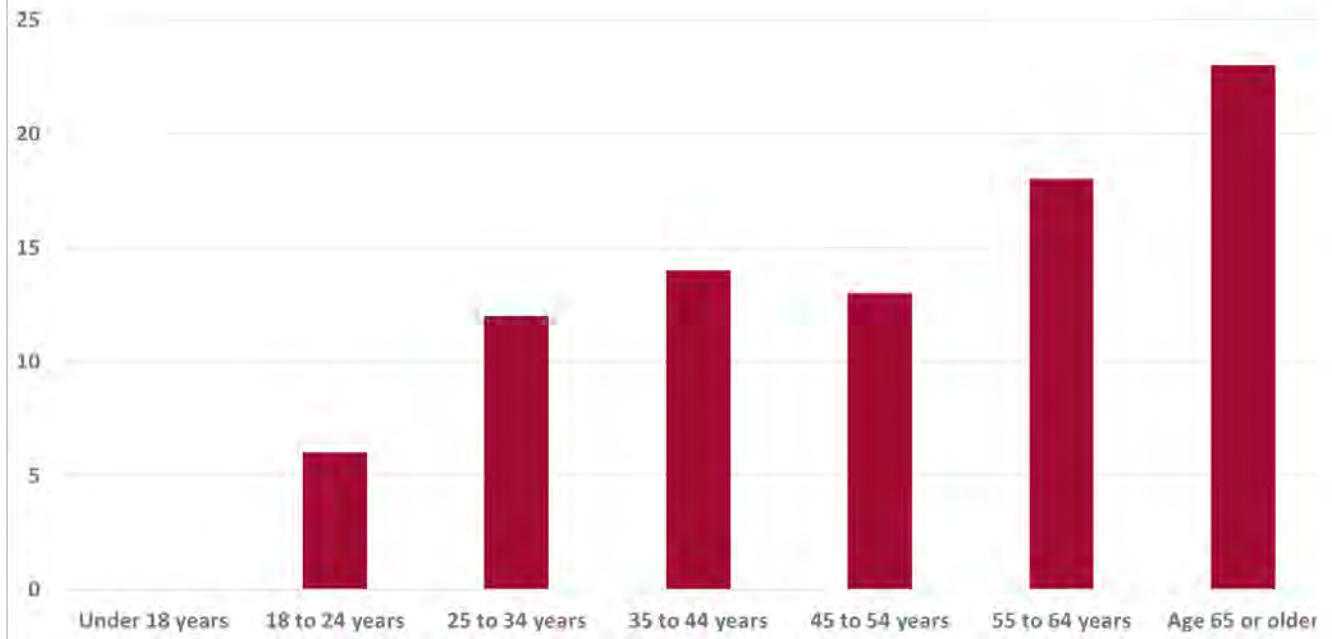
### Demographic Questions

Question 1: What is your gender? (n=88)

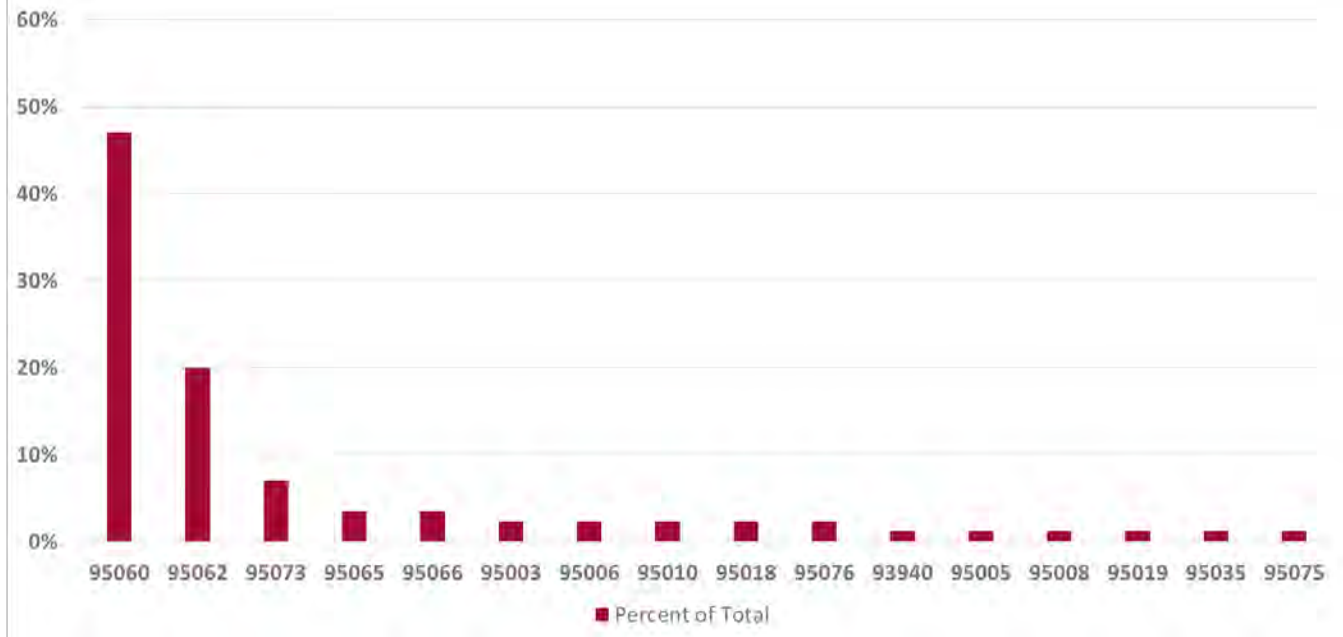


# Santa Cruz Downtown Plan Expansion Project Community Outreach Report

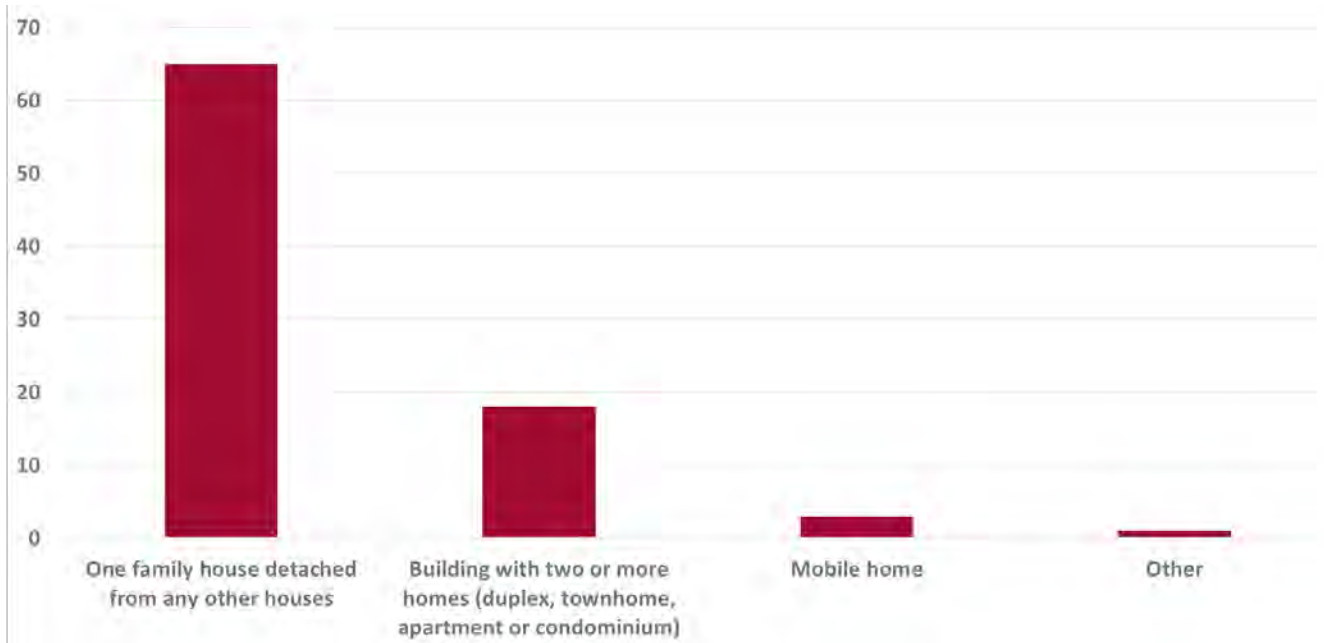
## Question 2: What is your age? (n=86)



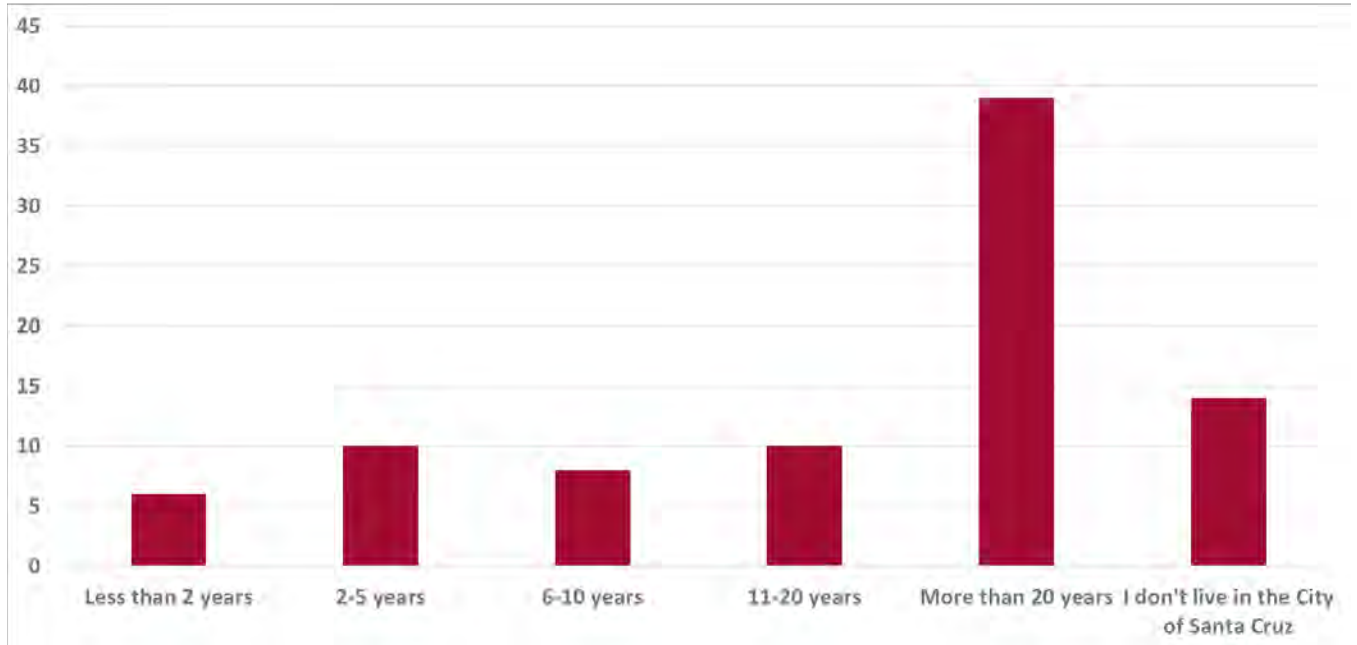
Question 4: What is the 5-digit zip code where you live? (n=85)



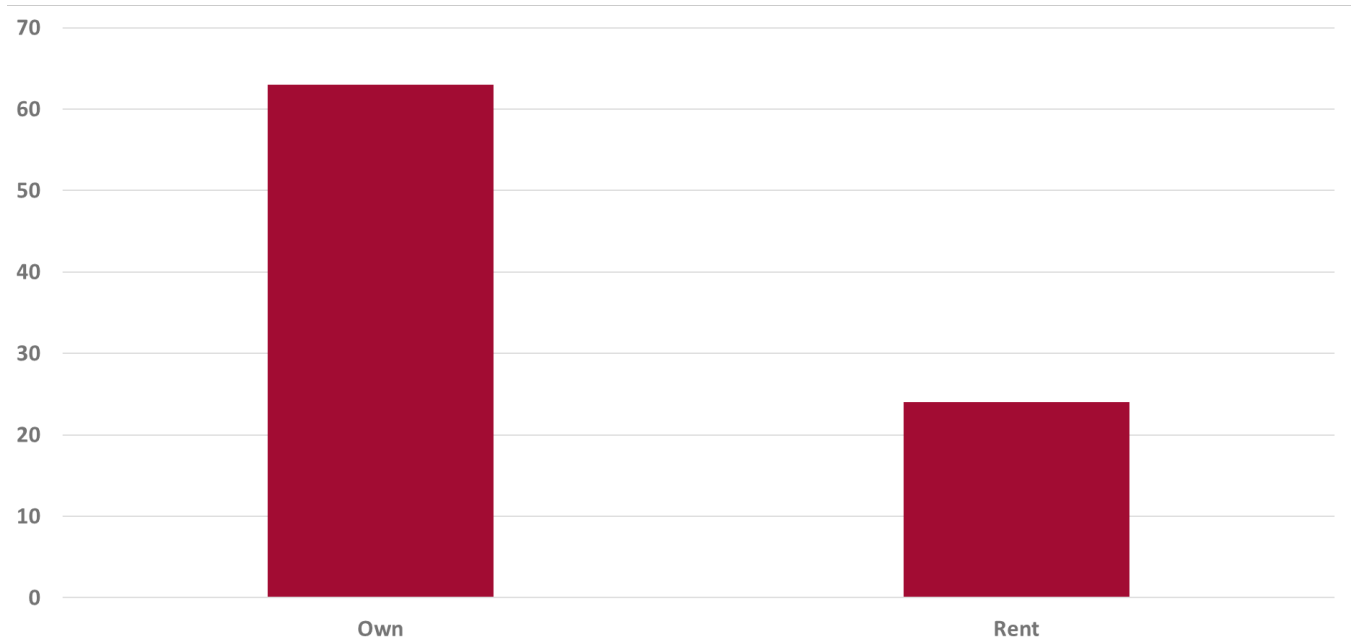
Question 5: What best describes the building you live in? (n=87)



