



Santa Cruz Downtown Plan Expansion Project

CEQA Scoping Meeting
September 28, 2022



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Kimley»»Horn

Bill Wiseman

Planning Practice Leader

DUDEK

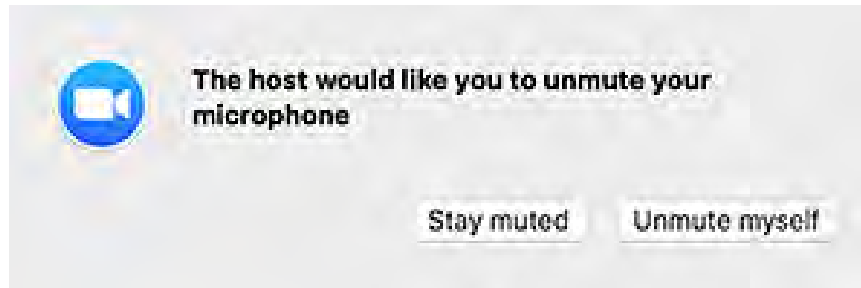
Stephanie Strelow

Principal

Zoom Attendee Controls

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Raise Hand: [Raise your hand](#) to indicate that you want to make a comment.

Question & Answer: Open the Q&A window, allowing you to ask questions. The hosts can either reply via text in the Q&A window or answer your question live.



Agenda

1. Project Summary
2. Environmental Review Overview
3. Scoping Process
4. Comments


Scoping Meeting Purpose




- Review scope / content of Environmental Impact Report (EIR)
 - Project merits will be considered at later meetings
- Inform public agencies and community about the environmental review process
- Receive agency/community input about the scope of the EIR

