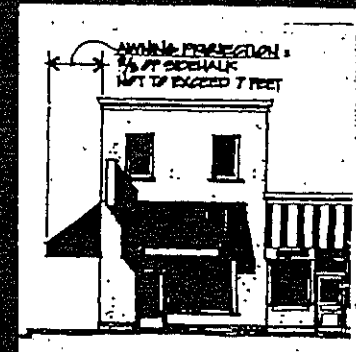
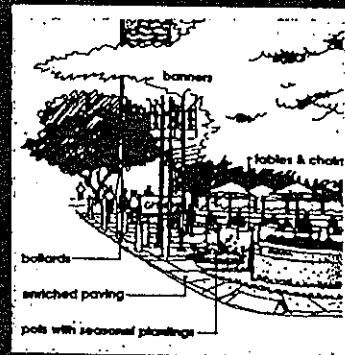
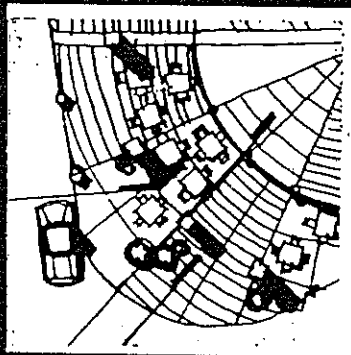
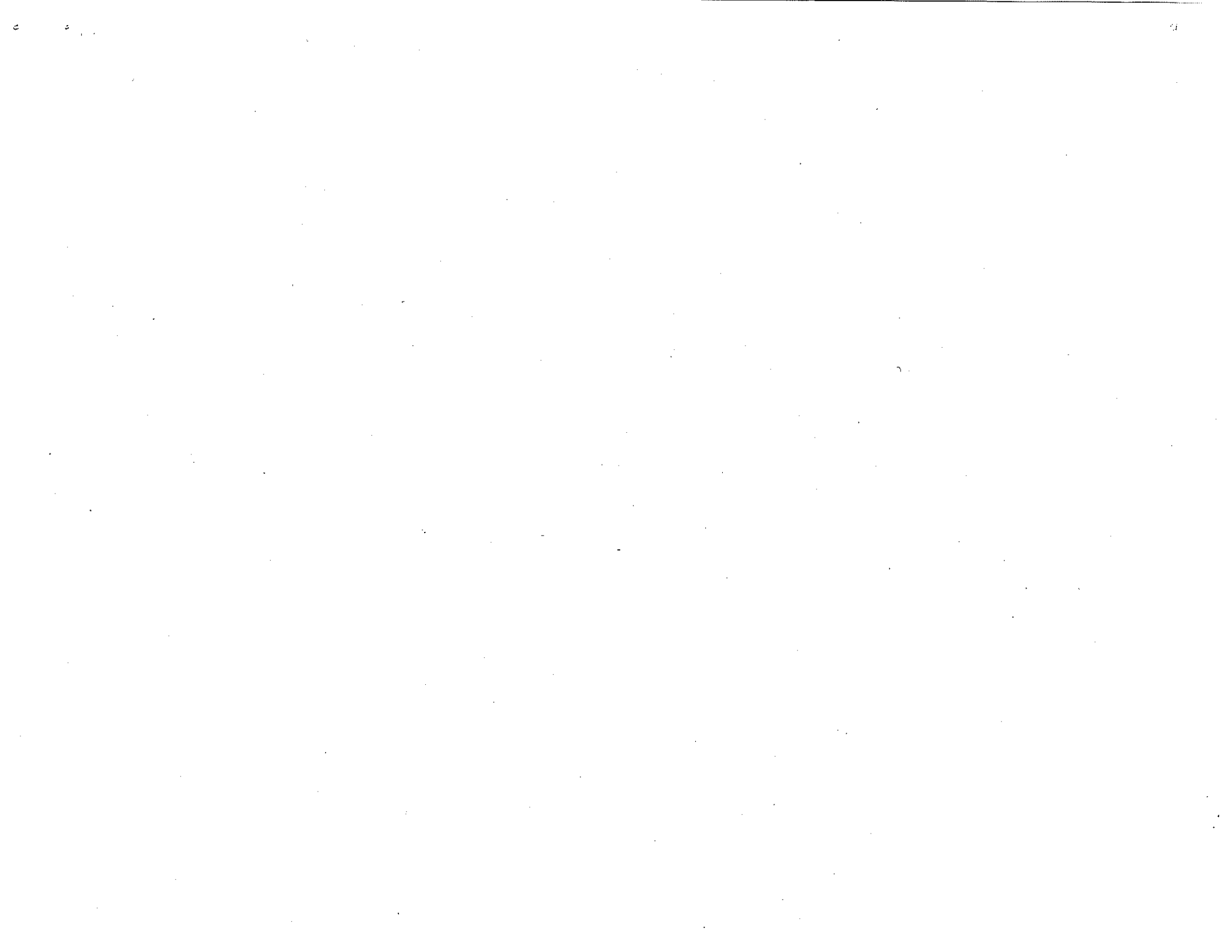


EASTSIDE BUSINESS AREA IMPROVEMENT PLAN



CITY OF SANTA CRUZ, CALIFORNIA
JANUARY 1996



EASTSIDE BUSINESS AREA IMPROVEMENT PLAN

PREPARED FOR THE CITY OF SANTA CRUZ
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Table of Contents

	PAGE
I. Introduction	1-1
Purpose of the Plan	1-1
How to Use This Document	1-1
II. History	2-1
Overview	2-1
Chronology of Events	2-1
III. Urban Design Setting and Design Guidelines	3-1
Regional Context	3-1
District Character	3-1
Urban Design Character Zones	3-3
Development Guidelines	3-9
Streetscape Guidelines	3-22
IV. Parking & Traffic Guidelines	4-1
V. Market Research, Assessment, & Strategy	5-1
Market Research	5-1
Market Assessment	5-2
Recommended Market Strategy	5-8

Table of Contents

	PAGE
VI. Architectural Guidelines	6-3
Introduction	6-3
Architectural Imagery Zones	6-3
VII. Implementation Programs	7-1
Recommended Programs	7-1
Financing Tools	7-1
VIII. Appendix	8-1
Graph V-1 Trade Area Population	8-1
Graph V-2 Distribution of Population by Age Group	8-2
Graph V-3 Per Capita Taxable Retail Sales Average Annual Growth, 1986-1991	8-3
Graph V-4 Per Capita Taxable Retail Sales, 1991	8-4
Table V-1 Consumer Profile and Spending Power	8-5
Table V-2 Summary of Retail Establishments by State REQ Classification	8-12
Table V-3 Retail Businesses Sorted by Business Type and Street Address	8-13
Table V-4 Non-Retail Establishments	8-19
Table V-5 Per Capita Historical Taxable Retail Sales by State B.E.Q. Classification	8-20
Table V-6 Per Capita Historical Sales by State B.E.Q. Classification	8-21

PURPOSE OF THE PLAN

In March 1992, the Santa Cruz Redevelopment Agency formally began the Eastside Business Area Improvement Plan. Its purpose is to explore opportunities and establish strategies to encourage beneficial change to the Eastside Business Area by defining an approach that integrates economic development with a vision for creating a distinctive commercial environment. The plan identifies the commercial strengths, needs, and potentials of the project area. Furthermore, it provides specific guidelines to help improve commercial vitality by identifying potential improvements for urban planning, streetscape, traffic circulation, and building facades.

Purpose in Original Scope of Work

Objectives for the Eastside Business Area Improvement Plan are to develop a framework for beneficial change for the Eastside. The method to create the plan is to develop an awareness of the existing and potential strengths in urban planning, streetscape, architectural design, and finance issues. Goals for the plan were to:

- Establish a coordinated strategy for circulation, parking, and streetscape improvements
- Develop a design program which provides common facade and building design themes for improving visual aesthetics, while retaining the individual character of the area
- Develop a strategy for improving physical and design linkages between the east and west portions of the project area
- Prepare a retail and promotional strategy

Definition of Project Area

The Eastside Business Area is a commercial district of uniquely mixed retail and office uses surrounded by residential neighborhoods. Architectural character varies from mainstreet storefronts to destination retail, including an auto row. Located east of downtown and the San Lorenzo River, the Eastside forms a rough triangle bounded by Soquel Avenue to the south, Water Streets to the north, Capitola Road to the east, and Ocean Street and Branciforte Creek to the west.

When And Why the Plan was Created

Even though the Eastside Business Area is a vital and important area for the City of Santa Cruz, there had not been a study of the area, for the purpose of improvement, for well over 30 years. The Santa Cruz Redevelopment Agency felt that this area was overdue to receive specific assistance for improvement and revitalization.

The original focus of the plan was based on ideas and concepts developed by the Eastside Business Task Force in its meetings during the summer of 1989 as well as from information gathered from other reports and programs. It was determined that the improvement plan would attempt to identify common linkages for the area through design guidelines and economic programs that will enhance the existing business area and provide a more coherent whole for the entire area.

While commercial activity in the Eastside is remaining steady, the recession has had its impact on the business area. Clearly, the plan and community effort are both critical to ensure growth and prosperity.

HOW TO USE THIS DOCUMENT

This section of the introduction describes how to use the Eastside Business Area Improvement Plan, who the intended users are, and what types of recommendations are included.

This plan defines the existing conditions of the area and focuses on recommendations for potential improvements in urban design, streetscapes, marketing, and building facades. It is meant to be used in combination with the General Plan and Zoning Ordinance of the City of Santa Cruz as a guide to appropriate improvements to the Eastside Business Area.

Who Should Use This Document

This plan has been developed for property owners, developers, City staff, or anyone interested in improvements for a particular parcel, building, or street for both public and private use.

Types of Recommendations

Throughout the document are three major types of recommendations:

- **Urban Design Guidelines** address the space and character of the street, striving to improve the "sense of place" and cohesiveness of the overall business area. Design considerations include building mass/volume; land use; development of private open space, such as parking lots, front yards, and planter strips; and the public development of streetscapes and open space.
- **Architectural Guidelines** outline specific building improvements that can be carried out to

Chapter I

improve both the vitality of business as well as the overall district character. While the overall district goals recognize that there is room for sensitive building additions, this document focuses primarily on the treatment of individual building facades.

- **Implementation Programs** discuss improvement incentives for property owners and potential public improvements for elements such as lane striping, public works, intersection/crosswalk modifications, parking lots, and street design.

OVERVIEW

The Eastside Business Area of Santa Cruz has a long and interesting history which formally began with Spain's settlement of the area in the late 1700s. One of the remarkable and long lasting characteristics of this area has been its spirit of independence. An example of this independent nature was illustrated in the first half of the 19th century when Santa Cruz residents were California's first citizens to call for statehood. This spirit of independence and self-determination is still evident in the merchants and residents of the Eastside business area today, as demonstrated in the public participation in the development of this improvement plan.

CHRONOLOGY OF EVENTS

The Early Years

In 1794 the Viceroy for New Spain, the Marques de Branciforte, who was in charge of protecting Spanish land holdings and missions in California, began fearing attacks from expansionist countries such as Russia, France and England. One of his plans was to set up a strong defense against this threat by developing permanent settlements. These settlements would insure New Spain's long term protection and growth. Santa Cruz was chosen as one of the key locations from which Spain could defend itself against intruders. It was chosen over the San Francisco Presidio due to its abundance of precious natural resources, such as clay (adobe) and wood available for building.

Development of the Villa de Branciforte

According to Santa Cruz historian Ross Eric Gibson, who has written an extensive history of the Eastside District, the Marques de Branciforte formulated a plan to build "Villa Invalidos" or "Veteran Retirement Communities" in these key defense locations. Soldiers from the Spanish Army Reserves were to be placed in these new communities.

In 1796 the Marques de Branciforte's chief engineer, Alberto de Cordoba, recommended the establishment of a "Villa Invalidos" in the area known today as the Eastside Business Area. This settlement was named Villa de Branciforte and it was the first secular settlement in the history of the City of Santa Cruz. The Villa de Branciforte proved to be far more difficult to settle than the already existing Santa Cruz Mission. The first few years of its establishment were considered a "disaster" by Mr. Gibson.

In an effort to solve this problem, the Spanish government created several incentive plans to lure settlers to the Villa de Branciforte. One of these plans consisted of forgiving debtors who would otherwise have to serve sentences. Debtors who agreed to settle at the Villa de Branciforte were promised land, a home, and a five year pension. Eventually the incentive plans worked and an outpost was created.

The Town Plan for the Villa de Branciforte

Villa de Branciforte expanded over time beyond the original adobe homes. A town grew around an open area known as a "Spanish Commons," which

was used for grazing animals in the earliest periods of the town's development. The Spanish Commons was located on the present site of the Lucky's and Thrifty stores.

The Spaniards were renowned for their systematic town planning and the Villa de Branciforte was designed following Spanish planning laws called the Laws of the Indies. They dictated such things as the location of businesses and a church around a central plaza or public square.

The Laws of the Indies also dictated zoning regulations which prescribed maintaining certain distances between the town and the existing mission. The mission was located on the opposite (west) side of the San Lorenzo River and the relationship between the townspeople and the mission padres was never good. The padres viewed the town as more of an intrusion than a defense. Unfortunately, the town broke the Laws of the Indies and built too close to the mission. Therefore, further tensions between the town residents and the mission arose over land rights and mission boundaries. To make matters worse, the townspeople further ignored the laws and never built a church.

However, a row of businesses was built which formed one side of the plaza and was called "Branciforte Plaza." This was the beginning of the traditional Spanish plaza and was located at the existing intersection of present day Branciforte Avenue and Water Street. Villa de Branciforte became one of the last three Spanish pueblos established prior to the independence of California, along with San José and Los Angeles.

Chapter II

Dissolution of the Mission System in Santa Cruz

Over time, greater tensions between the church and the town grew and disputes over land rights were only a minor issue. The Spanish government failed to keep many of the promises it made to the settlers and they became disillusioned. In 1805, the citizens called for the independence of California and the closing of the mission system.

At the same time, the mission was working hard to have the town closed, believing that its residents were as savage as the Indians. Between the dissatisfaction with the government and the troubles with the church, the residents began to leave the Villa de Branciforte. By 1822 there were only 120 residents left in the settlement, and the Spanish government took away the villa's town status, making the Villa de Branciforte a precinct of San José. Even with the population as small as it was, a civic pride began to develop and residents voiced opposition to losing their town status.

When Mexico won its independence from Spain in 1834, it closed the missions in California and gave the land rights to the Indians. Most Indians were disinterested in settling locally. Therefore, they in turn sold or abandoned their land and returned to their tribes, most of whom by this time had relocated to Stanislaus County. This left the Villa de Branciforte with all of the land rights, including the mission, which opened vast development opportunities for the white settlers and resulted in Santa Cruz's first major period of expansion.

Settlement and Expansion of the of the Eastside Business Area

In the 1840's, the Villa de Branciforte business area began "drifting" from the original plaza (or business row) along Branciforte Avenue at Water Street, down to the Branciforte Avenue and Soquel Avenue. This move marked the beginning of today's business district. Throughout the 19th and 20th centuries, Soquel Avenue developed as the primary commercial artery of what became the Eastside Business Area. This evolution occurred largely because Soquel Avenue is part of the original El Camino Real.

The first 40 years of settlement of the Villa de Branciforte were characterized by the separation of commercial and religious centers, divided by the San Lorenzo River. Until the Santa Cruz Mission closed in 1834, the west side of the San Lorenzo River had no commercial development. With the dissolution of the mission, the west side developed quickly, eclipsing the Eastside Business Area. Downtown Santa Cruz was established in 1848, incorporated in 1864, leaving the Villa de Branciforte unincorporated.

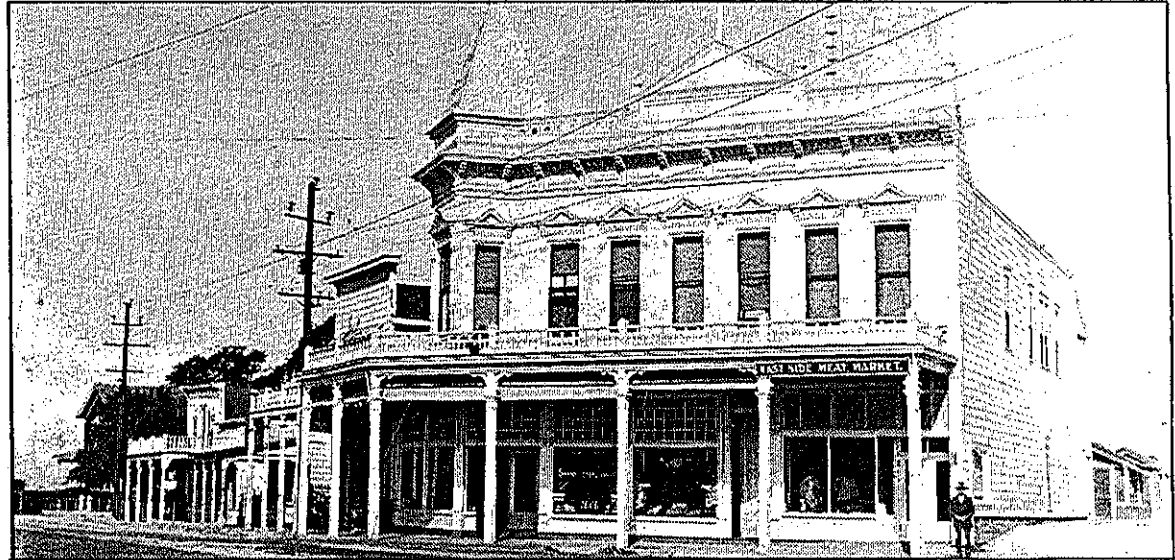
Annexation of the Eastside Business Area

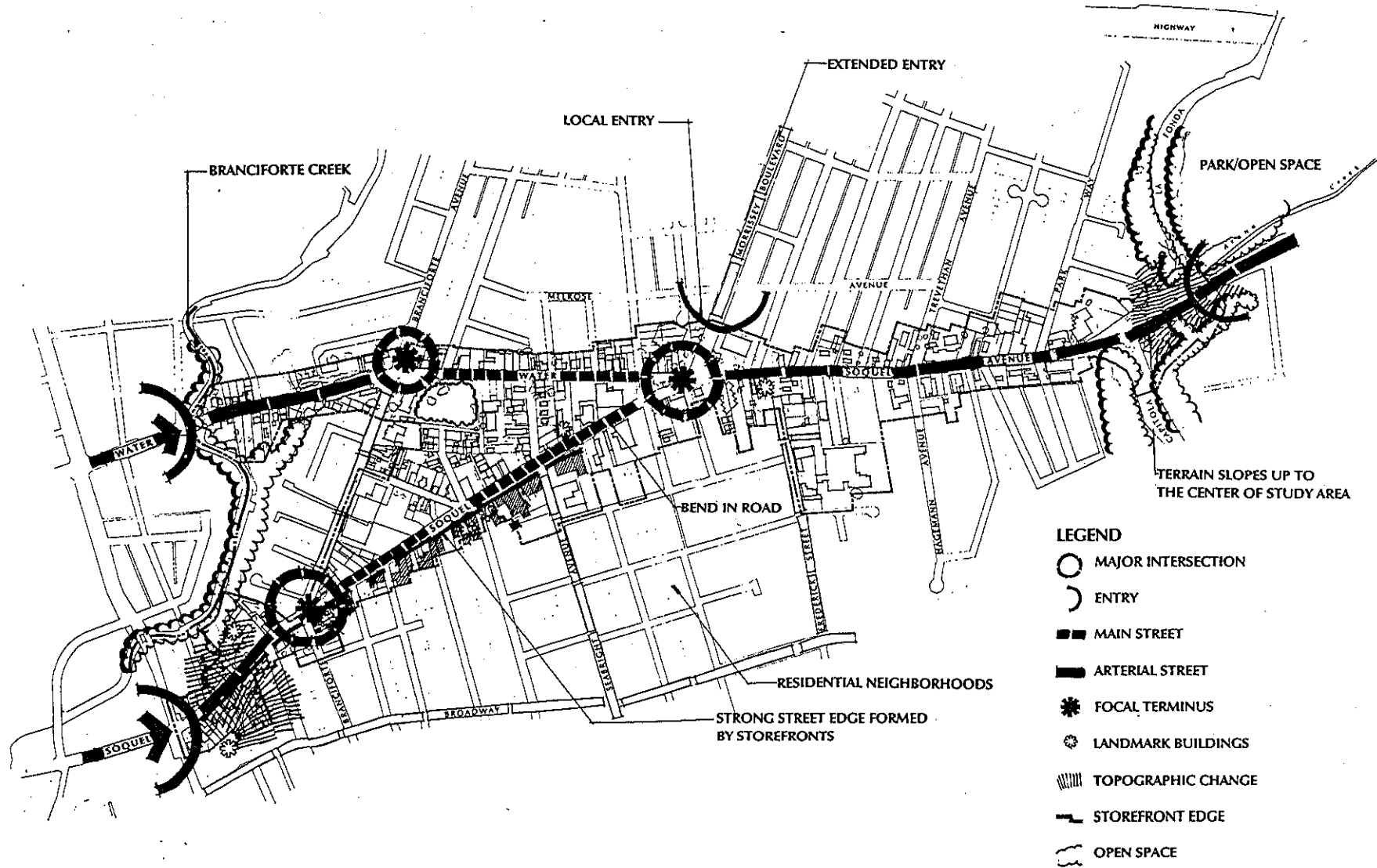
Over time, physical and political links were created across the river, uniting downtown and the Eastside. Horse-drawn trolleys which ran up and down Soquel Avenue were first introduced in 1876. Improvements in regional railway transportation established the start of the tourist industry in Santa Cruz, which brought long staying summer residents. This era was marked by the building of cottages, summer homes, hotels and even entire new subdivisions geared toward this new trade.

In the 1890's, electrification of the street cars marked the start of strong commercial growth for both the Eastside and Downtown. The "Santa Cruz Venetian Water Carnival" began in 1895, and provided the first event to unite the two communities. Finally, in 1905 Branciforte was incorporated into the City of Santa Cruz.

**Turn of the Century
Branciforte Village**

There are no existing records of when the Improvement Plan area became known as the "Eastside Business District," which is now often referred to as Santa Cruz "Eastside." However, photographic records show that the district's name was already in use near the turn of the century in at least one retail store, the "East Side Meat Market" (photo on this page). The use of "Eastside" in reference to this district did not appear in telephone directories until the 1960s.





EXPERIENTIAL QUALITY

REGIONAL CONTEXT

Geography, market forces, and history have all combined to create today's Eastside Business District. From early Spanish settlements through the existing Eastside Business District, this area has been strategically located along the ridge of a gentle knoll contained by natural and man-made elements. Branciforte Hill forms the western gateway to the district, while the eastern end contains the former hospital site. Finite natural boundaries have further contributed to a concentrated growth for the district, particularly since the 1870s development of transportation to downtown.

Since City annexation in 1905, the Eastside's development has been characterized by "clustered" growth of relatively discrete business and residential areas. As residential subdivisions have grown, the definition of the Eastside Business District has somewhat weakened. Residential neighborhoods north and west of the Eastside Business District feel somewhat uncontained.

DISTRICT CHARACTER

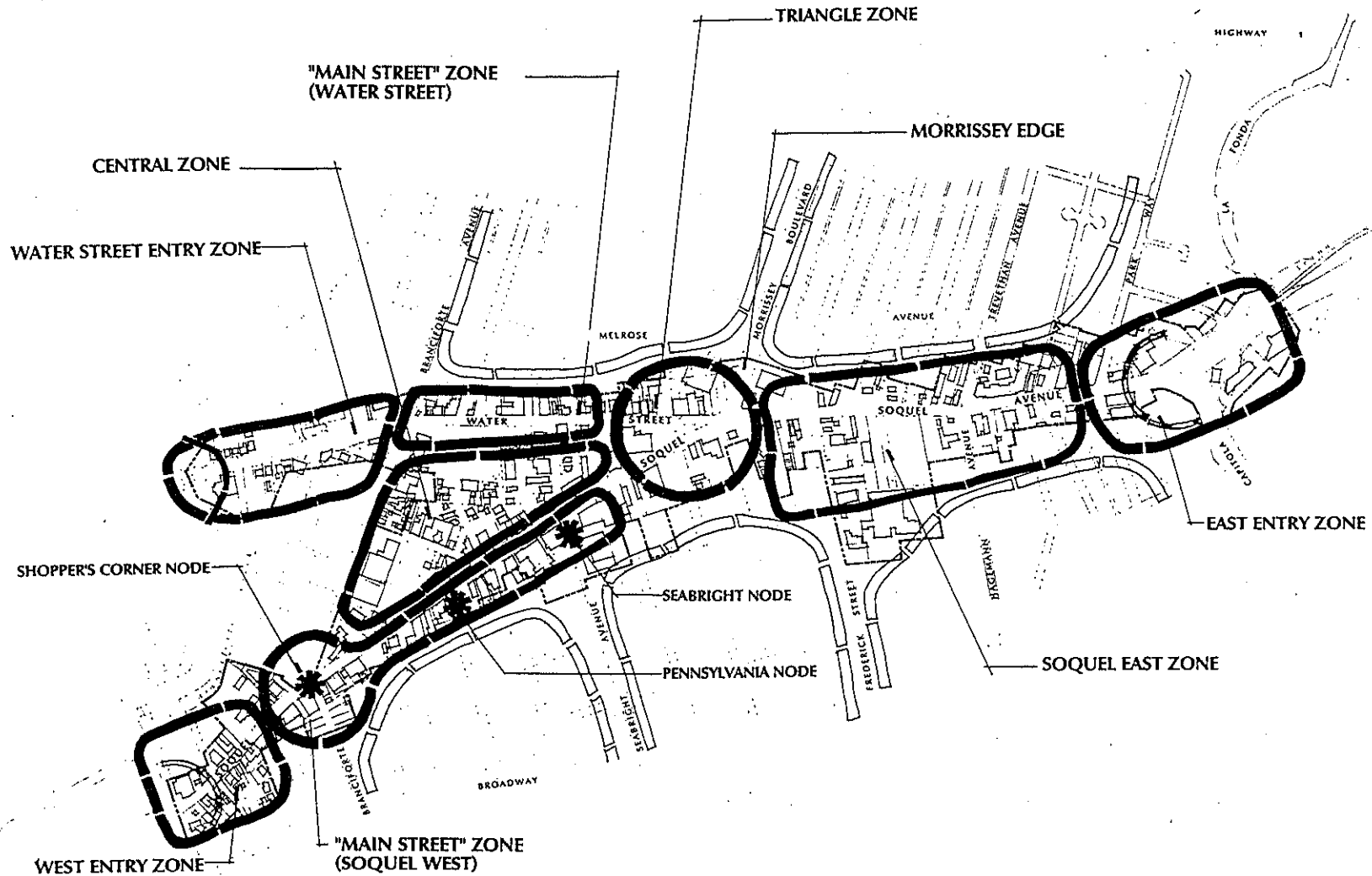
The heart of the Eastside is the business district along Soquel Avenue. The linear stretch of Soquel Avenue is defined by a steep change in grade and a sense of open space with riparian vegetation at both east and west ends.

At the east end of the district, lots begin to vary in size, and building setbacks provide minimal street enclosure and a lack of pedestrian scale. From this point, Soquel Avenue and Water Street reflect more pedestrian qualities. The streets become defined by a strong architectural edge, auto speeds slow down, and pedestrian activity is evident at retail storefronts. The west end of the district is characterized by a steep change in topography, creek vegetation and classic California style architecture, making a distinct gateway to the Eastside Business District.

District boundaries of ocean, creek, greenbelt and highway -- and the development of today's neighborhoods -- have all worked in concert to promote the clustering of the business district in the center of the residential area. An additional layer of clustering has evolved within the business area itself: sub-districts or "zones" have developed with distinctive architecture, site developments, and land use (business types).

Overall, the Eastside Business District is characterized by a multitude of land uses that serve both the outlying community and adjacent neighborhoods, providing an eclectic mixture, and thus creating a dynamic environment. The physical attributes of the setting and a variety of architectural styles contribute to the unique character of the district, attributes upon which the revitalization of the Eastside can build.

Although the diversity of land uses and site elements make the Eastside Business District a vital, unique area, they also contribute to a lack of unity and site identity. The major thoroughfare of Soquel Avenue impacts the district significantly in terms of its traffic, a streetscape defined by an expanse of asphalt, parcels that remain vacant, and an aging architectural stock.



CHARACTER ZONES

URBAN DESIGN CHARACTER ZONES

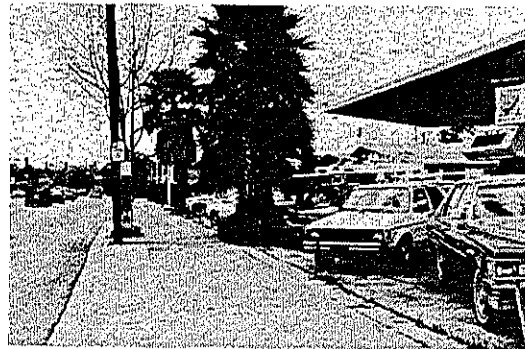
Within the Eastside Business District, distinct areas are perceivable. The types of land use, street patterns, topography, and architectural character are all factors which visually separate one zone from the next. The two most divergent land use types could be categorized as auto-oriented (large grocery, garages, etc.) and pedestrian-oriented land uses (storefront retail, schools, etc.). Within the Eastside Business District, eight sub-districts or zones have been identified. By recognizing the existing qualities of each of the zones within the district, the revitalization efforts can build on this character, sort through the conflicts and begin to stabilize and enhance the various zones, ultimately allowing a variety of land uses to coexist and provide mutual support.

East Entry Zone

The district's gateway is the intersection of Capitola Road and Soquel Avenue where the streetscape character reflects urban attributes such as staggered lots, retail, and auto services. The uphill gradient and strong topographic edge combine to create a distinct gateway for the Eastside Business District along Soquel Avenue. The presence of the Harbor High School sports field and the creek area create a green pinch point which sharply contrasts with the commercial areas. Topography prohibits direct access from Soquel Avenue to retail uses above, increasing the opportunity to provide a strong landscape statement.