**Question 6: How many years have you lived in Santa Cruz? (n=87)**



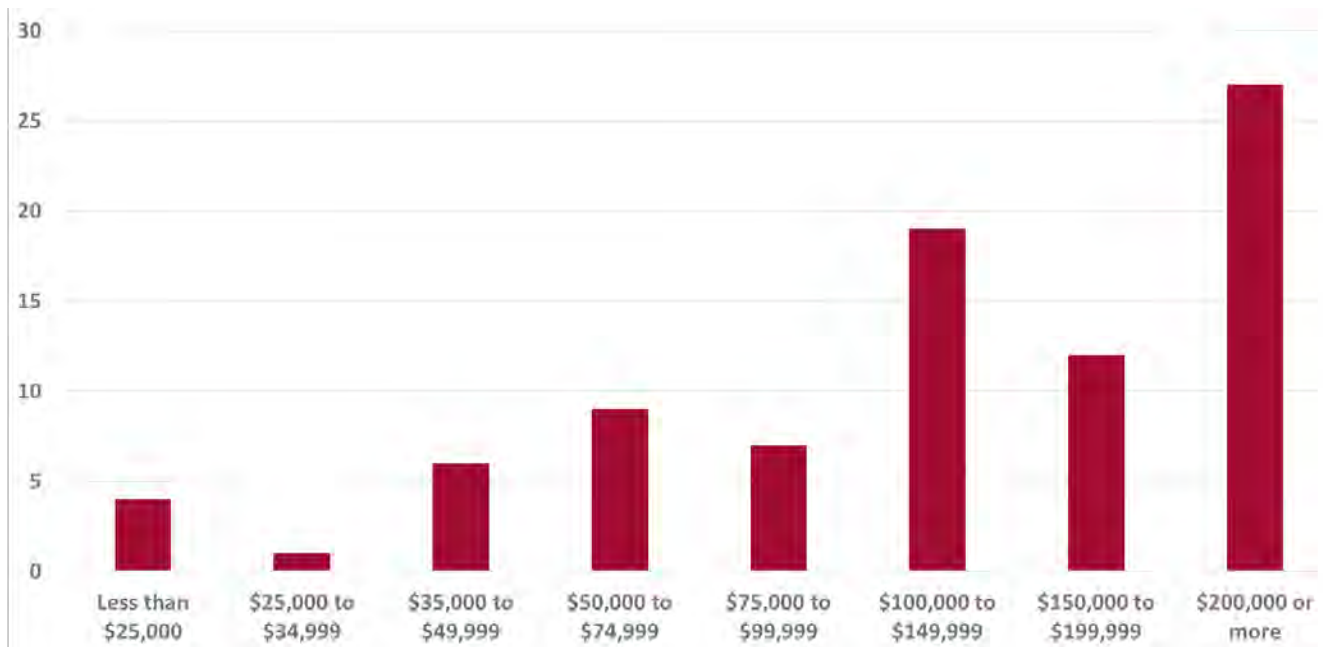
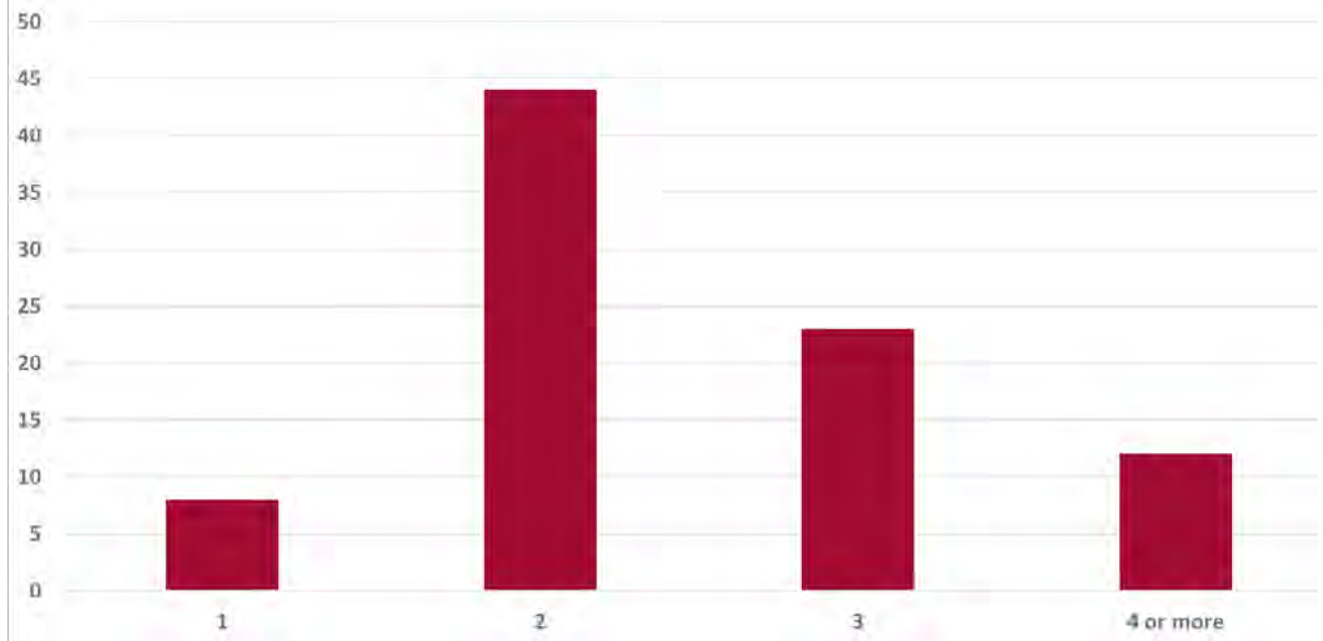
**Question 7: What is your household ownership status? (n=87)**





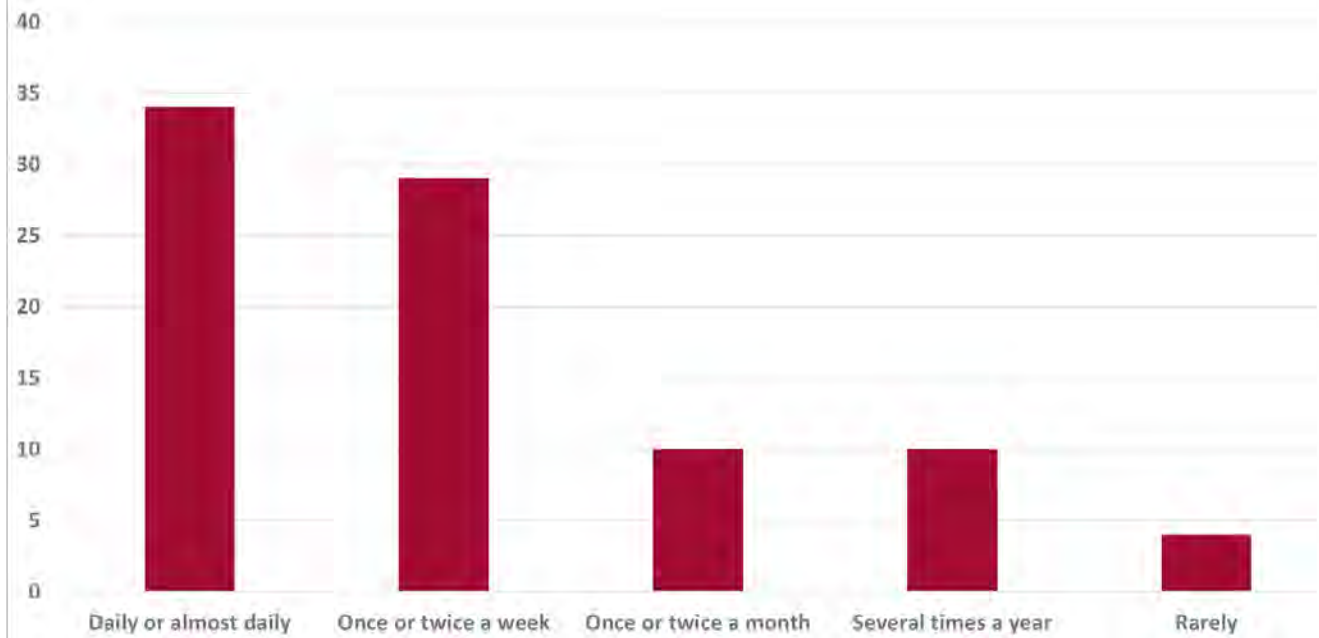
# Santa Cruz Downtown Plan Expansion Project Community Outreach Report

## Question 8: How many people live in your household? (n=87)

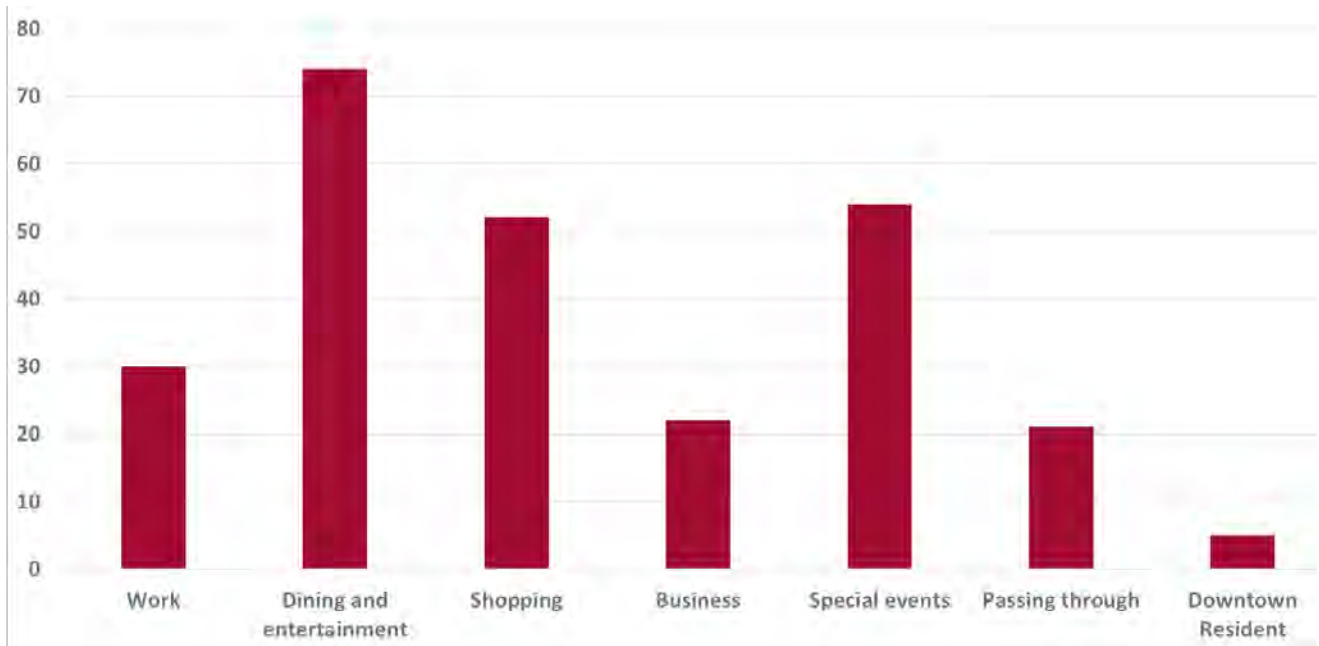


## Downtown - General

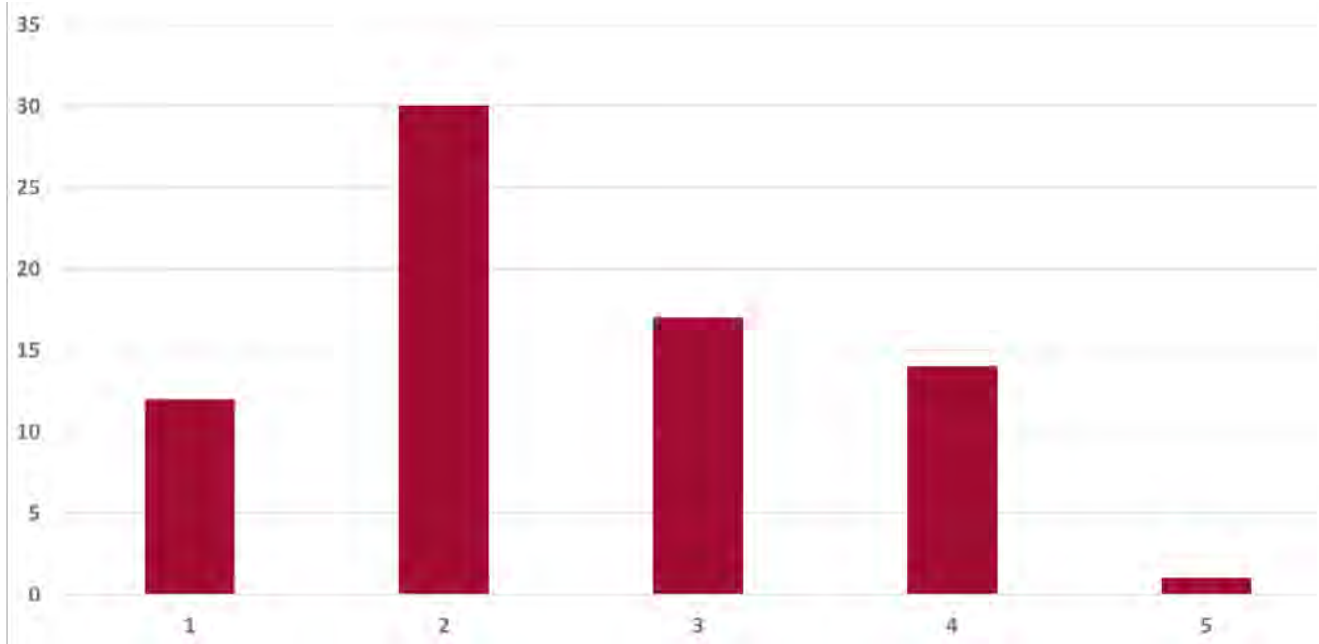
Question 10: How often do you visit downtown Santa Cruz? (n=87)



Question 11: What are some of the more common reasons you come to downtown Santa Cruz? Check all that apply. (n=87)



**Question 12: Please indicate your overall level of satisfaction with downtown Santa Cruz. (1 = Very Dissatisfied, 5= Highly Satisfied) (n=74)**



**Question 13: Please share your general comments. (n=47)**

**Land Use (Housing / Retail / Entertainment / Civic)**

- I used to like the downtown but there are fewer interesting places, even before Covid. It really is NOT "diverse." Poor quality goods (yet over-priced). Some ok eateries; could have more variety. Best places: Bookshop SC, Kuumbwa Jazz Center, DelMar. Street surfaces are filthy. Infill projects will contribute to a sense of crowding, not a false induced "vibrancy." Lot 4 mixed use project will be a disaster. Irrevocable loss of that area for a public open space. Need better planning process. City just does what it wants to. Finding parking is never a problem for me. Never.
- Too many chain stores going in. Love the block that's closed to traffic, would love to see the whole strip closed to traffic.
- I love our downtown. There are certainly challenges but it's a very special place. In particular the overwhelming number of locally owned businesses distinguishes our downtown from everywhere else.

- We love the diversity of shops, restaurants, movie theatres, sporting, and cultural venues so close to each other that you can walk to any point of interest. We love that restaurants 'spill' onto the sidewalk for 'al fresco' dining.
- Have an area like Murphy Street in Sunnyvale.
- "Downtown Santa Cruz is slowly decaying. Parking has improved, but offerings downtown are skewing more and more to expensive specialty businesses. Those business generally cannot be counted on to survive or serve as anchors to a business community.
- We like to eat down town but don't shop downtown. Parking is a nightmare. We LOVE going to the Warrior games and eat downtown before a game.
- Building along the levy to incorporate the space as well as building more vertical would be ideal. Eat/work/play all in the same area.
- The outdoor dining and closed-to-traffic block of Pacific that have come about because of the pandemic have been a real silver lining to the pandemic experience. Turning the Farmers' Market parking lot into a green commons and meeting space downtown, along with improving the infrastructure there for the Farmers' Market would create a truly valuable asset downtown for locals and visitors alike for generations to come.

### Mobility

- Would love to keep the parklets and more pedestrian thoroughfares open on Pacific, like we've had during the pandemic. Would love to see the Riverwalk more incorporated into downtown. I don't understand how bike lockers work, so I'm often looking for a good place to lock my bike.
- It's pretty great and can only get better. I love all the pedestrianized spaces we have and hope for more.
- I wish all of Pacific Avenue between Laurel and Mission Street were permanently closed to cars. Having the street closed in front of the Del Mar Theater has been a breath of fresh air. We have so many more opportunities for community events and outdoor dining than we ever have before.
- Downtown has a lot to offer when it comes to food/shops like Bookshop. It would be great to restrict Pacific to walking/biking. I would also like to see more Abbott Square types of gathering areas, and to improve the arts venues. I'm not sure the Civic will ever be updated :-{

- Parking is garbage.
- Parking isn't always the easiest and security of person and property is always weighing on my mind.
- Downtown needs more workforce housing, adequate parking for businesses, employees and visitors to the downtown. Development needs incorporate the river as a part of the town (an idea that initiated back in the early 1900s but never materialized. A vibrant downtown needs to connect the beach front and the Wharf. More active transportation options need to be explored such e-bikes, transit trolley and eventually a light rail system connecting the downtown to other neighborhoods in the county.

### Safety / Aesthetics

- Parts of downtown are dirty and filled with homeless people
- Bums and crazy people are aggressive and threatening, so it doesn't feel safe to walk around. It also tends to be dirty with litter by river, smell of urine and never ending construction traffic delays. Sad to see stores and restaurants have had to close.
- Homeless and mentally ill, trash, aggressive bikers and autos, too few businesses left. It's just an unpleasant experience overall. Downtown used to be one of the reasons I moved to Santa Cruz. And while I don't object to expanding the downtown area, it is clear you have not provided for the traffic impact, nor separated bicycles from pedestrians. Downtown should be walkable"
- Issues with street and sidewalk sanitation; issues with houseless/mentally ill population being disruptive and distracting to the overall atmosphere; lack of safe and friendly nightlife; lack of diversity of business types (though we do appreciate the existing business on the mall).
- I see so much good in the downtown! However, some of the good things are completely ruined by some of the downtown folks: unsightly, rude, mouthy, yelling, showing off, seeming to really enjoy being obnoxious. Kind of like very poorly adjusted kids at elementary school. It seems like Kindergartners are in much better behavior than those folks. How to solve this? I don't know. But there are many, many of us who want our downtown back. The negativity has gone way beyond acceptable. Many of us are very progressive, but just can't stand being offended and insulted, and fearful, just because we want to go to the bookstore, or clothing shop, get an ice cream cone, or have an appointment for an eye exam. Please. Enough. They have nothing else to do, it seems. That is their deeply engrained lifestyle. And who are we, the offended, to have

even the idea that the people who use and abuse downtown should be civilized, and not be in our faces?

