



WELCOME!

Santa Cruz Downtown Plan Expansion Project

OPEN HOUSE



WELCOME TO “THE ZONE”

Just a current name to identify the project, “The Zone” is a ~12 -acre area south of Laurel Street. **What should we make of it?** That’s the question before us tonight.

The purpose of this open house is to **bring the community together** to actively engage in informal one-on-one discussions about the future of the downtown area south of Laurel Street.

Spurred by the City’s need for increased housing and employment opportunities, and supported by the Santa Cruz Warrior’s desire to build a permanent arena, the City is **engaged in a planning process** for the project area that will guide improvements to the public realm, and development of private land.

Over the past six months, the City and our consultant team have been busy at work. This effort has included community outreach by way of an initial “brainstorming” workshop, and an interactive community-engagement website and survey. And **we heard a lot!** From all of this, some concepts and ideas have emerged.

So tonight we want to share our initial thoughts and ideas, and **get your insights and constructive feedback**. Equally important, we want to hear **about your vision**, and what approaches our community should pursue.

Your journey into “The Zone” begins with a **four-minute video “fly over” of the project site**.

Next is the **Project Overview** station where you can learn about the project objectives, work program and schedule, and further opportunities for dialogue.

From there, you are invited to visit **six topic stations**:

1. **Circulation & Streetscape** looks at improvements to the movement of pedestrians, bicyclists, and vehicles.
2. **Beach Connectivity** explores options for getting over and around Beach Hill to the Pacific Ocean.
3. **Arena & Civic Spaces** considers the possibilities in creating a safe, vibrant, and engaging social gathering space for the community, arena events, and visitors of all ages.
4. **Housing** addresses City planning issues associated with housing supply and affordability, downtown housing trends, and the protection of housing rights.
5. **Development Scenarios** explores three options for future private development including the type and mix of land uses, building intensity, and urban design.
6. **Sustainability & Resiliency** looks at future change through the lens of important issues such as river ecology, sea level rise, and infrastructure needs.

So Let’s Talk!

Time to “get in the zone” and perhaps a little out of our “comfort zone.” Tonight is your chance to be visionary and creative. Think big ideas! And most importantly, enjoy this opportunity to participate in a civic process that will **influence the quality of life** in Santa Cruz and the region for years to come.

Thank you for coming - and a very special thanks to the **Santa Cruz Warriors** for hosting this event.

Kimley»Horn



MATTHEW
THOMPSON
ARCHITECT



Project Study Area



Work Program

Project Initiation

- ▶ Kick-off
- ▶ Community Engagement Strategy
- ▶ Digital Engagement Platform
- ▶ Data Collection & Mapping
- ▶ Parking

Project Discovery

- ▶ Existing Conditions Assessment
- ▶ Market Assessment
- ▶ Community Workshop #1

Development Scenarios

- ▶ Financial Analysis
- ▶ Development Scenarios Framework
- ▶ **Open House**
- ▶ Joint PC/CC Study Session

Downtown Plan Amendments

- ▶ Development Standards
- ▶ Design Guidelines
- ▶ Circulation & Parking
- ▶ Streetscape & Open Space
- ▶ Implementation
- ▶ The Downtown – Beach Link
- ▶ Other Amendments

Environmental Review (CEQA)