Soquel East Zone

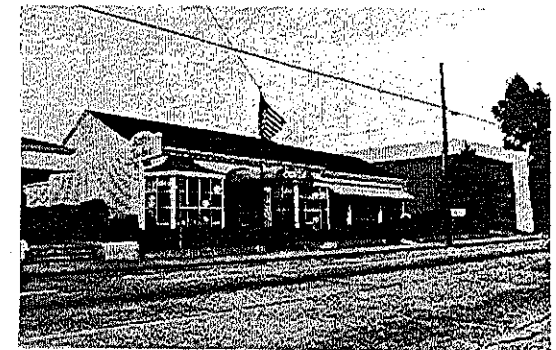
East Soquel Avenue is largely characterized by auto-oriented land uses (auto sales and service, drive through banks, etc.) Large parcels vary in size and appear to be under-utilized, while some remain vacant, creating a lack of street enclosure. Auto speeds are greater in this zone than others in the Eastside Business District. Collectively, these characteristics tend to discourage pedestrian activity. Through clustering of uses and streetscape design, these uses can be encouraged and supported, creating an organized, attractive auto service center which can meet the needs of the Santa Cruz residents. This auto-related magnet can generate exposure for other portions of the Eastside Business District.



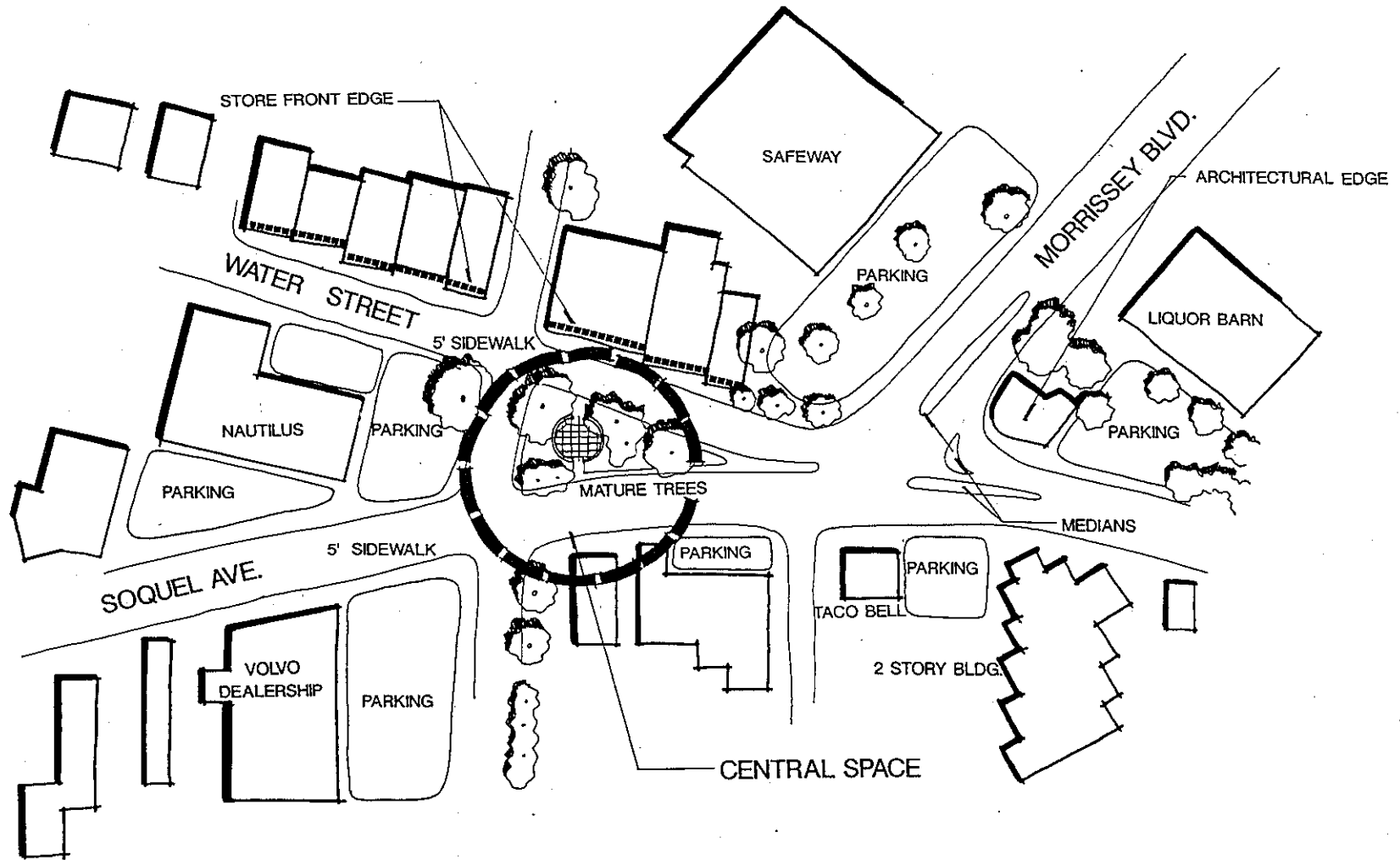
Auto-related uses dominate Soquel East Zone.

"Main Street" Zone (Water Street)

The Water Street Zone embodies classic "main street" qualities in that the street edge is largely defined by consistent building setbacks along the sidewalk. Off-street parking is located behind the buildings or to the side, allowing pedestrians to enter buildings directly from the sidewalk. The architecture encloses the street and creates a strong pedestrian ambiance. There are opportunities to window shop and interact with other pedestrians. A wide range of land uses - neighborhood retail, medium density residential, auto service and a school - is found throughout the zone. The school serves as an anchor for pedestrian activity. In a few areas auto-serving parcels and narrow sidewalks interrupt the pedestrian ambiance.



Pedestrian-oriented architecture contributes to the ambiance of the Water Street Area.



TRIANGLE ZONE



Triangle Zone

The Triangle Zone may be thought of as the focus of the Eastside Business District. Centrally located within the District, the "triangle" is defined by the convergence of Soquel Avenue and Water Street. At this point, Soquel Avenue bends making the triangular island a visual terminus for both Soquel Avenue and Water Street.

Due to the high volume of traffic on both Water Street and Soquel Avenue, the Triangle Zone is dominated by auto circulation. A complicated traffic pattern directs Soquel Avenue west bound motorists onto Water Street for a block and requires a left and right hand turn for motorists to return to Soquel Avenue. Although the shops located in the zone have a significant clientele, pedestrian access is difficult due to narrow sidewalks, lack of crosswalks, and autos assuming the right of way. Currently, the island is a run-down median plaza area used by transients.

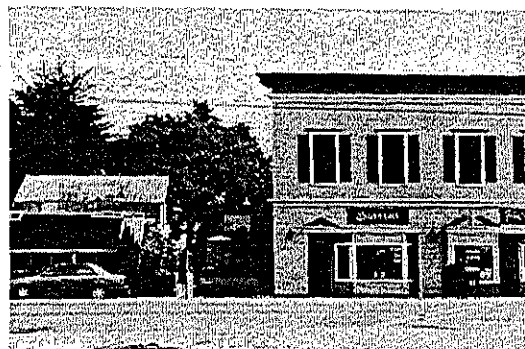


Isolated median plaza area seldom used by local residents or shoppers.

"Main Street" Zone (Soquel West)

Although Soquel Avenue west (from Branciforte Avenue to Morrissey Boulevard) comprises a variety of land uses and styles of architecture, the predominant character of the streetscape is single-story storefront retail, where building facades address the street and are adjacent to the sidewalk. Access to buildings is from the sidewalk rather than from parking lots. More attention should be given to the urban detail and ambiance of an eclectic mix of stucco and wood structures that form a strong architectural edge to the street. These shops serve adjacent neighborhoods while defining a pedestrian space buffered by on-street parking. These attributes distinguish Soquel Avenue west from Soquel Avenue east and give it a "main street" quality.

Due to the lack of available parking, space is often sacrificed within individual lots. Auto-oriented



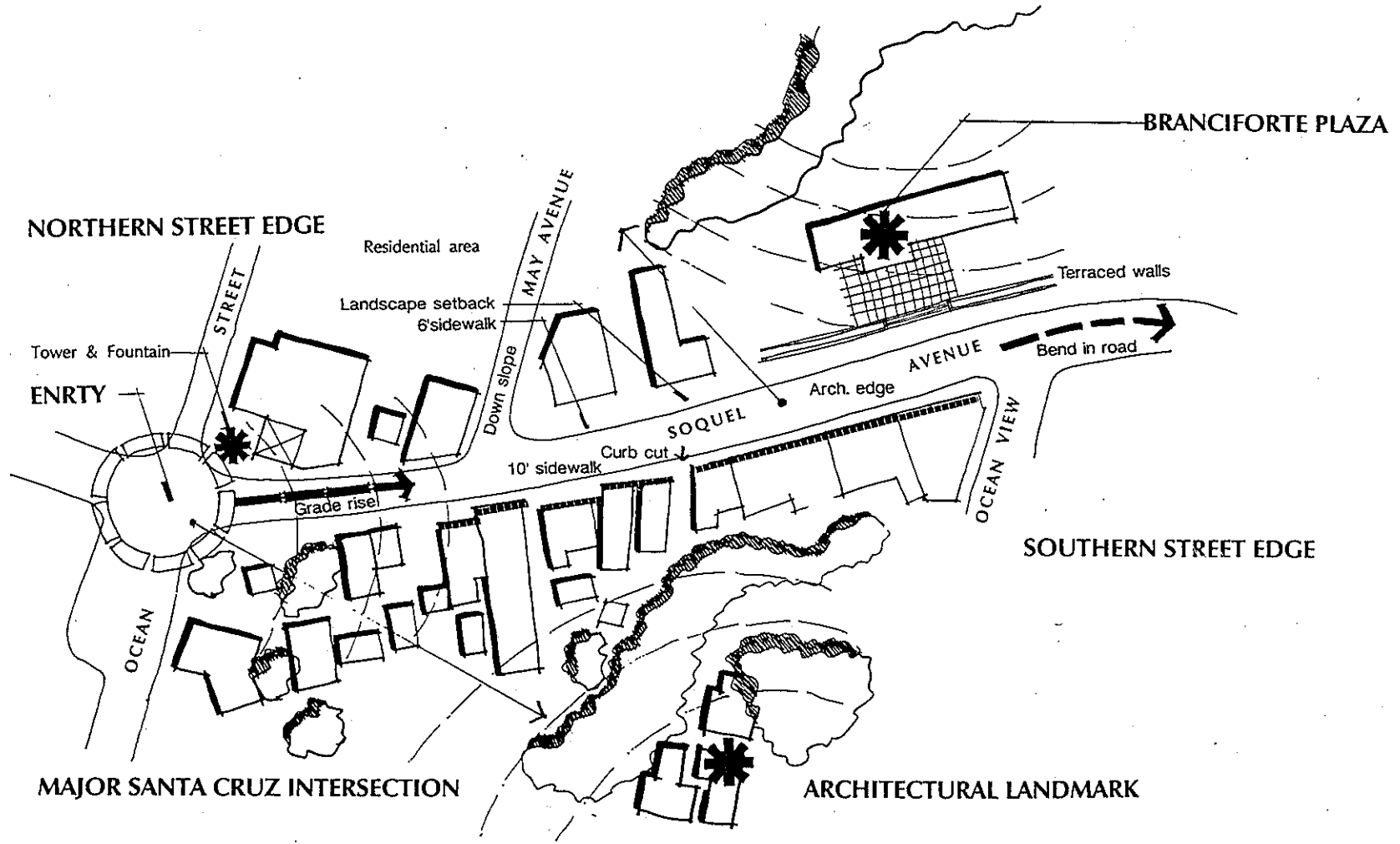
The bakery, restaurants and pedestrian passage to rear parking are all examples of the "Main Street" potential.

parcels within this zone that locate parking between street and building disrupt the architectural enclosure of the street. Frequent curb cuts, deteriorating sidewalks, the absence of street trees, and overhead powerlines hinder pedestrian movement and degrade the image of the street.

A landmark within the Soquel West Zone that exhibits "main street" qualities is Shopper's Corner. Shopper's Corner architecture visually anchors the southwest corner of Branciforte and Soquel intersection forming a strong building edge to both streets. By locating parking in the rear, the store caters to the auto without destroying the pedestrian experience. The grocery store serves both the adjacent residential neighbors who might be on foot shopping for fresh produce as well as the weekly shopper arriving in a car.

The Central Zone

The Central Zone is the area bordered by Water Street, Soquel Avenue and Branciforte Avenue. Non-supportive mixed land uses including medium density residential, retail (both auto and pedestrian oriented), office space and a school are scattered throughout the zone. The northern side of Soquel Avenue exhibits a strong street edge where storefront retail forms a defined pedestrian space. Interior areas lack exposure to the street although they are penetrated by alleyways and minor dead end streets. Vacant lots and expansive parking lots provide little pedestrian scale. Branciforte Elementary School, located at the intersection of Branciforte Avenue and Water Street, acts as a pedestrian magnet whose students spill out over the district.



WEST ENTRY ZONE



Currently, this area exists as an independent enclave within the Eastside Area. With the exception of the school and the Lucky's shopping center, the majority of motorists on Soquel Avenue or Water Street have little exposure to or knowledge of the uses within this zone. The disorganized circulation, use conflicts, and the variety of parcel sizes and orientations make this area ripe for parcel consolidation and redevelopment. Current uses include semi-industrial businesses which have potential for live/work development.

Water Street Entry Zone

The Water Street Entry Zone is characterized by creek vegetation and a sharp incline up a hill. Near the creek, building setbacks vary, permitting a greater sense of open space than in any other region of the Eastside Business District. The entry experience terminates at the crossing of Branciforte Avenue where buildings to the north side of Soquel Avenue front the street forming a defined street edge.

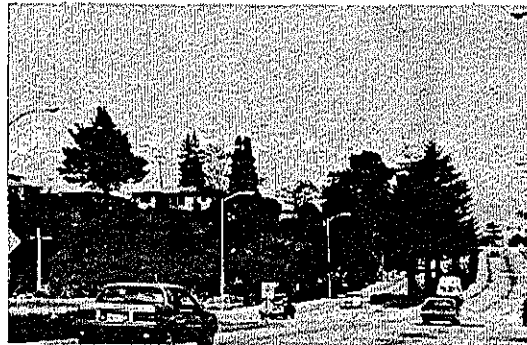
Topography and the creek location combine to isolate this area from the balance of the Eastside Business District. Thus, uses in this area can be distinct and influenced more by the setting attributes than the overall appearance of the district.

Soquel West Entry Zone

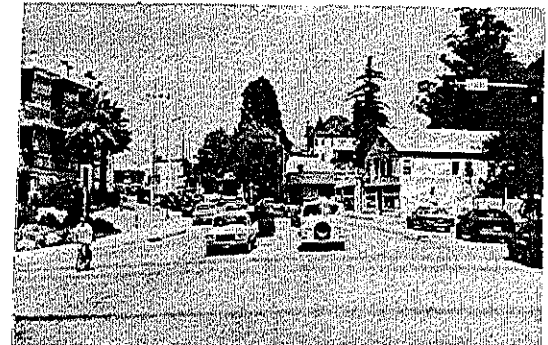
The West Entry Zone is located along Soquel Avenue between Ocean Street and Branciforte Avenue. Classic California style architecture sitting atop the knoll serves as a gateway to the Eastside Business District. Building stock including Victorian, craftsman, and bungalow styles sets a tone of charming diversity. Building setbacks on the south side become closer to the street edge while to the north the terraced landscaped walls of the Branciforte Plaza form a distinctive edge. Together these two elements enclose the streetscape. The area is currently an eclectic mixture of uses and architectural styles. Future development can continue to support a mix of uses. The topography, creek, and landmark architecture of Branciforte Plaza and the medical offices set a tone for the area.



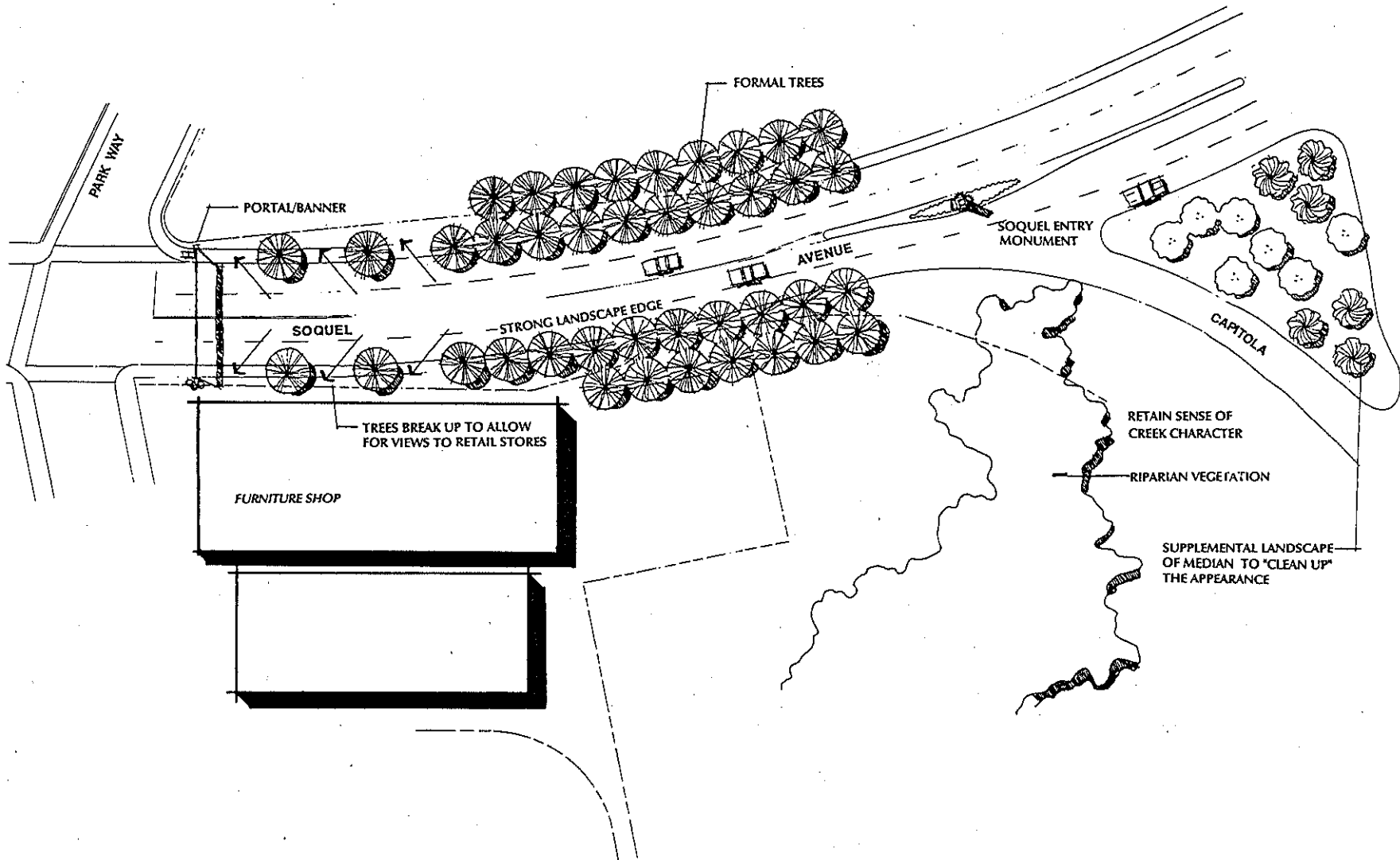
The variety of uses and under-utilized or undeveloped parcels in the Central Zone present unique opportunities for parcel consolidation and mixed use development.



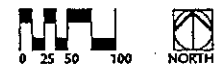
Topography isolates this area from other parts of the district and lends the Water Street entry a unique character.



View of West Entry from Ocean Street



EAST ENTRY



DEVELOPMENT GUIDELINES

The overall revitalization of the Eastside Business District will require the cooperative efforts of both the public and private sectors. To focus these efforts, general goals/guidelines have been developed for each zone and critical areas within the district. Additionally, specific implementation recommendations have been developed for a number of sites within the district. The required effort and responsibility to achieve these goals and implement the recommendations varies with the zones. However, as an initial blueprint, these guidelines provide a vision of the future.

Eastern Entry Zone

Goal: Heighten awareness of the Eastside Business District as an identifiable district within the Santa Cruz area.

Guidelines:

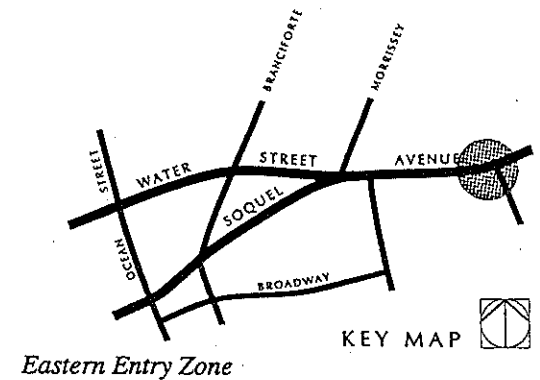
- Retain views of creek and recreation area from roadway.
- Design streetscape character to create an eastern gateway to the District.

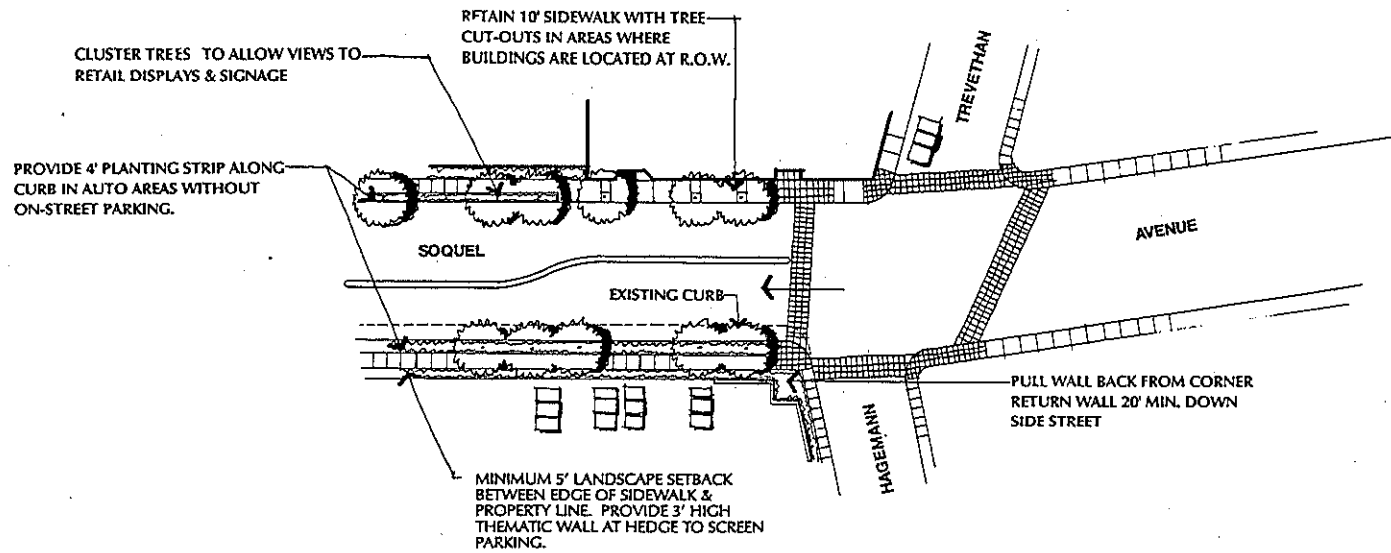
Implementation Recommendations:

- Use landscaping and streetscape elements such as special paving and flowering pots to create a gateway for westbound motorists on Soquel

Avenue. Entry statement should be a sequence which leads travelers into area.

- Supplement the landscaping at the Capitola Road/Soquel Avenue intersection to “clean up” image. To the extent possible, utilize indigenous plant materials which reflect the Santa Cruz area.
- Landscape existing median and create an entry monument identifying the Eastside Business District. Monument design should reflect architectural character and materials found in Eastside Business District.
- Use a formal, double row of street trees to enclose street and carry the motorists view up the hill. Trees will screen views of cut slopes and rear of retail buildings.
- Expand spacing between trees as road approaches intersection to allow views of retail uses. In this transition zone, the architecture rather than the trees begins to enclose the street.
- Develop a pole and cable portal across the eastern entryway.





EAST SOQUEL ZONE



East Soquel Zone

Goal: Visually unify the area in a manner conducive to auto-related retail uses.

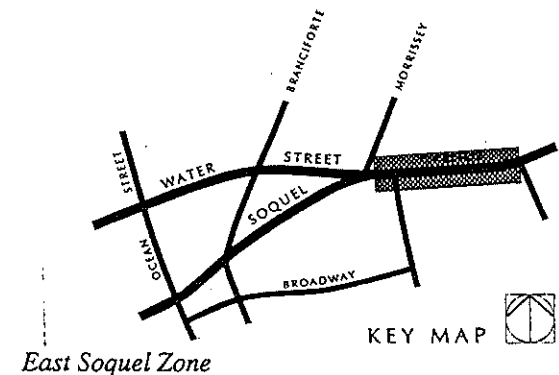
Guidelines:

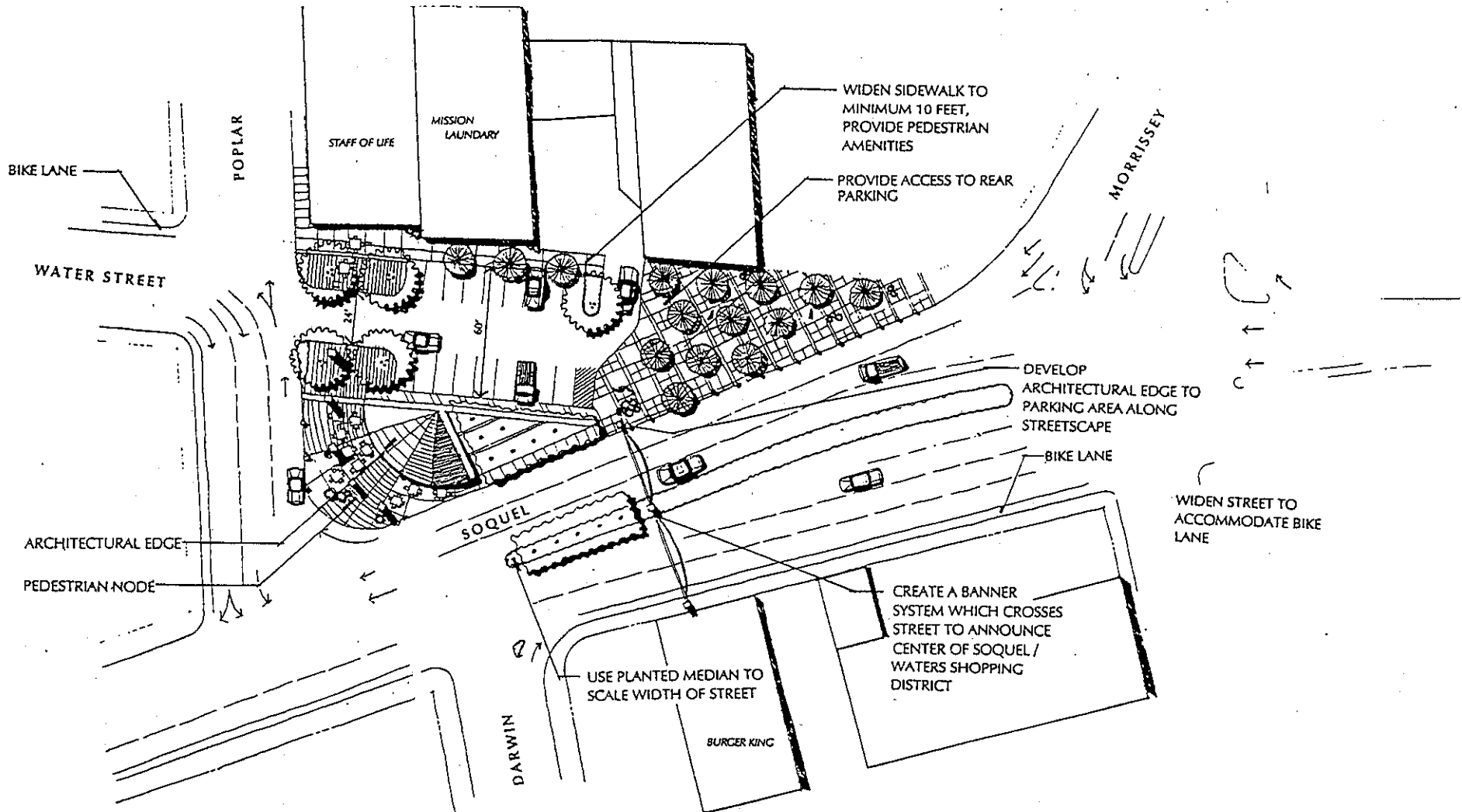
- Appropriate land uses: auto sales, auto services and related uses which can benefit from a close association. The availability of large vacant parcels provides the opportunity to create a major anchor for future development. Site improvements in this area should consider the ultimate reuse of the former hospital site.
- Use architecture and low screens to define the edge of the roadway. Where possible, buildings should be located close to the street edge to provide scale and enclosure to the road corridor. Where off-street parking and auto display areas are located along the street edge, low thematic walls or planting should be used to define the street edge. Avoid expanses of paving directly abutting the sidewalk.
- Develop a palette of streetscape elements (walls, plantings, banner system, and lighting patterns) which highlight the auto-related use of the area but retain pedestrian-scale Santa Cruz ambiance.
- Provide for safe, clearly defined pedestrian, bicycle and auto circulation.

Implementation Recommendations:

- Widen street and provide left hand turn pockets as required to allow smooth traffic flow. Accomodate on street parking in the design of left turn pockets.
- In those areas where buildings are set at edge of right-of-way and pedestrian access is provided directly from sidewalk to building entry, the sidewalk should be 10 feet wide and tree cut-outs provided at the curb.
- Encourage consolidation of auto entries to reduce ingress/egress access along Soquel Avenue. Where opportunities exist to provide site access from side streets, special care should be taken to insure that commercial traffic does not conflict with residences.
- In those areas where on-street parking is not provided and off-street parking or car display areas are located along the street, a four foot wide landscape zone should be developed between curb and sidewalk, thus buffering pedestrians from auto traffic. Reduce sidewalk width to five feet and provide an additional five foot wide landscape setback between sidewalk and parking areas.
- Develop a low thematic wall or hedge to provide visual enclosure and continuity of the streetscape and screen views of parked cars. Modifications may be made in the design of the screening system in areas dedicated to auto display. Breaks in the wall can be provided at special locations to highlight designated auto display frontage. Avoid designating entire length of property for auto display.