- Concerned about the general cleanliness of downtown, and with keeping downtown a hospitable and enjoyable place to visit.
- Dirty.
- Homeless on sidewalks.
- Many new buildings were built, but no occupants. Security IS TERRIBLE. Judy Wyant, Dell Williams and several other businesses suffer even though SC City has THEIR OWN POLICE. No permanent homeless center has been developed for homeless to come to during the day, so they lay all over, everywhere. No charm, just sterile empty buildings. Stupid. Close parking on The Pac Garden Mall and make it a walking, outside eating, with sidewalk vendors, use empty stores to house people.
- As a commercial property owner of a downtown building I would like to see the area cleaned up a bit. I am happy you are building additional affordable housing for those in our community who desperately need it.
- Also, the homeless community along the river has grown to the point that it has a direct impact on businesses downtown as it affects willingness of people to come from out of town, especially at night. We seem to be losing our economic engine to cities further south.
- Empty storefronts are disappointing. Need help with cleanliness of the street and the aggressiveness of loiterers. Can be really fun, or really scary depending on the day.
- Need Improvement to feel safe. Homeless is a real problem. Tents, living on the streets. This is not a clean environment for the down town or anywhere in S.C.
- Homeless have overrun downtown Santa Cruz. I fear for my daughters' safety at night downtown
- A lot of garbage and homeless. I grew up in Santa Cruz and will move back there to retire in a few years.
- Panhandling and sleepers take some of the joy out of going downtown. I can sympathize with some of the people but their presence detracts. Sadly I don't have a solution.
- Working downtown is dirty. I feel unsafe walking from my car to my office (about 4 blocks) even in the daylight. I have to call the non-emergency line at SCPD about once per week to have people sleeping outside my place of work removed. It's frustrating and scary to have to deal with this as a young woman.

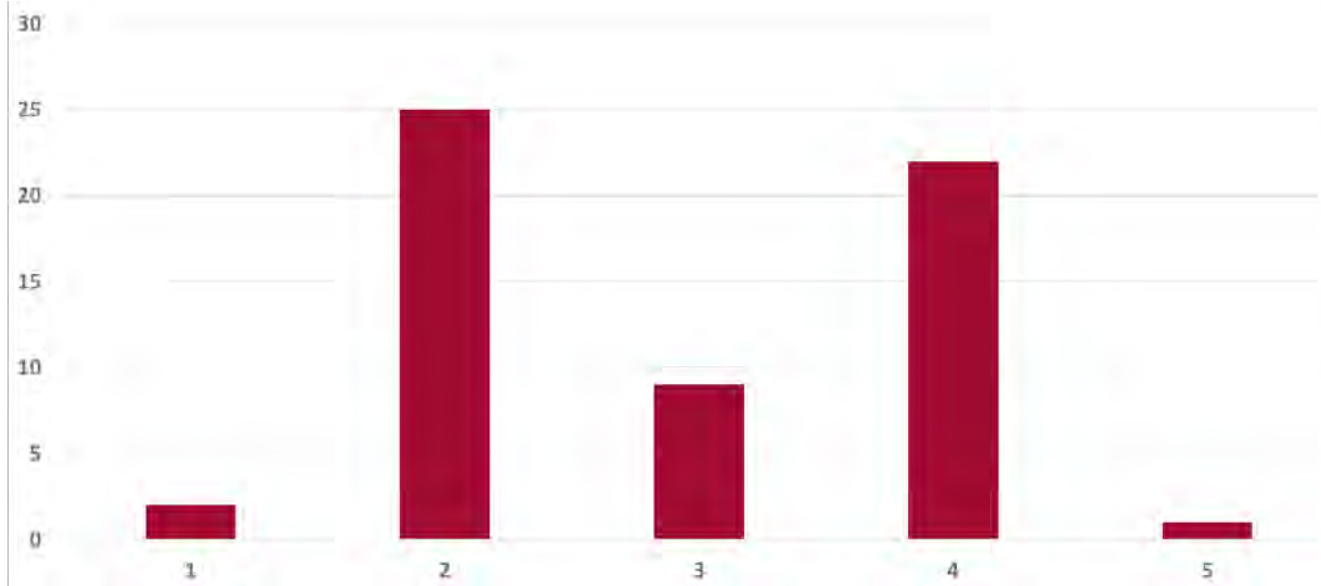
- Too many homeless, drug users and vacant locations. I support developing this area.
- Downtown Santa Cruz is overall a disappointment for many. The area is unsanitary, faces a serious homelessness problem, and is generally not a pleasant place to hang around. There is an immediate need for affordable, temporary housing that can allow younger residents to be able to afford to live in the area, instead of commute from over the hill or from Watsonville like many already do.
- Dirty and lots of homeless that make me feel unsafe.
- Biggest issue with downtown Santa Cruz is the homeless. We need to solve the drug, mental health, i.e. homeless situation. They make parking, walking and being in the area uncomfortable. They are most often aggressive. They foul the streets, steal from the stores - cause for an environment that could be amazing to feel stressful and uncomfortable. With all the money flooding into Santa Cruz County we need to revitalize this area. I know growing up here how wonderful it could be. But it needs a lot of work. Continued developments, housing, office/retail space is a bonus. But we must solve the homeless problem.
- The homeless, or what I call drug addicts and mentally unstable living on the streets, yelling at us, asking for money and then swearing and getting in our face when we ignore them when we are downtown has gotten to an almost unbearable condition that we consider before coming downtown for dinner or to shop.
- I have lived in Santa Cruz for 26 years and over this time I have felt progressively unsafe walking Downtown, especially in the past five years.
- Feels unsafe.
- The fairly aggressive panhandling and territorial homelessness is uncomfortable and detracts significantly from our city.
- Incidents of crime and physical attacks have happened to my peers on numerous occasions in downtown Santa Cruz.
- Homelessness, vagrancy, and crime are out of control and there are a lot of old buildings, not all of which are charming, that could use reinvestment.

#### General

- "I love living here. I like the vibe, mostly.

- I'd love the walkways along the levy to feel safer and more beautiful. We recently enjoyed Boston and New York where there were upgraded spaces for walking and art installations. They felt very safe and we loved walking. Santa Cruz is nice, but could be so much better!
- Downtown is great! Without downtown, Santa Cruz would feel like a suburb that happens to be by the beach.
- Downtown needs to be a stable and safe environment to boost its economic and social success. Too long downtown has been dominated by unruly persons that project a poor image of downtown. I do see some changes for the better recently, which I attribute to an influx of people living and working downtown. We need more of this. More downtown living spaces and attractive businesses.
- Downtown Santa Cruz has some nice businesses and good places to eat but could use more places to shop, dine, and drink. The homeless spend a lot of time in our downtown area and I think a shelter or food pantry of some kind is needed so that they have one place to reside rather than being seen in front of several businesses throughout the downtown area.
- Love living close to beach, shopping, entertainment--Warriors arena, movie theaters. Don't like homeless camps all around City, sometime walking on the levy doesn't feel safe. Lots of traffic congestion during summer or events.

**Question 14: Please indicate your overall level of satisfaction with downtown Santa Cruz - Shopping (1 = Very Dissatisfied, 5= Highly Satisfied) (n=59)**

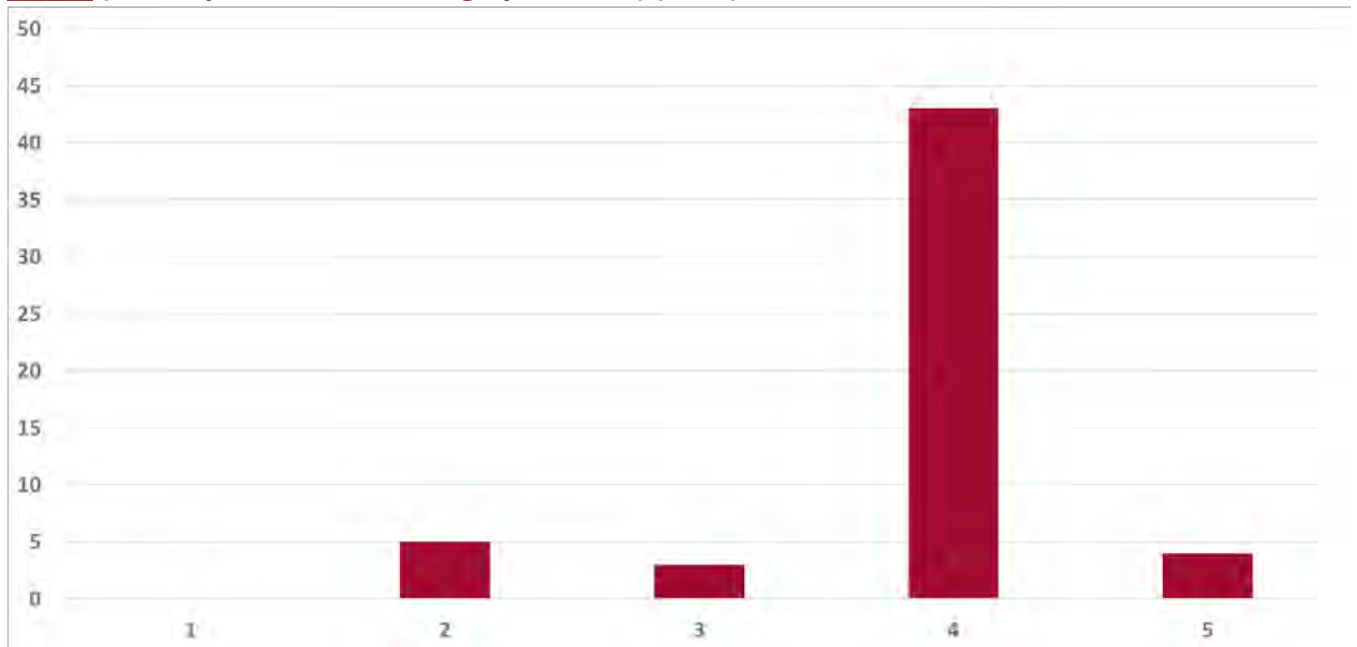




**Question 15: Please share your general comments. (n=3)**

- The diversity of stores in quality of merchandise, range of price, and customers targeted is a draw to downtown. Any empty storefront is sad and every effort should be made to keep storefronts open.
- Only a few store we like but parking is the main reason we don't go down town.
- Let's get away from the hippie culture and bring better shopping to the area

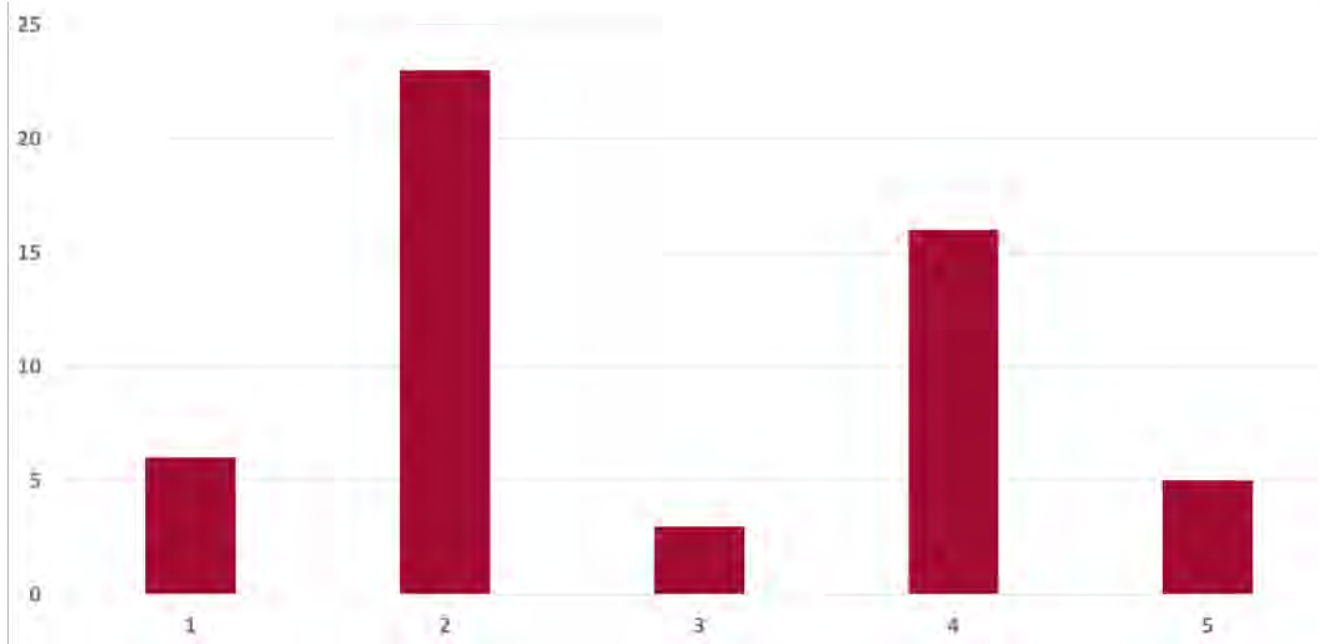
**Question 16: Please indicate your overall level of satisfaction with downtown Santa Cruz - Dining (1 = Very Dissatisfied, 5= Highly Satisfied) (n=55)**



**Question 17: Please share your general comments. (n=2)**

- The variety of restaurants' offerings is great. We often have dinner downtown before attending a SeaDubs game. It is very encouraging to see downtown restaurants full of customers.
- There are a lot of cute and unique stores in downtown and tons of yummy places to eat.

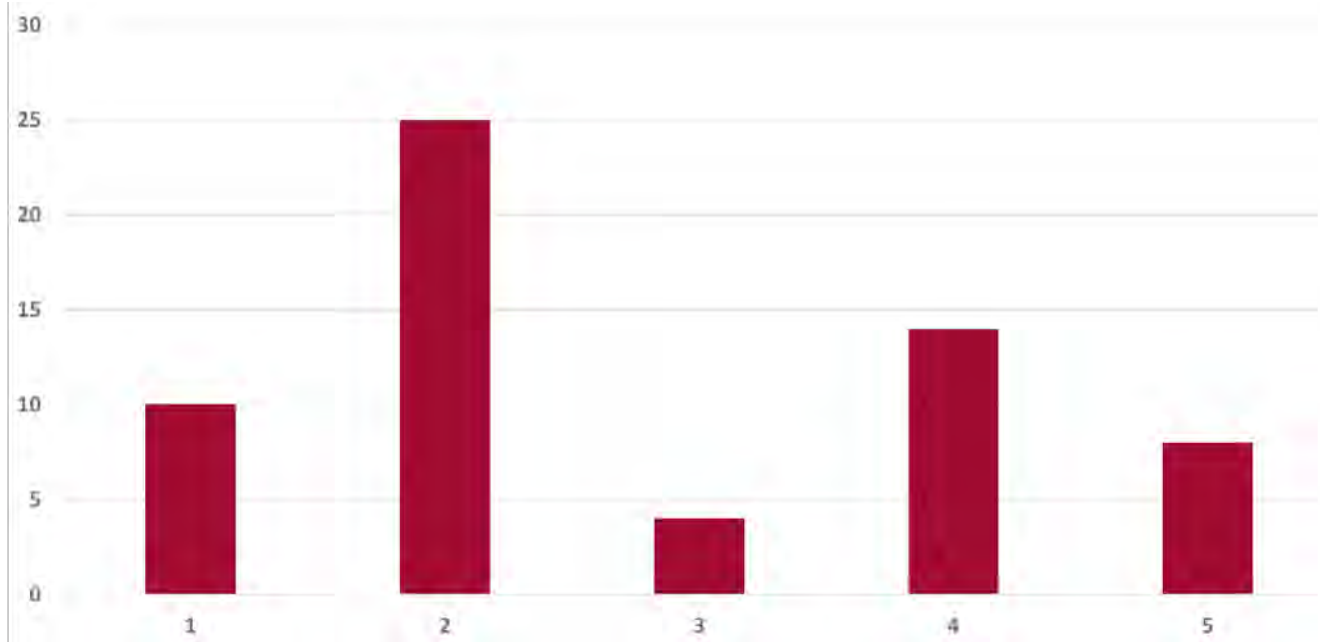
**Question 18: Please indicate your overall level of satisfaction with downtown Santa Cruz - Traffic (1 = Very Dissatisfied, 5= Highly Satisfied) (n=53)**



**Question 19: Please share your general comments. (n=6)**

- Traffic is out of control.
- Should be car free.
- The elephant in the room is the homeless downtown. The county is the only local entity responsible for social welfare and they have failed.
- Traffic on Highway 1, and in and around the River Street area is bad.
- Relative to other places I don't find traffic within our downtown to have a negative impact at all.
- Too many cars. I'd like to see more of it become car-free. More walking, biking, and rolling on wheelchairs.