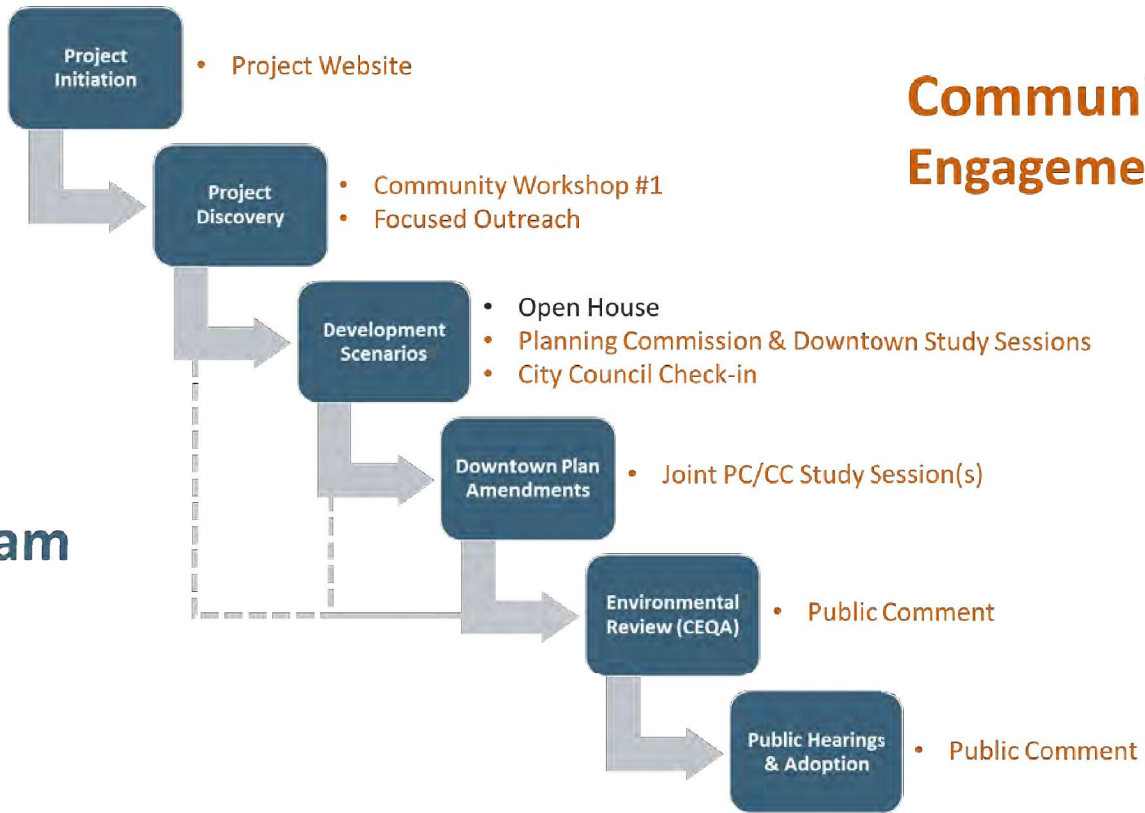
- ▶ Subsequent Environmental Impact Report (SEIR) to the previously prepared Downtown Plan Amendments Final EIR