- Low thematic screen should wrap corners and return down residential streets a minimum of 20 feet. Parking areas should be screened from residential side streets.
- Articulate low thematic screen to work with layout of site uses and insure adequate site lines. Site sign system may be incorporated into wall or the wall may be pulled back to highlight site entry.
- Develop a thematic banner system that is incorporated with streetscape lighting. Banner system should be a part of overall marketing/image strategy for Eastside Business District.
- Space street trees an average of one per every 35 feet along frontage. Trees may be clustered to allow views of signage and site uses. Trees may be located in continuous planting strip along curb or in four foot by four foot cut-outs in sidewalk.





TRIANGLE ZONE



Triangle Zone

Goal: Create a central focus for the Eastside Business District.

Guidelines

- Modify circulation system to simplify auto movement patterns.
- Reclaim median island for pedestrian and retail use.

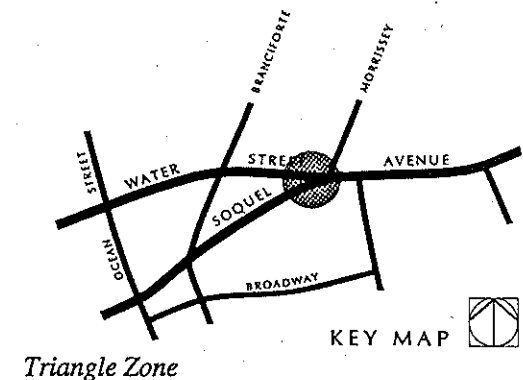
Implementation Recommendations:

- Utilize some of the central island area to provide an additional lane on Soquel Avenue to allow through westbound traffic on Soquel Avenue to continue.
- Retain Water Street parking lot access as westbound only with exit onto Water Street.
- Reduce island area to provide a planted median in Soquel Avenue. This will reduce the scale of the street and highlight the area.
- Widen sidewalk to a minimum of 10 feet in front of retail stores to provide opportunities for pedestrian amenities and street trees.
- Strengthen connection between adjacent retail areas and island area by narrowing street width and creating a special paving connection at

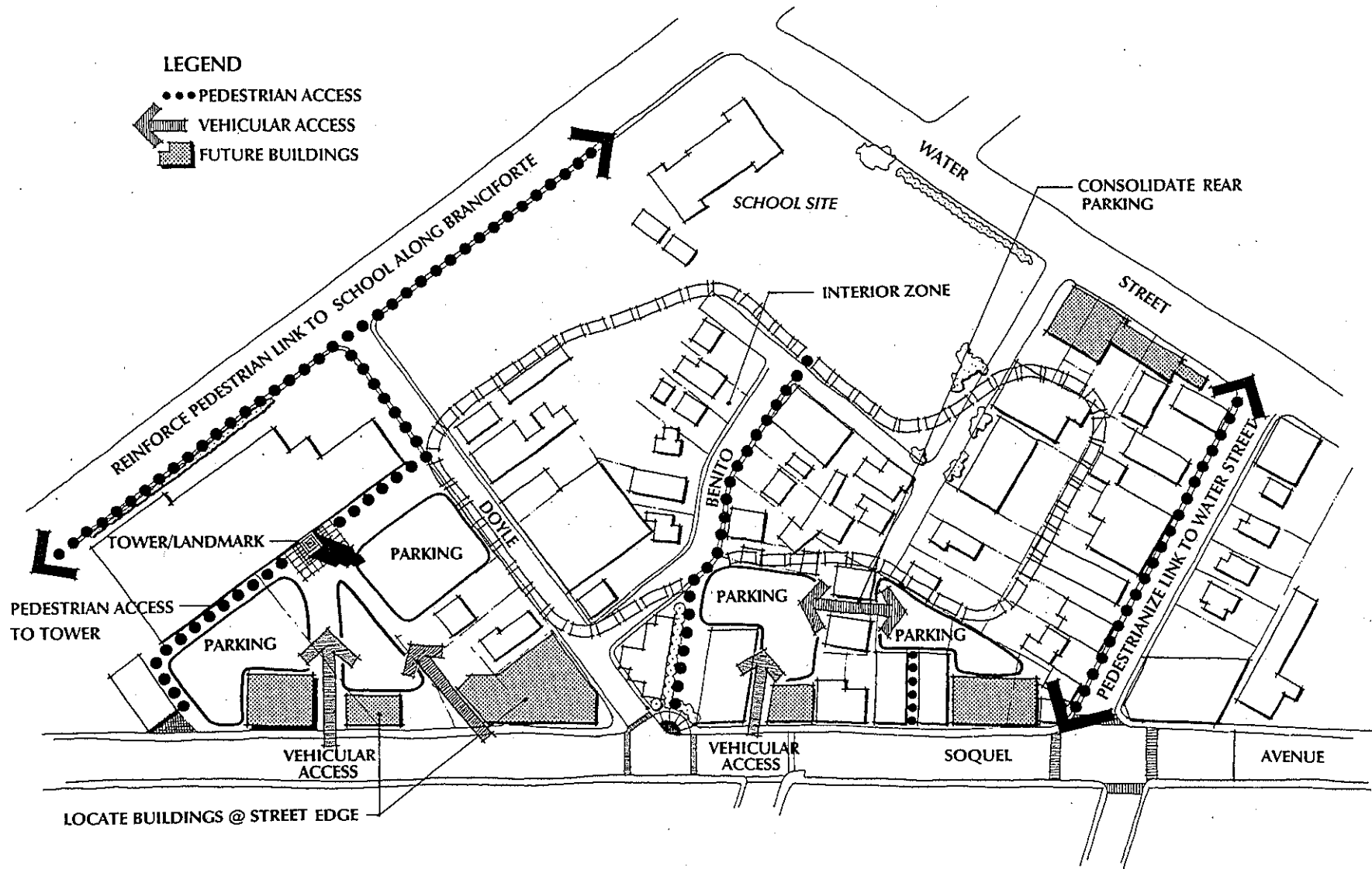
pedestrian crossings.

- Develop a retail/public-oriented use on the island. Intensification of activities will discourage transient use. Encourage uses which are benefited by outdoor cafe or display areas.
- Provide additional on-street parking to encourage retail activity. Diagonal parking on Water Street provides additional parking. The use of diagonal rather than parallel parking spaces creates more convenient access to retail.
- Develop a banner system which crosses Soquel Avenue to highlight central node. The siting of this central node at the bend in the road enhances visibility from Soquel Avenue from either direction.
- Develop island area, parking, and sidewalk areas with architecture and street furniture in keeping with this landmark location. The impression conveyed by this area should be the image for the Eastside Business District.

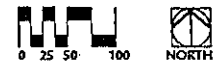
- Modify existing triangle area by filling and planting center area.



Chapter III



CENTRAL ZONE



Central Zone

Goal: Develop area to integrate with and support activities in the balance of the Eastside Business District.

Guidelines:

- Appropriate uses include residential, office, retail and public service. This area could be redeveloped with a major retail anchor use which could serve as a regional magnet for the area. The types of uses along the edges of Soquel Avenue and Water Street should support the pedestrian-oriented retail uses encouraged for these zones. Avoid locating parking areas directly along Soquel Avenue and Water Street.
- Consolidate parking and clarify auto circulation in conjunction with future development.
- Provide safe, clear pedestrian and bicycle circulation in and through the zone.
- Emphasize upgrading of architecture and streetscape image along the Water Street and Soquel Avenue edge.

Implementation Recommendations:

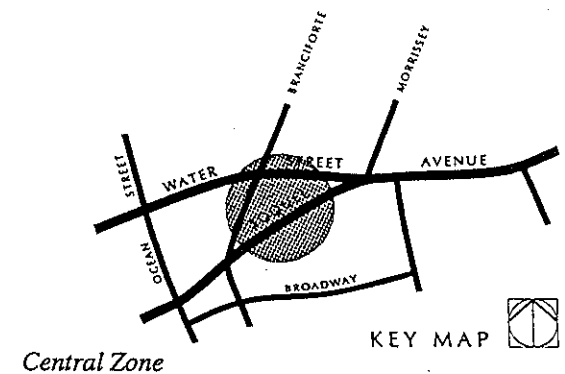
- Strengthen the pedestrian system through the Central Zone including links to school from residential areas and links between retail areas along Soquel Avenue and Water Street. Develop pedestrian walkways between shopping

center arcade and Soquel Avenue.

- Develop public parking lot to meet off-street parking needs of existing and future storefront retail uses in the area.
- Explore opportunities to remove existing parking on private parcels along Soquel Avenue to allow redevelopment of corner lots with retail uses appropriate to the area. Link rear and public parking areas for greater ease of use and efficiency.
- Consolidate Doyle Street intersection traffic. Explore opportunities to realign Benito Avenue to ease congestion of intersection. (See Fire Station/Public Parking Area in Parking & Traffic Recommendations).
- Explore opportunities to remove existing parking on private corner parcels at Soquel/Seabright Avenues to allow redevelopment with appropriate retail uses. Link rear and public parking areas for greater ease of use to provide additional parking to accommodate development of the corner lots.
- Encourage future development of properties along Soquel Avenue and Water Street to locate buildings on the street front. The development of the Soquel Avenue and Doyle Street corner and a building in the shopping center parking lot will help enclose Soquel Avenue and screen views of shopping center parking.
- Develop a tower element for the shopping center which is visible to traffic along Soquel Avenue. Stagger trees in parking areas to

provide view corridors into site. Locate entry drive to visually align with tower. Provide pedestrian plaza area near tower base.

- Configure drive aisles and planting in parking area to subdivide expanse of paving into smaller sub-units. Direct egress traffic onto Doyle Street, which will ultimately be a signalized intersection.
- Explore opportunities for parcel consolidation in interior of central zone to create a mixed use area of high density residential, anchor retail uses, public uses and office complexes. Encourage uses which can share parking requirements and benefit the Eastside Business District.

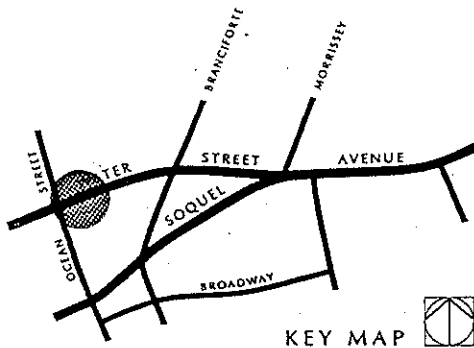


Water Street Entry Zone

Goal: To create an entry to the Eastside Business District that preserves the natural attributes of the zone.

Guidelines

- Appropriate uses would include high density residential, restaurants, and medical or garden office (office complexes characterized by landscaped terraces, common courtyards, etc.). Avoid uses with high parking requirements.
- Encourage uses which benefit and enhance the creek.
- Encourage architectural styles that are harmonious with the residential and natural character of the setting.
- Locate parking areas to the rear of parcels to retain the scale and character of the area.



Water Street Entry Zone

- Protect the sense of existing natural vegetation, creek, and cliff.

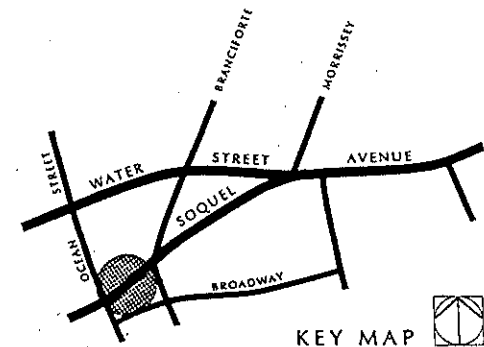
West Soquel Entry Zone

Goal: Create awareness of the Eastside Business District from Ocean Street.

Guidelines

- Appropriate uses in this area would include high density residential surrounded by office and retail uses along the street edge; medical or garden office; and other uses where the architectural footprint can be stepped with the topography. Encourage uses which benefit from proximity to Branciforte Plaza. Avoid large, massive buildings or uses with high parking requirements.
- Any architecture on the southern edge of the street will be extremely prominent because of its elevated position above Soquel Avenue and Ocean Street. Consequently, special attention should be given to scale and massing of future buildings to insure a visual fit with the knoll setting, the existing vegetation, and the Mediterranean architectural character of the area.
- Buildings should be located either directly on right-of-way edge or with landscape buffer between building and street. Off-street parking areas should be located behind buildings. Consider consolidating existing rear parking areas to provide a more efficient layout.

- Use architecture and streetscape design to create a gateway entry to the Eastside Business District. Repetitive awnings stepping up the curve, street tree plantings or a banner system across Soquel Avenue are methods of creating an entry statement.



West Soquel Entry Zone

"Main Street" West Soquel Avenue

Goal: Create a pedestrian-oriented Main Street experience.

Guidelines:

- Create a pedestrian-oriented "main street" from Shopper's Corner to Seabright area and back along Water Street.
- Appropriate uses include small to mid-size retail uses which benefit from pedestrian traffic and have a storefront character.
- Discourage uses which would disrupt the emerging pedestrian orientation of the area.
- Encourage second story residential/office uses where parking needs can be met through shared use of retail parking areas.
- Emphasize redevelopment of the area to provide a focus for the Eastside Business District.
- Encourage neighborhood-supported retail. Provide for pedestrian access from adjacent residential areas to the "main street" area.
- Provide adequate, publicly accessible off-street parking.
- Develop a streetscape ambiance which enhances the pedestrian experience.
- Encourage pedestrian use of "main street" areas by providing pedestrian controlled sig-

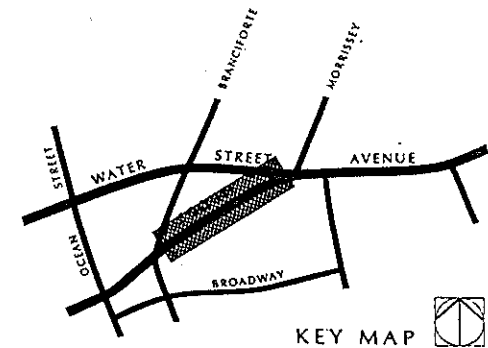
nalized crossings at Soquel, Seabright, Branciforte and Benito Avenues.

- Provide pedestrian walkway links between rear parking areas and storefronts.

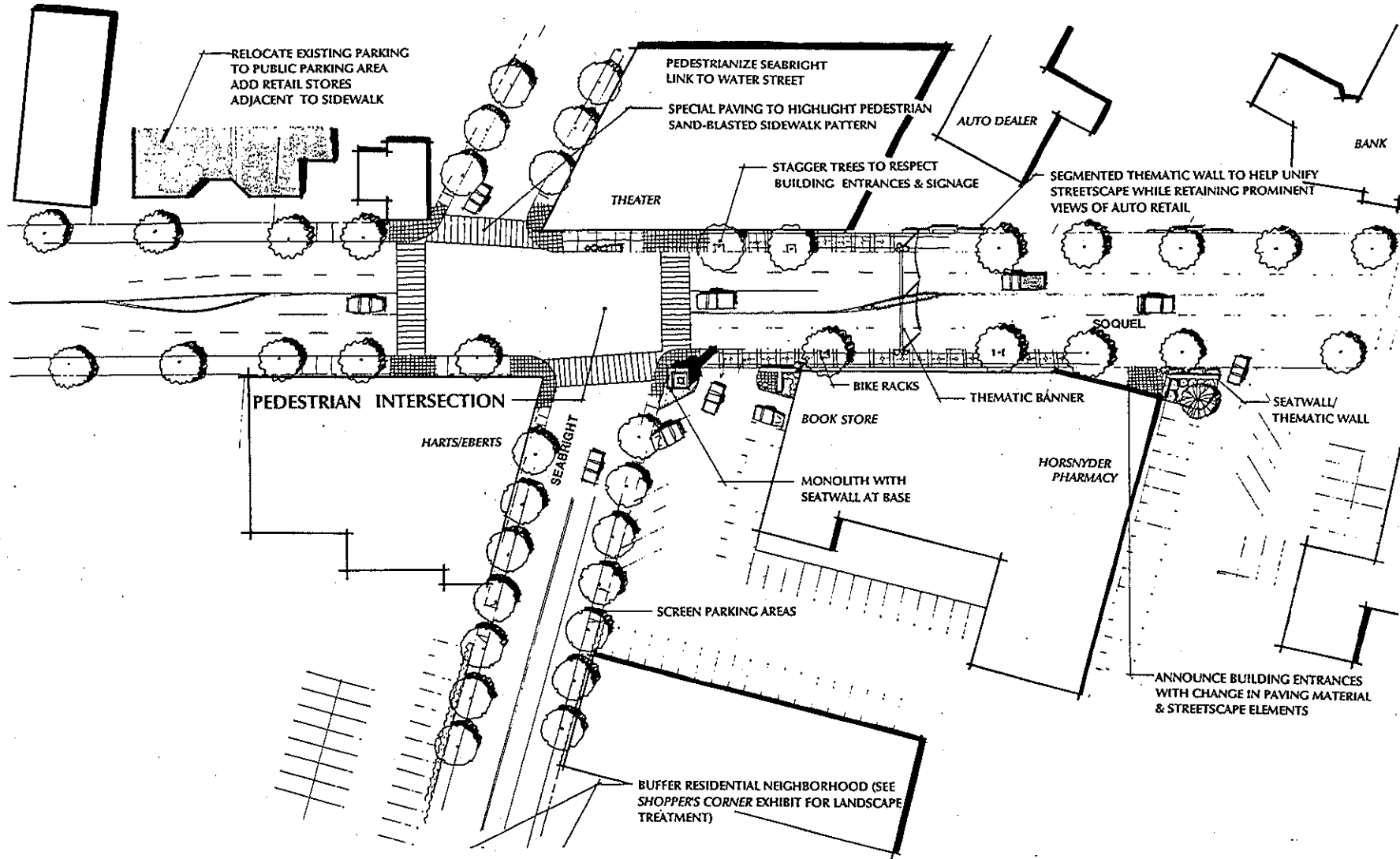
Implementation Recommendations:

- Protect existing residential neighborhoods from the impact of retail uses. Site and design architecture to protect privacy and character of existing residences. Rear facades of buildings should be designed considering views from residences. Avoid windows overlooking adjacent residential backyards. Discourage retail traffic from parking in neighborhoods. Locate trash dumpsters in concealed areas away from public corridors and residences. Provide adequate landscape buffers and good neighbor fences or walls between parking areas and residences. Avoid light and noise intrusion into residential areas.
- Develop a streetscape atmosphere which supports the retail uses in the area. This includes:
 - undergrounding of existing overhead utility lines
 - the provision of pedestrian amenities such as bike racks and pedestrian scale lighting
 - general streetscape beautification with generous sidewalk width (8 feet to 10 feet minimum), enriched paving, street furniture, banners, tree grates and pots

- Utilize street trees to reduce the visual scale of the street and provide a canopy for the sidewalk. Space trees at intervals of 25 feet to 35 feet, staggering locations to respect building entries and signage. Continue street tree plantings down side streets.
- Increase parking capacity and efficiency by combining rear parking areas between multiple parcels, developing public parking on vacant parcels, or exploring joint use of private parking areas.
- Increase awareness of off-street parking areas to encourage their use. Consolidate entries to parking areas. Provide thematic parking signage on Soquel Avenue to identify retail parking areas.
- Encourage storefront architecture which directly abuts sidewalk, except for recessed entries, to help enclose the streetscape. Encourage use of awnings, display windows and other architectural features which add interest.



"Main Street" West Soquel Avenue



SOQUEL @ SEABRIGHT

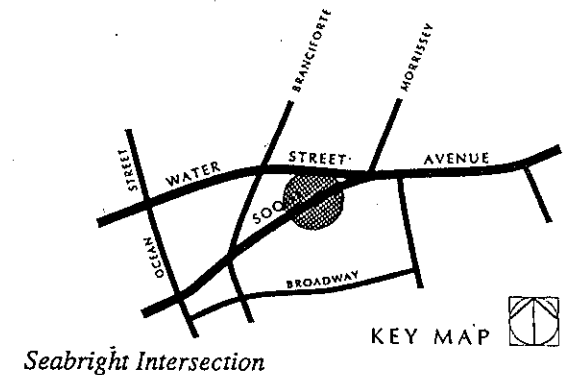
"Main Street" at Seabright Prototype

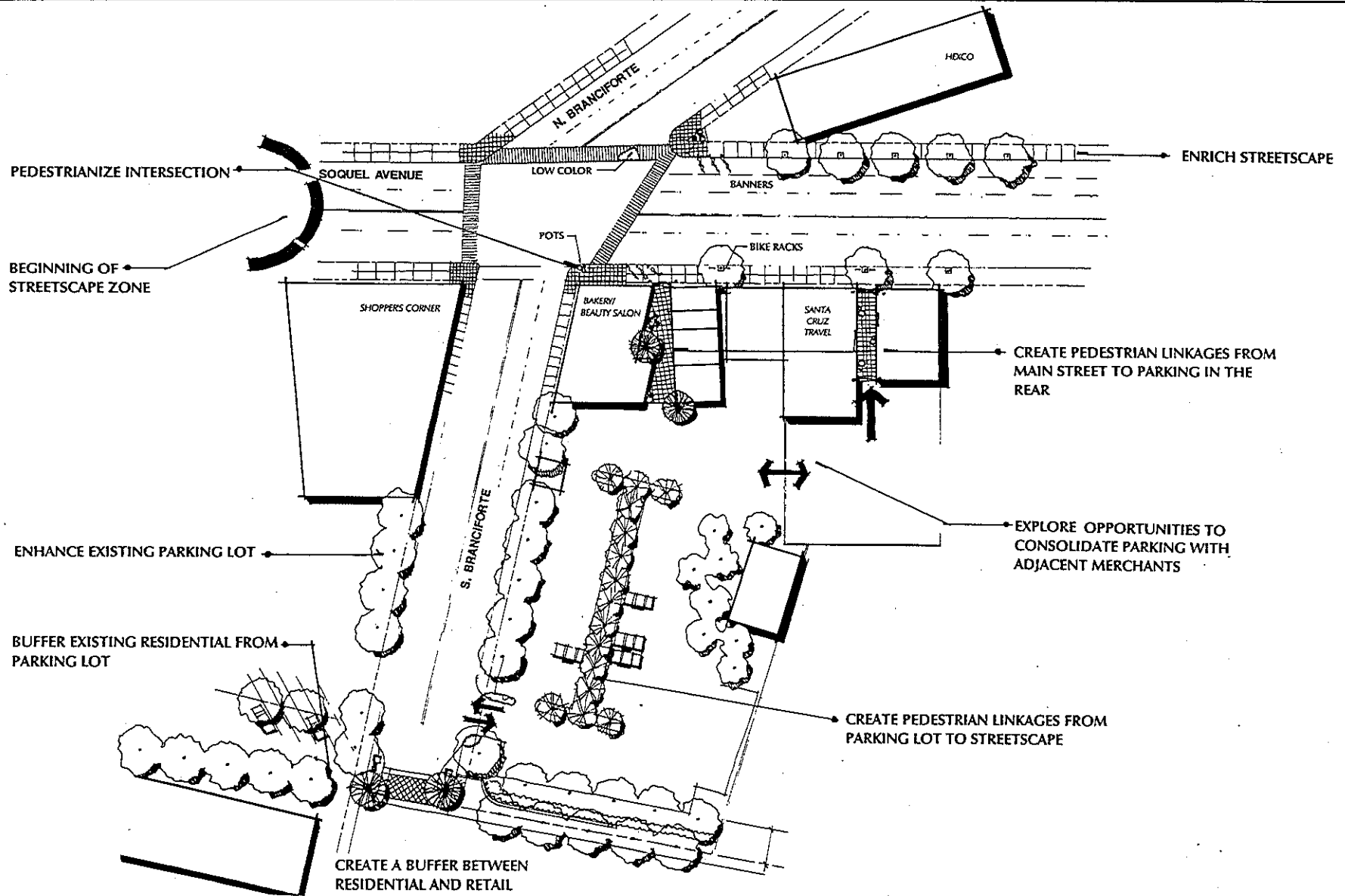
Develop area as an entry to the "main street" zone of Eastside Business District.

- Encourage use of public parking lot at 1111 Soquel Avenue to relieve parking congestion at the Seabright/Soquel Avenue intersection. Consider leasing of vacant lot at 111 Gault Street for public parking.

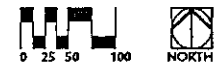
Implementation Recommendations:

- Explore opportunities to create seating areas on private property, creating alcoves at building entries, or monolith/seatwall elements on street corners.
- Emphasize pedestrian connection between Soquel Avenue streetscape and other pedestrian-oriented retail areas such as Water Street.
- Develop an entry banner cable system for seasonal display across Soquel Avenue. Banner system could incorporate light standard poles and wire cable for stringing banners, lights, seasonal decorations or marketing devices.
- Facilitate pedestrian crossing of Soquel Avenue with pedestrian-activated signal. High-light crosswalks and intersections with special paving.
- Use thematic low wall in front of parking areas along Soquel Avenue to unify the streetscape. Retain views of auto display area by segmenting wall in key areas.





SHOPPER'S CORNER NODE (WEST SOQUEL)



"Main Street" at Shopper's Corner Prototype

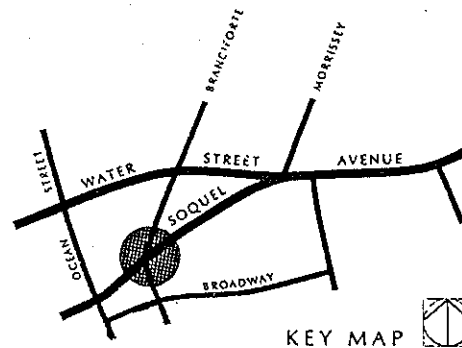
Preserve and enhance existing pedestrian vitality at the intersection of Soquel Avenue and Branciforte Avenue.

Implementation Recommendations:

- Enhance entry to residential area by providing street tree plantings along retail side streets. Narrow street and provide flowering trees and a signage monument to demark neighborhood entries and discourage retail traffic and parking in residential area.
- Design pedestrian linkages between rear parking areas and sidewalk in such a fashion as to encourage use of parking areas. Thematic portals, lighting, paving and planting should be used in the pedestrian pathways. Retail uses should orient display windows and entries on pedestrian pathways.
- Enhance appearance of rear parking areas. Require landscape screening between parking and sidewalk as well as tree planting in parking area medians consistent with Santa Cruz city standards. Planting will visually scale down the expanse of rear parking areas.
- Improve efficiency of rear parking areas. Explore opportunities to consolidate parking on separate parcels through cross easements. Develop common dumpsters and loading areas

which can be used by multiple merchants. In larger rear parking areas, orient aisles to facilitate pedestrian circulation to buildings free of vehicular conflict.

- Facilitate pedestrian crossing at Soquel Avenue and Branciforte Avenue with special paving and control signals. Reduce length of crosswalk by creating five-foot bulb out into street. Develop pedestrian node at intersection with trash receptacles, pots and banner poles. Make direct curb-to-curb connections to avoid crossing of right-hand turn lane. Use median for low landscaping. This is an important crossing for school children.



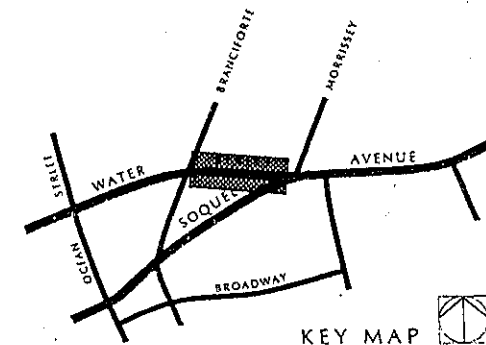
Shopper's Corner

Water Street Zone

Goal: Reinforce the pedestrian character of the zone.

Guidelines

- Encourage storefront retail use that addresses Water Street and incorporate pedestrian amenities. [See "Main Street" Zone (Soquel West) Guidelines for additional information].
- Build upon the existing pedestrian-friendly atmosphere to create an anchor for future development of the "main street" area along Water Street.



Water Street Zone

STREETSCAPE GUIDELINES

To a great extent, the image of the Eastside Business District is determined by the appearance of the streetscape. Thus, it would be appropriate for the City of Santa Cruz to undertake a public improvement program which will help resolve traffic and parking conflicts and revitalize the appearance of the streetscape. Improvements to the streetscape can occur incrementally as projects are redeveloped or as part of an overall public improvement/beautification project. Undergrounding of the utility lines would have a significant impact on the visual character of the area. If such a major project is undertaken by the City, streetscape improvements could be implemented concurrently. In either case, the City will be required to prepare a detailed study to define the standards for street furniture, paving, and landscaping selection and locations. All street furniture and materials should be selected with an understanding of both installation costs and long term durability, vandalism and maintenance issues. Streetscape materials palette should be unique to the Eastside Business District. Thematic development should respond to the Santa Cruz setting and character of key architectural features of the District. General criteria for these amenities is discussed below:

Lighting

The Eastside Business District is currently illuminated with 30-foot tall standard roadway lighting. The existing light standards are cobra head fixtures mounted on a combination of galvanized and extremely faded painted poles. Overall illumination of the area should continue to be provided by general street lighting. However, the pole design and color should be modified to create a "cleaned up" unified appearance along the length of the Eastside Business District. These light standards could be designed to accommodate cables for banners and seasonal displays or strings of lights crossing over the street.

In the "main street" zones, night time use and the pedestrian ambiance of the area could be enhanced with supplemental pedestrian scale lighting. The pedestrian light standards should be between 12 and 15 feet in height and have a thematic style consistent with the architectural character of the area and the Santa Cruz setting. These light standards should be designed to accommodate marketing banners and pennants. Style and color of the light poles could be reflected in poles for street signage or site furniture. Light standards should be carefully sited to avoid conflicts with pedestrian movement patterns, car door openings, and retail signage.

Retail uses are encouraged to have lit window displays and special illumination treatments to emphasize the detailing of the architecture. Streetscape lighting should be designed to avoid conflicts with this display lighting.

Where lighting is required in rear parking areas, light standards should be kept as low as possible and special cut-off lenses employed to avoid light intrusion into adjacent residential uses.

Special features of the areas such as the central triangle-node or median monoliths should be highlighted by uplighting, spotlighting, and other special lighting devices.

Street Furniture

The term "street furniture" describes special elements of the streetscape which provide greater interest and comfort for the users of the area. These elements, the furniture of the street, include benches, trash receptacles, news racks, flower pots, seatwalls, tree grates and bike racks. The City should establish a consistent palette of street furniture which reinforces the thematic character of the area. Street furniture should be located to avoid conflicts with pedestrian circulation. Site furniture can be clustered to create eddy areas or seating plazas. Trash receptacles should be located conveniently along the street. Explore opportunities to locate bike parking on side streets and in rear parking areas.