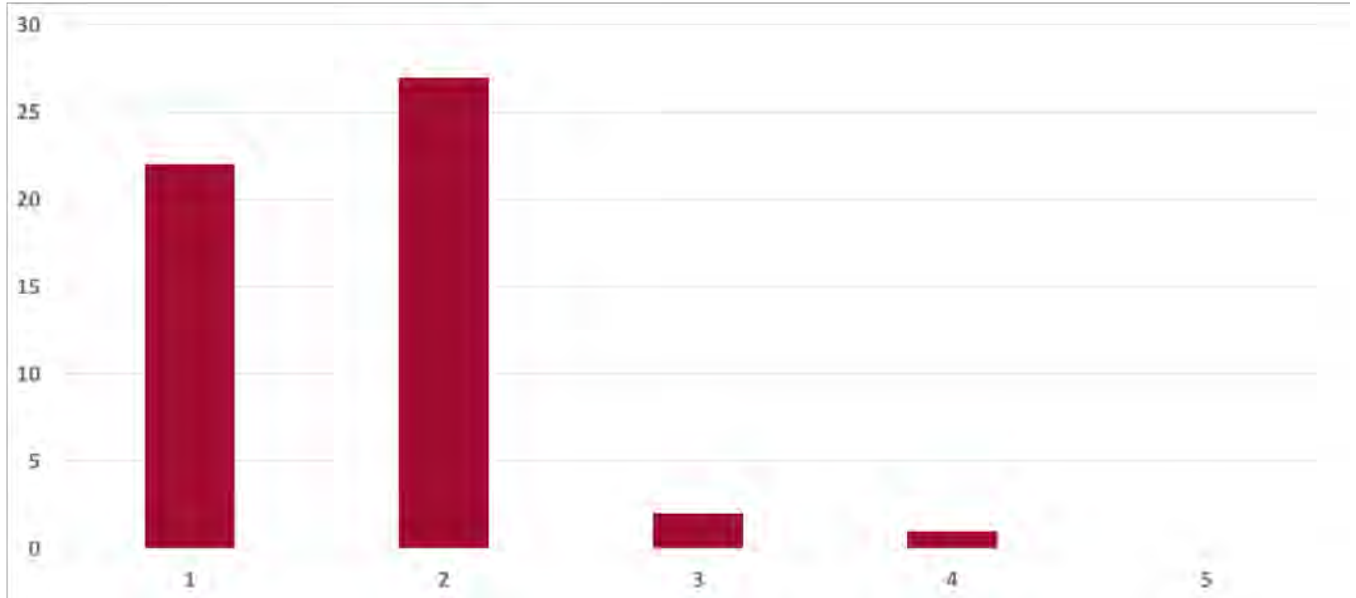
**Question 20: Please indicate your overall level of satisfaction with downtown Santa Cruz - Parking (1 = Very Dissatisfied, 5= Highly Satisfied) (n=61)**



**Question 21: Please share your general comments. (n=5)**

- There is no such thing as "free parking." Streets have to be maintained. We have sufficient parking; it just needs to be managed better. Be creative! There are many privately owned lots that are usually half empty.
- Wish we would prioritize accessible public transit instead of parking, like the ridiculous four story parking garage/library project. Doesn't give me a box but housing options gets a 1 because there's no affordable housing!
- We need more bike parking. In particular, I'd love to see cargo bike parking and bike lockers like these replace some of the car parking: <https://www.oonepod.com/>
- Expensive... some streets you need a credit card some streets you need a park card (which I like). Lots you need to go to a kiosk... HATE kiosks!!!!
- Too little parking!

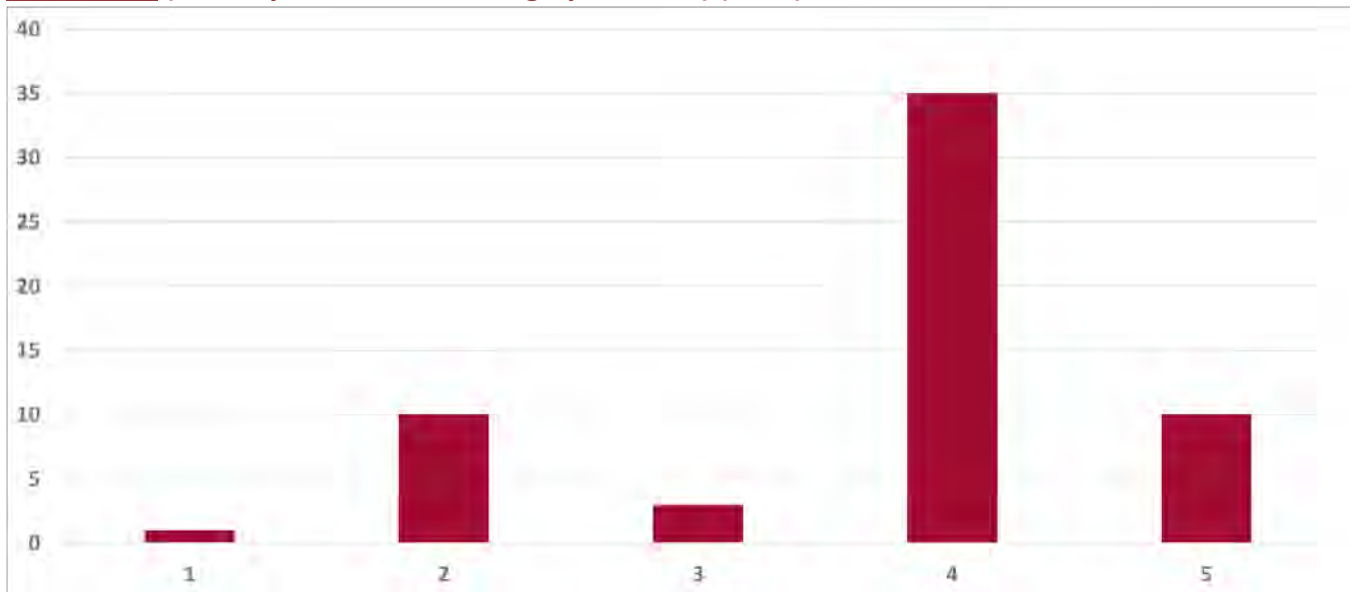
**Question 22: Please indicate your overall level of satisfaction with downtown Santa Cruz – Housing Options (1 = Very Dissatisfied, 5= Highly Satisfied) (n=52)**



**Question 23: Please share your general comments. (n=0)**

No comments received.

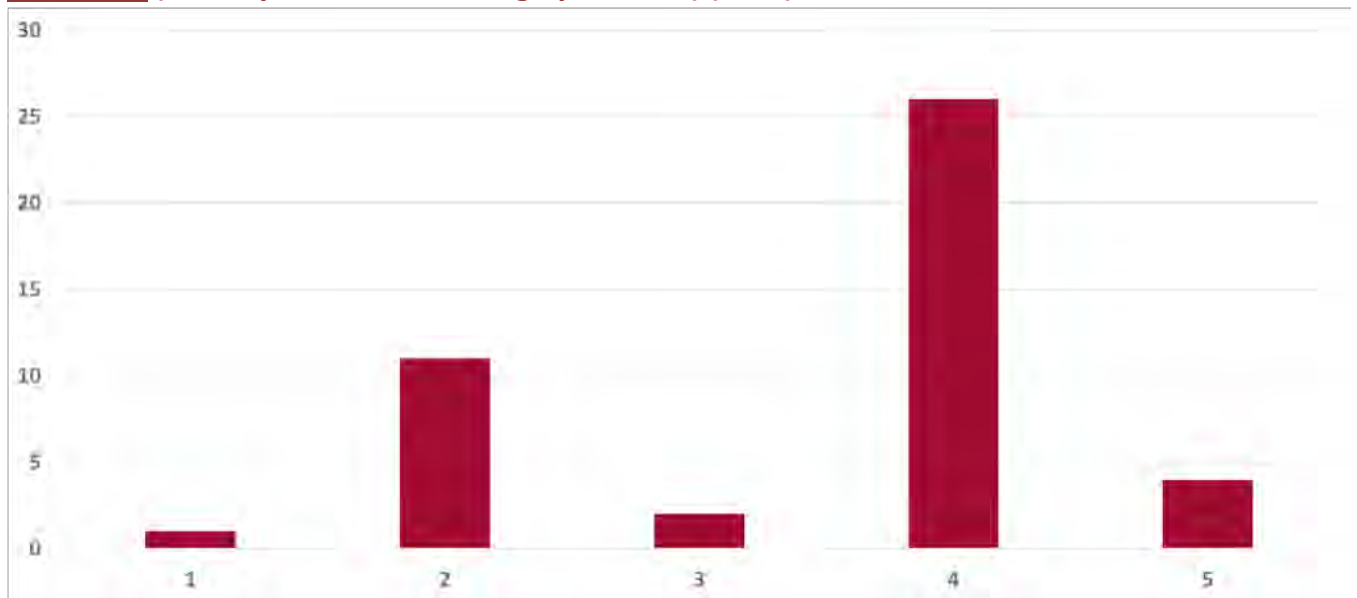
**Question 24: Please indicate your overall level of satisfaction with downtown Santa Cruz - Walkability (1 = Very Dissatisfied, 5= Highly Satisfied) (n=59)**



**Question 25: Please share your general comments. (n=2)**

- While Pacific Ave is "OK" for walking, it's not always accessible and clear to the traverse the sidewalks--there are many obstacles (bike racks, sandwich boards, narrowing pathways, etc.) that prevent good pedestrian access.
- Add a Tig/m electric trolley from the clock tower to the boardwalk.

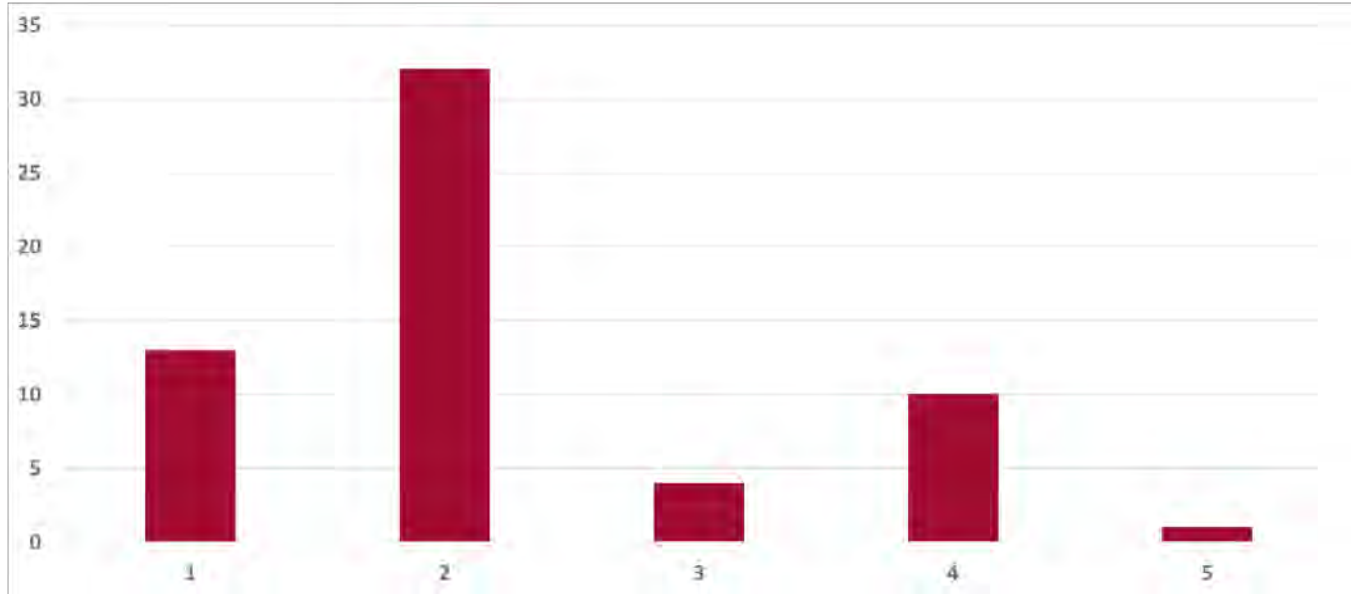
**Question 26: Please indicate your overall level of satisfaction with downtown Santa Cruz - Bikeability (1 = Very Dissatisfied, 5= Highly Satisfied) (n=44)**



**Question 27: Please share your general comments. (n=2)**

- Bike lane is awkward
- Newish bike lanes are fabulous

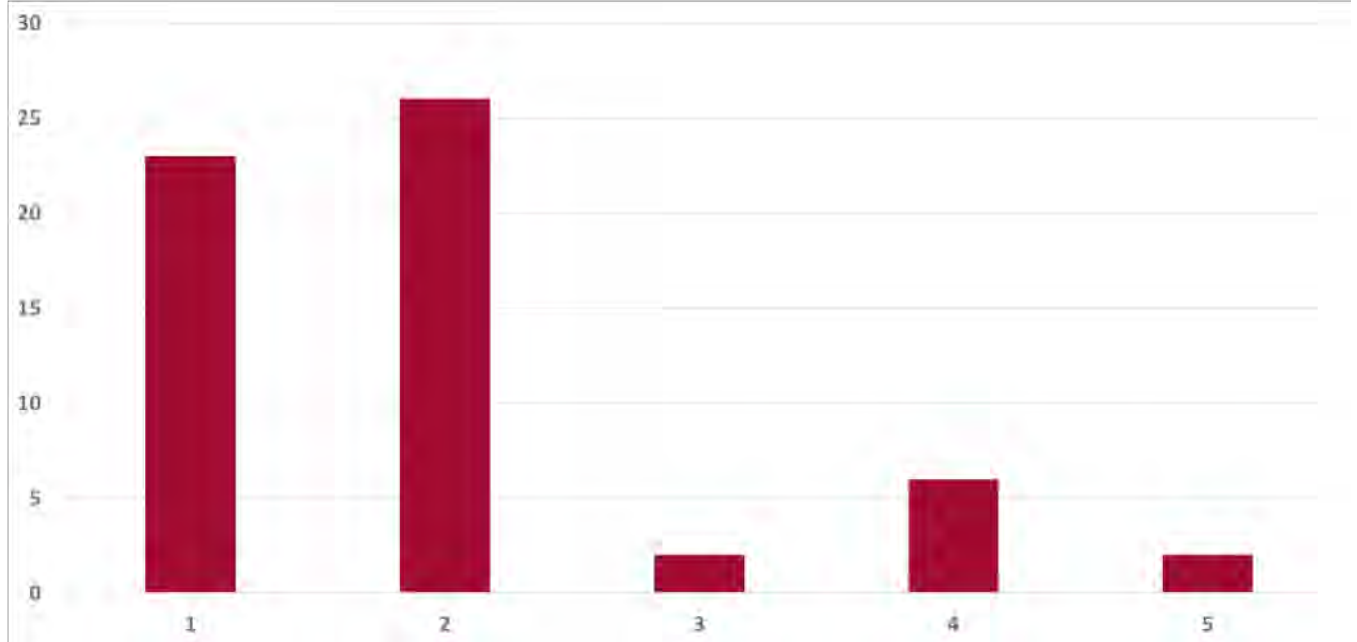
**Question 28: Please indicate your overall level of satisfaction with downtown Santa Cruz – General Appearance (1 = Very Dissatisfied, 5= Highly Satisfied) (n=60)**



**Question 29: Please share your general comments. (n=4)**

- Just needs more...
- Urine, smoke, litter, and folks shouting to themselves need to be addressed.
- Downtown Santa Cruz, as previously mentioned is unsanitary, with urine and other substances often cleaned after weeks or months.
- Dirty

**Question 30: Please indicate your overall level of satisfaction with downtown Santa Cruz - Safety (1 = Very Dissatisfied, 5= Highly Satisfied) (n=59)**

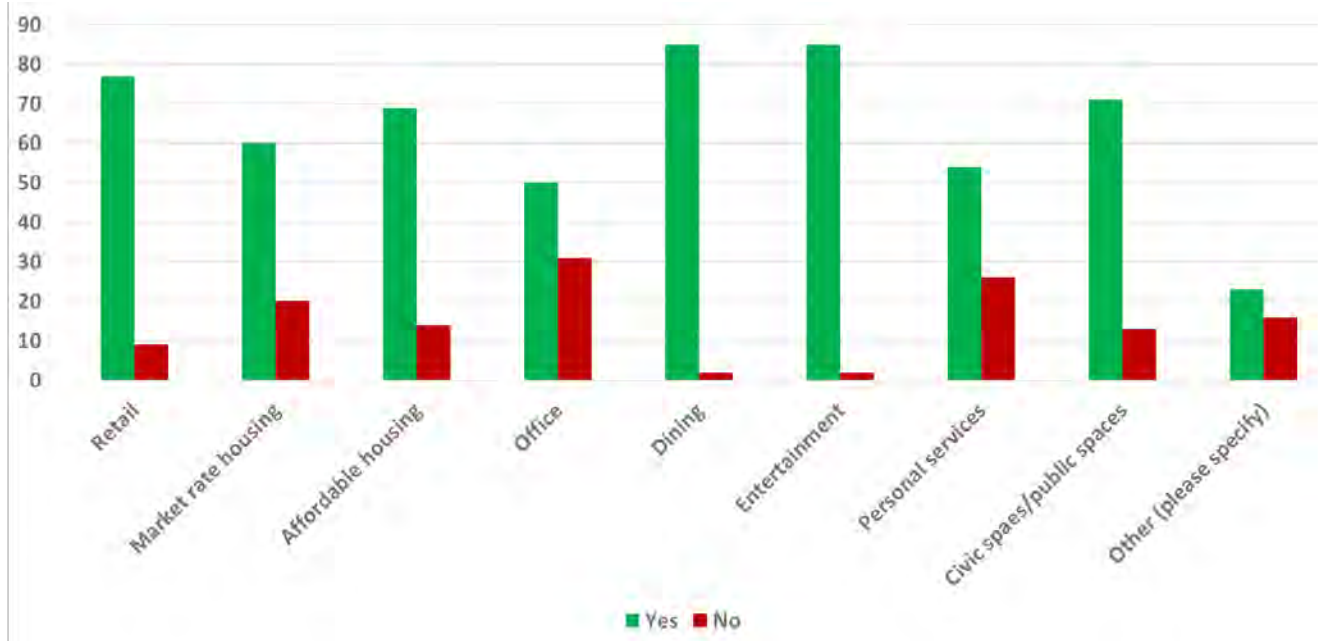


**Question 31: Please share your general comments. (n=12)**

- What safety? Where's the police? Never seen a beat cop in downtown. Ridiculous.
- By allowing drug addicts dominate the area, they've been enabled to continue their dangerous lifestyle at the expense of the city, increasing crime and hurting business.
- All the box stores going in make downtown feel more and more like any other downtown, nothing special.
- On the parking issue... we so need, as a society, to adjust ourselves to discouraging transportation which produces emissions. One thing really great about humans is that we are intelligent and adaptable. Let's be intelligent about not encouraging gas guzzling cars and trucks - - - we can do it. And let's adapt!! No more parking is needed, in my opinion. We are doing just fine in that regard. We have accommodated the cars long enough. Look around you, nothing but cars, cars, cars everywhere. Let's start by not adding car parking. We have enough car parking. We have been adapting. Let's not go backwards.
- Better shopping options needed - safety main concern - need to move county jail out of downtown Santa Cruz and homeless to help build a better night life for downtown.