Public Hearings & Adoption

- ▶ Planning Commission
- ▶ City Council



Work Program



Community Engagement

Work Program



Project Schedule

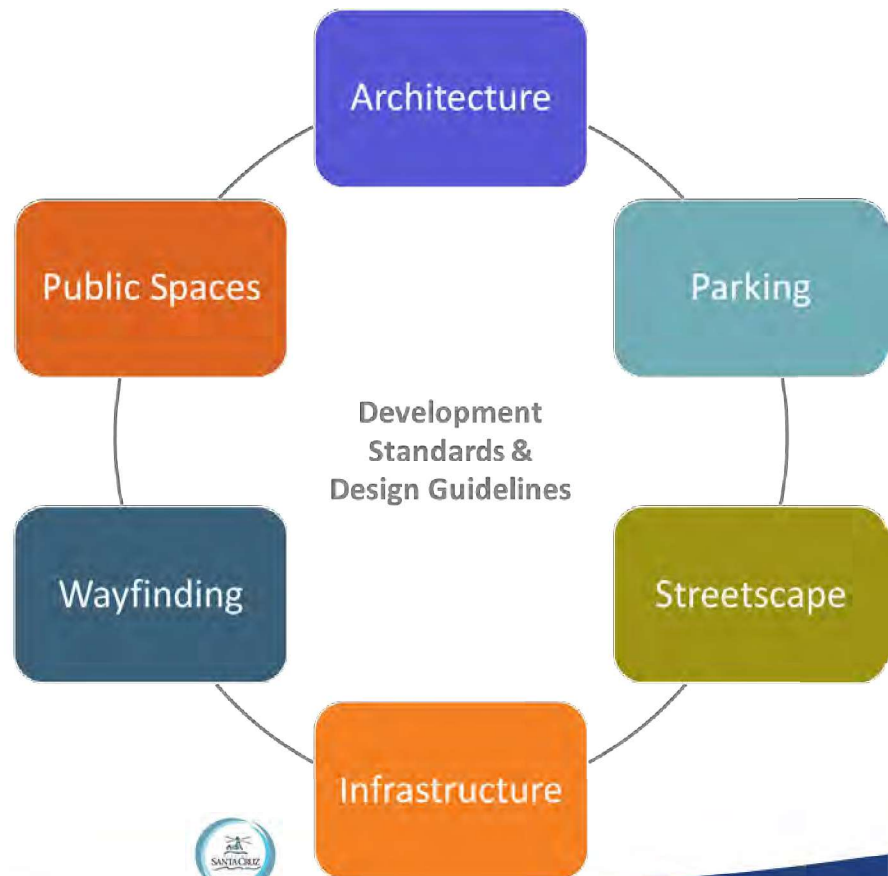
2021
2022
2023



Guiding Elements



Built Form



Our Three “Big Ideas” Regarding Project Overview

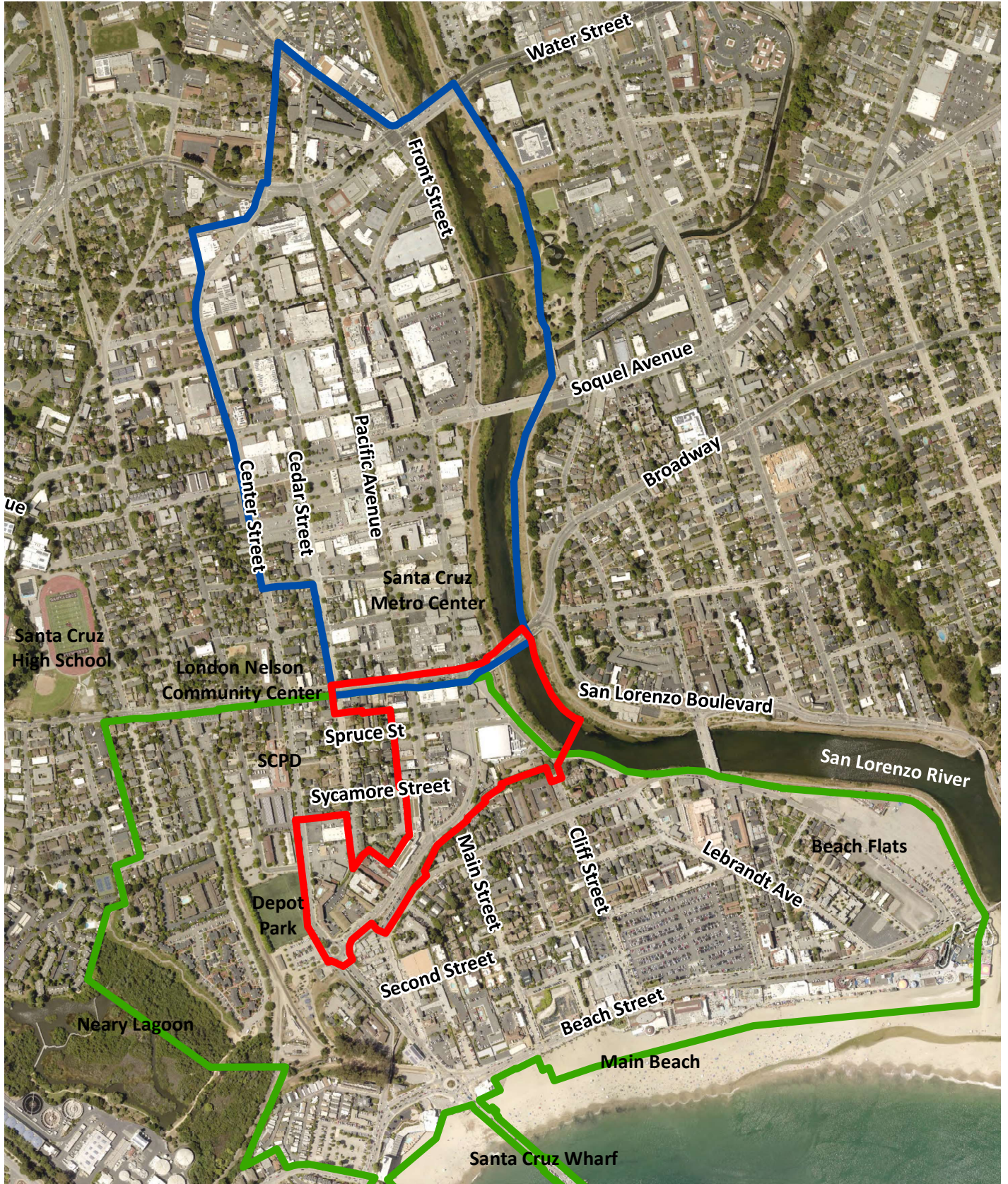
1. This project is the result of decades of plans to better connect Downtown to the Beach and River.
2. Input from the public, Planning Commission, Downtown Commission, and City Council will drive the development scenario studied in environmental review.
3. Project Goals focus on increasing housing capacity and generating new economic opportunities while also planning for development of a new Warriors arena.



PROJECT GOALS

1. Increase the **total number of housing** units that can be built in the City by adding capacity for multi-family housing.
2. Create opportunities for **public amenities and infrastructure** including parks, the Santa Cruz Riverwalk trail, or other spaces for community use.
3. **Better connect downtown with the river and beach areas**, which will:
 - a. Give the community better access to the river and beach.
 - b. Help visitors see more of Santa Cruz, including its local businesses.
4. Work with the Warriors to establish design standards and use allowances that accommodate potential **development of a permanent arena**.
5. Create **new economic opportunities** for local businesses and workers.
6. Generate **new tax revenue** for the City.





Legend

- ▭ Project Study Area
- ▭ Downtown Plan Area
- ▭ Beach South of Laurel Plan Area



**DOWNTOWN PLAN EXPANSION
PROJECT CONTEXT**