Paving

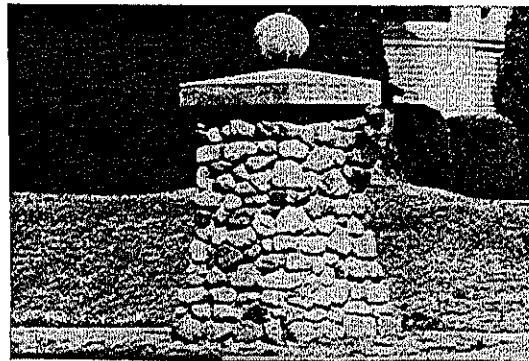
Enriched paving treatment can be used to highlight pedestrian crosswalk areas and reinforce pedestrian ambiance of “main street” areas. Distinctive paving can define special areas such as corner plazas and building entries. All paving materials must be durable, meet the disability access criteria, and not be slippery when wet. Sidewalk paving should be predominantly concrete, toned or scored for special emphasis. In the pedestrian areas, the sidewalks should be a minimum of 8-10 feet wide, while in auto dominated areas, a five-foot width is more appropriate.

Street Signage

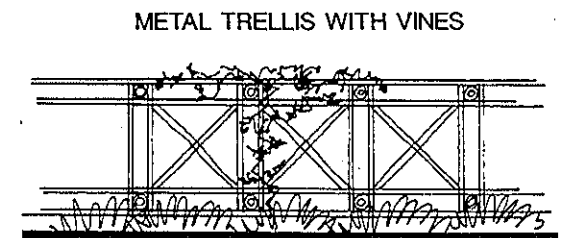
Thematic consistent public street signage can be a device to visually unify the Eastside Business District. A strong sign program can quickly orient someone unfamiliar to the area. A sign program can include directional, traffic signs, street signs and public parking areas signage. Special logos or colors can be incorporated into the signage system to blend with the overall street furniture palette. Gateway, monolith, and banner designs should be coordinated with the overall signage program. Consider providing a kiosk or bulletin board system to post notices in plaza areas. Signs should have consistent materials, size, colors, style and typeface. Where possible, symbols rather than text should be utilized. Signs should be grouped to reduce visual clutter. Explore opportunities to directly attach signs to building corners to avoid pole clutter.

Thematic Screen

To reduce visual clutter and unify the East Soquel Zone, a low screen should be developed between the back of the sidewalk and parking or auto storage areas. The City needs to develop specific standards for this thematic screen but in general it should be approximately three feet high. It should run the length of the parcel and return down side streets for a minimum of 20 feet. The screen can be interrupted for entry driveways, key auto display areas or where the building directly abuts the sidewalk area. The screen can be a combination of clipped hedge, low stucco wall with decorative cap, or painted metal lattice with vines. The style and design should be compatible from parcel to parcel. Project entries or signage should be incorporated with the screen system.



Local Monolith Character



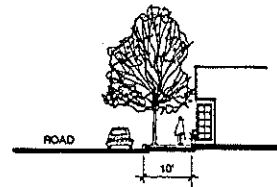
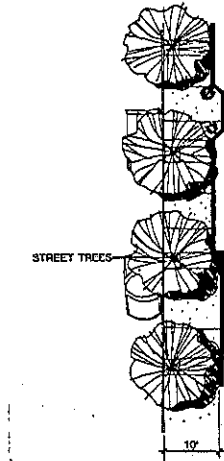
Thematic screen concept

Street Trees and Landscaping

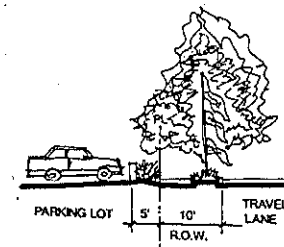
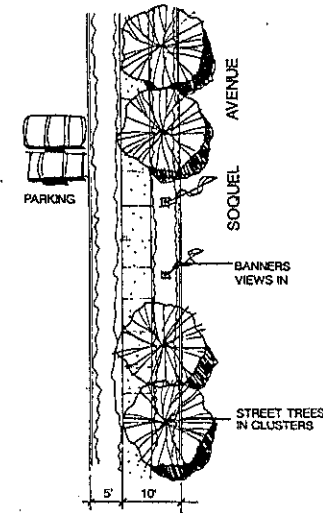
With the exception of a few random street trees along Water Street and Soquel Avenue, the majority of street trees in the Eastside Business District are found on the side streets or palm tree-lined Morrissey Boulevard. A consistent planting of street trees along Water Street and Soquel Avenue would visually unify the area, visually reduce the expanse of the roadway and create a canopy for the pedestrian areas. The pattern of street trees would vary from zone to zone to accommodate the varying use patterns, however, the tree species palette should be consistent throughout the area. Tree species selected should be large enough at maturity to be pruned up to a height of 10 feet. The City should develop a street tree scheme for the Eastside Business District identifying a tree species appropriate for sidewalk planting as well as standards for planting (spacing, irrigation, staking, tree grates, container size at planting). Trees planted in sidewalk cut-outs should be planted with tree grates to insure pedestrian safety. Street trees and landscaping should continue down side streets and be used in rear parking areas to screen residential areas from impacts of retail uses.

Trees located in sidewalks in the "main street" zones should be planted in as regular a pattern as possible recognizing the potential for conflicts with signage, street lighting, and other obstacles. Trees should be spaced between 20 and 30 feet apart. In the Entry Zones and the East Soquel Zone, the trees can be clustered to highlight areas and allow site lines to feature to the rear of parcels.

In the East Soquel Area, the planter strips between the curb and sidewalk should be planted from a City prescribed palette of low growing, drought tolerant groundcovers and shrubs. Corner areas, project auto entries, and plaza areas should be highlighted with plantings of blooming shrubs. The City may want to develop a program to allow merchants to add annual color in special areas.



Main Street tree planting pattern



East Soquel tree planting pattern

CIRCULATION AND PARKING

The major regional and community access routes to the Eastside Business District are Soquel Avenue, Water Street and Highway 1 via Morrissey Boulevard. Branciforte Avenue and Seabright Avenue provide local access along with the numerous neighborhood streets that intersect with Soquel Avenue and Water Street. With the exception of Branciforte Avenue, all of these are designated as arterial streets serving through traffic. Besides Highway 1, Soquel Avenue and Water Street provide the major east/west access route between the employment and downtown retail centers of Santa Cruz and the residential areas in eastern Santa Cruz, Live Oak, Capitola and Soquel, creating a major commuter corridor, especially during the afternoon peak hours. The only other parallel route that connects these areas is East Cliff Drive/Murray Street. The crossing of Ocean Street (a major beach destination route) and Soquel Avenue is a significant intersection in the City of Santa Cruz.

There are three major intersections on Soquel Avenue within the Eastside area at Branciforte Avenue, Seabright Avenue and Morrissey Boulevard/Water Street. The intersection at Soquel Avenue, Water Street and Morrissey Boulevard was originally a five-way intersection with full access for both directions on all streets. Due to traffic congestion and conflicts, Water Street and Soquel Avenue were reconfigured into one-way streets between Morrissey Boulevard and Poplar Avenue. This created a traffic weaving area on Poplar Avenue as east bound Water Street traffic used Poplar to get to

Soquel Avenue and the Morrissey Boulevard intersection while west bound Soquel Avenue traffic had to use Water Street and Poplar Avenue to travel from the Morrissey Boulevard intersection to Soquel Avenue. This resulted in high volumes of traffic trying to cross paths during peak hours, and confusion for drivers that were unfamiliar with the intersection.

TRAFFIC

The Eastside experiences heavy traffic along Soquel Avenue and Water Street during peak traffic hours. Traffic volumes are heavy during the afternoon peak hours from 4:00 to 6:00 pm with the heaviest observed traffic occurring during a one-half hour period after and just before 5:00 pm. Traffic is of concern to the Eastside commercial area because these businesses rely upon easy automobile access and to a lesser extent neighborhood pedestrian access for their customers. Business owners expressed a strong preference for two-way streets in order to maximize ease of access and storefront exposure to potential customers. Congested traffic conditions can affect ease of automobile access to businesses and pedestrian safety at crosswalks. There is also a need to provide a smooth flow of traffic to accommodate people using Soquel Avenue and Water Street for travel between the downtown Santa Cruz area and residential areas to the east.

Daily traffic on study area arterials ranges from 16,000 vehicles on Soquel Avenue west of

Branciforte Avenue to 23,500 vehicles on Water Street west of Branciforte Avenue and on Soquel Avenue west of Capitola Road. Projections for traffic volumes in 2005 show 10% to 50% increases for the alternative scenarios. Traffic projections for the Water Street/Soquel Avenue corridor are lowest if an additional eastern access route is constructed and/or development of greenbelt areas is restricted. The corridor could probably handle a 10% traffic increase without major increases in congestion if various circulation improvements were made, but large increases would result in major congestion problems during peak hours which could in turn affect the businesses along Soquel Avenue and Water Street.

In general, the intersections along Water Street between Poplar Avenue and Ocean Street operate relatively smoothly with little congestion or few traffic conflicts. The major intersections along Soquel Avenue from Ocean Street to Capitola Road are more congested with traffic conflicts. The intersections at Branciforte Avenue, Seabright Avenue, and Morrissey Boulevard have moderate to heavy traffic congestion during the afternoon peak hour. The Soquel Avenue/Branciforte Avenue intersection has relatively moderate traffic backups. The major issue at this intersection is to provide safe pedestrian crossings. The Seabright Avenue/Soquel Avenue intersection is fairly congested during the afternoon peak, but usually all cars are able to get through the intersection during one signal light cycle. Again safe pedestrian crossing is more problematic. The intersection at Soquel Avenue/Morrissey Boulevard/Water Street /Pop-

lar Avenue is the most congested with steady volumes of traffic trying to cross paths on Poplar Street in order to merge onto Soquel Avenue. East bound traffic backs up on Water Street and volumes are heavy on Soquel Avenue. Pedestrian crosswalks in the area are difficult to cross because of the steady traffic. Safe pedestrian crossing of Soquel Avenue is a concern as expressed by residents and is in need of improvement at all three intersections.

Other intersections along Soquel Avenue east of Morrissey Boulevard such as Frederick Street, Park Way and Capitola Road have high volumes of traffic during peak hours, but do not have the amount of conflicts identified in the previously described intersections. The main conflict is accommodating the high volumes of through traffic crossing the signalized intersections along this stretch of Soquel Avenue.

Over the last several decades the City has discussed the possibility of extending Broadway Avenue to Brommer Avenue thereby providing a third major east-west corridor. This connection was extensively discussed during the preparation of the 1993 General Plan and was dropped from the General Plan. Concerns over neighborhood and greenbelt preservation were considered a priority over construction of the connector street. Current plans call for the use of the existing connector right of way for a bicycle connector.

Pedestrian Circulation

Sidewalks and crosswalks across major streets provide the pedestrian circulation system in the Eastside. Pedestrian activity was observed to be the highest at a few commercial retail intersections in the study area. East of Morrissey Boulevard, few pedestrians were observed along Soquel Avenue. Highest activity was noted at the Seabright Avenue/Soquel Avenue intersection where several retail stores, a small shopping center and the Rio Theater are located. This is a signalized intersection with heavy traffic and an offset alignment of Seabright Avenue which together create a situation where the pedestrian must be alert while crossing the street. Pedestrian activity is relatively high at the Branciforte Avenue/Soquel Avenue intersection where Shoppers Corner and several retail shops are located. This signalized intersection also has an offset alignment where North Branciforte Avenue is at a sharp angle to Soquel Avenue. Soquel Avenue is relatively wide at this point with long crosswalks where pedestrians need to pay attention and hurry in order to safely cross during the signal. Most of the pedestrian traffic crosses Branciforte Avenue between Shoppers Corner on the west and the parking lot and retail shops to the east. During the workshops, many participants wanted improvements to these intersections to make them safer and more pedestrian-oriented.

There are no signalized pedestrian crosswalks across Soquel Avenue between Seabright Avenue and Branciforte Avenue. Neighborhood residents requested that a signalized crosswalk be installed at

the five-way intersection of Soquel Avenue at Cayuga Street/Benito Avenue/Doyle Street. This is a complex intersection with unusual turning movements and restricted sight distances from the side streets.

Parking

Parking for the Eastside Area is provided by private off-street parking and public on-street parking spaces. The highest demand for parking is during the afternoon and early evening as people shop after work. In some areas there is also high demand during the noon hour. Currently, there are no public parking lots.

There is an evident need to provide greater access to parking in a few areas along Soquel Avenue. In some areas, mostly Soquel Avenue east of Morrissey Boulevard and Water Street east of Branciforte Avenue, there may be periodic shortages of parking, but it is less evident. The areas of Soquel Avenue and Water Street west of Branciforte Avenue do not have notable parking shortages due to ample on-street and off-street parking.

The supply of parking spaces along Soquel Avenue, and to a lesser extent Water Street, is uneven. In some areas there is adequate parking while a block away there may be shortages. In general, adequate parking occurs when the stores or businesses provide off-street parking and there are on-street spaces to supplement the supply. Parking shortages are noted mostly at retail commercial nodes where only a few businesses have adequate off-street lots. This is the case at the areas of Soquel Avenue/Branciforte Avenue, Soquel Avenue between Benito Avenue and Poplar Avenue, and Water Street at Poplar Avenue. There are also some other shortage areas along Water Street and along Soquel Avenue east of Morrissey Boulevard, but these are less notable. The medical center on

Soquel Avenue by Capitola Road does have a parking shortage, but that is not addressed in this study.

Lack of on-street parking is a problem on Soquel Avenue from east of Seabright Avenue to Morrissey Boulevard. In this area there are several businesses, most notably the Rio Theater, that do not have off-street parking, so parking tends to fill private lots and available on-street parking in front of other businesses. Soquel Avenue at this point is relatively narrow, and does not have sufficient width to accommodate four lanes of traffic with left turn pockets, on-street parking and its relatively wide sidewalks. There are also high volumes of traffic in this area that conflict with parallel parking movements, especially during peak hours. Large, private off-street lots provide parking for the book store/shopping center area and the clothing/fabric stores, but are not available for other businesses. There is also a small parking lot that is leased out to several businesses, but more off-street parking is needed for the area.

The Branciforte Avenue/Soquel Avenue area has on-street parking along most of the streets, but there are few off-street parking lots. There are two large lots that serve the grocery store, but many of the other businesses in the area have little or no off-street parking. Parking is also limited along the area around Benito Avenue/Doyle Street and Soquel Avenue. Again, many businesses have no off-street parking and there is limited on-street parking. There is a vacant lot by the fire station that could provide parking for both this area and businesses closer to Seabright Avenue.

Parking for the health food store and shops along Water Street between Poplar Avenue and Morrissey Boulevard consists of eight spaces on the north side of the street and a very small lot for the food store. There is ample off-street parking nearby at the rear of the Safeway store that could be potentially used for the area.

The Advisory Committee working with Ergo Engineering and Michael Hitchcock and Associates has completed a separate study of possible alternative street alignments to integrate bike lanes and on street parking on the section of Soquel Avenue between Ocean Street and Seabright Avenue. This study was considered simultaneously with the Improvement Plan and final recommendations from the study will be incorporated into the Improvement Plan.

Circulation and Parking Opportunities

The options for improving the overall circulation and traffic of the Eastside Area are constrained by the use of Soquel Avenue and Water Street as arterials for high volumes of through traffic. This means that high volumes of through traffic will continue and must be addressed. These traffic volumes require four lanes along Soquel Avenue, especially east of Seabright Avenue. Due to historic development patterns and road right-of-way widths, there are areas along Soquel Avenue that have insufficient width to accommodate the numerous circulation and parking demands of a commercial area. Soquel Avenue east of Seabright Avenue is too narrow to accommodate on-street parking, bicycle lanes, wide sidewalks and four lanes of through traffic along with two left turn lanes. As a result, there is no on-street parking, or bicycles lanes. There is, however, the opportunity to improve pedestrian circulation in the area and provide greater access to off-street parking.

The Soquel Avenue/Water Street/Morrissey Boulevard intersection is another area that has notable constraints but also opportunities for improvement. The current circulation pattern directs all west-bound Soquel Avenue and Water Street traffic through a short section of Water Street between Poplar Avenue and Morrissey Boulevard. This results in several one-way road segments of and sharp turns which create a confusing traffic pattern. The issue is how to provide easy west-bound traffic access to Soquel Avenue and Water Street while maintaining adequate traffic flows at the Soquel Avenue/Water Street/Morrissey Bou-

levard intersection. Conflicting traffic movements need to be minimized in order to decrease congestion. There is an opportunity to use some of the park area land for additional lanes on Soquel Avenue, providing a smooth flow of traffic and adequate parking for local businesses.

The Soquel Avenue/Branciforte Avenue intersection is adequate to handle smooth traffic flows, but is deficient in off-street parking for some businesses in the area. It has pedestrian crosswalks that are long and interrupted by a traffic island in the northeast corner. There is the opportunity to reconfigure the pedestrian crosswalks to be safer, and to increase off-street parking.

The Soquel Avenue/Cayuga Street/Benito Avenue/Doyle Street intersection contains off-set side streets approaches, some at steep angles, to signalized pedestrian crosswalks, and inadequate off-street parking to the east. The existing configuration of the five-way intersection can be confusing to drivers and can create turning movement conflicts. There is the opportunity to reconfigure the Doyle Street/Benito Avenue approach to Soquel Avenue thereby creating a four-way intersection, signalize the intersection to provide safer pedestrian crosswalks, and use nearby vacant land for a public parking lot.

Traffic and Pedestrian Circulation Guidelines

- Provide two-way street access to businesses within the Eastside Business Area.
- Promote alternative east-west traffic routes in Santa Cruz to decrease traffic congestion along Soquel Avenue, but not adversely affect the adjacent neighborhoods.
- Improve intersection designs and signalization phasing at congested intersections. Provide safe, well-marked pedestrian crosswalks.
- Improve the timing of signals along Soquel Avenue and Water Street to optimize traffic flow and decrease congestion.
- Improve sight distances and decrease turning conflicts at five-way intersections with sharp angles.
- Add traffic signals over time at intersections with major traffic and/or pedestrian crossing conflicts. Install manually activated pedestrian signals at key, high use intersections that do not have traffic lights.
- Design pedestrian crosswalks to connect to sidewalks, minimize connections to traffic islands.

Traffic Improvement Recommendations

- Soquel Avenue/Seabright Avenue intersection
- Add pedestrian crossing improvements
 - Increase length of west bound left turn lane on Soquel Avenue
 - Adjust timing of signal to optimize peak hour traffic capacity and reduce traffic backups
- Soquel Avenue/Branciforte Avenue
- Add pedestrian crossing improvements and remove traffic island on northeast corner
 - Adjust timing of signal to optimize peak hour traffic capacity and reduce traffic backups.
- Soquel Avenue/Water Street/Morrissey Boulevard intersection
- Widen Soquel Avenue between Morrissey Boulevard and Poplar Avenue to five lanes with two east bound left turn lanes for two-way traffic
 - Close Water Street at Morrissey Boulevard and redevelop street/park areas as landscaped parking/pedestrian/retail area. Reroute west bound Water Street traffic to Soquel Avenue with free right turn lane onto Poplar Avenue and free left turn lane onto Water Street to provide even traffic flow.
 - Widen Poplar Avenue between Water Street and Soquel Avenue to four lanes of two-way traffic. Install signal at Poplar Avenue/Soquel Avenue intersection if warranted.
 - Adjust timing of Soquel Avenue/Morrissey signal to optimize peak hour traffic capacity

- and reduce backups, and if possible continue adjustment of timing on Soquel Avenue past Morrissey Boulevard.
- Add pedestrian Crossing improvements.

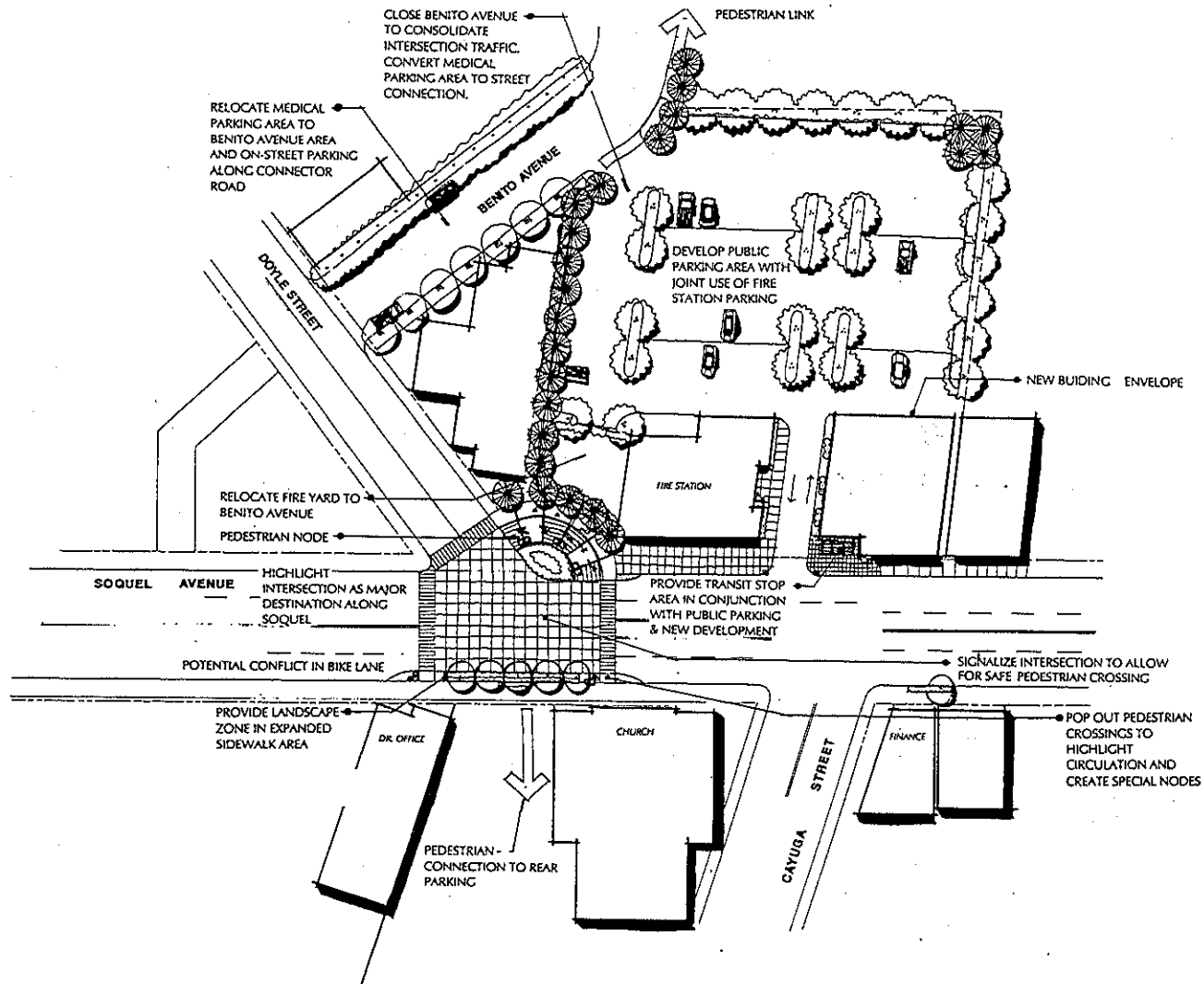
Parking Guidelines

- Conserve existing on-street parking spaces as an important supply of convenient and highly visible parking.
- Where feasible, add on-street parking spaces along Soquel Avenue for use during non-peak traffic hours.
- Increase access to private lots through space leases, voucher or parking district arrangement.
- Clearly sign off-street parking areas to maximize use.

Parking Improvement Recommendations

- The City should purchase and develop the lot adjacent to the fire station for public parking.
- On-street parking along the redesigned section of Water Street between Poplar Avenue and Morrissey Boulevard should be redeveloped into an attractive off-street lot.

Chapter IV



PUBLIC PARKING STUDY ZONE

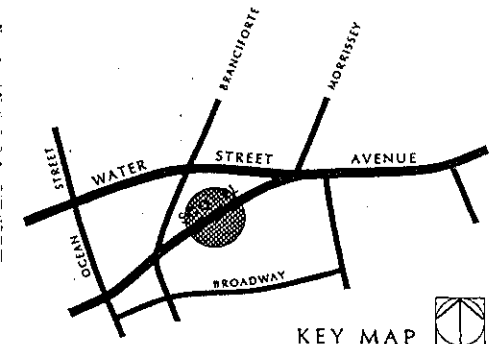


Fire Station/Public Parking Study Area

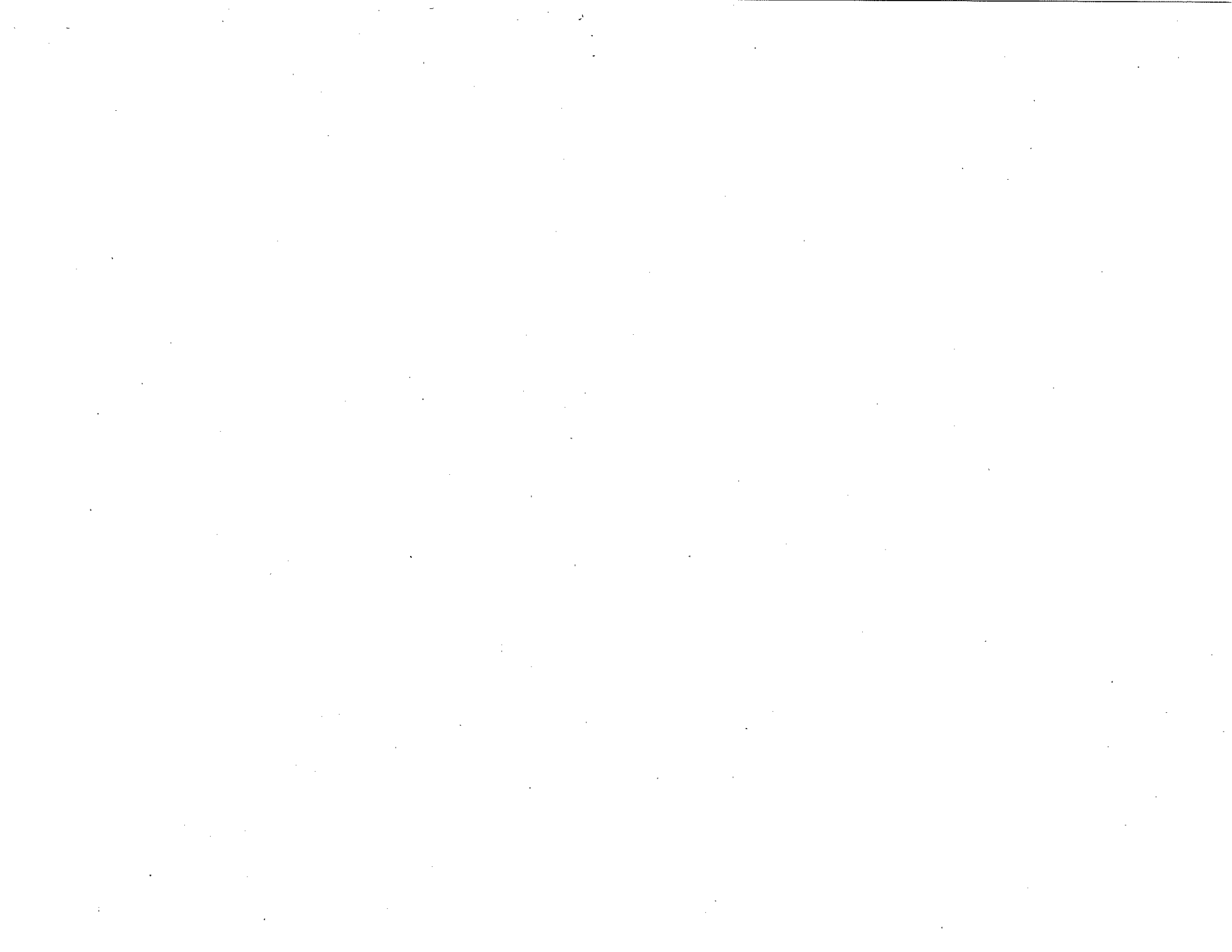
Goal: Provide adequate parking to meet demand generated by existing and proposed retail uses in "main street" area.

Recommendations:

- Acquire vacant parcel at intersection of Cayuga Street and Soquel Avenue for development as a public parking lot. Explore opportunities to clad front of parking area with retail uses or enclose with thematic wall.
- Explore opportunities to jointly use fire station yard and parking area with public parking lot.
- Explore opportunities to close Benito Avenue connection to Soquel Avenue and consolidate into public parking area. Relocate office parking area created by closure of Benito Avenue and directing Benito Avenue through existing office parking area. Eliminating direct connection between Benito Avenue and Soquel Avenue simplifies a dangerous intersection.
- Direct traffic exiting from proposed public parking area onto Doyle Street and to signalized intersection at Soquel Avenue. Thus exiting traffic has the option of turning to the left or right on Soquel Avenue and adequate stacking area is provided along Doyle Street.
- Provide transit stop area to work in conjunction with public parking lot.
- Create pedestrian plaza to highlight area along Soquel Avenue.
- Provide pedestrian link past parking area to school.
- Provide pedestrian-activated signalized crossing.
- In larger rear parking areas, orient aisles to facilitate pedestrian circulation to buildings.
- City should acquire parcels at the northeast corner of Soquel Avenue and Benito Avenue to consolidate rear parking. Development on the northside frontage of Soquel Avenue just east of the existing fire station will help continue the architectural edge of the street. An alleyway marked by thematic parking signage between the fire station and proposed development will highlight available parking to passing vehicles.
- Incorporate public services (i.e. transit stop) in conjunction with new development.
- Maintain truck access for existing fire station.



Soquel Avenue and Cayuga Street



MARKET RESEARCH

The Eastside Business Area contains a rich variety of commercial businesses surrounded by well-established neighborhoods of older homes and garden style apartments. The retail establishments, as well as the professional and service businesses, have a primary customer base of shoppers who live and/or work in the Eastside Business Area.

Retailers in Eastside Business Area

As will be described in greater detail in the Opportunities and Constraints section, the Eastside Business Area consists of about 130 retail establishments which employ about 1000 workers and occupy about 430,000 square feet of retail space. There are five concentrations of retailers located in the Eastside Business Area:

- Auto Dealers and Suppliers
- Eating and Drinking Establishments
- Food Stores
- Home Furnishing and Appliances
- Specialty and Other Retailers

These five types of retailers employ about 90% of all workers and occupy about 90% of the retail space.