- we need to stop catering to the homeless downtown. they're scaring away families and people that want to spend money downtown.
- Have been verbally yelled at for wearing a mask, or for not giving money when asked by panhandlers.
- Between homeless and protestors I do not like to walk downtown.
- I've seen homeless people with knives as well as even a homeless person with an electric saw stealing bikes.
- We do not feel safe after dark, years ago it would be an outing to go downtown for dinner and then walk up and down Pacific Ave. but now there are so many mentally ill and drug addicts defecating, yelling and sleeping on the sidewalks it is no longer enjoyable for us.
- I tend to avoid downtown because I don't feel particularly safe there.
- I'd like to see more affordable housing for our local homeless population.

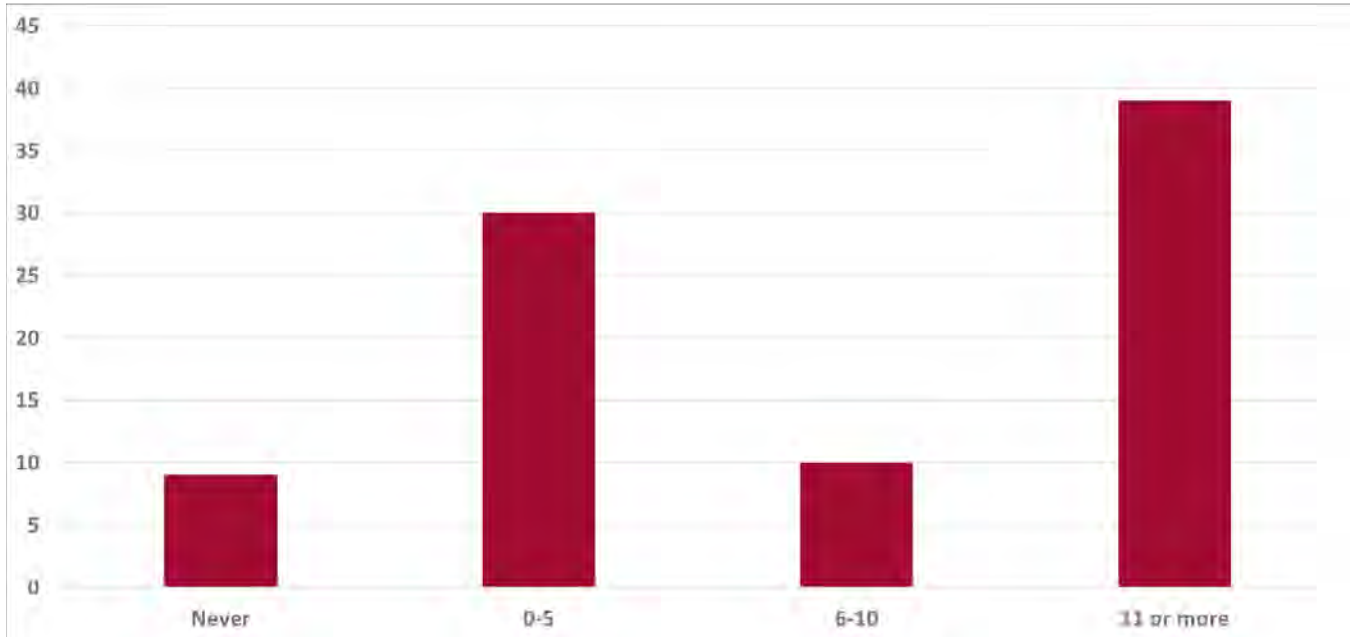
Question 32: In downtown Santa Cruz, would you like to see more: (Yes or No) (n=88)



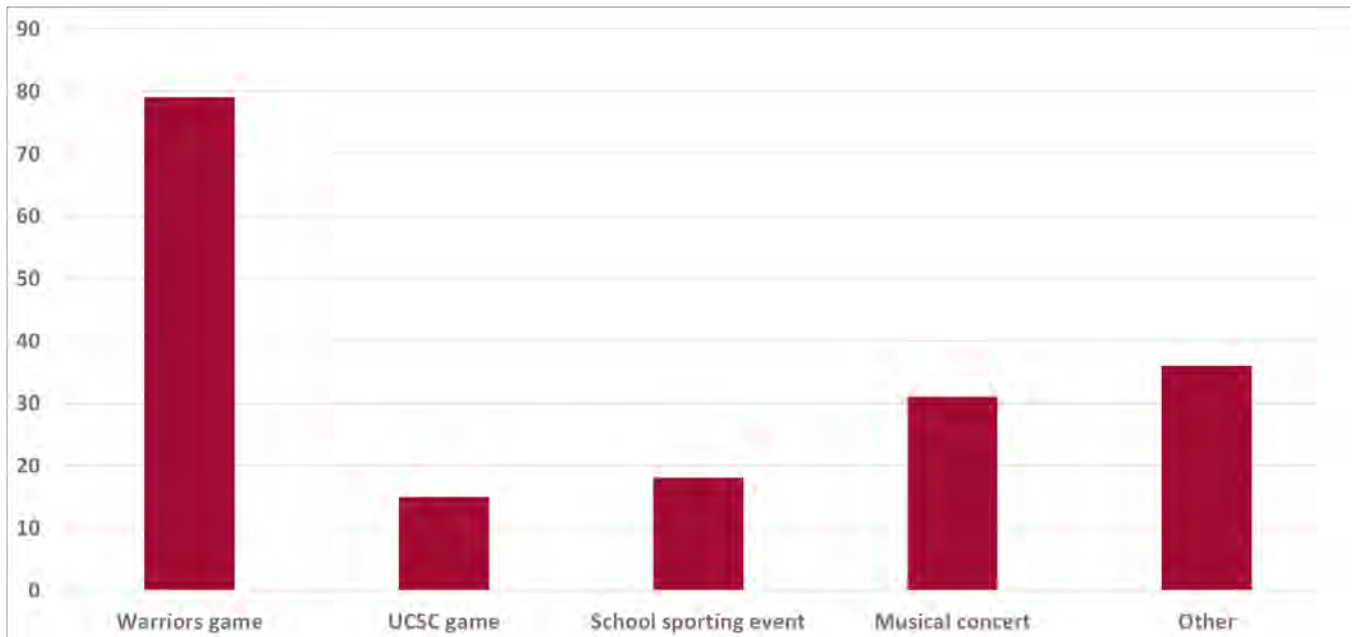


### South of Laurel (Project Study Area)

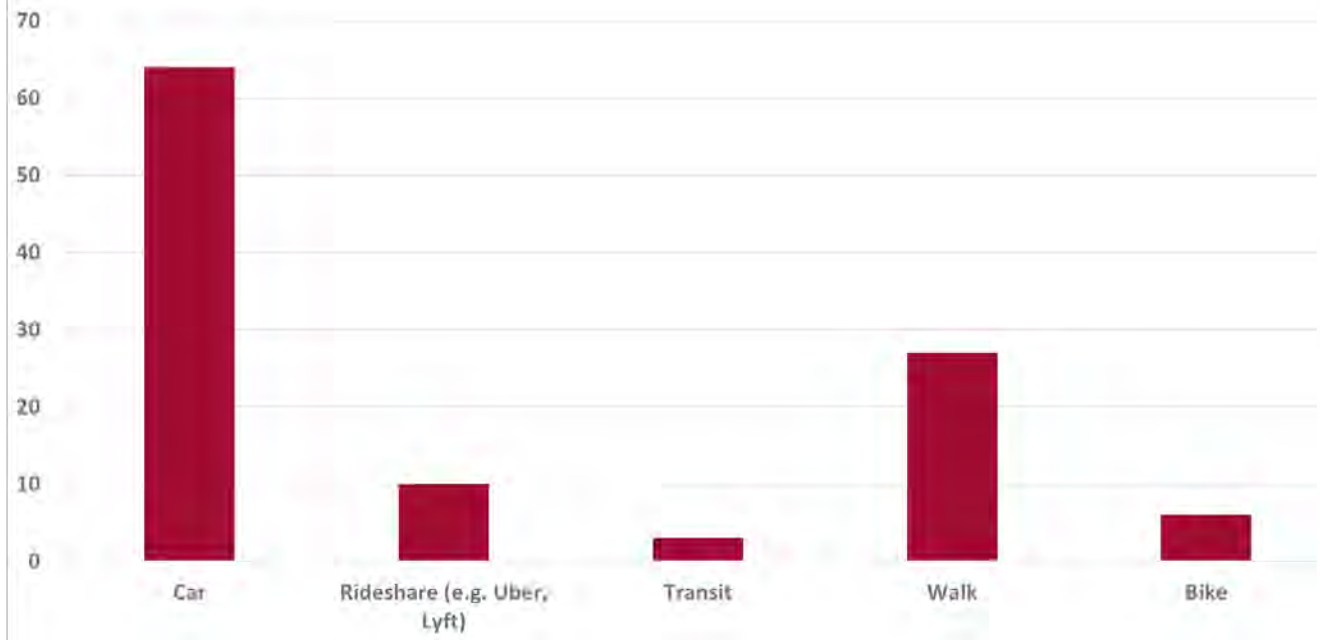
Question 33: Before COVID, how many times a year did you go to the Kaiser Permanente Arena? (n=88)



Question 34: What type of events have you attended? Check all that apply. (n=83)



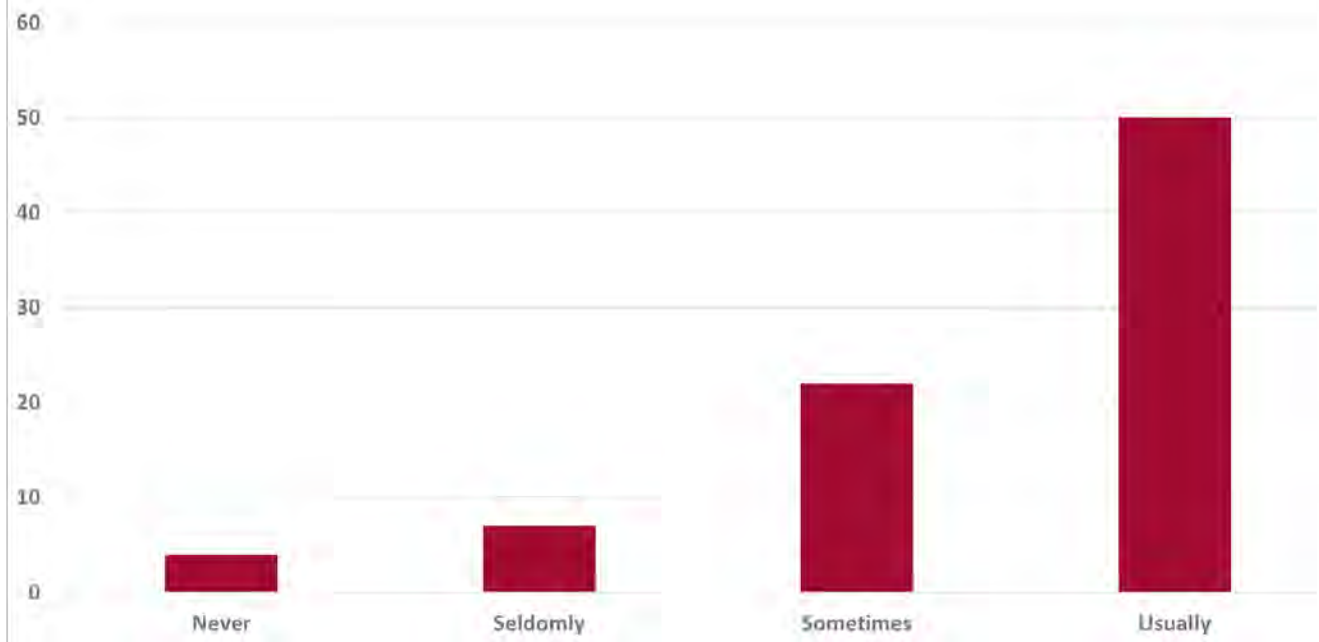
Question 35: If you have been to an event at the Kaiser Permanente Arena, how do you typically get there? (n=84)



Question 36: If you drove to an event at the Kaiser Permanente Arena, where do you typically park? (n=75)



**Question 37: If you came to an event at the Kaiser Permanente Arena, do you typically go to a bar or restaurant before or after the event? (n=83)**



**Question 38: What should stay the same (housing, retail, restaurants, etc.) in the area south of Laurel? (n=55)**

**Kaiser Permanente Arena**

- The presence of the Warriors has done a lot to uplift the area south of Laurel.
- Keep the arena/SC Warriors.
- Warriors arena.
- Keep KP Arena
- The Arena is great. As a sports fan and Bay area native, I love the Warriors and having them in town is great. Always can use more affordable housing, I would love to live in this area if I could afford to.
- There's a lot of room for improvement. I am not in favor of displacing any current residents, so that should stay the same. Also the arena has been a great addition to SC.
- Keep Warriors arena.

### Land Use / General

- Mixed use. Housing over business. It's quieter south of Laurel and closer to the beach. It's a great "in between" location.
- Ace hardware.
- All should be on the table except historically important places.
- I can see the value of connecting the existing downtown with the beach area, but not a sudden intensification of taller buildings, "slick" looking businesses. Keep it kind of funky! Low-key. No chain businesses or restaurants!! Keep whatever trees or greenery there is, and have even nicer landscaping, public art. It does seem to be an obvious location for lodging but not in a way that negatively impacts existing residences.
- Firefly coffee is the best! Love the Warriors arena but would love to see a pavilion or patio connecting it to the Riverwalk.
- Firefly Coffee House has the best bagels. They have got to stick around somewhere. Please create a space for them if necessary.
- I never go over there, except to Saturn cafe and the Asti.
- All.
- Cannot think of an anchor that has to remain unchanged.
- Nothing should stay the same.
- Nothing.
- Re-vamp it all!!!
- Nothing - major upgrade needed.
- Almost everything in the proposed downtown expansion plan area could be positively redeveloped.
- Change all of it. nothing is worth keeping.
- Retail and restaurants.
- Would love to see Food Not Bombs get a permanent space where they are. They do important work and should be supported by the city.
- More buildings like 555 Pacific (but preferably taller).

- Build out empty lots.
- Make it affordable for family owned business and family housing.
- The housing and retail seem a pretty good start. Let's build a downtown character that does not resemble San Jose.
- Housing.
- Housing.
- Housing, small businesses.
- Yes
- Retail!!
- The south of Laurel needs to be updated where it can be an attraction oriented part of the city. In its current state it lacks street appeal.
- As a woman I would feel uncomfortable walking past some of the businesses currently in this area. Housing should be left as is.
- Some housing should stay. But some could be relocated for a project that would benefit the City so much over time.
- People who want to keep their businesses/property. They should not be made to sell their property. You need to work within those boundaries.
- Liked having Walgreens/Ace and Saturn Cafe.
- Established business. Anchor family businesses and restaurants that bring business to Santa Cruz need to be able to remain in Santa Cruz and be supported. Santa Cruz has so much to offer: beach living, outdoor recreation, clean air and history. The Warriors have brought back family entertainment and events to Santa Cruz and should remain a large part of our community.
- Mixed use of housing both market rate and affordable should be allowed in the same areas.
- Restaurants.
- Restaurants.
- Retail, restaurants.

- Retail, restaurants.
- South of Laurel has been an ignored area in terms of city services, housing and attractive commercial spaces. There is little there that is really significant in terms of housing, retail or restaurants. Revitalization is long overdue.
- Almost nothing should stay the same.
- There shouldn't be less housing, but it seriously needs a face lift with affordability.
- Not much. This area looks and appears blighted.
- Like the mix of retailers.
- I believe they should all be changed. We need more of everything.
- Room for all?
- Retail seems to be at a good level.
- The Depot Park soccer field is great where it is, though the playground there could have more than it currently does, and it seems that that nice old Depot building could be better utilized. Marine Sanctuary Exploration Center is cool, the walkway that connects Chestnut Street to the Wharf is really nice, Pacific Point Market is a welcome addition to the neighborhood.
- Not much the area feels abandoned and needs improvement. Maybe keep the old stone walls.
- I'm open to it changing, we need more of all of the above.
- More housing and retail.

**Question 39: What should change (housing, retail, restaurants, etc.) in the area south of Laurel? (n=65)**

**Land Use (Housing / Retail / Entertainment / Civic)**

- Well, things have to be there stories or less. More, not enough sun, less waste of space.
- I would like to see new buildings replace Subrosa car lot.
- No car dealers.

- We need taller, mixed-use buildings, more restaurants and retail, and more housing options. Car dealerships take up way too much valuable land and contribute to our carbon emissions; they need to go.
- All should be on the table except historically important places.
- "The area seems to be an obvious location for visitor accommodations, perhaps smaller ""boutique"" hotels and even Air B & B home conversions. But nothing that will create more traffic in the area. Perhaps a "village" concept with mostly pedestrian streets, How about a public swimming pool? Not everyone likes the ocean! Of course I always think we need more music venues.
- How about an IMAX theater near the Warriors stadium? Public restrooms please! Connection to the river would be nice. (Riverfront park? Playground? Small amphitheater? Community art space for hands-on art instruction, and art gallery). Of course better transit to the area - frequent shuttles. NOT a big garage!! If the Warriors want a garage, they can pay for it.
- Better businesses are needed on the 600 and 700 blocks of Pacific. There's nothing there that draws me in and creates a disconnect between the rest of downtown.
- No luxury hotel, no luxury apartments. Would love to see something local instead of Ace Hardware.
- Both market rate and affordable high density housing, a new permanent arena/entertainment venue as part of a "sports village" for a variety of sports that could accommodate tournaments.
- I don't think of this area as a retail or dining destination, even if going to the arena. Definitely add housing, and mixed use.
- Grocery store down here would be really nice.
- Allow for private sector development.
- Mixed use: retail, restaurants, housing.
- Make it affordable for small business and families.
- We need more housing downtown. This area could be far more dense. With more people and housing, it would be great to have more restaurants and retail in the area as well.
- Retail and restaurants.

- Additional affordable housing, and restaurant and entertainment venues.
- Restaurants, retail.
- More housing, more retail, more restaurants - anything to increase foot traffic.
- There isn't much in the way of restaurants downtown south of Laurel (other than the Wharf/Beach area). Adding some would be great!
- The area needs to be revitalized with housing, shops, restaurants, entertainment (expanded arena), hotels and adequate parking.
- Warehouses.
- More family oriented restaurants, retail that would stay open later. Seems like what's there close early so the streets are dark walking back to parking.
- More walkable, more affordable housing, more density.
- If you do remodel an area, put housing above the ground level businesses. However, we don't need a bunch of multi-level buildings.
- Increase housing.
- Allow more mixed use housing in the same complex or area. Include space for safe and clean retail stores(established and new) and restaurants. Include more green areas for sitting, walking, bicycling paths, doing business and enjoying the many things Santa Cruz has to offer. Remodel Civic Auditorium for civic events it is not really suitable for larger entertainment.
- It is more suitable for theatre and Classical events.
- More retail, restaurants on ground level. Housing on upper levels.
- More housing, retail and restaurants. make it into a nice walkable area.
- Clean up buildings and replace with more of everything.
- I would like to see more restaurants, retail, but not more housing. Housing needs parking, and the parking is very limited as it is.
- More retail, food, and shopping experiences.
- More parking for downtown/the arena.
- Retail, restaurants.



- Industrial building and low income housing.
- All of the above - treat it as a downtown urban area, vertical housing , housing above retail WITH parking.
- Revitalizing this area should include new housing, restaurants and retail. The project that includes the Warrior stadium appears to be well thought out and inclusive.
- More retail and affordable housing, more entertainment.
- The area should be converted to the mixed-use downtown feeling that is present along other parts of Pacific Avenue.
- New local retail and restaurants would be great.
- Multi-use, commercial below, housing above.
- Housing, retail.
- I think there should be more housing, retail, and restaurants.
- More affordable housing and more restaurants.
- More restaurants, retail, housing.
- More of everything. Housing, entertainment, a lively streetscape with shops and dining. More protection in anticipation of sea level rise. Maybe close off the Laurel Street Extension to cars and allow the Arena to build over the whole block. Also consider expanding the downtown Area to Depot Park and the potential future rail corridor, including those old warehouses on Washington St. Redevelop that area around transit.
- All, we need more opportunities for all uses listed above.
- More housing is needed.

### Mobility

- South of Laurel should be developed in such a way that it links downtown with the Boardwalk/wharf area. It is irrational that these two commercial areas should be separated to the point that many tourists don't even know Santa Cruz has a downtown. To that end, the streets connecting downtown to the wharf should NOT be developed as housing.

- All would be good additions, IF there were changes made to allow traffic to smoothly flow into and out of the area and to flow to the boardwalk. Separated bike lanes would be required along with much wider sidewalks with a planting strip separating them from traffic.
- In general, there should be much better and more inviting connection (walkable, bikeable) between Pacific Ave, the river, and the wharf and boardwalk. It's already an easy walk between upper Pacific and the wharf/beach and more people would take advantage of it if it were more obvious, more pleasant, and felt safer for pedestrians and bikers (it's too car-centric now).
- Beach traffic during the summer – it has become a horrific gridlock situation. The arena should be less noisy. And the "5 year" temporary arena must go--so much for a legitimate CEQA process: Categorical Exemption was fraudulent.

#### Safety / Aesthetics

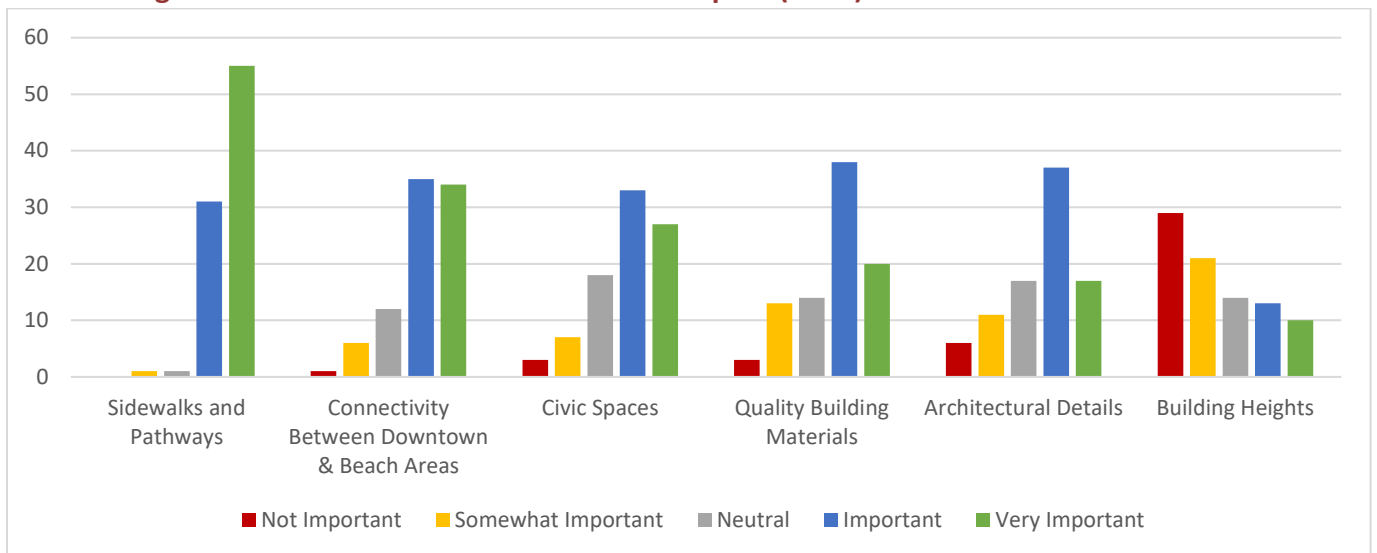
- Move the Food Not Bombs with all the drug addicts who litter the Food Not Bombs by the river, piles of junk and increase police presence for safety and reduce crime.
- It kind of feels like a wasteland, so any and all activation and extension of the downtown feel would be great. Get rid of Food Not Bombs squatting on the city lot.
- Better parking and police presence with the authorities to move people squatting on public and private property.
- Safety. We should be able to walk around during the day and during the evening hours, without fear and harassment.
- Push to clear out the sanctioned homeless camps downtown and along the river.
- HOMELESS CAMPS.
- The people living on the streets, the tents. it is unsafe with the mentally ill and drug addicts on the streets.
- Do something about the homeless.

#### General

- SC Warriors should build new arena at the Capitola Mall. Better parking, safer and central location.

- Not Sure!!
- All.
- Continue to improve walking spaces with art.
- Go up to the University Village development in Seattle adjacent to UW and you'll find exactly what we need to do in this area, supplemented with some complimentary housing.

**Question 40: Please rank how important the following urban design features are to you in determining how the area south of Laurel is redeveloped. (n=88)**



**Question 41: Please share your vision for the area south of Laurel. (n=50)**

**Kaiser Permanente Arena**

- I believe the Santa Cruz Warriors brings family-oriented entertainment that is a benefit to the City. The athletes are also active in the community, interacting with the schools and have a positive impact on not just the city, but Santa Cruz County as well. A permanent arena would provide a state-of-the art venue for other types of entertainment-from music to collectable shows, etc."
- I'm particularly visionary. I would just like to see it become an appealing, safe, welcoming space built around a centerpiece Warriors arena with shopping, dining and open spaces.

- For years there have been talks about connecting downtown to the beach. I support the idea as well as building an arena for the warriors. The town of SC loves their warriors.
- Permanent Warriors stadium. I support the idea of mixed housing with retail and restaurants below.
- An arena/stadium with nearby restaurants and bars, surrounded by affordable housing.

#### Land Use (Housing / Retail / Entertainment / Civic)

- Please have very distinguished architectural components that add to the culture scape of Santa Cruz. No "cookie cutter" buildings or "off the shelf" designs.
- Public seating and gathering spaces need to be monitored so as not to become another encampment dump. Increased lighting with police or public safety patrol. Not many beach visitors go downtown because it's such a mess, so connectivity wouldn't be a priority over safety.
- Public spaces are super important, and should be accessible to all including people who are unhoused to live.
- I'd like to see future commercial development in central Santa Cruz directed into this area.
- An arena and lots of housing with complimentary restaurants and retail. Great walking and biking routes connecting downtown to the beach.
- I'd like to see South of Laurel become an active, walkable, livable hub that connects the beach to the rest of downtown with more restaurants, shopping, and housing. Lower Pacific and Center Street are currently horrible to walk down because they're loud, busy streets without any trees, and with virtually no retail or restaurants. The best things to happen to this neighborhood in years are the 555 Pacific and 130 Center Street developments, as well as the new "Point" restaurant next to the roundabout.
- It could feel like an extension of downtown. More housing, ranging from 1-2 BR homes. Where you have traffic (Laurel St.) you have options for pedestrians and bikes to not compete with cars in crossing. That you have lots of public transport connections to the tourist areas. That the arena is more than Warriors and occasional large book author events.
- The 555 Pacific Ave development is good. Could have been a little taller. Will be better next year when Iveta and Big Basin opens. Have seen no adverse effect on traffic.

- "No more multi-level single person dwellings. We need affordable housing for families to live here. We cannot employ doctors/nurses/ems/or service industry workers without housing for them to afford.
- A safe pleasant place, a nice mix, where we can be proud of our town.
- It would be great to have a high volume of dense housing with vibrant retail, restaurants, etc. Having a permanent home for the Warriors and other entertainment options would create a downtown Santa Cruz that attracts people to live, visit, and engage with the community.
- A high density gem on the coast with high end amenities and housing and business options.
- I can imagine some great apartments that younger people can afford, a cool new stadium that attracts awesome events, and a cleaner, better kept area.
- Overall redevelopment that will enhance the downtown area.
- A community area that allows for outdoor recreation, community events, a mix of affordable and market rate housing. All allowed in the same complex along with retail stores. A vibrant community connecting the Pacific Avenue Mall with the beach community.
- It would be nice to have new construction for a permanent venue for sports, concerts and other events. A nice garden mall with restaurants and retail shopping would be lovely. And incorporate apartments and or condos.
- Building heights are important, I support increased building heights with desirable architectural features and good quality building materials as one of the few ways to provide additional and affordable housing mixed with attractive commercial uses. Connectivity to the Downtown, River and Beach with great pathways, sidewalks and public gathering areas has been a desire of the City and its citizens for a long time. The project including the Warriors stadium would likely provide a pivot to help realize such connectivity.
- The entire area encircled for this expansion plan should have high-rise mixed-use developments with storefronts/restaurants on the street level and apartments above. The only exception is the stadium, the city should facilitate the construction of a permanent stadium. Pacific avenue should be converted to a pedestrian-only plaza. Current residents of the buildings that are to be replaced should be guaranteed spots in low-rent apartments in the new developments (housing assistance during construction). Luxury apartments should be allowed, and unnecessary building requirements /

restrictions avoided, in order to make the developments profitable for developers and landowners without subsidies. Downtown is the heart of our community, but it will certainly die if Santa Cruz is only affordable for rich commuters and retirees. Without large amounts of new housing, Santa Cruz will become more and more unaffordable.

### Mobility

- An area that attracts the beachgoers and attracts people from downtown with a combination of multi-modal choices - this area is the missing puzzle piece between connecting the beach to downtown (to help downtown thrive).
- South of Laurel should become an extremely pedestrian oriented area for people to play, shop, live, and relax.
- This should be the primary entry or egress to the beach area/boardwalk probably using Ocean/Soquel/Front which would need improvements. Egress would be preferable with the design of south of Laurel inviting to people leaving the beach/boardwalk to sample a little bit of what downtown could offer in dining and entertainment. The area must be walkable and bike able and one of two public plazas would be needed. High rise housing would be fine in most parts but lots of trees and landscaping would be needed to keep the area inviting to both residents and tourists.
- The south of Laurel area needs to connect to the beach and wharf and make the area an exciting place to work, visit and enjoy Santa Cruz. Make it an extension of the downtown from the top of Pacific Avenue/Front Street to the beach and wharf.
- A safe and clear path from the beach to Downtown with a Warriors Arena.
- Open walkable to the wharf, beach.
- An area that adds to and enhances the downtown area and allows people to both spend time at the beach, but still conveniently get back downtown. The trolleys were a wonderful addition during the summer. I know many feel that only tourists / visitors go to the Boardwalk, but locals do to.
- I would like to have wide, clean sidewalks, and less traffic on game days. Parking is important.
- There should be a better looking gateway from downtown to the boardwalk/beaches. A new Warriors arena included on that path would be amazing.
- Beautiful gateway to the beach area.

- I support renewed life in this area with housing and retail. HOWEVER, this will only work if the City can resolve the beach traffic gridlock in the summer time.
- I think it is a great opportunity to continue the connection from Downtown to the Beach. If we have a high housing population in this area, people can travel easily between the two for work and leisure. It is a great middle ground location.
- I believe we need more affordable housing for students and young working professionals. The housing in Santa Cruz is very old and outdated and expensive. It would make more sense to have expensive housing if there were plenty of dining and entertainment attractions nearby but there isn't much to offer at the moment. Downtown Santa Cruz should be a tourist friendly attractive place where people have a fun and safe place to eat, drink, and spend time. There are several places that the homeless population currently loiter and it would be helpful if there was one place (preferably not near businesses or the heart of downtown) where they can get shelter and food instead of trying to sleep near our businesses.
- I would like to the South of Laurel Area as a vibrant mixed use neighborhood connecting Downtown to the beach area. I would like to see an attractive walking experience with tree cover and public spaces. The expansion plan should also anticipate rail transit and or trail access along the rail corridor through downtown and provide appropriate zoning and development to accommodate density around the rail corridor. There is really not much reason to have industrial uses in this area and they should be allowed to develop into mixed-uses and residential around transit/trail.

#### Safety / Aesthetics

- Inclusive space, where all community members feel safe. increased investment and revitalization, continue to focus interventions, rather than displacement, on most marginalized and vulnerable.
- Clean streets nice shops free from homeless camp outs.
- Less homeless = less car break-ins and other associated property crime (I'm sure you're sensing a theme in my feedback by now).
- A safe, clean area to shop, have personal services, eat, and live. Clear and safe access to the ocean activities.