The retail businesses in the Eastside Business Area are complemented by a broad variety of business and professional service companies, many of whom represent an important customer base to the retailers.

Definition of Market Area

As the retailers in the Eastside Business Area offer a diverse range of products, they draw customers from different geographic areas. The neighborhood-serving businesses, such as food stores, tend to draw primarily from residents who live in close proximity to the area (primary market). As is described in greater detail later in this chapter, about 16,500 residents live within walking distance or a short drive of the Eastside Business Area.

Retail establishments such as specialty stores, apparel stores and eating and drinking establishments are likely to attract customers from a wider geographic area. Between 45,000 to 50,000 residents live within a convenient 10 to 20 minute drive of the property and represent the secondary market for consumers.

Retailers such as the auto dealers and home furnishing stores have a regional draw, attracting customers who are willing to drive a considerable distance for the right product at the right price. About 230,000 residents live within the regional marketplace, or the County of Santa Cruz.

Residents who live within the City of Santa Cruz are an important subset of the regional market. City residents are more likely to frequent stores within their own city, given comparable choices and selection. In 1990, there were about 49,000 residents in the City of Santa Cruz representing about 22% of the County's population.

Opportunities and Constraints

The "personality" of the Eastside Business Area presents both opportunity and challenge. Businesses and shoppers like the area's friendliness, and many businesses and their customers have been in the area for 10 years or longer. Business owners and shoppers also tend to feel the area is safe.

Businesses and shoppers want to build on the neighborhood feeling of the shopping district, adding amenities to enhance the familiar, warm, unpretentious character of the area. Those shoppers and businesses who were surveyed as part of the market assessment, do not want the Eastside to become another Los Gatos or Palo Alto.

The diversity of land uses likewise offers both opportunities and constraints. Those uses which are complementary, such as the convenient location of neighborhood-serving retailers adjacent to residential areas, should be further encouraged. However, this advantage can become a disadvantage when inadequate parking for retailers leads to an uncomfortable spillover of cars in residential parking areas.

The 41st Avenue Mall in Capitola is the major competition to the Eastside Business District and the mall's business appears to be growing at the expense of downtown Santa Cruz and the Eastside Business Area. The mall offers consumers convenient parking, a wide selection of offerings, and the ability to easily combine multiple purchases in one trip. The mall also promotes its stores through joint

Chapter V

advertisement and frequent events to attract shoppers. In order to better compete, the Eastside Business Area must be more like the mall by enhancing its retail offerings, offering greater convenience to customers and boosting its promotion efforts.

One of the business community's primary concerns is that the city policies of Santa Cruz have not emphasized business enhancement and retention, but have rather discouraged their growth through certain policies. The city's commitment to this improvement plan and the continued strengthening of the Eastside Business Area is important to both the business community and the City of Santa Cruz to create the following opportunities:

- Enhance retail sales,
- Promote visibility of the Eastside to both city and county residents.

MARKET ASSESSMENT

This section presents an assessment of the market potential for retail businesses in the Eastside Business Area and describes the:

- Potential consumers for the Eastside Business Area,
- Characteristics of the existing retail establishments,
- Shopper and business perceptions of the Eastside Business Area,

- Potential opportunities to enhance retail trade and businesses, and,
- Recommended market strategy.

Description of Eastside Consumers

To better understand the consumers for the Eastside Business Area, a demographic analysis was made of the primary, secondary, and regional market using US Census data as compiled by Urban Decision Systems. The following pages briefly summarize the socio-economic characteristics of the residents in the market area. For greater detail, please refer to the detailed tables which are presented in the appendix of this book.

Primary Market

The primary market for the Eastside Business Area retailers is represented by those neighborhood residents who live within walking distance or a short drive of the area. In demographic terms, this is represented by those residents who live in the area delineated by census tracts 1002, 1008, and 1009.

In 1990, according to the US Census, there are about 16,500 residents who live within the primary market area, representing about one-third of the population of the City of Santa Cruz. These residents represent the primary source of demand for convenience goods and services in the Eastside Business Area. Between 1980 and 1990, the number of residents in the primary market area in-

creased by 23% (see Graph V-1 in the Appendix). The residents who live within the primary market area have the following characteristics:

- 85% are of the white race, and 15% are of Hispanic origin,
- 54% of families have children, and the average family size is 3.2 persons,
- Median age of the population is 32.5,
- 68% of families are married couples and 49% are married with children,
- 62% of the population over the age of 25 have attended college and 27% have four or more years of college,
- 45% of the families are two-worker households and 11% have three or more workers per household,
- Median family income was about \$37,000 in 1989,
- More households rent than own their own homes,
- 56% of the housing units were built more than 30 years ago,
- Median home value is about \$244,000,
- About 60% have white collar jobs and about 40% have blue collar jobs,
- 64% drive alone to work, and have access to two or more vehicles,
- The average travel time to work is 20 minutes.

Secondary Market

The secondary market for the Eastside Business Area are those residents who live within a 5-20 minute drive of the area, consisting of most neighborhoods located on the east side of the city and the adjacent unincorporated county areas. In demographic terms, this is represented by those residents who live within census tracts 1002, 1008, 1009 plus 1001, 1006, 1007, 1010, 1011, 1208, 1212.

About 45,400 residents live within the secondary market of the Eastside Business Area, representing about 90% of the consumer buying potential as compared to the City of Santa Cruz. Since 1980, the secondary market area grew at a slower rate than the primary market area.

The socio-economic characteristics of these consumers are largely the same as the primary market with the following exceptions:

- Slightly smaller percentage of persons of Hispanic origin (14%),
- Only 50% of families had children,
- Median age is slightly higher (33.6),
- Over 67% of the population over the age of 25 have attended college,
- Have a greater number of two or more worker households (49% two worker, 13% have three or more),

- Median family income considerably higher, \$47,000 in 1989,
- Median home value significantly higher at about \$271,000,
- More households own than rent their homes,
- A greater percentage (64%) have white collar jobs.

Thus the consumers in the secondary market tend to be more affluent, better educated, better housed, and more mobile.

Regional Market

The regional market for the Eastside Business Area consists of all residents in the County of Santa Cruz. In 1990, the regional market consisted of about 230,000 people. Since 1980, the county population grew by over 40,000 people or about 23%.

As compared with the City of Santa Cruz, the primary and secondary markets consist of a greater proportion of families and children, a smaller proportion of the college age population and more seniors (especially older women). The County of Santa Cruz is more similar to the primary market area.

Graph V-2, in the Appendix, compares the differences in age groups between these three sets of consumers.

Consumer Market Potential

According to the 1992 Consumer Research Study commissioned by the International Mass Retail Association, there are four primary groups of shoppers:

- working shoppers without children
- working shoppers with children
- homemakers
- retirees

The most active shopper tends to be a married, college educated, professional baby-boomer woman with no children under 18 at home.

The demographic analysis of consumers indicates that consumers in both the primary and secondary market areas are representative of all four of these shopper groups. There are high proportions of households with two or more workers, as well as retiree families with a homemaker (one worker households). Most of the households in the primary and secondary market areas are college educated and are employed in white collar jobs, closely matching the profile of consumers who shop the most. The retail businesses in the Eastside Business Area thus have a strong consumer base from which to derive sales.

Chapter V

Description of Retail Establishments

Based on analysis of City of Santa Cruz business license tax data, the Eastside Business Area is estimated to contain about 130 retail establishments which occupy about 430,000 square feet of space and employ about 1000 workers (see Table V-2 in the Appendix).

- Food stores occupy 27% of the retail space and employ about 280 workers. Four of these establishments are larger than 10,000 square feet in space: Shopper's Corner, Lucky Stores, Staff of Life, and Safeway (in descending size of store). The food stores are a focus of daily retail activity for neighborhood residents and are interspersed along the major thoroughfares.
- Eating and drinking places occupy 25% of the retail space and employ about 240 workers. Family oriented dinner restaurants and fast food places occupy the majority of space. Many of the restaurants are concentrated between 800-1400 Soquel Ave.
- Auto dealers and suppliers occupy about 20% of the retail space and employ about 190 workers. Auto dealers who sell new and/or used automobiles occupy most of the space and are primarily located between 1600-2000 Soquel Ave.
- Home furnishing and appliance stores represent about 10% of the space and employ about

80 workers. These 22 stores primarily trade in floor coverings, fabrics, furniture, and appliances for the home. These stores are also interspersed throughout the area.

- Other retail stores, including specialty stores, represent 23% of the retail establishments and only 6% of the retail space. Most average about 1,000 square feet in size, have two employees or less, are interspersed throughout the area, and offer a broad variety of products from sporting goods to stationery to jewelry.
- The remaining types of retail stores each represent less than 10% of all retail outlets: apparel stores (5%), building materials (6%), drug stores (4%), with the rest below 1-2%.

For a listing of retail businesses sorted by business type and street address, please refer to Table V-3 in the appendix.

The retail businesses in the Eastside Business Area are complemented by a broad variety of business and professional service companies, many of which represent an important customer base to the retailers. Table V-4, in the Appendix, shows a distribution of the types of businesses in the eastside of Santa Cruz who would be a second likely source of shoppers. There are a large number of artists and musicians, private consultants, medical and dental related offices, attorneys, engineers, realtors, and personal service businesses.

Shopper and Business Perceptions of the Eastside Business Area

In order to better understand and to assess the current conditions which could impact the city's redevelopment efforts, Bischoff Market Research, Inc., performed an in-depth market survey of the Eastside Business Area (Eastside) in August and September 1992.

The market survey was designed to provide the Santa Cruz Redevelopment Agency and the Eastside business owners with information from Eastside businesses and shoppers on the:

- Shoppers' perceived strengths and weaknesses of Eastside
- Businesses' perceived strengths and weaknesses of Eastside
- Types of improvements, including specific types of shops, which customers feel would promote shopping in the Eastside
- Types of improvements, including specific types of shops, which businesses feel would promote Eastside business

The survey research included both personal interviews and self-administered questionnaires. Twenty five in-depth interviews were conducted with business owners on August 13, 1992, while twenty five in-depth interviews were conducted with shoppers in the area on August 14. Information from those

interviews was used to develop the self-administered questionnaires.

On August 29, a total of 113 self-administered questionnaires were obtained from shoppers in the Eastside. Interviews were broadly distributed along Soquel Avenue and, secondarily, Water Street to ensure that different types of shoppers were represented. Questionnaires were obtained from shoppers in the following areas:

- Safeway
- Lucky's/Thrifty's
- Yogurt/video shop on Water Street
- Area around Eastside Hardware/Fosters Freeze
- Area along Soquel Avenue between the Rio Theater and Bank of America.

Questionnaires were distributed to business owners on September 2, 1992, and 47 questionnaires were completed. The results from the survey are summarized in the next sections. For further information, please refer to the City of Santa Cruz Business Improvement Project Marketing Analysis, September, 1992 (not part of this text).

EASTSIDE SHOPPER PROFILE

Based on the survey of shoppers:

- The majority of the shoppers surveyed were males of a mean age of 40 years. This is thought to be because of the type of male-oriented businesses predominant in the area (e.g., hardware stores, convenience stores, automobile dealerships and auto parts stores).

- The mean household income of those surveyed was \$34,500, comparable to what was indicated in the US Census for the primary market area.
- The majority of shoppers surveyed live in Santa Cruz (79%). Mean length of residence was 11.3 years.
- Over half of those surveyed (56%) also work in Santa Cruz.
- Nearly everyone interviewed had shopped at Eastside stores previously (95%). The majority shop in the Eastside at least once a week (82%), and many shop daily. This frequency is in part due to the types of stores in the Eastside: grocery stores, drug and variety stores, banks, post office.
- Most shoppers only go to one (43%) or two (43%) stores, indicating planned shopping.
- The majority of shoppers interviewed (70%) had driven to the Eastside while 13% walked and 9.7% rode a bicycle.

EASTSIDE BUSINESS PROFILE

Based on the survey of business owners:

- Almost half (47%) the businesses have been in the area for ten years or more.
- Although the mean size of Eastside businesses surveyed was 4,632 square feet, more than half

the businesses (60%) are 3,000 square feet or less in size.

- Only 26% of business owners surveyed own their own building space. Of those who rent or lease, almost half (44%) have a lease that will expire by, or before, 1996.
- Most businesses say they will stay "10 years or more" or "indefinitely" (15% and 43%, respectively).
- Most of the business comes from local patrons (40% Eastside and 43% other parts of Santa Cruz).
- Only 28% of businesses surveyed identify 41st Avenue Mall in Capitola as their main competition.
- A majority of businesses (60%) say their gross sales for 1991 were under \$500,000. Almost half (47%) of business owners say their sales have been decreasing over the past three years while 21% say sales have been steady and 28% say sales have been increasing over the past three years. Most businesses (43%) believe their 1992 sales will be the same as 1991 sales.
- Nearly half the businesses say newspaper advertising is the most effective medium for them. Most businesses spend 1% to 2% of gross sales on advertising and promotions.
- Only 34% of the business owners pay any percentage of their gross sales to fund improvements and most of those contribute less than 1% of gross sales.

Chapter V

- The majority of the businesses surveyed seem to feel the Santa Cruz City Council does not understand or appreciate its business people.

PERSONALITY OF THE EASTSIDE AREA

The adjectives most often chosen by shoppers to describe the Eastside business area are: functional (52%), busy (46%), familiar (40%), and alive (39%).

Business owners describe the Eastside as: busy (45%), friendly (40%), out of date (36%), and functional (36%).

PERCEIVED EASTSIDE OPPORTUNITIES AND CONSTRAINTS

The survey revealed the opportunities and constraints facing redevelopment efforts in the Eastside business district. Businesses tend to believe the major problem is parking, while shoppers think it is traffic. Businesses may be perceiving the parking problem as worse than it is because other business' customers are parking in "their" parking spaces. One of the concerns of the business community is that the city policies of Santa Cruz, as well as some of its beautification projects, take precedence over, or have adverse effects on their businesses.

Shopper Perceptions

Eastside shoppers are generally happy with shopping in the area. They feel safe and comfortable and believe the Eastside has a good variety of businesses.

They think there is too much traffic in the Eastside area (70%) but only about half the shoppers think traffic speed is a problem (47%) or that more pedestrian sidewalks are needed (48%). The one improvement shoppers would most like to see is to have bike lanes on Soquel Avenue (73%). This degree of support for bike lanes is surprising in view of the fact that 70% of shoppers surveyed had driven to the Eastside in a car. Also, although shoppers would like to have bike lanes on Soquel Avenue, they do not want to eliminate Soquel Avenue's on-street parking. Only 39% of shoppers interviewed feel more parking is needed. This contrasts sharply with the 68% of business owners who think that Eastside needs more parking.

Business Owner Perceptions

Business owner perceptions of the Eastside are, in several instances, markedly different and far more negative than those of their customers. Two areas where businesses and shoppers strongly disagree is traffic and parking. Businesses feel there is too little parking (68%) in the Eastside but only 40% think there is too much traffic. Of more concern to business owners is how *fast* traffic moves along Eastside streets. The faster the traffic flow, the more difficult it is for shoppers to stop and patronize stores.

Business owners are also far more concerned about transients than are Eastside shoppers (64% vs. 43%). This is understandable in that business owners, not shoppers, bear whatever economic consequences result from transients.

Fewer than one-third of business owners surveyed want more pedestrian crosswalks (30%) or bike lanes on Soquel Avenue (28%). The issue of bike lanes is another area where shoppers and business owners have differing views.

ALLOCATING FUNDS FOR EASTSIDE IMPROVEMENTS

Shoppers would prefer that funds be spent on street improvements, while business owners feel funds should be spent on parking and building exteriors.

How \$100 in improvement funds should be allocated:

Improvements	Shoppers	Business Owners
Street Improvements	\$41.96	\$16.63
Parking	\$19.47	\$32.79
Building Exteriors	\$17.17	\$28.14
Lighting	\$16.54	\$8.95
Signs	\$8.22	\$13.26
Base	113	47

SUGGESTIONS FOR NEW EASTSIDE BUSINESSES

Both shoppers and business owners would like to see more retail stores and restaurants in the Eastside. Business owners are especially interested in bringing businesses that will generate *shopping traffic*. The ten most frequently chosen businesses that shoppers and existing business owners would like to see come to the Eastside are shown below.

MARKET RESEARCH, ASSESSMENT, & STRATEGY

Business	Shoppers	Business Owners
Bookstore	49.6%	42.6%
Clothing store	42.5%	31.9%
Coffee shop/deli	37.2%	42.6%
Family restaurant	36.3%	46.8%
Hardware store	32.7%	not mentioned
Dinner restaurant	28.3%	28.3%
Base	113	47

Almost half (47%) of the shoppers surveyed use the post office sub-station on Seabright Avenue at least once a month and 47% of Eastside business owners use the post office at least once a week.

Half the shoppers said they go to the Rio Theater on Soquel Avenue at least once or twice a year. Of the business leaders, 49% say the Rio is important, while 40% say it is not important in drawing business to the area.

Potential Opportunities to Enhance Retail Trade and Businesses

Growth in retail sales is one of the most important indicators of how a retail area is performing and is used to understand how well an area is competing for retail sales. The State Board of Equalization reports taxable retail sales by type of retail establishments for the cities and counties of California. Countywide retail sales on a per person (or per capita basis) are used as a standard by which to

compare performance for various types of retail establishments.

RETAIL SALES BETWEEN 1986 TO 1991

Apparel sales increased on a per capita basis in the County of Santa Cruz while it declined in the City of Santa Cruz between 1986 to 1991, after adjusting for inflation (See Graph V-3 in the Appendix). This means that while consumers increased their purchases of apparel goods in the County of Santa Cruz at a faster rate than inflation, the City of Santa Cruz was unable to capture a proportionate share of this increase. The 41st Avenue Mall, for example, probably captured a significant share of the countywide growth in apparel sales at the expense of the City of Santa Cruz.

As shown in Graph V-3 in the Appendix, citywide per capita retail sales declined significantly in comparison to the county for:

- Apparel
- Auto dealers and supplies
- General merchandise
- Home furnishings and appliances

This means that sales declined for these retailers between 1986 and 1991, or “leaked” out of the city into other parts of the county. This is partially attributable to the major disruption of retail activity from the 1989 earthquake; however, per capita retail sales in constant, inflation adjusted dollars for many of these goods were also declining prior to 1989. For further detail on historical retail sales

in the City and County of Santa Cruz, refer to Tables V-5 and V-6 in the Appendix.

Per capita retail sales in the City grew faster than the County for three types of establishments:

- Building materials & farm implements
- Packaged liquor
- Service stations

RELATIVE SALES PERFORMANCE OF RETAIL ESTABLISHMENTS

Graph V-4 in the Appendix, illustrates where the city is capturing more retail sales on a per capita basis than the county from the following types of retail establishments:

- Auto dealers and suppliers
- Eating and drinking establishments
- Food Stores
- Home furnishings and appliances
- Other retail sales
- Packaged liquor
- Service stations

While the retail businesses in the Eastside Business Area represent only about 20 percent of the retail establishments in the City of Santa Cruz, their sales performance will tend to be similar to the sales performance of the retail establishments in the city as they face the same competition from the 41st Avenue Mall and major retailers outside the City. Furthermore, the Eastside Business Area has a higher concentration than the city of the following better performing retailers:

Chapter V

- Auto dealers and suppliers
- Building materials
- Food stores
- Home furnishings and appliances

In addition, a high percentage of the retail space in the Eastside Business Area is occupied by two other high performers:

- Eating and drinking establishments
- Other retail stores

ENHANCEMENT OF RETAIL SALES

A critical component of any market strategy for the Eastside Business Area is to enhance and encourage retail sales at these six types of retail outlets:

- Auto dealers and suppliers
- Building materials
- Eating and drinking establishments
- Food stores
- Home furnishings and appliances
- Other retail stores

These establishments generate a high proportion of retail sales tax dollars in the City of Santa Cruz.

RECOMMENDED MARKET STRATEGY

The Eastside Business Area is well positioned to capture a significant proportion of retail sales given its central location with convenient access to over 45,000 people and 18,000 households, many of whom fit the best shopper profile for consumers.

According to the 1992 Consumer Research Study commissioned by the International Mass Retail Association, Saturday is the most popular shopping day and Monday the least popular. Key motivators for shopping are:

- low price (37%)
- selection (37%)
- location (33%)
- quality (14%)
- in-stock availability (9%)

Among all four primary shopping groups, strip centers are the most popular planned shopping location, with most shoppers preferring to shop in one place within twenty minutes of their home.

The study's findings also recommend amenities such as child activity centers, large shopping carts, lounge areas for retirees, and wider store aisles which can help to attract and retain customers.

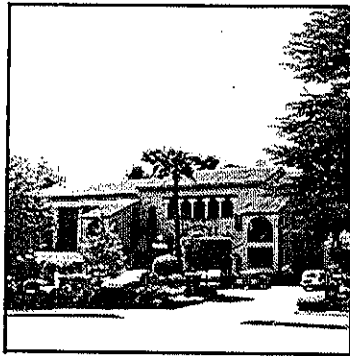
Given the market assessment presented in this chapter, there are seven important components of a market strategy to enhance retail sales in the Eastside Business Area:

- Improve the image and identity of the Eastside Business Area.
- Promote retail offerings to consumers in the primary and secondary market. Many potential shoppers may not know the breadth of retail offerings given the area's strip quality.
- Determine what is critical to maintaining and

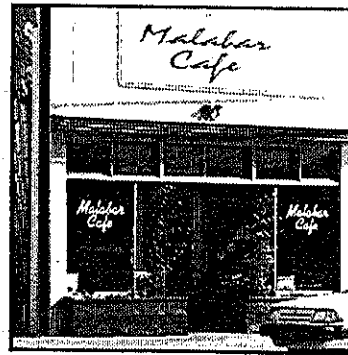
enhancing the performance of the six types of establishments with the best retail sales performance:

- Auto dealers and suppliers
- Building materials
- Eating and drinking establishments
- Food stores
- Home furnishings and appliances
- Other retail stores

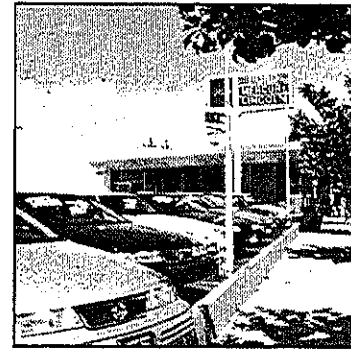
- Cluster complementary uses to provide "one-stop" shopping for a variety of goods.
- Provide convenient parking that is centrally located and accessible.
- Encourage commuters who are passing to stop or return to shop.
- Enhance the area's amenities by providing more places for families and retirees to congregate and enjoy the shopping experience.



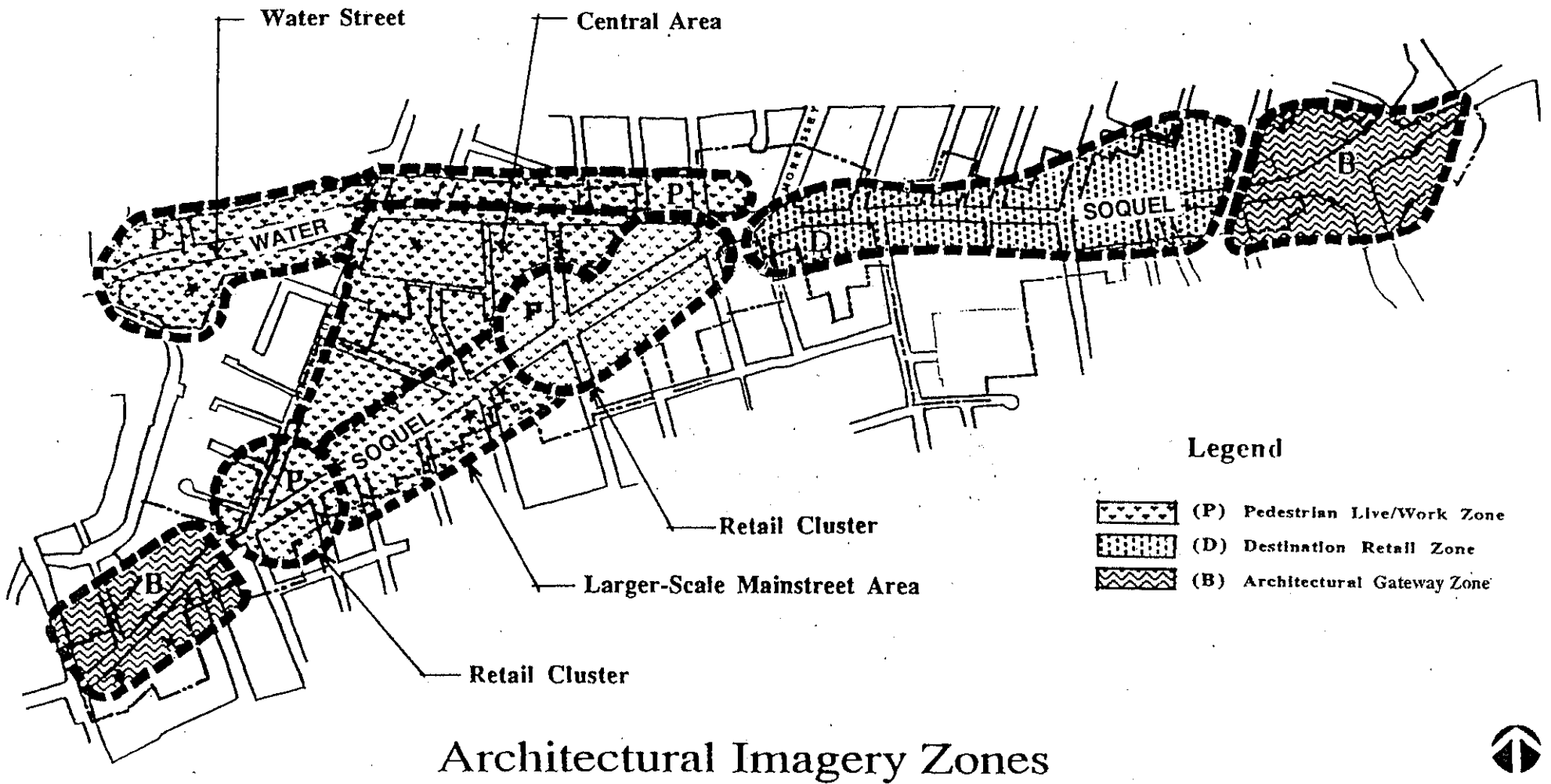
*Larger scale office
in the architectural
boulevard zone*



*Storefront building
in the pedestrian
livelwork zone*



*Destination retail zone
architecture*



Architectural Imagery Zones



Fig. 6.1

INTRODUCTION

The architectural characteristics of the Eastside Business District are referenced generally in the Urban Design Setting and Design Guidelines (Chapter III). The architecture varies greatly within the District and each of the Character Zones features many building types.

The "Character Zones" described in Chapter III refer to the overall urban design character of each zone. This encompasses the configuration of traffic lanes and sidewalks, landscaping, topography and views as well as perceivable trends in architecture. The Architectural Imagery Zones refer to the specific architectural conditions, trends and objectives established by this improvement plan.

These architectural guidelines support and expand on the recommendations of the Urban Design Guidelines, providing useful information for planners, designers and building owners to use in improving existing sites and structures, and in design of new projects. This chapter's guidelines are organized by Architectural Imagery Zones (fig. 6-1). They identify which urban "Character Zones" (from chapter III) are located within their boundaries. Key characteristics and strengths of each architectural imagery zone are included. Specific guidelines and implementation recommendations follow, which outline appropriate and desirable architectural treatments.

ARCHITECTURAL IMAGERY ZONES

Analysis of the architectural character has led to the identification of three distinct zones, encompassing the eight zones identified in the Urban Design Section, Chapter III : the Pedestrian Live/Work Zones, the Destination Retail Zone and the Architectural Gateway Zone.

Pedestrian Live/Work Zone

The Pedestrian Live/Work Zone incorporates four of the eight Urban Design Character Zones, including the Triangle Zone, the Main Street Zone (Water Street), the Main Street Zone (Soquel West) and the Central Zone. The key characteristic of these zones is that they feature storefront development of a pedestrian scale. The greatest strengths of the Pedestrian Live/Work Zone are its human scale, intimate neighborhood character, and variety of businesses and architectural styles. The architectural recommendations have been developed to support these strengths.

Guidelines

- Promote a continuous, zero setback, building facade line, which reinforces the overall pedestrian character of these areas;
- Encourage mixed-use architecture with residential and artist studios above street level commercial/retail spaces;

- Preserve, restore and maintain historic (fig. 6-2) and landmark buildings (Rio Theater) and facades;

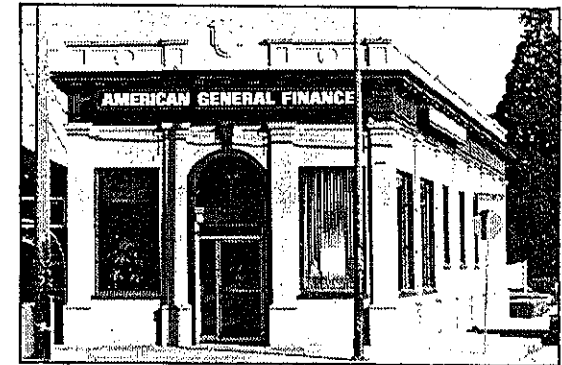


Fig. 6-2 Restored bank building

- Design architectural elements that provide human scale and design interest at the pedestrian level
- Locate parking at the rear of the site, combine individual parking areas, and create city parking lots;
- Create walkways and private outdoor pedestrian spaces between building clusters, which promote a safe area for neighborhood life and identity.

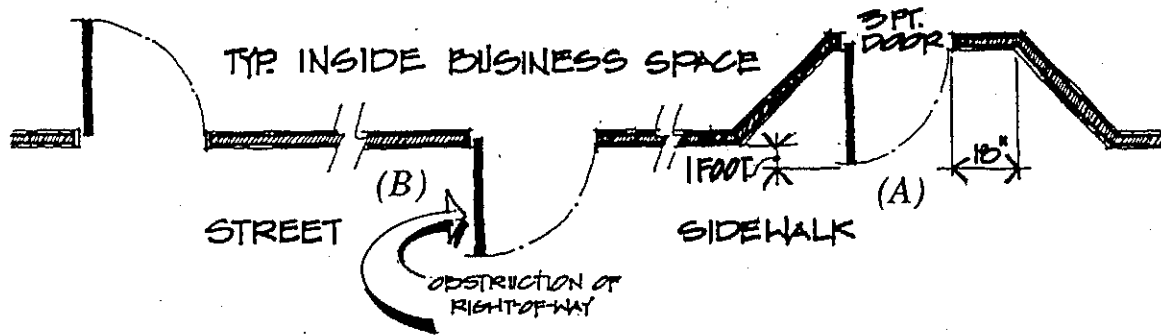


Fig. 6-3 Facade entry types- recessed entries preferred

Implementation Recommendations:

- Encourage recessed entries (figs. 6-3 A,B), interesting building bases or wainscots, attached planter boxes (fig. 6-4), awnings (fig. 6-5);
- Foster diversity in building heights, character, roof lines and details, while encouraging a consistent horizontal edge at display windows, awnings and doorways; (fig. 6-6);
- Define a distinct rhythm of storefronts by breaking long continuous facades into smaller regular intervals, which can be achieved through the addition of a variety of elements (ie awnings, pilasters, reveal lines, paint color etc.);
- Integrate signage into the architectural building elements (ie. on awnings, projecting signs or banner signs (figs. 6-7, 6-8), or part of a building architectural detail and make them of an appropriate scale for the building facade (fig. 6-9);

- Discourage multiple signs on a single business which are repetitive in nature (fig 6-10), confusing signs which are difficult to read and/or too small in scale for auto traffic (fig. 6-11), and limit temporary signs indicating sales and promotions (fig. 6-12), in particular large temporary signs which are used to attract motorists (fig. 6-13);

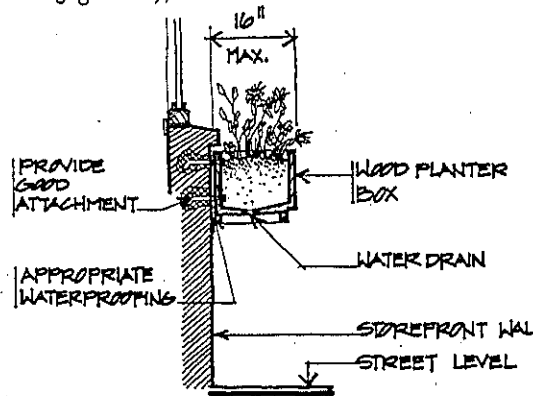


Fig. 6-4 Suggested planter box detail

- Promote signage on both facades of corner buildings which face the street when it does not negatively impact the adjacent residence. (fig. 6-14);

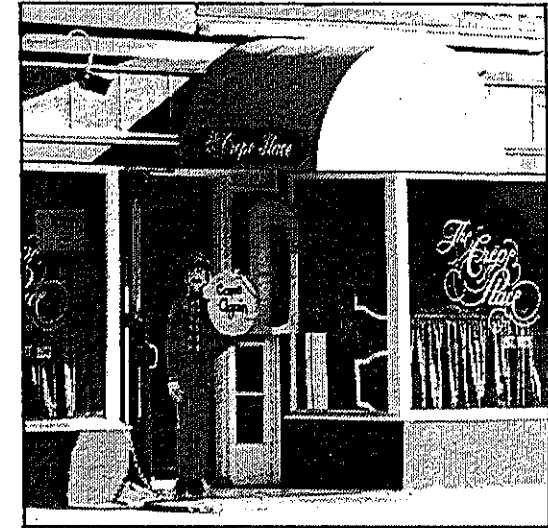
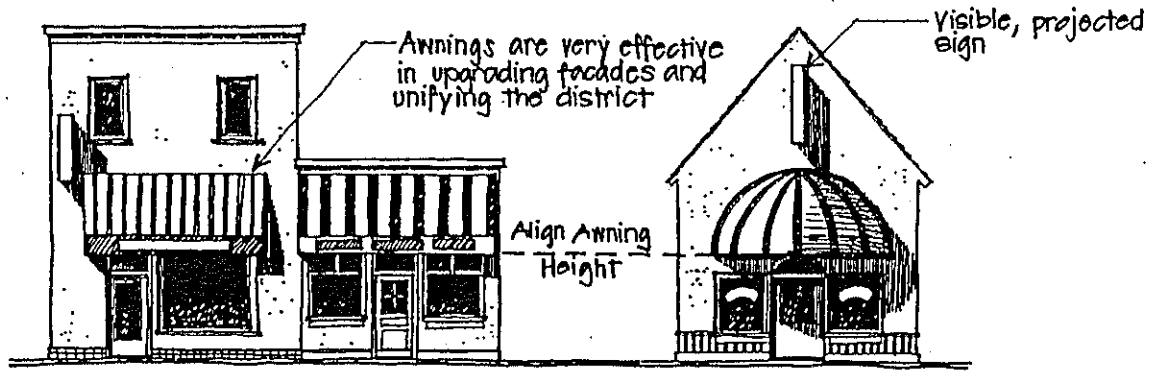


Fig. 6-5 Storefront signage improvements

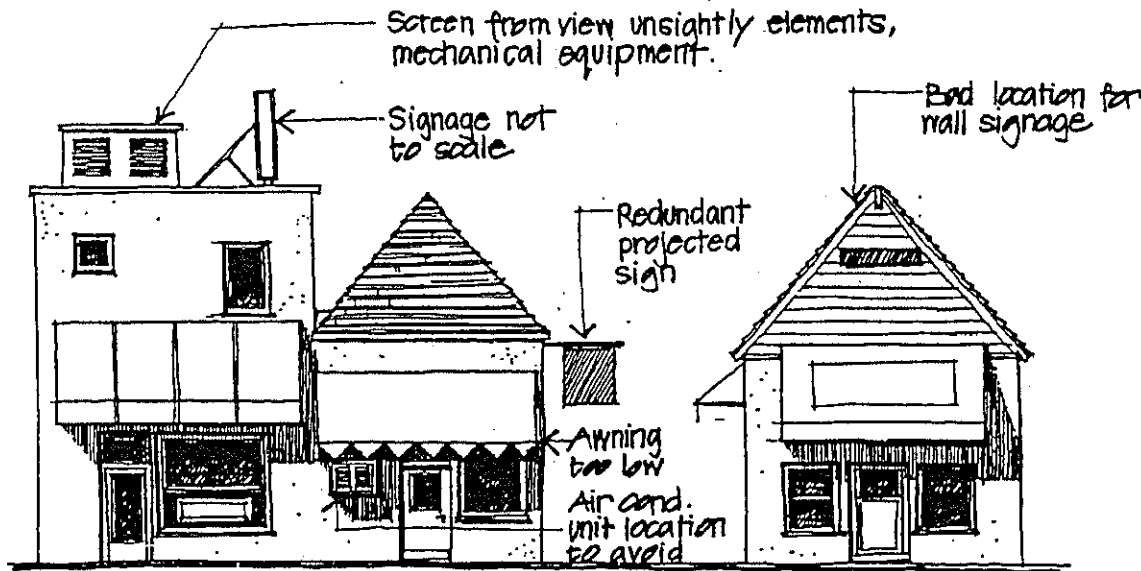
- Fabricate and install signs of appropriate scaled letters and signage cabinets, also all street addresses should be easily seen by motorists (fig. 6-15);
- Encourage removal of abandoned or non-conforming signage, especially upon change of occupancy;
- Discourage pole signs, roof signs, animated or moving signs (including flashing, rotating etc.), billboards or oversized signs, inflated signage or balloons, signs with luminescent paint, freestanding sandwich boards (particularly in public right of way (fig. 6-16), and plastic flags;



• Building elements proportioned to building mass

UNITY IN DESIGN

• Eclectic and innovative designs should be encouraged



NOT CONTINUOUS

Fig. 6-6 Facade imagery, rhythm and massing

- Encourage expansive and attractive display windows which will remain lit in the evening to create interest, warmth, safety and night time window shopping (Fig. 6-17);
- Use construction materials at the building base, which are consistent with the facade design, and adjacent facades and which do not detract from the existing details of the building (tile is particularly encouraged);
- Promote facade downlight and/or sconce light which will add texture and detail to facades at night (fig. 6-18);
- Encourage a variety of colors for individual facades and to accentuate building details when appropriate to the architectural style of the facade;
- Encourage the use of high quality, graffiti-resistant paints;
- Design and create specific areas for trash and service which are hidden from public view wherever possible, and avoid location in view of adjacent residential properties;
- Follow appropriate laws, codes and ordinances when improving any building and include the necessary elements and details to insure barrier-free design (call the City of Santa Cruz Building Department for information).

Chapter VI

Destination Retail Zone

This zone is consistent with the Soquel East Zone of the Urban Design Guidelines. The key characteristics of this zone are that there are a number of large scale retail uses and auto-oriented businesses including shopping centers, fast food restaurants, auto dealerships and auto-oriented retail businesses (ie tire stores, parts stores etc.). Typically one story buildings are found and the general massing of the street becomes less dense, with large gaps between buildings and predominant parking lots. Buildings are set back from the street and the car takes precedence over the pedestrian. This arrangement discourages multiple curb cuts and entries to business locations and encourages street front parking which can be combined and shared. The greatest strengths of the Destination Retail Zone are that traffic on Soquel Avenue is less restricted by cars slowing to park on the street and in smaller lots, the availability of parking encourages shoppers to travel to the area from farther away and allows larger retail tenants to co-exist with adjacent "boutique" type shops. The architectural guidelines have been developed to support these strengths.

Guidelines

- Encourage large scale buildings, destination retail stores, auto dealerships, and auto-oriented retail in this area;

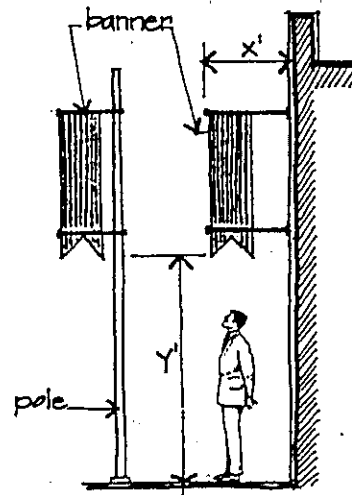
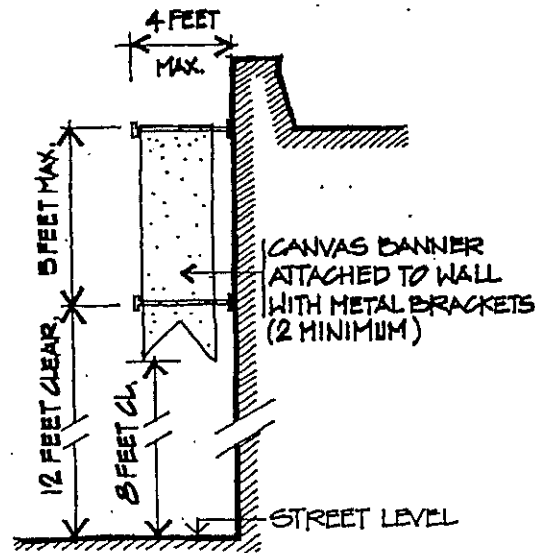
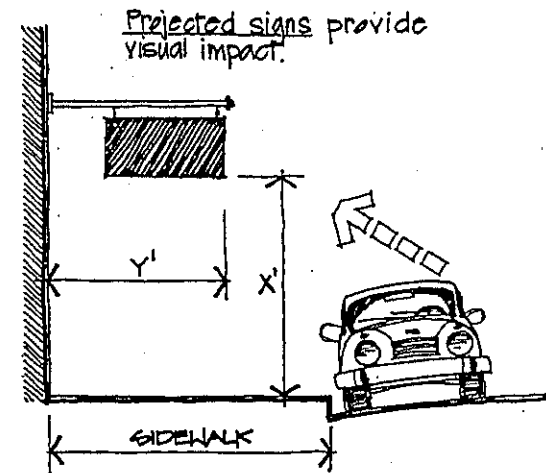
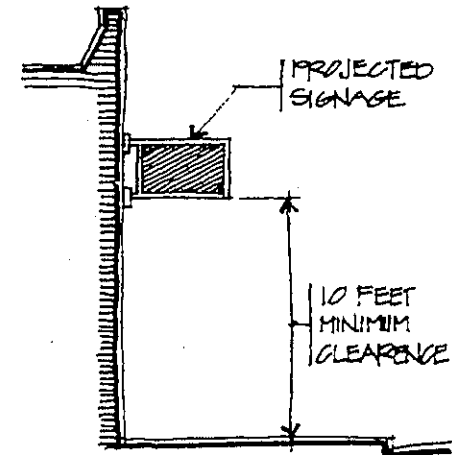


Fig. 6-7 Suggested banner details



Projected signs provide visual impact.

Projected signs should consider safety, encroachment of public right of way and appropriate size

Fig. 6-8 Suggested projected sign details

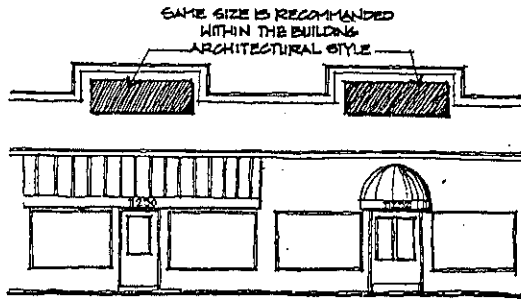
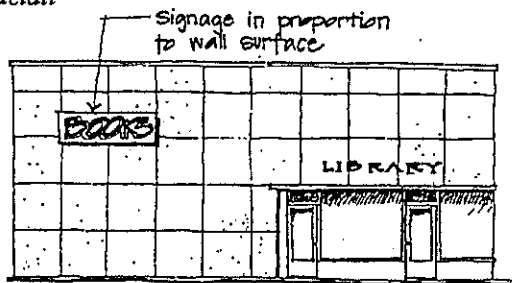


Fig. 6-9A Integrate signage into architectural detail



• Large surfaces should be treated to visually reduce their expanse (D)

Fig. 6-9B Signage not of appropriate scale and size

- Design larger architectural elements that can be seen from the street and add interest and character to the area;
- Encourage franchise businesses to sensitively design their buildings with an architectural character that is consistent with the predominant styles on Soquel Avenue (ie neo-spanish style architecture would be discouraged);

- Demand sensitively designed rear and side building facades which abut residential uses and promote use of residential scale materials and details when this occurs;
- Promote easily accessible parking to the front of the site and buildings to the rear;
- Create parking lots for both retail businesses and auto dealerships which are well lit, landscaped and maintained (refer to Urban Design Guidelines in this plan).

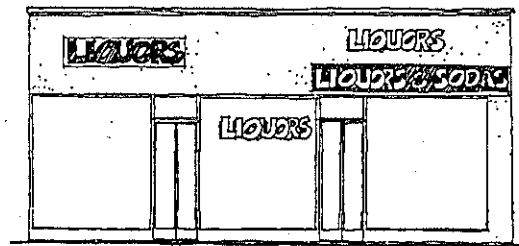


Fig. 6-10 Avoid repetitive signage

Implementation Recommendations:

- Encourage singular and significant imagery statements for large scale retail buildings through appropriate elements such as signage, banners and building entries (figs. 6-19 & 6-20);

- Avoid long and continuous facade rhythms which are not broken by the addition of interesting architectural features;

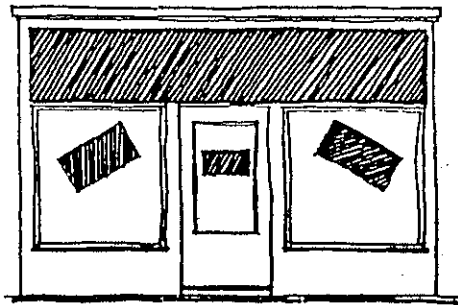


Avoid signage that is not clear and concise

Fig. 6-11 Signage graphics need to be clear

- Promote destination retail signage which can easily be seen by passing motorists (fig. 6-21), promote both monument signs and well proportioned building signage.
- Encourage banners which are consistently designed for the entire zone, particularly for car dealerships in lieu of flags and balloons;
- Encourage large expanses of glass when appropriate (ie car dealerships) and carefully detailed walls when display windows cannot be added;

Avoid inappropriate scale and surface areas of signage



Limit Temporary Signage

Fig. 6-12 Temporary sales signs are discouraged



Fig. 6-13 Inappropriate auto oriented signage

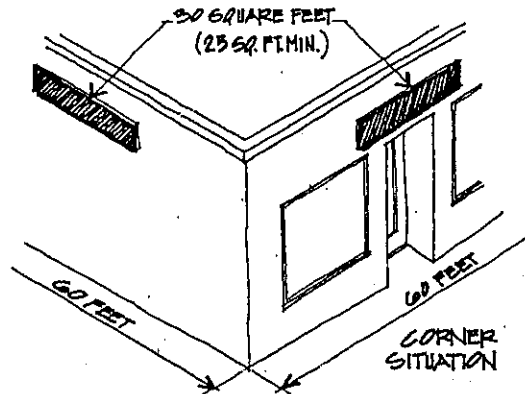


Fig. 6-14 Signage should be visible on corner lots

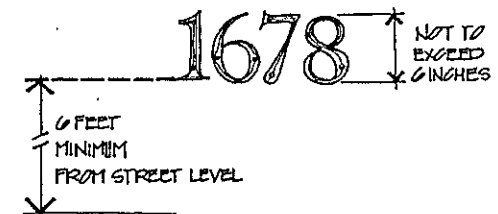
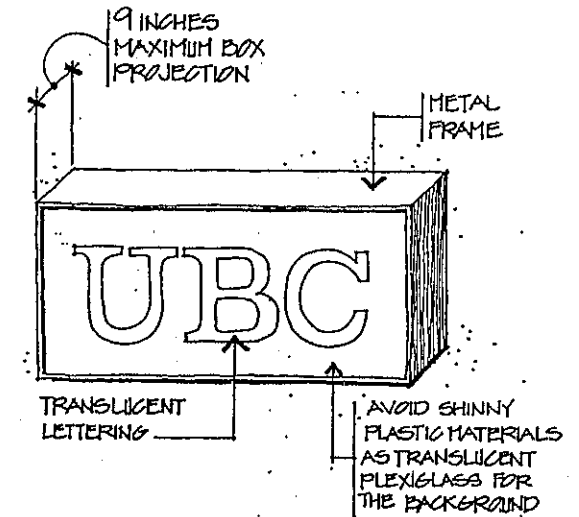
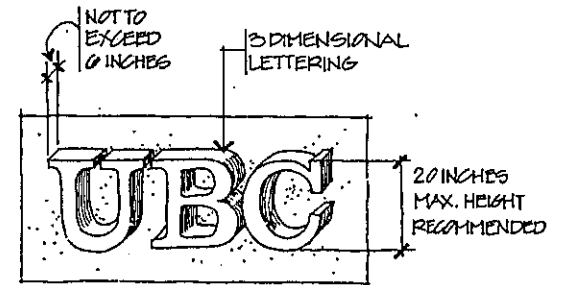


Fig. 6-15 Signage recommendations for text/graphics

- Promote the use of awnings, overhangs, parapets over building entries, for solar protection and to create interest in the facade design;
- Promote professionally designed interior display areas with state of the art lighting which creates interest and street appeal where appropriate (ie auto dealerships);
- Demand sensitively designed exterior lighting (fig. 6-21) and signage which respects the needs of the adjacent residential neighbors;
- Select paint colors for large expansive walls which have low reflectivity and are respective of the adjacent commercial buildings and residents;
- Encourage the use of high quality, graffiti resistant paints;

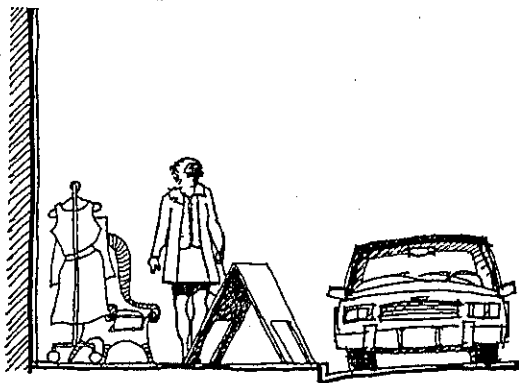


Fig. 6-16 Limit signage in right of way

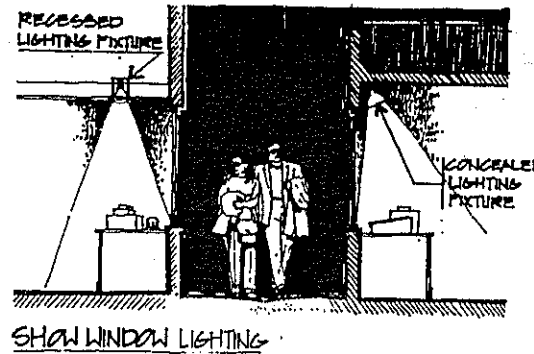


Fig. 6-17 Promote evening lighting

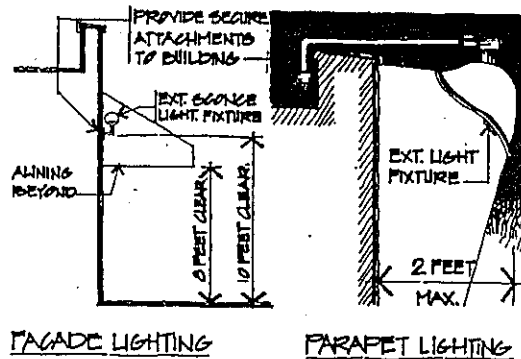


Fig. 6-18 Promote special building lighting

- Design and create specific areas for trash and service which are hidden from public view whenever possible, and avoid location in view of adjacent residential properties;

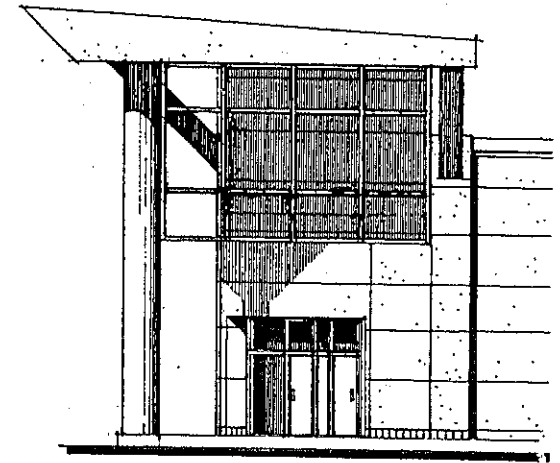
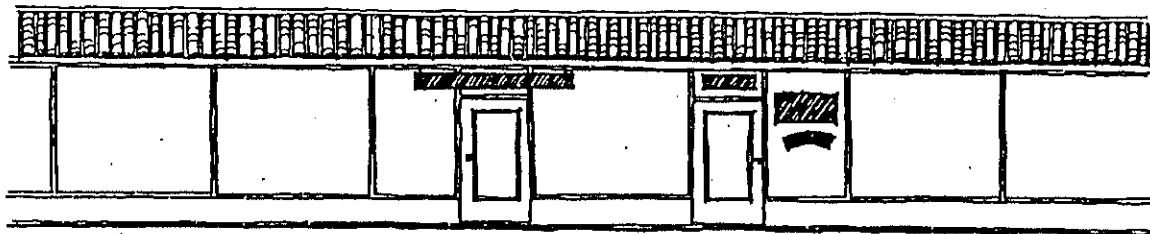


Fig. 6-19 Destination retail should have significant entry statements

- Follow appropriate laws, codes and ordinances when improving any building and include the necessary elements and details to insure barrier free design (call the City of Santa Cruz Building Department for information).

Architectural Gateway Zone

The Architectural Gateway Zone incorporates two of the Urban Design Character Zones, the West Entry Zone and the East Entry Zone, which create two of the entries to the Eastside Business District. These entries are important in establishing the architectural character of the entire district. The key characteristic of these zones is the change in topo-



• Long, flat, repetitive facades get monotonous

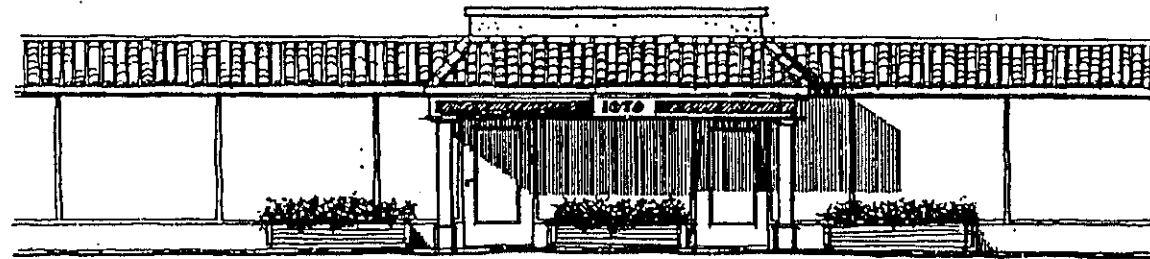


Fig. 6-20 Promote entry statements to break-up continuous facades

graphy which dramatically rises upon entering the district and then plateaus for the length of the business district along Soquel Avenue. Natural vegetation and creeks can be found at the lower edges of each of these entries. Buildings in these zones tend to be detached structures, often two story, set back from the street with landscaped parking areas. Typical uses in these zones are office complexes, hotel, high density housing and institutional uses such as the hospitals. The greatest strengths of the Architectural Gateway Zone are

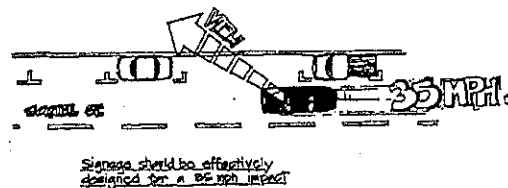


Fig. 6-21 Consider traffic speed when designing signage

the diversity in architectural styles, potential for distinct architectural statements (ie. Branciforte Plaza), the natural topography, the creeks and vegetation and the orientation to views.

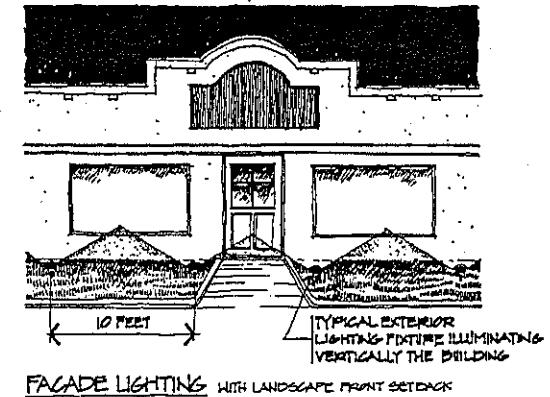


Fig. 6-22 Destination retail lighting

The architectural recommendations have been developed to support these strengths.

Guidelines

- Provide key gateway and focal point structures which will further create a distinct image for the district;
- Encourage site specific designs, for all new and remodeled buildings, which respect the topography, the views and take full advantage of their natural settings;
- Promote diversity in architectural styles of individual structures that in turn promote the diversity in architectural character already found within the Eastside Business District;

- Maintain setbacks from the street which are consistent with existing buildings, in particular those of prominent architectural style;
 - Encourage uses of a similar nature as already exist and where appropriate promote mixed-use buildings (ie service oriented retail on ground level with either residential, office suites or studios on the upper floors);
 - Create interesting architectural details which are of a human scale but have an impact and presence from the street;
 - Consider the lighting types and locations which create distinctive building accents, mood and interest.
- devices where practically needed and avoid using in large quantities or scale;
 - Encourage creative lighting such as "up-lighting" interesting facades, low lighting in parking lot areas and specialty lighting at pedestrian levels to create effective imagery for evening use and gateway statements;
 - Encourage the use of building materials which are easily maintained, long lasting and add distinctive architectural character from a distance (ie wood siding, brick, well detailed stucco and regularly cut stone of muted tones);
 - Design and create specific areas for trash and service which are hidden from public view, and avoid location in view of adjacent residential properties;

Implementation Recommendations:

- Promote use of monument signs which can be easily seen from the street;
- Create professionally designed signage and directories for individual office complexes and institutional buildings;
- Promote the use of clear non-tinted glazing at the ground floors particularly and upper floors secondarily;
- Promote the use of awnings and sun screen
- Follow appropriate laws, codes and ordinances when improving any building and include the necessary elements and details to insure barrier-free design (call the City of Santa Cruz Building Department for information).

Chapter VII

Table VII-1

FUNDING OPTIONS: EASTSIDE IMPLEMENTATION PROGRAMS

Program	Projected Costs	CBDG Funds	Business Improve. District (BID)	Tax Increment	Off-Street Parking District	ISTEA Funds*
STOREFRONT IMPROVEMENTS	\$100,000	√		√		
PROMOTION PROGRAM	\$10,000 (annually)		√	√		
PARKING & STREET IMPROVEMENTS						
Off-Street Parking						
Acquisition Parking Lot	\$500,000			√		
Parking Lot Improvements	\$100,000				√	
Traffic Improvements: Soquel / Morrissey / Water	\$1,000,000			√		√
Realignment - Pedestrian Improvements: Cayuga / San Benito / Doyle	\$200,000			√		√
Intersection Improvements: Seabright / Soquel	\$75,000			√		
Branciforte / Soquel Improvements	\$35,000			√		
Streetscape / Trees / Sidewalk Improvements	\$500,000 - \$2,000,000			√		
Lighting District						
TOTAL PARKING & STREET IMPROVEMENTS	\$2,410,000 - \$3,910,000					

Elizabeth Seifel Associates

* Congestion Management

RECOMMENDED PROGRAMS

This chapter presents an implementation program for the recommended strategies to enhance the Eastside Business Area. In order to improve the Eastside and enable it to better compete for business, three programs are recommended:

- Storefront Improvement Program,
- Promotion Program,
- Parking and Street Improvement Program.

The creation of a Storefront Improvement Program (SFIP) would stimulate building improvements and upgrade the appearance of commercial properties within the Eastside business area through joint public and private action. The types of improvements eligible for funding would include the painting or repairs of entire visible building facades, awnings, marquees, doors, windows, window lighting, tile, pavement between door and sidewalk, and signs. The projected cost of the initial SFIP is \$100,000.

A promotion program would allow the businesses in the area to pool their resources, thus potentially gaining the competitive advantage over shopping malls and neighboring regions. The annual cost is projected at \$10,000.

The following parking and street improvements are recommended to improve the overall convenience and attractiveness of the shopping area by reconfiguring streets, adding parking facilities and improving traffic flow:

- Off street parking, including land acquisition and necessary lot improvements (\$600,000),
- Traffic improvement: Soquel, Morrissey, Water (\$1,000,000),
- Pedestrian improvement: Cayuga, San Benito, Doyle Realignment (\$200,000),
- Intersection improvement: Seabright, Soquel (\$75,000),
- Street improvements: Branciforte, Soquel (\$35,000),
- Streetscape, trees and sidewalk improvements (\$2,500,000).