## General

- You guys have a chance to do something lasting and great. Don't waste your "shot". Most importantly, listen to people who've lived here 20 years +. We've seen a lot of mistakes, and some lived through a very bad earthquake, forever changing downtown. Also, winter is rough on businesses here. We are moving out of a seasonal-type of economic climate here, but don't forget it.
- I have a strong feeling that this entire "expansion" of downtown is being driven by the Warriors. They obviously have ingratiated themselves in the community. Community leaders should be careful giving in to the team management's demands. I have paid close attention to how cities end up paying for streets improvements, etc. and end up losing a LOT of money. (Recent negotiations in Oakland with major league baseball team, other examples). It was disappointing to read the study done about whether the new arena could also serve as a large concert venue for national acts. Of course neighbors would hate all that noise and traffic. We have to treasure what we have, improve it for residents, not necessarily cater to everyone who would like to move here. Whatever is done should be done with concern for climate change, possible sea-level rise, droughts. Sometimes "less is more."
- Why don't we work on the Beach Flats area too? Connect that direction. That is the way cars come in and out of town. Clean up Beach Flats. Whatever you do, we don't think you should make people sell or surrender their property or change their businesses.
- More of everything! A dense, fresh, walkable area with just as many attractions as North of Laurel.
- Cobblestone streets to allow for more nice walkability. Condos and office space on top of retail/restaurants. maybe a central gathering park-like area. incorporate the levy into the design walking/strolling/cafes along levy.
- Look at how awesome Thrive City is and the adjacent area that are up in SF. It would be amazing to see this type of space here in Downtown Santa Cruz. But we have some other issue to tackle in the process.
- Go up to the University Village development in Seattle adjacent to UW and you'll find exactly what we need to do in this area, supplemented with some complimentary housing.
- Accessible, aesthetically-pleasing, practical, open.
- Create a space that is more inviting and safe. South of Laurel needs a facelift. It has been so run down over the years, but has started to change and come to life and I think the Warriors area is a big part of that. Traffic congestion is also a big problem. Not sure how



to alleviate that with the Boardwalk and Beach so close unless you have large parking structures along the perimeter and good downtown public transportation from parking lots. We like to walk on the levy but it doesn't always feel safe and there are lots of homeless camping along it. I know that is a huge issue and one that the City and County are continually working on.

## Social Pinpoint Comments Map





Something I  
Like

1. Such a cool staircase with great views. Highly underutilized.
2. It's great to have the Warriors arena downtown. Good size venue for this community in a good place. Could use more convenient parking, though.
3. I like the roundabout!
4. I like that the Riverwalk has lighting here.
5. Love firefly bagels! They're the best in town!
6. Encourage more business in this area.
7. Add more mix of hotels, business and housing.
8. Add more multi-level mix-use along this section from Laurel to Sycamore.
9. Point market is a real upgrade to this corner!
10. The most accurate statement in all the comments.
11. Needs more handicapped parking.
12. More housing like this please!



Needs  
Improvement

1. Create a better connection for pedestrians and bikers to get to and from Warriors games. Promote it or give out free tickets or prizes to promote. Work with groups like Ecology Action during bike month or the Coastal Watershed Council.
2. Clearer bike lanes are needed.
3. Whatever is in this space is highly underutilized and almost never visited by the public. Should be better utilized to draw people in.

4. More attention needs to be paid on cleaning up the river.
5. Parking for these businesses seems challenging, would want higher quality businesses to frequent here.
6. The area between the roundabout and Pacific Avenue is bland and ugly. It is breathtakingly uninviting for visitors -- the sidewalk is narrow. There are no trees along the way. There are no businesses worth visiting. The architecture is ugly. A few blocks away, on Pacific Ave or at the Boardwalk, there are pedestrians galore, but NO ONE walks this street. Future development should concentrate on pedestrian-friendly landscaping and commercial development.
7. Add fruit trees throughout the area as landscaping along the streets and the river. Santa Cruz is a garden spot, and visitors and residents should feel like they are in a garden when they walk the streets.
8. Pacific Avenue development should harmonize with the landscaping that exists further north along the street, so that pedestrians feel that there is a continuity along the entire avenue, this inviting them to walk further toward downtown.
9. The city has been unsuccessful for years at integrating the levee area into the downtown environment. The result is that other than a few people walking their dogs, the only people on the river walk are homeless people. What steps could integrate the river walk into the greater neighborhood?
10. It would be great to have a pedestrian easement here just below the arena and before you get to the hillside, allowing pedestrians and bicyclists to go between Front Street and the river, encouraging a pedestrian loop from the trestle along the Boardwalk to the wharf, then inland past the roundabout to the river and back to the trestle.
11. This is a commercially zoned area that might be better off with a different use. If it remains commercial and is redeveloped, it will encourage encroachment on adjacent residential areas and divert development away from a downtown connection. Make it, instead, a playground that complements the field across the street.
12. More trees along this street!
13. When is Santa Cruz going to make north Pacific Avenue into a pedestrian-only area?!
14. Repair the pedestrian walkway that allows people to walk up the hill from Front Street to Beach Hill. It has been closed for so many years that lots of people don't even know it's there anymore.
15. Does anyone ever actually use this street? It would be better if it were turned into a permanent open-air market with stalls along the hillside and pedestrian area where cars are now parked. It would encourage local craftspeople and farmers, and entice locals and tourists to stroll and spend locally. Think of the French Market in New Orleans.
16. The Blight created by homeless encampments everywhere needs to go if any of these projects is to be successful.

17. Improve the walking/biking connections, especially to facilitate crossing Laurel, here on Front and also down on Pacific.
18. I'd like to counter that by saying that I frequently use the path to get downtown on a bike with my kids, free from cars. It's great. A lot of boardwalk employees use this path on the weekend to get from downtown to the Boardwalk area as well.
19. There's literally a playground at Depot Park right next to the BMX Bike Park and at Chestnut Park right before Neary Lagoon. This site is perfect for multifamily housing.
20. Fruit trees are a bad idea. Think of the mess they'll cause on the sidewalks. Other trees, yes, not fruit trees.
21. This whole block needs to be redeveloped. All of the surface parking lots and warehouses are a poor use of space. This should be mixed use commercial/residential.
22. This parcel needs to be rezoned. We should have six story buildings here, whether they're mixed use or a nice hotel with a restaurant.
23. I disagree. This is Beach Hill and Beach Flat residents' egress during congested summer weekend tourist traffic.
24. Downtown should be expanded to the rail corridor to enable transit oriented development in the event a rail and/or trail is developed along the branch line.
25. Expand the boundary to enable redevelopment of the old Homeless Garden Project building at Depot Park. This could be a great community facility or affordable housing site, or both.
26. Consider closing Laurel Street Extension or allowing the Arena to build over the street to maximize use of the site.
27. We need more parking in the Beach area
28. Consider opportunities to provide employee and overflow parking for the beach area. Expand the Downtown Parking District into the Beach Area and build some garages here. It's hard to keep workers who have nowhere to park and can't afford to work locally.
29. Great location for new housing.
30. This is a one way street; we can still maintain access and significantly improve it for pedestrians and bikes.
31. The proposed redevelopment in the South of Laurel neighborhood offers an excellent opportunity to address the gridlock from summer beach traffic (caused by smartphone wayfinding apps) that has ruined the quality of life of residents near the beach and causes many locals to avoid the beach area and Downtown during summer weekends and holidays. It literally takes Beach Hill/Flats residents up to one hour to drive home from the hardware store or Shopper's Corner. See Retractable Bollards Idea.
32. "European cities and parts of the US use retractable bollards to prevent neighborhood cut-through and gridlock caused by wayfinding apps. Use of these bollards on Laurel St.

Extension will benefit the arena development, the Boardwalk, and Beach Hill/Flats residents, as follows.

33. The arena could automatically close off the street during events.
34. Access for local residents and employees of the Boardwalk and beach businesses would be protected.
35. See <https://youtu.be/Okb63flApDY>
36. I completely agree. This path used to provide more direct access between Beach Hill and Downtown, along with safer access for pedestrians crossing Front St.
37. I disagree. Locals need Laurel St Extension to access our homes and businesses, especially during the summer gridlock caused by tourists using smartphone wayfinding apps.



Comment or  
Idea

1. Create safe sleeping program for people experiencing homelessness in City owned lots
2. Place a covered French market - like in New Orleans  
<https://www.frenchmarket.org/shopping/>
3. Move the Arena to the old Walgreens location to a bigger area - maybe adjust roads to make the lot bigger.
4. Add an open-air covered French market - like the French Market in New Orleans
5. Add a Tig/m electric trolley from the clock tower to the boardwalk.
6. Add mix-use housing.
7. Combination RV camping and hotel space.
8. A market like Oxbow market in Napa
  - a. [https://www.google.com/search?gs\\_ssp=eJzi4tVP1zc0TM5JTy8uMsszYLRSNaiwMLAwNTAzTblwNkwxsUSxtDKoME5JTEtMTk1JSrEwTzaxNPXiya9Iyi9XyE0syk4tAQcn8BTOandq=oxbow+marketandrlz=1CDGOYI\\_enUS673US674andq=oxbow+mandags=chrome.1.69i57j46i175i199i433i512j0i512j46i512j46i175i199i512.7355j0j4andhl=en-USandsourceid=chrome-mobileandie=UTF-8#wptab=s:H4slAAAAAANAONgVuLVT9c3NEzOSU8vLjLLe8RowS3w8sc9YSn9SW](https://www.google.com/search?gs_ssp=eJzi4tVP1zc0TM5JTy8uMsszYLRSNaiwMLAwNTAzTblwNkwxsUSxtDKoME5JTEtMTk1JSrEwTzaxNPXiya9Iyi9XyE0syk4tAQcn8BTOandq=oxbow+marketandrlz=1CDGOYI_enUS673US674andq=oxbow+mandags=chrome.1.69i57j46i175i199i433i512j0i512j46i512j46i175i199i512.7355j0j4andhl=en-USandsourceid=chrome-mobileandie=UTF-8#wptab=s:H4slAAAAAANAONgVuLVT9c3NEzOSU8vLjLLe8RowS3w8sc9YSn9SW)

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V-RIF-uUFCaIJOZrJCbWJSdWqJ](https://www.santacruzca.gov/DocumentCenter/View/10000/Community-Outreach-Report-2022-01-10)

9. Santa Cruz would profit by having an indoor crafts market that would include stalls for individual artists and craftspeople to show their wares -- like a souk. The Walgreens building could serve that purpose.
10. Unfortunately, these ugly buildings and Neptune apartments are owned by a family that never sells. They really are the majority of the eyesore from sycamore to the circle. I have no solution besides \$\$\$ or eminent domain.
11. This point at the intersection of Pacific and Front should be a five story or higher 4 star or higher hotel—Marriott, Hilton type branded. Or a boutique hotel. This is the crown jewel in the entire overlay district and Greg Would sell if we found a convenient place for his Engine Room.
12. This area really needs to be redeveloped into mixed use multi story retail and housing.
13. This entire area bordered by Laurel/front/pacific/sycamore should be developed as a “sports village” with restaurants, bars, other retails and market rate housing only. “Affordable housing” should not be within three blocks of our major tourist attraction—the wharf and main beach. Smoke space fir affordable housing is available in Live Oak and redeveloped Beach Flats/lower ocean.
14. The Boardwalk Company should pay half of transportation improvements since they will profit from easier access and less traffic, even though they surely profit from their extensive parking lots. Maybe one day those big asphalt lots could be converted into a park at the juncture of the river and the bay.
15. We have too many bars already. The last thing we need is a bunch of rowdy sports fans getting drunk in a place where nice new housing will be.
16. There are not enough real art gallery spaces. Maybe an artist’s co-op. A Maker Space?
17. Affordable housing is great. People that work here in service sector jobs shouldn't have to pay gobs of money for housing. It's good when we put in deed-restricted affordable housing -- it leaves more money in the pockets of those working here, allowing them to spend more money locally. It's a win-win. At the same time, yes also build market-rate housing, but don't throw out affordable housing. It's good.
18. Looking at this map, it's more obvious that the two parking lots on either side of the current Credit Union building actually are large enough to put affordable housing there — instead of the city making them available to an out-of-town developer for a luxury hotel.
19. Give the downtown Farmers' Market a permanent home with good infrastructure in its current lot here, and transform this parking lot into a green civic commons for locals and visitors alike. It will enliven the surrounding streets and whole downtown and give us a

- beautiful central place to meet, play, have fairs, festivals, music and art events.  
<https://civiccommons.us/> and
20. <https://medium.com/reimagining-the-civic-commons>.
  21. The Arena should have multiple uses not just the Warriors. Consider adding an ice rink (there isn't one on the whole Monterey Bay) or other facilities that can be used when basketball games aren't happening.
  22. A hotel on an intersection like this creates problems. First, the parking needs of a 5 story hotel would be pretty big. Plus, there's no indication that Santa Cruz's tourist industry would support such a large hotel, especially when Air B&B is challenging the industry. Most important, hotels and motels create what's almost a desert of inactivity. People come and go from the motel parking lots, but there's zero pedestrian traffic or any other activity around motels. They create dead zones.
  23. Center Street is intended to be a connector to Downtown in the Beach and South of Laurel Plan, we really should consider making this a beautiful sidewalk promenade leading to the Beach.
  24. If the intent is to maintain the single-family character of this area, can we create a form based code overlay to allow for more inviting uses on Center Street? Commercial uses with food, tasting room, small brewery, etc.?
  25. European cities and parts of the US use retractable bollards to prevent neighborhood cut-through and gridlock caused by wayfinding apps. Use of these bollards on Laurel St. Extension will benefit the arena development, the Boardwalk, and Beach Hill/Flats residents, as follows.
  26. The arena could automatically close off the street during events.
  27. Access for local residents and employees of the Boardwalk and beach businesses would be protected.
  28. See <https://youtu.be/Okb63fIApDY>"





Mobility  
Connections

1. There should be an easier way to get from the levy path to the bridge.

## Social Pinpoint Ideas Wall



1. Housing units limited to 3- and 4-story buildings. The area seems desirable for market-rate housing, or even luxury units. Would like to see distinctive architecture styles, not the generic buildings that are being built everywhere! Perhaps avoid concrete - use timber. Not more and more studio apartments! Not everything has to be for low-income people, once the state requirements have been met. Allow plenty of space between buildings for light and air. Green space, trees, landscaping.
2. Take the section of Front St that connects 3rd St and Beach Hill with the area north and get rid of the cars and parking. It's an odd connecting street that only a tiny number of local residents use, because it barely connects anything with anything, but it has a great view of downtown. Put open-air stalls on the side along the hill, and make the current angle parking lane into a pedestrian walkway. The stalls could be used by local artisans to sell to locals and tourists.
3. The roadway that connects the roundabout to Pacific Ave and Front St is ugly and unused. The architecture is ugly, and the businesses are not taking advantage of the location. Putting more motels or housing along that strip will discourage a connection between downtown and the beach. Instead, add better pedestrian landscaping -- wider sidewalk and more trees! -- and emphasize ground level commercial development, with housing on upper floors and parking tucked in back where it won't interfere
4. This is slightly outside the geographical scope, but what about improvements to the area on either side of the railway line that is on the other side of the soccer field? It's a long strip that could be improved with good landscaping and turned into a long parkway, without losing the rail line. The area just across the street is high density apartments with LOTS of kids who could use a few slides and swings near their houses.
5. Increase heights to at least seven or eight stories. Build enough housing for everyone who needs it.
6. Expand the Downtown Area to the rail corridor to allow Transit/trail oriented development. There are a lot of old warehouses and commercial that can be redeveloped into more contemporary uses there too.

7. Require building features and architecture that is artful and not just using blank wall materials. Create a diverse palette of architectural features/styles from which developers must use at least a certain number (3 perhaps) of feature types.
8. Allow redevelopment of the old warehouses and commercial buildings north of Depot Park.
9. We need higher density in order to meet State RHNA targets, limiting buildings to 3-4 stories prevents that from happening. If we want to be a more walkable and transit oriented, we need a population that can support those services and stimulate businesses as well. When we have a population that can get everything they need by just walking to services, we then become a more sustainable community.



1. Encourage ways to get to the area WITHOUT cars or new parking structure. (If Warriors want to provide parking, they should build something that could be shared with the city but pay for it themselves. I believe sports teams have plenty of money.) Hotels should provide shuttles, with guests parking at a remote location. (county building parking lot?) Metro bus system is inadequate and should be improved. Provide bike parking, e-bike sharing program though not everyone can ride a bike.
2. Add a Tig/m double-decker electric trolley from downtown to the boardwalk.
3. There is an abandoned pedestrian walkway that connects 3rd St on Beach Hill to Front Street at the bottom of Beach Hill. It's been closed for years, to the point where most people don't even know it's there anymore. Repair it and re-open it.
4. So much this. We need easy simple transit like trolleys.
5. The county should build a parking garage at Ocean and then provide shuttles into downtown and the beach.
6. Please do not close any streets permanently. Please include parklets for restaurants to exist under certain restrictions: rent must be paid by the business and more strict design standards must be put in place.
7. The project area can be significantly improved and be made an attraction for events and living.