A business improvement district would facilitate public/private coordination for the implementation of physical improvements. The estimated total cost for parking and street improvements is \$3,910,000.

FINANCING TOOLS

There are five major types of funding options available to the Eastside Business Area:

- Tax Increment Financing
- Community Development Block Grants
- Congestion Management (ISTEA)
- Assessment Districts
- Business Improvement district (BID)

Each of these financing programs is described below and Table VII-1 shows how each might be applied to the recommended improvements.

Tax Increment Financing

Tax increment financing is a funding tool available to cities interested in upgrading blighted and economically depressed areas of the community. It enables redevelopment agencies to issue bonds to fund public improvement projects for: streets; bridges and undercrossings; parking; parks and landscaping; storm drainage and sewers; commercial loan programs; and public facilities.

The tax increment mechanism works as follows: as a redevelopment area is created, the total amount of property tax collected in the previous year is established as the "base" amount. Within the redevelopment area, new construction and appreciation of existing property will result in an increase in property value, and subsequently in the property tax collected in future years. While the base amount of annual property tax revenues continues to be distributed to the various taxing jurisdictions, the incremental amount in excess of the base amount accrues to the redevelopment agency. These funds can be used for coverage of debt service on tax exempt bonds which provide financing for capital improvements in the project area.

Creation of the Eastside Business Improvement Project has made available tax increment financing for improvements in the Eastside business area.

Chapter VII

Community Development Block Grants (CDBG)

Community Development Block Grants (CDBG) can be secured from the federal government in order to fund activities such as: public works facilities and improvements, rehabilitation loans and grants; land acquisition, demolition and relocation for redevelopment; public services; and projects for the elderly or handicapped.

The establishment of a facade improvement program is recommended as an appropriate use of the City's future CDBG funds. A revolving loan/grant fund would not only play a major role in the City's commercial revitalization strategy, but would also ensure that funds are "recycled" to the City through loan paybacks for use in subsequent economic development projects.

Congestion Management (ISTEA)

The Intermodal Surface Transportation Efficiency Act (ISTEA) provides cities access to congestion management funding for local transportation system improvements. Through ISTEA, the following projects can be funded under the Surface Transportation Program (STP) and the National Highway System (NHS): transit capital improvements; transportation planning, research and development; transit research and development; and improvements to accommodate alternative modes of transportation.

Use of these funds requires coordination with re-

gional governance, the State and affected transit operators. Funding is available through fiscal year 1997 for recommended congestion management programs.

Assessment Districts

Assessment districts enable a city to levy additional taxes on property within designated areas in order to finance improvements directly benefiting those areas. Bonds are issued to finance local improvements such as streets, sidewalks and parking facilities.

In a typical case, an assessment district is formed to undertake a particular public improvement and bonds are issued under one of two major assessment acts: the Improvement Act of 1911 and the Improvement Bond Act of 1915. Upon the issuance of bonds, the district has the power to assess all property owners included in the district in order to repay the borrowed funds. An assessment district can be established as its own jurisdiction, or it can be included under the city's taxing system, assuming that the improvement is located entirely within the city's jurisdiction (in this case, it is termed an "assessment area").

Assessment districts are not limited by Proposition 13 and Proposition 4 and have the additional advantage of placing the costs of public facilities directly on the benefited property owners. The off street parking district could be financed using an assessment district or a business improvement district as described below.

Business Improvement District (BID)

A Business Improvement District (BID) increases the resources and strength of an area, enabling it to compete efficiently for business with shopping malls and neighboring business areas. A BID enables an assessment on businesses within self-designated downtown areas to provide funding for activities which benefit businesses located and operating in the area. A BID can fund promotion and management activities, as well as public improvements such as acquisition and maintenance of parking facilities, benches, trash receptacles, street lighting, decorations, parks and fountains.

The creation of a BID requires support from businesses that would pay more than 50 percent of the annual fees to be collected in the proposed area. In order to establish the BID, the City must send out public notices, fund legal advertising, hold a public hearing and prepare the ordinance. The City Council, in consultation with Eastside businesses, would establish varying assessment rates within the District as well as collecting and accounting for the money.

BENEFITS OF FORMING THE EASTSIDE BUSINESS IMPROVEMENT DISTRICT

The creation of a Business Improvement District (BID) would spur economic revitalization of the Santa Cruz Eastside Business Area. Organizing the businesses in the area and pooling their resources would enable the area to gain competitive advantage over shopping malls and neighboring regions through the following activities:

- **Enhanced Promotion and marketing** for existing business in the Area
- **Recruitment of new compatible and complementary businesses**

Nearby in the County of Santa Cruz, the Soquel Village Business Improvement District is a good model. Under a BID, all of the businesses in the district would be assessed according to their type of business and according to the level of business activity. A business association would manage the BID. This association should:

- Maintain an active membership,
- Provide member services that could not be secured as efficiently by individual businesses,
- Represent all businesses in the area and possibly just beyond the area limits.

In addition to coordinating physical improvements with City staff, developing promotion efforts and recruiting new businesses, the association would be able to address common business problems and issues, represent the business area as a group and sponsor workshops for businesses on issues such as business signage and marketing. Steering committees can be created to gather information, coordinate tasks and supplement the efforts of the general membership.

ENHANCED PROMOTION

The business association should encourage members to maintain a certain level of individual promotion. As indicated in the survey, most Eastside business owners spend between 1% to 2% of their gross sales on advertising and promotions. The pooling of funds for promotion could enhance the effectiveness of these expenditures.

In addition, the business association could develop cooperative advertising and promotion. This can include compiling customer mailing lists, creating an extensive local and regional advertising campaign (including sending press releases to local newspaper to announce implementation of each physical improvement), and sponsoring special events or festivals to attract people to the business area. A contribution of an additional 0.5% to collective advertising and promotions could improve sales performance, then recouping the initial investment.

BID RECRUITMENT

The BID could also help to attract new businesses. This would reinforce and complement the existing commercial activities. The following activities are recommended to the business association as guidelines for this process:

- Develop a commercial area data base, including a business profile of existing businesses and a site analysis offering complete information about the use of each parcel in the area and any planning constraints. Table V-3 (see appendix) is a start of this table based on an analysis of business license data from the City of Santa Cruz.
- Encourage the clustering of complementary uses within the commercial area to gain maximum benefit from pedestrian activity and from "spin-off" uses created by adjacent activities with complementary features, such as auto oriented uses.
- Compile a prospect list, to include prospective new businesses as well as businesses wishing to relocate or expand within the business area.
- Help package prospective businesses (in terms of parking and site development) with private development teams capable of preparing development applications and implementing projects.

Chapter VII

Storefront Improvement Program (SFIP)

The Storefront Improvement Program (SFIP) would stimulate building improvements and upgrade the appearance of commercial properties within the Eastside business area through joint public and private action. The administration of this program may be initially funded with Community Development Block Grant funds and subsequently by redevelopment tax increment funds. Guidelines and necessary documentation for processing grants/loans under this program are being developed by the City of Santa Cruz. Financial assistance would be provided through a combination of grants and loans. The exact formula of assistance would be decided during the development of the program.

New building construction is not eligible. The recommended priority areas are: Soquel Avenue from Morrissey to Ocean Street; Water Street from Morrissey to Ocean Street; and all the other areas within the plan area of Eastside Business Improvement Project (EBIP). Applicants include and must be signed by both the business owner and property owner. Applicants must verify that there are no code enforcement actions currently active against property.

Types of improvements eligible for funding could be: painting of entire building facade and sides of building visible from street, awnings, marquees, doors, windows, facade and display window lighting, tile, pavement between door and sidewalk, and signs. Maintenance-only type improvements such

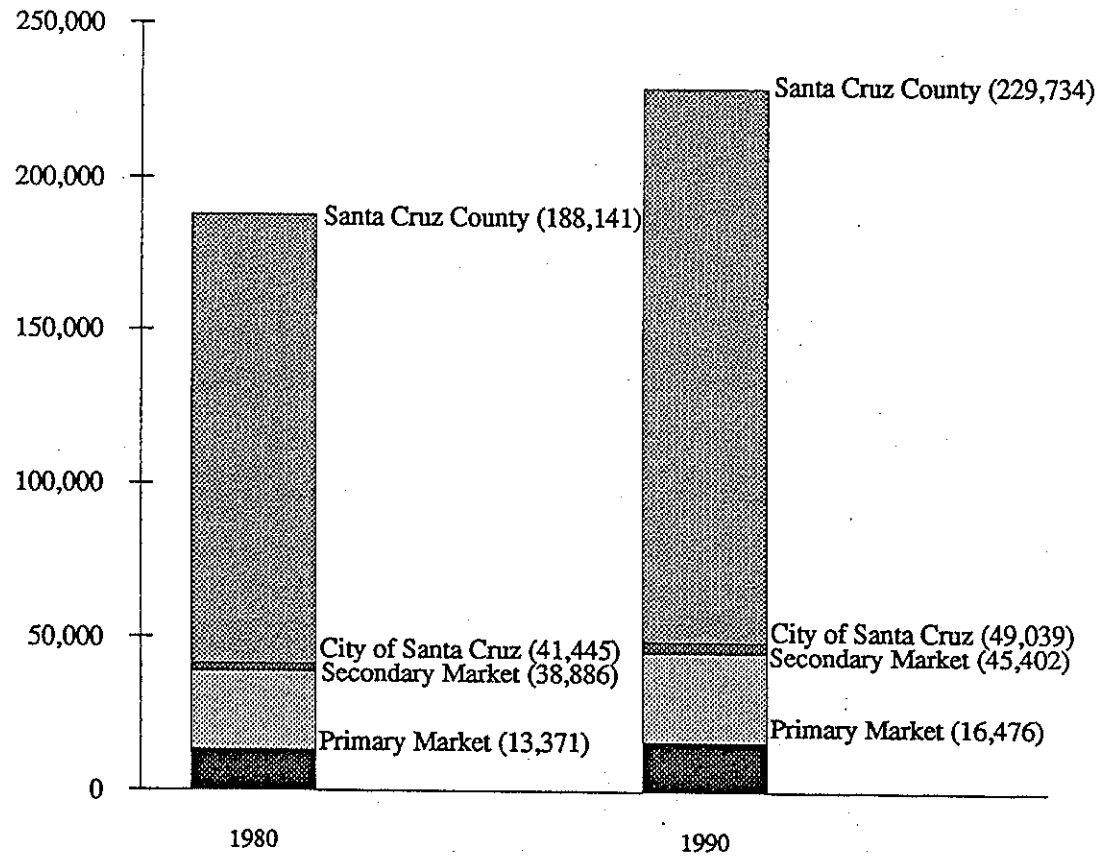
as roofing, paving, landscaping and structural upgrade improvements would not be eligible. Appropriate electrical, plumbing, encroachment, design permits fees, parking or vacant lot and handicap access improvements would be eligible expenditures.

The Redevelopment Agency would provide assistance to applicants at no cost in preparing design and construction drawings.

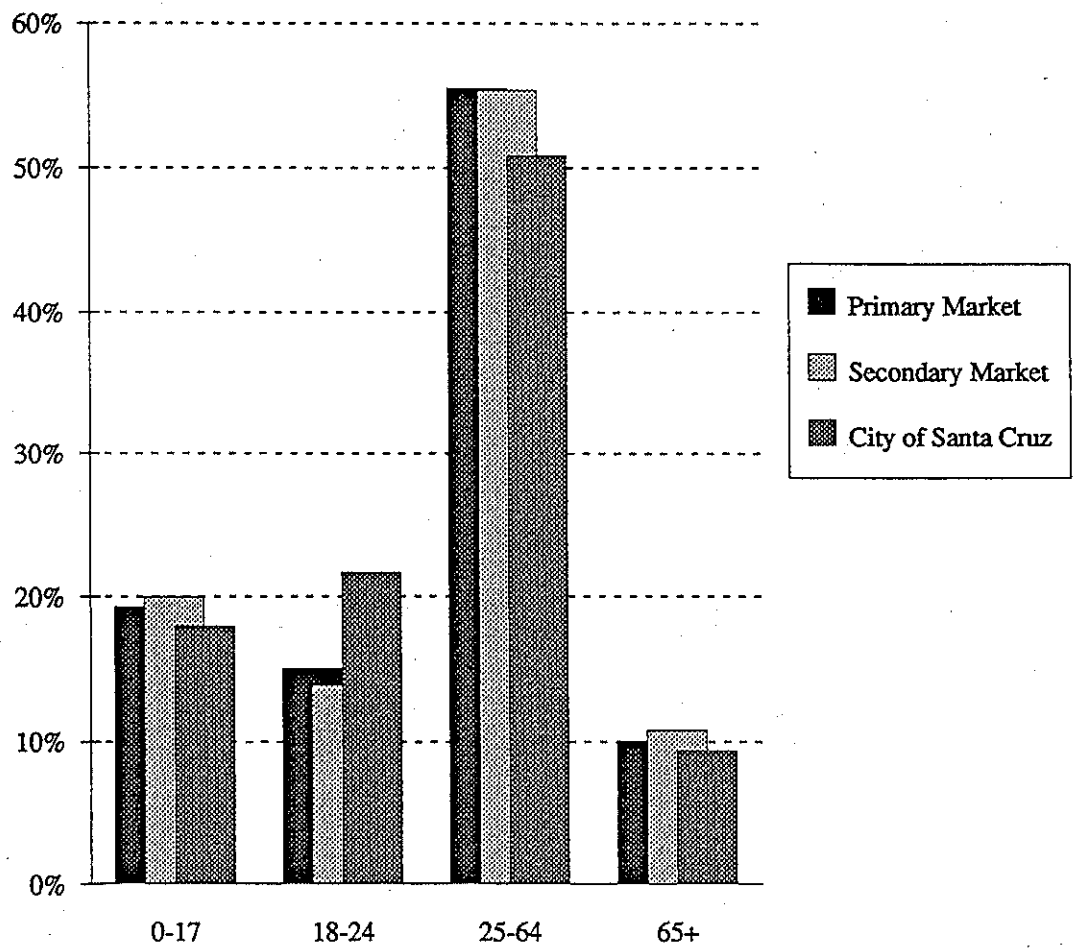
The Agency will develop guidelines to implement the program which could include such requirements as:

- All improvements must be improved in advance if there is a design or building permit required.
- Applicants of multiple storefronts within a building would be encouraged to work together to receive one set of bids for entire building.
- All work must be constructed by contractors licensed by the State of California selected by the Applicant.
- Applicants would be responsible for obtaining bids, selecting a contractor and executing agreements with contractors.

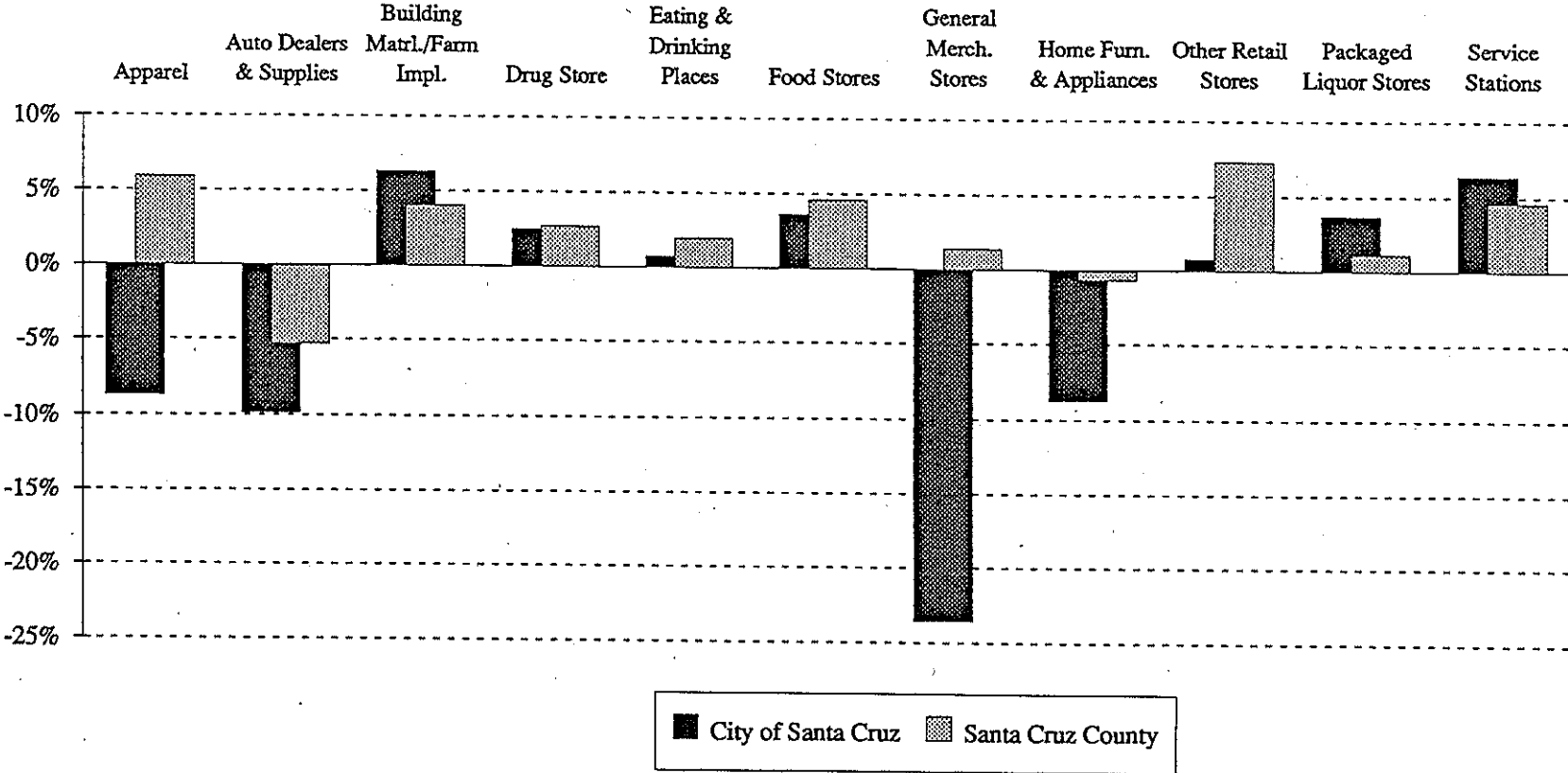
Graph V-1
Trade Area Population, 1980 and 1990
Santa Cruz Eastside Business Area



Graph V-2
Percentage Distribution of Population by Age Group
Santa Cruz Eastside Business Area



Graph V-3
Per Capita Taxable Retail Sales
Average Annual Growth, 1986-1991
City and County of Santa Cruz



Graph V-4
Per Capita Taxable Retail Sales, 1991
City and County of Santa Cruz

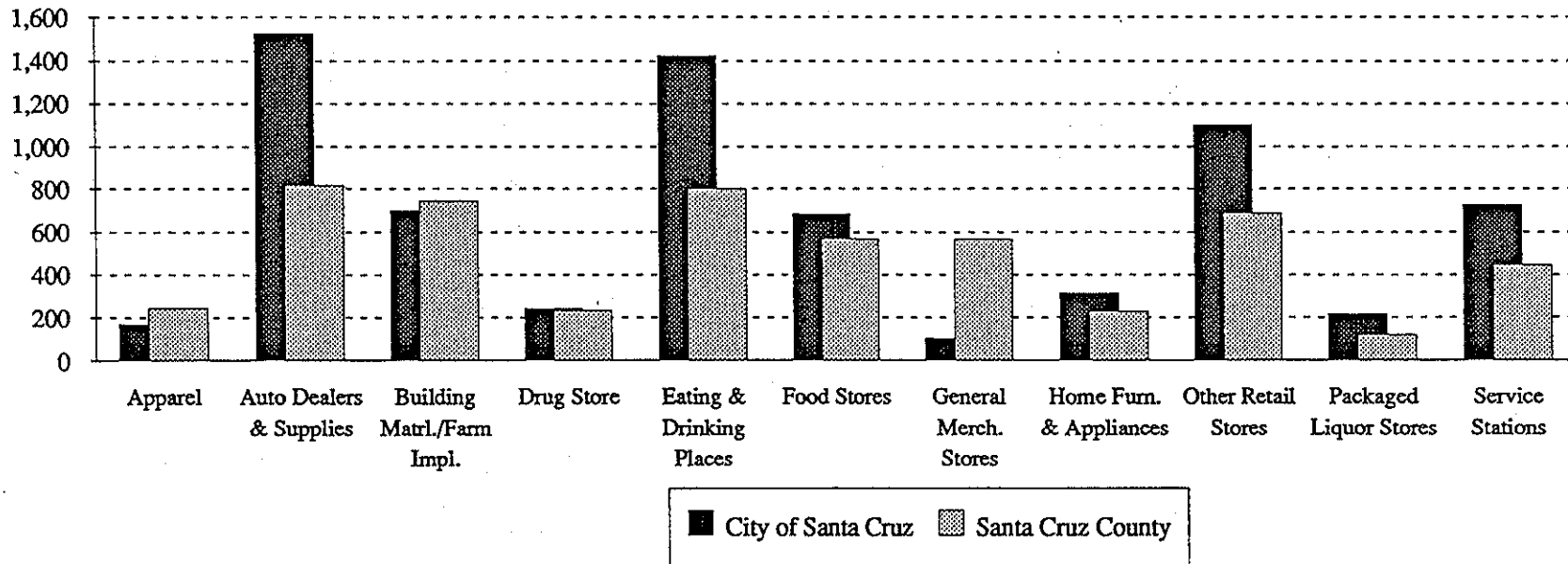


Table V-1

CONSUMER PROFILE AND SPENDING POWER

	Primary Market	Secondary Market	City of Santa Cruz		Primary Market	Secondary Market	City of Santa Cruz
Population				Age 1992			
1997 Projection	18,655	50,110	54,555	0-5	7.6%	7.6%	6.8%
1992 Estimate	17,099	46,740	50,605	6-13	8.2%	8.5%	7.8%
1990 Census	16,476	45,402	49,039	14-17	3.5%	3.9%	3.4%
1980 Census	13,371	38,886	41,445	Subtotal	19.3%	20.0%	18.0%
% 90-92 Change	3.8%	2.9%	3.2%	18-20	5.7%	5.2%	10.8%
% 80-90 Change	23.2%	16.8%	18.3%	21-24	9.4%	8.7%	10.9%
In Group Qtrs 1992	1.7%	1.6%	8.1%	Subtotal	15.1%	13.9%	21.7%
Households				25-34	21.3%	18.9%	18.2%
1997 Projection	7,285	18,959	19,009	35-44	22.0%	21.2%	19.7%
1992 Estimate	6,973	18,206	18,335	45-54	7.9%	9.8%	8.2%
1990 Census	6,848	17,905	18,065	55-64	4.3%	5.5%	4.8%
1980 Census	6,224	16,400	16,717	Subtotal	55.5%	55.4%	50.9%
% 90-92 Change	1.8%	1.7%	1.5%	65-74	4.5%	5.4%	4.9%
% 80-90 Change	10.0%	9.2%	8.1%	75-84	3.8%	3.9%	3.3%
Families 1992				85+	1.8%	1.5%	1.2%
	3,470	10,209	9,904	Subtotal	10.1%	10.8%	9.4%
Race 1992				Total	100%	100%	100%
White	85.0%	87.2%	85.0%	Median Age, Total	32.5	33.6	30.7
Black	1.9%	1.9%	2.4%	Median Age, Males	31.7	32.8	30.2
Amer. Indian	1.0%	0.8%	0.9%	Median Age, Females	33.2	34.4	31.2
Asian/Pacific Islndr	4.0%	3.8%	5.1%	Household Size 1992			
Other	8.0%	6.3%	6.6%	1-Person	30.1%	26.3%	26.4%
Total	100%	100%	100%	2-Person	33.2%	33.8%	33.0%
Hispanic Origin 1992				3-4 Person	28.4%	30.6%	31.2%
	15.5%	14.0%	14.8%	5+ Person	8.3%	9.3%	9.4%

Source: Urban Decision Systems, U.S. Census 1980 and 1990.

Chapter VIII

Table V-1 (Continued)

CONSUMER PROFILE AND SPENDING POWER

	Primary Market	Secondary Market	City of Santa Cruz		Primary Market	Secondary Market	City of Santa Cruz
Aggregate Income (\$Million)	260.8	884.6	867.5	Families 1992	3,470	10,209	9,904
Income 1992 Per Capita	\$15,252	\$18,926	\$17,142	Average Family Size 1992	3.2	3.2	3.2
Households 1992	6,973	18,206	18,335	Family Income 1992			
Average Household Size 1992	2.41	2.53	2.54	\$0-4,999	1.6%	1.7%	1.9%
Household Income 1992				\$5,000-9,999	6.2%	3.7%	3.9%
\$0-4,999	3.5%	2.9%	3.1%	\$10,000-14,999	5.5%	4.0%	4.8%
\$5,000-9,999	10.2%	8.1%	8.2%	\$15,000-19,999	5.3%	4.9%	5.6%
\$10,000-14,999	7.4%	7.2%	7.6%	\$20,000-24,999	7.8%	6.1%	6.6%
\$15,000-19,999	9.5%	7.5%	7.9%	\$25,000-29,999	7.0%	5.5%	5.7%
\$20,000-24,999	7.6%	7.6%	7.2%	\$30,000-34,999	12.1%	6.9%	6.9%
\$25,000-29,999	8.2%	7.3%	7.7%	\$35,000-39,999	10.0%	7.7%	8.0%
\$30,000-34,999	8.6%	6.1%	6.4%	\$40,000-49,999	14.3%	13.5%	13.5%
\$35,000-39,999	9.0%	6.8%	7.0%	\$50,000-74,999	21.5%	25.1%	25.3%
\$40,000-49,999	13.5%	12.1%	12.6%	\$75,000-99,999	6.1%	10.5%	9.6%
\$50,000-74,999	16.3%	19.7%	19.4%	\$100,000-124,999	1.5%	5.5%	4.3%
\$75,000-99,999	4.0%	7.8%	7.3%	\$125,000-149,999	0.8%	2.2%	1.4%
\$100,000-124,999	1.3%	3.9%	3.0%	\$150,000+	0.4%	2.7%	2.4%
\$125,000-149,999	0.4%	1.2%	1.0%	Total	100%	100%	100%
\$150,000+	0.4%	1.9%	1.7%	Median Family Income	\$37,278	\$46,974	\$44,861
Total	99.9%	100.1%	100.1%	Avg Family Income	\$43,836	\$60,071	\$56,968
Median Household Income	\$32,071	\$37,474	\$36,319				
Avg Household Income	\$37,062	\$48,351	\$46,524				

Source: Urban Decision Systems, U.S. Census 1980 and 1990.

Table V-1 (Continued)

CONSUMER PROFILE AND SPENDING POWER

	Primary Market	Secondary Market	City of Santa Cruz		Primary Market	Secondary Market	City of Santa Cruz
Housing Units 1990				Units by Year Built 1990			
Total Units	7,346	19,087	19,356	1949 and Before	43.0%	36.0%	35.9%
Owner-Occupied	35.2%	47.8%	44.3%	1950-59	13.4%	14.2%	15.4%
Renter-Occupied	58.0%	46.0%	49.0%	1960-69	15.8%	16.3%	14.9%
Vacant/Year-Round	3.6%	3.6%	3.7%	1970-79	17.5%	20.5%	21.5%
Vacant Seasonal	3.2%	2.6%	3.0%	1980-84	4.6%	4.5%	5.1%
Condominiums	365	874	1,171	1985-88	5.0%	7.5%	5.7%
Mobile Homes	11	613	392	1989-March 1990	0.7%	1.0%	1.5%
Stability (5-years)	41.1%	43.9%	39.7%				
Turnover (1-year)	5.8%	7.2%	7.6%	Total	100%	100%	100%
Median Value, 1990	\$243,791	\$270,823	\$262,385	Units Per Structure, 1990			
				1 Unit, Detached	51.2%	59.9%	58.3%
Median Rent, 1990	\$645	\$644	\$652	1 Unit, Attached	8.9%	6.9%	7.9%
				2 Units	7.1%	4.7%	4.7%
				3-4 Units	9.7%	6.6%	7.2%
				5-19 Units	10.9%	10.7%	12.4%
				20-49 Units	5.2%	3.3%	3.7%
				50+ Units	4.2%	2.8%	1.9%
				Mobile Home/Trailer	0.1%	3.2%	2.0%
				Total	97%	98%	98%

Source: Urban Decision Systems, U.S. Census 1980 and 1990.

Table V-1 (Continued)

CONSUMER PROFILE AND SPENDING POWER

	Primary Market	Secondary Market	City of Santa Cruz		Primary Market	Secondary Market	City of Santa Cruz
Sex & Marital Status 1990							
Males	48.0%	49.4%	49.2%	Families 1990	3,375	10,014	9,756
Single	45.6%	41.4%	48.4%	With Children	53.7%	50.3%	51.0%
Females	52.0%	50.6%	50.8%	Married Couples	68.1%	76.2%	74.1%
Single	35.1%	31.6%	39.8%	Married with Children	48.6%	46.1%	46.6%
Education 1990				Workers per Family 1990			
Population 25+	10,725	29,967	29,725	0 Workers	12.3%	12.2%	13.0%
No High School Diploma	17.1%	14.1%	14.5%	1 Worker	31.6%	26.3%	27.6%
High School Only	20.9%	18.9%	18.1%	2 Workers	45.0%	49.0%	47.5%
College 1-3 Year	34.8%	32.6%	32.3%	3+ Workers	11.2%	12.5%	11.9%
College 4+ Year	27.2%	34.4%	35.1%				

Source: Urban Decision Systems, U.S. Census 1980 and 1990.