8. Please be sure that businesses that will be replaced are treated as assets, not problems to be overcome."
9. Better and more inviting pathways for walking and biking between downtown / upper Pacific and the beach, boardwalk, and wharf, and the riverwalk too. They're all actually very close to each other, but with the car-centric infrastructure and streets that we have now, it isn't necessarily apparent how near they are and it doesn't feel so safe or pleasant to walk / bike those blocks. Some intersections feel particularly dangerous to walk or bike.
10. Support development along the rail/trail corridor. Build both if possible.
11. We need the parking district to expand to the beach area and parking garage(s) for area workers. Many smaller businesses have a hard time retaining staff at the Wharf and Boardwalk area, because they live outside the area and have nowhere to park affordably.
12. Repair and reopen the stairway paths to beach hill.
13. Make sure the future arena connects with the Riverwalk like the other projects on Front St will
14. Future development should try to create a pedestrian connection to Center St from Sycamore/Cedar St's. Perhaps there is an opportunity to use the old rail line behind Ocean Pacific Lodge, if that ever redevelops, or the Scott's Autobody site.



1. No chain restaurants! Encourage types of cuisine that we don't have here. No chain clothing stores. Quality goods, not cheap junk. Stores that provide goods that people NEED, rather than us having to drive to San Jose to get a decent selection. (electronics, appliances, furniture, clothing). Not a bunch of tourist souvenir stuff made in China. Provide shops where local craftspeople and artisans can showcase their work.. A food hall would be great! So many other cities have them.
2. Health-oriented complex, with spa, hair salon, massage, yoga studio, physical therapy, etc. Affordable prices; maybe some sliding scale for low-income folks. Bike share (regular bikes and e-bikes) shop. Bike repair shop, bike sales. Drop-in "Maker's" studio. Rehearsal space for musicians/recording studio.

3. A place where young people can hang out, play board games and "table games," have non-alcoholic drinks and snacks.
4. This area will need a grocery store so it is not a "food desert." A medium size store, but good quality and prices (I.e. not a 7-11). It could be very handy for new and existing residents as well as beach visitors or workers.
5. It should be a big grocery store on the ground floor.
6. With more people living in the area, this will become even more important. Lots of visitors end up staying in this area as well and they would take advantage of it too.
7. Provide not just ground floor commercial and retail, but high amenity office in the area. We need a day time population of workers as well as visitors to sustain that ground floor commercial.
8. Can we please require all hotels and visitor serving uses to require sidewalk ashtrays/disposal containers? I owned a business in the Beach Flats for five years and I was very thankful for the seasonal visitors, but every day I saw multiple people standing on the sidewalk of the hotels smoking cigarettes and disposing directly into the drains. If we are going to expand and connect Downtown to the Beach and South of Laurel, we need to maintain our beaches and sidewalks from litter.



1. Limit height to 3 stories, maybe 4. Enough with trying to cram as many people into a building as possible. More 2-bedroom units. Attractive design, not "cookie cutter" ugly generic buildings. Quality materials. A location near the beach will likely appeal to higher income levels, and there's nothing wrong with that.



1. "Walkways, landscaping, work by artists incorporated into the infrastructure (benches, lighting). No glaring lights at night. Trees!!
2. Community gardens. Playground or places for play - basketball court, bocce ball, mini golf. Welcoming for all ages - seniors to kids. Some cities even let kids help design play spaces! Get the community involved in the actual construction. Definitely a shaded area and stage for performances, while respecting neighbors (sound level). Staffed public restrooms."
3. Would love to see more connections to the river and Riverwalk!
4. Add a lot of public bathrooms downtown - like the Portland loo.
5. Plant more trees to encourage pedestrian use. And make them fruit trees: citrus, avocado, apple and on and on. Remind visitors and locals that we are an agricultural paradise.
6. There should be multiple Wi-Fi hot-spots throughout the area for public use.
7. Include small plazas and setbacks on larger lots to create places for activity and people.



1. This is an opportunity to demonstrate that Santa Cruz is truly on the "cutting edge" of planning, regarding climate change and economic opportunities for community members who are usually left out of the "vision." We can provide opportunities for women-owned and minority owned businesses. Please explore what forward-thinking visions are put forth by organizations like Strong Towns, Congress for the New Urbanism (<https://www.cnu.org/publicsquare/2021/11/05/not-hard-design-great-public-space>) etc.

2. How is this going to be paid for? The city can't even maintain the facilities we already have. The Civic Auditorium needs \$20 million to improve it.
3. Yes! Lots of truly valuable info here too: <https://www.strongtowns.org/>

**Santa Cruz Downtown Plan Expansion Project**  
**Community Outreach Report**

**Appendix A : Community Workshop Flyer and Q&A Report**

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# Downtown Plan Expansion Project



The City of Santa Cruz is at the beginning of a planning study to consider future development in the area south of Laurel Street. At present, the City goals are:

- 1) Providing additional affordable and market-rate housing in the downtown,
- 2) Creating public amenities like plazas and transportation route,
- 3) Improving the connection to the San Lorenzo River and beach areas, and
- 4) Creating new economic opportunities for local businesses and workers.

Another catalyst for this effort is a desire by the Santa Cruz Warriors to construct a new permanent arena in Santa Cruz.

**We want your input** in creating a common vision for the area south of Laurel. Your participation will help to shape new development in the area over the coming decades and ultimately lead to a set of City policies, development standards, and design guidelines that will become part of the existing Downtown Plan.

## How to Get Involved

### Community Survey

Let us know about how you currently interact with the downtown and what you'd like to see happen south of Laurel.

### Ideas Wall

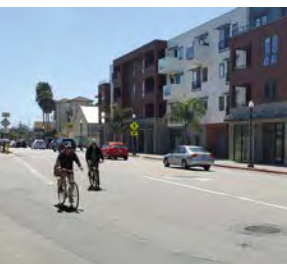
Post a comment or join an existing discussion.

### Interactive Map

Place comments directly on a map of the project site and greater downtown area.

Further information and links to the above can be found at:

<http://cityofsantacruz.com/downtown>



Questions and Answers Report

**Topic: Downtown Plan Expansion: Community Workshop #1**

Webinar ID: 827 5773 3716

Actual Duration (minutes) 95

Actual Start Time: 11/13/2021 9:45:00 AM

Number	Question	Asker Name	Answer(s)
1	How much additional water will be needed for the new construction?	Laura Lee	That will depend on the uses and the intensity of new development, which has not been established yet. The City Water Department predicts 18% population growth over the next 25 years, with a very moderate 4% increase in total water demand over that same period. In general, as Bill mentioned, new development is significantly more water efficient than existing development.
2	There already was some pushback regarding drawing the boundaries, when the Planning Director told Council that in order to save time, there would be less input from the community. You show new boundaries have been drawn - how did that come about? Community dialogue or Planning Dept. decision?	Anon	live answered
3	Will the market analysis be made available on the city's web page? I have already seen the market analysis for potential uses for the Arena	Anon	live answered
4	I have my hand raised. Can you see it?	Gillian Greensite	live answered
5	How many people are on?	Darrius Mohsenin	live answered
6	Where are you proposing steams to be built?	Darrius Mohsenin	I'm not sure what steams are?
7	How is all this going to be funded?	Anon	We have a grant from the Association of Monterey Bay Area Governments (AMBAG) through the Regional Early Action Planning Grant program.
8	what is the FAR density and height now and suggested with the change in future?	CANDACE	We don't have a suggested change at this point. The current FAR is 3.5, which isn't accommodated by the existing height limits.
9	Front Street is a crucial artery for folks living in the West Cliff neighborhoods. Weekdays things are great, but of course there is a lot of stalled traffic on sunny weekends. With the proposed construction at the corner of Bay and West Cliff, I hope further development along Front won't increase traffic problems for residents from the Lower Westside to downtown via Front St.	Dennis Hagen	live answered
10	El Palomar is the highest building Downtown at 94 ft.	CANDACE	live answered
11	Traffic Studies...are they planned - when and what alternatives are their for residents during weekends and peak events? There needs to be safe alternatives for emergencies.	CANDACE	live answered
12	What is FAR now in that area?	CANDACE	live answered
13	It does not make since that we are in a major draught and then state there is not an issue with water supply. Please address this inconsistency	Laura Lee	live answered
14	Although I like the idea of an "arts and entertainment district," because it's been proven that such districts can revitalize a downtown, one concern is that that will gentrify the larger area, perhaps eventually driving out Beach Flats residents. Additionally, we already have a kind of entertainment district downtown, with the Catalyst, Civic Auditorium and Kuumbwa Jazz Center (sadly, other venues no longer exist, such as Palookaville). Any venues in this new area should not negatively impact the existing venues. (The Civic needs renovation and is a local treasure, or could be)	Anon	live answered
15	Thank you but couldn't you choose topics without amendments?	Gillian Greensite	live answered
16	When will you present before and after comparisons for residential capacity, including what the result could be with application of State Density Bonuses? Can you provide visuals at that time showing height possibilities so that the community can know what is being proposed?	Lira Filippini	live answered
17	Thank you for this forum! To your question about walking/biking from downtown to this area: I do walk/bike here and there are many areas where one feels like you are competing with cars - Front St by and past the arena, the roundabout, crossing major streets like Laurel, and even within downtown. I would love to see more walking/biking friendly and even more traffic restriction/redirection or public transit to get from/to tourist areas.	Janine	live answered
18	As someone who lives in the downtown residential district (Washington Street near Laurel), I agree with Gillian that height limits are critical, especially with the density bonus. A height step-down from the downtown core to the beach makes sense visually and for quality of life near the ocean.	Gerry Mandel	A height step down is a possible option. Thanks for that. We'll be sure to analyze options.
19	I agree with the above comment, requesting "story poles" on the development sites, to more accurately show the massing of buildings.	Anon	live answered
20	On new computer and can't figure out how to unmute myself and remute when complete?	CANDACE	live answered

Number	Question	Asker Name	Answer(s)
21	My questions keep getting bounced out. Third try. Is the current BSOL plan being considered which studied this density and height for future development. It states higher densities towards the River bend and REDUCED nearer the conservation district. Will this tapering down heights and densities be kept in the review process?	Anita	live answered
22	I would HOPE that development will affect existing businesses! The Asti. The anarchistic corner...	Darrius Mohsenin	live answered
23	Creating new public open space is a welcome suggestion, something many cities are doing. Will this be public space, private space, or some sort of public/private partnership, to provide maintenance, security, and "activation" (i.e. programming)?	Anon	live answered
24	Every time the slide changes, it bounces me out of the Q&A and loses my Q. May have to participate on website.	Anita	live answered
25	If Cedar St. has a 50' height limit, how can the new Library Mixed Use project exceed that?	Anon	live answered
26	This area (close to beach) seems to warrant market rate housing. Then perhaps not required to build higher.	Anon	live answered
27	I strongly support the creation of new housing (both affordable and market) south of Laurel along with a sporting and performance space (arena and entertainment venue). As an operator of businesses both downtown and in the beach area I agree that some people only want to visit the beach, however many people arrive via Ocean St and simply don't know that our downtown exists. When I walk from downtown to the beach I'm always a little surprised by how short the distance is yet psychologically the separation seems much greater due to the rather strange way the two areas are connected. Looking forward to study around how this area can be made more friendly for hiking/walking	Zachary Davis	live answered
28	Will a cumulative Traffic Study be done that captures all the large projects coming in downtown? These 3 streets Front, Pacific, Center are main routes for residents to get to and from home, and huge gridlock today during most of year. Not everyone can walk or bike	Anita	Will a cumulative Traffic Study be done that captures all the large projects coming in downtown? These 3 streets Front, Pacific, Center are main routes for residents to get to and from home, and huge gridlock today during most of year. Not everyone can walk or bike
29	There's no audio for last couple mins	Anita	There's no audio for last couple mins
30	One hopes a "No Plan" alternative is an option	Gillian Greensite	That is typically one of the options.
31	No video either	Anita	No video either
32	How do we build larger modern units for families?	Kyle Kelley	live answered
33	High rise buildings have been deemed actually quite bad for climate change. So glad you brought that up Sarah. We should limit height to combat climate change: <a href="https://theconversation.com/cities-and-climate-change-why-low-rise-buildings-are-the-future-not-skyscrapers-170673">https://theconversation.com/cities-and-climate-change-why-low-rise-buildings-are-the-future-not-skyscrapers-170673</a>	Lira Filippini	live answered
34	Traffic will just get worse unless there is a much improved bus/public transportation system. The Boardwalk has a huge surface lot (or more than one); if a parking structure is going to be part of the expansion, it should be a cooperative venture, between the Boardwalk, Warriors (both will benefit), and the City.	Anon	live answered
35	The Beach/South of Laurel Plan is 23 years old. Passed in 1998	Gillian Greensite	live answered
36	Mindful of the relative time frames of the two projects (Downtown expansion & multi-family residential objective standards), I would like to encourage the City to think comprehensively about the work. Specifically, I would like to know whether Staff will explore the opportunity this Expansion presents to relieve some of the currently-being-discussed intensification of areas outside of downtown (such as Mission, Water, and Soquel)? My personal goal would be to be able to "hold" development on "corridor" sites that are adjacent to single-family zoning to 3 stories / 36 feet, to avoid the unfortunate health and privacy impacts of taller building on our existing neighborhoods. This would seem to reflect or rhyme with Staff's stated goal to preserve the residential neighborhood immediately adjacent to the target Expansion area.	Doug Engfer	live answered
37	This proposal really calls for a competent developer to assemble parcels together to create a sports village. I am already in discussions with a developer to contribute property and there IS interest among other property owners.	Darrius mohsenin	live answered
38	Here's an interesting study (out of the UK) exploring the total life cycle climate impacts of different density profiles. Net-net: Think Paris not NYC for least climate impactful urban development. <a href="https://theconversation.com/cities-and-climate-change-why-low-rise-buildings-are-the-future-not-skyscrapers-170673">https://theconversation.com/cities-and-climate-change-why-low-rise-buildings-are-the-future-not-skyscrapers-170673</a>	Doug Engfer	live answered
39	Response to Doug. This area also is adjacent to single family homes.	Gillian Greensite	live answered
40	Suggesting luxury housing would seem to be met with community outcry! But not all housing needs to be low-income.	Anon	live answered
41	Kyle Kelley's question is very important. Hope you can incorporate this sort of incentive while keeping FAR within what will be healthy for the community. We need to accommodate families, not just SRO (single room occupancy) units.	Lira Filippini	live answered

Number	Question	Asker Name	Answer(s)
42	There are few comments suggesting we could be like Paris, so let me add this: "The City of Light became the City of Bike, and U.S. cities should take notice". <a href="https://archive.curbed.com/2020/1/15/21065343/bike-paris-cycling-anne-hidalgo">https://archive.curbed.com/2020/1/15/21065343/bike-paris-cycling-anne-hidalgo</a> .	Janine	live answered
43	B/SOL calls for new housing in this area to be for families with 2 to 3 bedrooms. Will that goal be retained?	Gillian Greensite	live answered
44	How can we decrease Vehicle Miles Travelled (VMT) so that we're lowering overall greenhouse gas emissions as part of our plan?	Kyle Kelley	live answered
45	A higher class hotel would help upgrade the area.	Anon	live answered
46	I fully support more housing and economic development in South of Laurel. Is solving the EXISTING summer weekend traffic gridlock a priority in this plan, along with the additional traffic that will be produced as we increase the residential and visitor population in this zone? What's the plan to divert beach-visitor vehicular traffic away from this area so the redevelopment can thrive? VMT may discourage new residents from driving, but it will not keep beach visitors from clogging up neighborhoods with their cars.	Jim Sandoval	live answered
47	What Sarah is describing is EXACTLY what needs to happen! A new comprehensive vision of what we want Santa Cruz to be in the future!! Why put that off? Decision will be irreversible!	Anon	We do this every time we write the General Plan. We have a current 2030 General Plan that the community worked hard on, and that is what we are implementing.
48	Given the persistent homeless problems in the area and immediate vicinity, it's just not an appropriate area for families to live. They're better off with affordable housing elsewhere.	Darrius Mohsenin	live answered
49	There are no schools nearby (walking distance) for families. No real shopping options. The idea that downtown Santa Cruz will "provide everything" within walking or biking distance for residents is a fantasy.	Anon	live answered
50	A third of our town is students so do not forget about them. Housings for those working Downtown would need a significant amount of truly Affordable Housing for Service and Retail workers. Young families will require amenities for children. All of these use case scenarios I do not see being played out over and over with these large density projects.	CANDACE	live answered