Table V-1 (Continued)

CONSUMER PROFILE AND SPENDING POWER

	Primary Market	Secondary Market	City of Santa Cruz		Primary Market	Secondary Market	City of Santa Cruz
Labor Force 1990				Occupation 1990			
Males 16+	6,529	18,540	20,396	Managerial/Executive	11.8%	13.6%	12.7%
In Labor Force	77.0%	77.9%	74.9%	Professional	18.6%	20.8%	21.5%
Females 16+	7,214	18,672	20,739	Technical	4.6%	4.2%	4.6%
In Labor Force	62.9%	61.8%	60.0%	Clerical	14.8%	14.3%	14.3%
Unemployed	4.9%	4.0%	4.5%	Sales	10.5%	11.4%	10.1%
				White Collar	60.3%	64.2%	63.2%
Industry 1990				Craftsmen	9.9%	9.5%	9.0%
Agriculture/Forestry/Fishing	4.1%	3.3%	3.2%	Operatives	6.7%	5.7%	6.2%
Mining	0.0%	0.0%	0.0%	Services	15.8%	14.5%	15.2%
Construction	6.5%	7.4%	6.5%	Laborers	3.6%	3.3%	3.5%
Manufacturing/Nondurable	3.5%	3.9%	4.7%	Farm/Forestry/Fish	3.7%	2.8%	2.8%
Manufacturing/Durable	9.6%	10.8%	9.5%	Blue Collar	39.7%	35.8%	36.8%
Transportation	2.5%	2.4%	2.1%	Total	100%	100%	100%
Communication/Public Utilities	1.4%	2.0%	1.7%				
Wholesale Trade	4.7%	4.2%	3.9%	Class of Worker 1990			
Retail Trade	22.1%	19.0%	19.9%	Private For Profit	63.9%	62.4%	60.4%
Finance/Insurance/Real Estate	4.1%	5.5%	4.7%	Private Not for Profit	6.0%	6.4%	6.8%
Business/Repair Service	5.3%	5.0%	4.8%	Local Government	11.0%	9.6%	9.3%
Personal Services	2.8%	3.1%	2.9%	State Government	6.6%	6.8%	10.0%
Entertainment/Recreation	2.2%	2.4%	2.7%	Federal Government	1.0%	1.0%	1.0%
Professional & Related Services	27.0%	27.1%	30.0%	Self-Employed	11.5%	13.5%	12.3%
Public Administration	4.3%	3.8%	3.5%	Unpaid Family Workers	0.0%	0.3%	0.3%
Total	100%	100%	100%	Total	100%	100%	100%

Source: Urban Decision Systems, U.S. Census 1980 and 1990.

Table V-1 (Continued)

CONSUMER PROFILE AND SPENDING POWER

	Primary Market	Secondary Market	City of Santa Cruz		Primary Market	Secondary Market	City of Santa Cruz
Transport to Work 1990				Travel Time To Work 1990			
Car, Truck or Van:				< 5 Minutes	3.0%	2.8%	3.3%
Drove Alone	64.1%	64.7%	61.6%	5-9 Minutes	14.9%	14.4%	15.8%
Carpooled	12.1%	12.0%	11.7%	10-19 Minutes	43.2%	38.3%	38.7%
Public Transportation				20-29 Minutes	11.7%	11.9%	12.4%
Bus/Trolley Bus	5.9%	6.4%	7.7%	30-59 Minutes	17.2%	20.7%	18.3%
Streetcar/Trolley	0.0%	0.0%	0.0%	60-89 Minutes	3.8%	5.1%	4.8%
Subway/ Elevated	0.1%	0.0%	0.0%	90+ Minutes	1.6%	1.4%	1.4%
Railroad	0.0%	0.0%	0.0%	Work at Home	4.6%	5.4%	5.3%
Ferryboat	0.0%	0.0%	0.0%	Total	100%	100%	100%
Taxicab	0.0%	0.0%	0.0%	Avg Travel Time (Minutes)	20.2	21.9	20.9
Motorcycle	1.0%	0.8%	1.0%				
Bicycle	5.3%	4.7%	5.5%	Vehicles Available 1990			
Walked	6.7%	5.2%	6.6%	No Vehicles	12.9%	10.7%	10.7%
Other Means	0.3%	0.5%	0.4%	1 Vehicle	34.8%	31.2%	32.9%
Worked at Home	4.6%	5.4%	5.3%	2 Vehicles	34.9%	36.9%	37.6%
Total	100%	100%	100%	3-4 Vehicles	16.1%	19.2%	16.7%
				5+ Vehicles	1.2%	2.1%	1.9%
				Total	100%	100%	100%
				Total Autos	11,150	31,978	31,123
				Avg Vehicles/Household	1.62	1.78	1.72

Source: Urban Decision Systems, U.S. Census 1980 and 1990.

Table V-1 (Continued)

CONSUMER PROFILE AND SPENDING POWER (In Thousands of Dollars)

	Primary Market	Secondary Market	City of Santa Cruz		Primary Market	Secondary Market	City of Santa Cruz
Projected Retail Potential				Projected Retail Potential			
1990 Aggregate (In Thousands)				1990 Per Capita			
Department Stores	\$9,287	\$28,383	\$26,964	Department Stores	\$592	\$640	\$612
Variety Stores	612	1,880	1,781	Variety Stores	39	42	40
Catalog Showrooms	674	2,114	1,978	Catalog Showrooms	43	48	45
Grocery Stores	17,634	51,530	50,136	Grocery Stores	1,125	1,163	1,138
Convenience Stores	1,081	3,149	3,061	Convenience Stores	69	71	69
Apparel Stores	4,271	12,984	12,311	Apparel Stores	272	293	279
Shoe Stores	742	2,228	2,137	Shoe Stores	47	50	48
Jewelry Stores	759	2,435	2,248	Jewelry Stores	48	55	51
Furniture Stores	1,632	5,014	4,751	Furniture Stores	104	113	108
Appliance Stores	612	1,783	1,731	Appliance Stores	39	40	39
Restaurants	8,909	27,430	25,633	Restaurants	568	619	582
Drug Stores	3,428	9,592	9,344	Drug Stores	219	216	212
Liquor Stores	1,516	4,611	4,354	Liquor Stores	97	104	99
Hardware Stores	651	2,197	2,048	Hardware Stores	42	50	46
Lumber Stores	2,816	9,736	9,091	Lumber Stores	180	220	206
Lawn & Garden Stores	210	773	693	Lawn & Garden Stores	13	17	16
Paint Stores	282	976	909	Paint Stores	18	22	21
Flooring Stores	627	1,817	1,758	Flooring Stores	40	41	40
Total	\$55,743	\$168,632	\$160,928	Total	\$3,555	\$3,805	\$3,652

Source: Urban Decision Systems, U.S. Census 1980 and 1990.

**SUMMARY OF RETAIL ESTABLISHMENTS BY STATE BEQ CLASSIFICATION
SANTA CRUZ EASTSIDE BUSINESS AREA**

Table V-2

Type of Business (BEQ Category)	Establishments		Employees		Estimated Square Feet	
	Number	% of Total	Number	% of Total	Square Feet	% of Total
Apparel	6	5%	5	1%	4,400	1%
Auto Dealers & Supplies	18	14%	188	20%	82,400	19%
Building Matrl./Farm Impl.	8	6%	26	3%	13,600	3%
Drug Store	5	4%	44	5%	19,600	5%
Eating & Drinking Places	26	20%	242	25%	107,200	25%
Food Stores	13	10%	276	29%	115,600	27%
General Merch. Stores	1	1%	6	1%	2,800	1%
Home Furn. & Appliances	22	17%	84	9%	42,400	10%
Other Retail Stores	30	23%	60	6%	34,000	8%
Packaged Liquor Stores	2	2%	3	0%	2,000	0%
Service Stations	2	2%	23	2%	10,000	2%
Total	133	100%	957	100%	434,000	100%

Source: City of Santa Cruz Business License Report, State Board of Equalization (BEQ) 1991 Annual Report.

Table V-3

RETAIL BUSINESS SORTED BY BUSINESS TYPE AND STREET ADDRESS

Business	Address	Employees	Estimated Sq. Ft.*	Activity	BEQ Characteristic
Apparel					
Santa Cruz'n	728 N. Branciforte	0	400	Clothing & Related retail	Apparel
Redwood Dress Shop	718 Soquel	2	1,200	Clothing & Related retail	Apparel
Red Wing Shoe Store	916 Soquel	2	1,200	Shoes-Adults-Children	Shoes
The Cobbler Shop	1119 Soquel	0	400	Shoes-Adults-Children	Shoes
Closet Capers	1211 Soquel	1	800	Clothing & Related retail	Apparel
Leather & Steele Annex II	509 Water	0	400	Leather goods	Apparel
6 Businesses in Area		5	4,400		
Auto Dealers & Supplies					
Peninsula Color Service	506 Soquel	2	1,200	Auto parts/Tires/Batt/Supply	Auto Supplies & Parts
Autoworld Sales & Leasing	725 Soquel	8	3,600	Auto parts/Tires/Batt/Supply	Auto Supplies & Parts
Pacific Coast Interprises	1266 Soquel	36	14,800	Autos/Motor Vehicles/New	New Motor Vehicle Dealers
Merrit Motor Co Inc.	1605 Soquel	6	2,800	Autos/Motor Vehicles/New	New Motor Vehicle Dealers
Ricar Auto Sales	1625 Soquel	0	400	Autos/Motor Vehicles/Used	Used Motor Vehicle Dealers
National Car Finders	1718 Soquel	2	1,200	Autos/Motor Vehicles/Used	Used Motor Vehicle Dealers
Santa Cruz Truck Rentals	1718 Soquel	1	800	Autos/Motor Vehicles/Used	Used Motor Vehicle Dealers
Weiser Automotive	1800 Soquel	4	2,000	Autos/Motor Vehicles/Used	Used Motor Vehicle Dealers
Wilson's Tire Service	1807 Soquel	3	1,600	Auto parts/Tires/Batt/Supply	Auto Supplies & Parts
VolkCafe	1823 Soquel	5	2,400	Auto parts/Tires/Batt/Supply	Auto Supplies & Parts
Carr Parts	1824 Soquel	12	5,200	Auto parts/Tires/Batt/Supply	Auto Supplies & Parts
Repo Outlet Inc	1911 Soquel	5	2,400	Autos/Motor Vehicles/Used	Used Motor Vehicle Dealers
Santa Cruz Auto Parts Inc.	1919 Soquel	19	8,000	Auto parts/Tires/Batt/Supply	Auto Supplies & Parts
Cheney Used Car Lot	1926 Soquel	12	5,200	Autos/Motor Vehicles/Used	Used Motor Vehicle Dealers
North Bay Ford	1999 Soquel	64	26,000	Autos/Motor Vehicles/New	New Motor Vehicle Dealers
Parnelli Jones	510 Water	6	2,800	Auto parts/Tires/Batt/Supply	Auto Supplies & Parts
Automotion	1025 Water	2	1,200	Autos/Motor Vehicles/Used	Used Motor Vehicle Dealers
Cruz Company	1025 Water	1	800	Autos/Motor Vehicles/Used	Used Motor Vehicle Dealers
18 Businesses in Area		188	82,400		

Table V-3 (Continued)

RETAIL BUSINESS SORTED BY BUSINESS TYPE AND STREET ADDRESS

Business	Address	Employees	Estimated Sq. Ft.*	Activity	BEQ Characteristic
Building Matrl./Farm Impl.					
Neuman's Saw Shop	182 Benito	0	400	Hardware/BLDG Supply-Retail	Hardware Stores
Woodstoves & Sun	510 Soquel	4	2,000	Hardware/BLDG Supply-Retail	Hardware Stores
Pacific Espresso	623 Soquel	4	2,000	Special Eq./Machinery/Supply	Lumber & Bldg Materials
Sherwin Williams Co.	919 Soquel	7	3,200	Paint/Wall Paper-Retail	Paint, Glass & Wallpaper
Hayford Brothers Glass	1001 Soquel	2	1,200	Glass/Plate/Windows/Misc.	Lumber & Bldg. Materials
Napa-Springs	1718 Soquel	0	400	Water Softeners/Eq./Supply	Plumbing & El. Supplies
Eastside Hardware	1817 Soquel	3	1,600	Hardware/BLDG Supply-Retail	Hardware Stores
Classic Glass Co.	917 Water	5	2,800	Glass/Plate/Windows/Misc.	Paint, Glass & Wallpaper
8 Businesses in Area		26	13,600		
Drug Store					
Pacific Optical	602 Soquel	1	800	Prescription Pharmacy	Drug Store
Thrifty Drug Store	901 Soquel	24	10,000	Drug Stores	Drug Stores
Medical Pharmacy	2025 Soquel	4	2,000	Prescription Pharmacy	Drug Store
Hornsyder Pharmacy	1226 A Soquel	13	5,600	Drug Stores	Drug Stores
Bruce's Medical Plaza Pharmacy	550 Water	2	1,200	Prescription Pharmacy	Drug Store
5 Businesses in Area		44	19,600		
Eating & Drinking Places					
Kentucky Fried Chicken of S.C.	841 N. Branciforte	14	6,000	Restaurant/Shortorder/Snackbar	Eating Places: No Alcohol
Real Thai Kitchen	1632 Seabright	0	400	Restaurants	Eating Places
The Bagelry Inc.	1636 Seabright	12	5,200	Restaurant/Shortorder/Snackbar	Eating Places: No Alcohol
Bamboo	1733 Seabright	1	800	Restaurants	Eating Places
Linda'Seabreeze Cafe	542 Soquel	9	4,000	Restaurants	Eating Places
JutzieJewish Deli	608 Soquel	0	400	Restaurants	Eating Places
Taquaria Vallarta	608 Soquel	0	400	Restaurant/Shortorder/Snackbar	Eating Places: No Alcohol
Elke's Express Cuisine	621 Soquel	0	400	Restaurant/Shortorder/Snackbar	Eating Places: No Alcohol
Der Wienerschnitzel	800 Soquel	5	2,400	Restaurant/Shortorder/Snackbar	Eating Places: No Alcohol
Tony & Alba's pizza	817 Soquel	21	8,800	Restaurants	Eating Places

Table V-3 (Continued)

RETAIL BUSINESS SORTED BY BUSINESS TYPE AND STREET ADDRESS

Business	Address	Employees	Estimated Sq. Ft.*	Activity	BEQ Characteristic
Pon's Chinese Food	1002 Soquel	10	4,400	Restaurants	Eating Places
One Double Oh Seven	1007 Soquel	3	1,600	Bars, Night clubs, taverns	Eating Places: All Liquor
Malaba Cafe	1116 Soquel	6	2,800	Restaurants	Eating Places
Santa Cruz Sausage Co	1141 Soquel	1	800	Restaurant/Shortorder/Snackbar	Eating Places: No Alcohol
Oasis Cafe	1201 Soquel	1	800	Restaurants	Eating Places
Rio Theater Candy Bar	1205 Soquel	17	7,200	Restaurant/Shortorder/Snackbar	Eating Places: No Alcohol
Koffee Kup Restaurant	1209 Soquel	7	3,200	Restaurants	Eating Places
Burger King	1302 Soquel	38	15,600	Restaurant/Shortorder/Snackbar	Eating Places: No Alcohol
Taco Bell	1404 Soquel	16	6,800	Restaurant/Shortorder/Snackbar	Eating Places: No Alcohol
The Impossible Restaurant	1723 Soquel	4	2,000	Restaurants	Eating Places
Takara Japanese Restaurant	1800 Soquel	6	2,800	Restaurants	Eating Places
Fosters Freeze	1836 Soquel	10	4,400	Restaurants	Eating Places
Jeffery's	2050 Soquel	30	12,400	Restaurants	Eating Places
Adolph's Restaurant	525 Water	23	9,600	Restaurants	Eating Places
Joe's Pizza & Subs	736 Water	3	1,600	Restaurants	Eating Places
Tacos Moreno	1053 Water	5	2,400	Restaurant/Shortorder/Snackbar	Eating Places: No Alcohol
26 Businesses in Area		242	107,200		
Food Stores					
Safeway Stores Inc.	117 Morissey Blvd.	47	19,200	Groceries and Related Retail	Food Stores
California Market	1616 Seabright	0	400	Groceries and Related Retail	Food Stores
Super Naturals	610 Soquel	2	1,200	Health Food & Related-Retail	All Other Food Stores
Shoppers Corner	622 Soquel	68	27,600	Groceries and Related Retail	Food Stores
The Buttery	702 Soquel	29	12,000	Bakery/Donut Shop	All Other Food Stores
Lucky Stores Inc.	911 Soquel	55	22,400	Groceries and Related Retail	Food Stores
Bacchus Foods	1127 Soquel	0	400	Food Catering	All Other Food Stores
Mackenzeis' Kandy Kitchen	1492 Soquel	7	3,200	Candy/Nuts & Confectionery	All Other Food Stores
Dos Mini Market	1822 Soquel	0	400	Groceries and Related Retail	Food Stores
Del Pueblo Market	2118 Soquel	6	2,800	Groceries and Related Retail	Food Stores
Dj'Mini Mart	833 Water	8	3,600	Groceries and Related Retail	Food Stores

Table V-3 (Continued)

RETAIL BUSINESS SORTED BY BUSINESS TYPE AND STREET ADDRESS

Business	Address	Employees	Estimated Sq. Ft.*	Activity	BEQ Characteristic
Allbright's Donuts	1055 Water	0	400	Bakery/Donut Shop	All Other Food Stores
Staff of Life Bakery	1305 Water	54	22,000	Bakery/Donut Shop	All Other Food Stores
13 Businesses in Area		276	115,600		
<u>General Merch. Stores</u>					
Eberts Department Store	1148 Soquel	6	2,800	Department Stores	Department & Dry Goods
1 Business in Area		6	2,800		
<u>Home Furn. & Appliances</u>					
Creative Concepts	200 Benito	0	400	Furniture/Home Furnishing/Misc.	Household & Home Furn.
The Carpet House Inc.	730 Soquel	9	4,000	Floor Covering Carpet Linoleum	Household & Home Furn.
California Lighting Co Inc.	730 Soquel	3	1,600	Furniture/Home Furnishing/Misc.	Household & Home Furn.
Western Appliance	902 Soquel	8	3,600	Appliances/El.Equip./Supply	Household Appliances
Burdick's Stereo-Video-Tv-Applic.	902 Soquel	6	2,800	Radio/TV/Stereo-Retail	Household Appliances
Pic's Used Furniture	910 Soquel	0	400	Furniture/Home Furnishing/Misc.	Household & Home Furn.
Ken'Sewing & Vacuum center	926 Soquel	1	800	Appliances/El.Equip./Supply	Household Appliances
Carpet Mart	1122 Soquel	2	1,200	Floor Covering Carpet Linoleum	Household & Home Furn.
Timiran Inc.	1130 Soquel	8	3,600	Fabrics & Rel. Products	Household & Home Furn.
Harts Fabric Center	1142 Soquel	21	8,800	Fabrics & Rel. Products	Household & Home Furn.
Bay Bed and Mattress	1378 Soquel	2	1,200	Furniture/Home Furnishing/Misc.	Household & Home Furn.
Santa Cruz Picture Framing	1430 Soquel	0	400	Furniture/Home Furnishing/Misc.	Household & Home Furn.
Wills Furniture	1811 Soquel	1	800	Furniture/Home Furnishing/Misc.	Household & Home Furn.
Furniture Plaza	2000 Soquel	6	2,800	Furniture/Home Furnishing/Misc.	Household & Home Furn.
Runyan'C R Furniture	153 South Morrissey	0	400	Furniture/Home Furnishing/Misc.	Household & Home Furn.
Ace Appliance	133 Walk	0	400	Appliances/El.Equip./Supply	Household Appliances
Halls Surrey House	708 Water	0	400	Antiques	Household & Home Furn.
Water Street Stereo	726 Water	8	3,600	Radio/TV/Stereo-Retail	Household Appliances
Linden House	1043 Water	0	400	Antiques	Household & Home Furn.
Possibilities Unlimited	1043 Water	0	400	Antiques	Household & Home Furn.
Budget Office Furniture	1211 Water	5	2,400	Furniture/Home Furnishing/Misc.	Household & Home Furn.

Table V-3 (Continued)

RETAIL BUSINESS SORTED BY BUSINESS TYPE AND STREET ADDRESS

Business	Address	Employees	Estimated Sq. Ft.*	Activity	BEQ Characteristic
Smith's China Shop 22 Businesses in Area	1111 Water	4 84	2,000 42,400	China/Glassware & Metalware	Household & Home Furn.
Other Retail Stores					
Brinks Troppy Shoppe	184 Benito	2	1,200	Speciality Shop Retail	Other Specialties
Eurotech Motorcycles	718 Frederick	1	800	Motorcycles/skooters/pis/acces	Boat, Motorcycle, Plane
Elliott Fine Stamps & Coins	1624 Seabright	3	1,600	Coins/Stamps/Precious Metal	Other Specialties
The Art Department	1725 Seabright	0	400	Misc Retail Trade, Others	Other Specialties
Jeweler at Large	555 Soquel	0	400	Jewelry	Jewelry
Santa Cruz Coin Exchange	555 Soquel	0	400	Coins/Stamps/Precious Metal	Other Specialties
Barnhills Florist & Greenhouses	710 Soquel	3	1,600	Florist	Florists
A A Safe & Lock Co Inc.	712 Soquel	6	2,800	Key/Lock Shops-Retail	Other Specialties
Santa Cruz Zoo	720 Soquel	2	1,200	Pet Sale and Supplies	Other Specialties
Cal-Coast Beauty Supply Co.	722 Soquel	1	800	Cosmetics/Perfumes-Retail	Other Specialties
Bell'Stationery and GiftShop	922 Soquel	1	800	Stationery and Supply	Stationery and Books
Glasslight	1009 Soquel	0	400	Speciality Shop Retail	Other Specialties
Clay Works	1125 Soquel	0	400	Pottery & Rel. Products	Gifts, Art Goods, Novelties
Jerry's Sports	1126 Soquel	5	2,400	Sporting Goods/Equip.-Retail	Sporting Goods
The Bicycle Trip	1127 Soquel	10	4,400	Bicycle and Parts	Sporting Goods
The Book Left	1207 Soquel	1	800	Books, Magazines, Periodicals	Stationery & Books
Stewart Floral	1430 Soquel	6	2,800	Florist	Florists
DiscountPlus	1718 Soquel	0	400	Misc Retail Trade, Others	Other Specialties
Soundpost	1825 Soquel	0	400	Musical Instrument & Records	Musical Instruments
The Flower Shack	614 South Brancifort	2	1,200	Florist	Florists
Elisabeth Gift Shop	161 S Morrissey	0	400	Gifts/ Novelties/Greeting cards	Gifts, Art Goods, Novelties
Hearing Servives of Santa Cruz	550 Water	8	3,600	Misc Retail Trade, Others	Other Specialties
Round House Trains	740 Water	0	400	Games/Toys/Hobby Supplies	Other Specialties
Branciforte Bicycle Shop	911 Water	0	400	Bicycle and Parts	Sporting Goods
Santa Cruz Cyclery	1018 Water	4	2,000	Bicycle and Parts	Sporting Goods
House of Sound	1025 Water	5	2,400	Speciality Shop Retail	Other Specialties

Table V-3 (Continued)

RETAIL BUSINESS SORTED BY BUSINESS TYPE AND STREET ADDRESS

Business	Address	Employees	Estimated Sq. Ft.*	Activity	BEQ Characteristic
AbacuAntiques	1043 Water	0	400	Second-hand Merchandise-General	Second-hand Merchandise
Heisig Music, Kurt	1045 Water	0	400	Musical Instrument & Records	Musical Instruments
Cato Nail & Beauty	509 A Water	0	400	Cosmetics/Perfumes-Retail	Other Specialties
Homerun Heroes	310 Windham	0	400	Coins/Stamps/Precious Metal	Other Specialties
30 Businesses in Area		60	34,000		
Packaged Liquor Stores					
Ernie's Wine and Liquor	915 Soquel	3	1,600	Liquor Store	Packaged Liquor Stores
Ace Liquors	1835 Soquel	0	400	Liquor Store	Packaged Liquor Stores
2 Businesses in Area		3	2,000		
Service Stations					
Harbor 76	1505 Soquel	8	3,600	Gasoline Service Stations	Service Stations
Beacon Station	1516 Soquel	8	3,600	Gasoline Service Stations	Service Stations
2 Businesses in Area		16	7,200		

* Square footage is estimated assuming one employer plus the number of employees times 400 square feet.

Table V-4

NON-RETAIL ESTABLISHMENTS: SANTA CRUZ EASTSIDE

Activity	Businesses	Employees	Activity	Businesses	Employees	Activity	Businesses	Employees
Services			Services (Continued)			Housing		
Auto Seats/Top Repair/Serv.	1	0	Boat Repair/Service/Maint	2	2	Comm/Ind Space Rental/Leasing	2	0
Detective/Protective Services	1	0	Schools, Special Training	2	2	Multiple Dwelling Four Units	3	0
Equip. Rental & Leasing	1	0	Video Taping	2	2	Multiple Dwelling 5-9 Units	6	0
Health Services	1	0	Day Nursery/Child Care Center	1	3	Multiple Dwelling Three units	8	0
Horticultural Services	1	0	Radio/Tv/Stereo Service/Repair	1	3	Multiple Dwelling over 9 Units	5	4
Locksmiths/Repair-Services	1	0	Sign Painter Maker	1	3		24	4
Marriage & Family Services	1	0	Computer Serv./Other	3	3	Amusement		
Research Services/Other	1	0	Repair Services/Other	3	3	Amusement & Rel. Business	1	0
Rest Home/Convalescent Hosp.	1	0	Automobile Serv./Other	4	3	Coin Oper Amusement Business	1	0
Retirement Homes	1	0	Bookkeeping & Rel. Serv.	5	3		2	0
Rooming & Boarding Houses	1	0	Computer Consulting	9	3	Facilities & Services		
Schools, Dancing	1	0	Funeral Parlor/Mortuary	1	4	Arcade-Amusement Devices	1	0
Seamstresses/Tailor	1	0	Travel Agents	1	4	Bail Bonds-No Lic Req	1	0
Secretarial Services	1	0	Printing/Commercial	2	4	Itinerant Vendor/Temp. Business	1	0
Storage Services	1	0	Real Estate Agents	7	4	Architect Services/Bldg Design	2	0
Telephone Equip. Repair	1	0	Auto Glass Inst./Services	2	6	Architect Services/Landscapes	2	0
Translating/Interpreting	1	0	Ins. Agents/Services	2	7	Metaphysical Sciences	3	0
Upholstery/Furniture Repair	1	0	Auto Paint & Body Shops	4	7	Coin Operated Amusement Device	4	0
Custom tailoring	2	0	Consulting/Other	26	7	Non-Profit Organization	6	0
Massage Plrs/Steam/Sauna Baths	2	0	Video Equip.-Rental/ Repair	4	11	Security Brokers, Off/Serv.	1	1
Photography/Comm/Portrait	2	0	Landscape Gardening	16	12	Ins. Brokers, Offices/Services	2	1
Rug/Carpet Cleaning/Repair	2	0	Misc Personal Services		14	Real Estate Broker, Off/Serv.	4	2
Word Processing	2	0	Gyms/Athl. Clubs/Body Bldg	2	15	Acupuncture Offices/ Services	5	2
Writer/Author	2	0	Dry Cleaning/Pressing/Dyeing	1	17	Professional & Rel. Occu	2	6
Spa/Pool Repair	3	0	Auto Washing, Polishing	2	20	Telephone Sollicitation	1	7
Graphic Design	5	0	Real Estate Services/Other	14	20	Chiropractor, Offices/Services	19	21
Home Repair/Remodel/Service	5	0	Beauty Services	45	20	Engineers, Offices/Services	8	31
Barber Services	6	0	Janitorial Services/Maintenance	19	33	Medical/Health Professions	22	76
Musicians	20	0	Automobile Repair	21	36	Attorneys, Offices/Services	60	79
Machine Shops/Repair	1	1	Misc. Business Services	31	53	Dentist, Offices/Services	23	103
Telephone Answering Service	1	1		324	331	Physicians, Offices/Services	80	121
Publishing	3	1	Hotels	1	59	Arts & Crafts Association	1	140
Promotion & Production Service	5	1					248	590
Artist/Art Studio/Restoration	11	1	Motels/Motor Hotels	3	12			
Transportation Services, Other	1	2						

**PER CAPITA HISTORICAL TAXABLE RETAIL SALES BY STATE BEQ CLASSIFICATION
CITY OF SANTA CRUZ**

Table V-5

Type of Business (BEQ Category)	1982	1986	1987	1988	1989	1990	1991	1992	Annual % Change 1986-1991	Annual % Change 1982-1991
Apparel	219	269	304	294	246	188	170	169	-8.7%	-2.8%
Auto Dealers & Supplies	1,609	2,567	2,412	2,398	2,314	1,991	1,525	1,573	-9.9%	-0.6%
Building Matrl./Farm Impl.	199	516	512	560	642	705	702	724	6.4%	15.1%
Drug Store	201	214	216	226	229	230	242	250	2.5%	2.1%
Eating & Drinking Places	1,057	1,374	1,425	1,508	1,449	1,394	1,426	1,425	0.7%	3.4%
Food Stores	503	573	537	536	554	561	686	591	3.7%	3.5%
General Merch. Stores	376	400	366	329	252	107	104	105	-23.6%	-13.3%
Home Furn. & Appliances	297	382	415	396	381	348	315	325	-8.7%	0.7%
Other Retail Stores	829	1,059	1,140	1,174	1,092	1,181	1,103	1,125	0.8%	3.2%
Packaged Liquor Stores	136	182	240	221	212	209	219	218	3.7%	5.5%
Service Stations	588	532	578	584	637	635	727	744	6.4%	2.4%
Total	6,013	8,069	8,144	8,228	8,009	7,549	7,219	7,250	-2.2%	2.1%
Sales in Constant 1991\$	8,496	9,971	9,732	9,416	8,738	7,881	7,219	-	-6.3%	-1.8%

Source: City of Santa Cruz Business License Report, State Board of Equalization (BEQ) Annual Reports.

Table V-6
**PER CAPITA HISTORICAL SALES BY STATE BEQ CLASSIFICATION
 SANTA CRUZ COUNTY**

Type of Business (BEQ Category)	1982	1986	1991	Annual % Change 1986-1991	Annual % Change 1982-1991
Apparel	146	185	246	5.9%	6.0%
Auto Dealers & Supplies	607	1,073	817	-5.3%	3.4%
Building Matrl./Farm Impl.	374	610	744	4.0%	7.9%
Drug Store	165	204	233	2.7%	3.9%
Eating & Drinking Places	549	727	802	2.0%	4.3%
Food Stores	395	452	567	4.6%	4.1%
General Merch. Stores	438	527	566	1.4%	2.9%
Home Furn. & Appliances	169	237	229	-0.7%	3.5%
Other Retail Stores	333	483	688	7.3%	8.4%
Packaged Liquor Stores	103	113	119	1.2%	1.7%
Service Stations	401	354	443	4.6%	1.1%
Total	3,681	4,964	5,455	1.9%	4.5%
Sales in Constant 1991\$	5,201	6,134	5,455	-2.3%	0.5%

Source: City of Santa Cruz Business License Report, State Board of Equalization (BEQ) 1991 Annual Report.