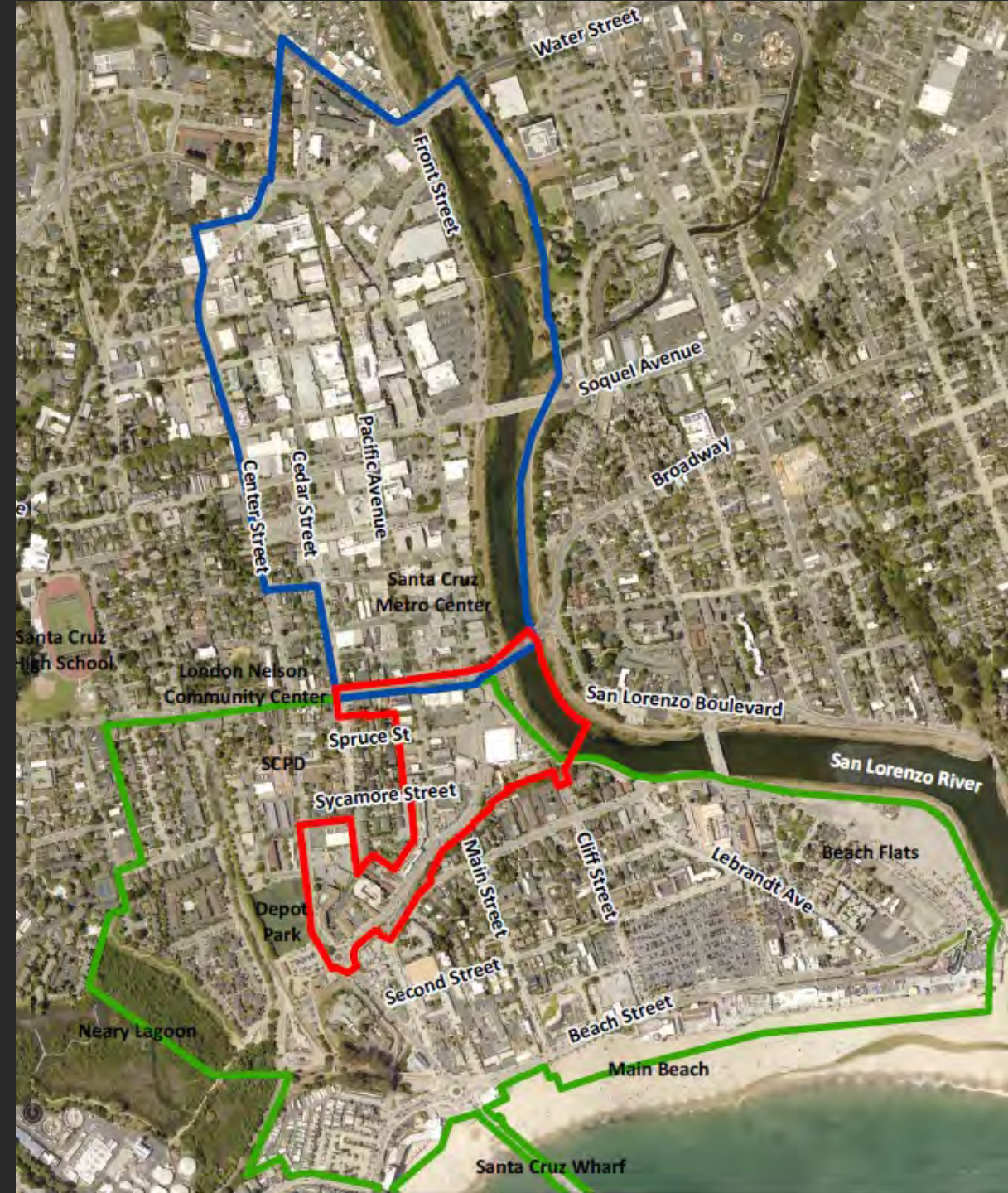


Project Summary

Project Context

Legend 

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



Project Study Area

Total Area = ~ 29 acres





KAISER PERFORMANCE ARENA

WATER WORKS

KAISER PERFORMANCE ARENA

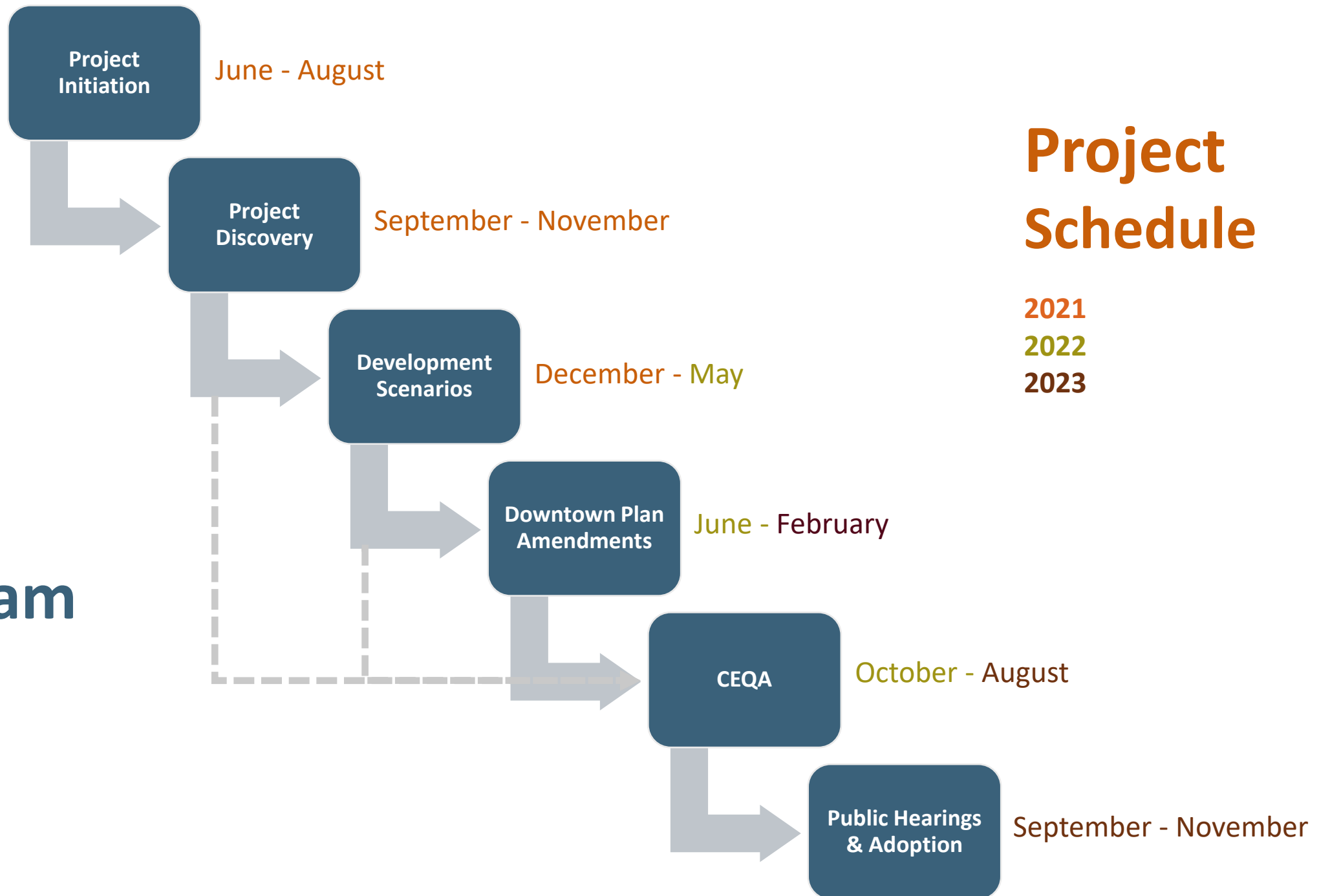
Project Objectives

1. Adding capacity for **multi-family housing**.
2. Create opportunities for **public amenities and infrastructure** including parks, the Santa Cruz Riverwalk trail, or other spaces for community use.
3. Better **connect downtown with the river** and beach areas.
4. Create new **economic opportunities** for local businesses and workers.
5. Generate new tax revenue to **support City services**.
6. Improve the **pedestrian & bicycle experience**.
7. Incorporate a **permanent Warrior's arena** into the plan.

Project Schedule

2021
2022
2023

Work Program



Downtown Plan

- Land Use Plan
- Development Standards
- Design Guidelines
- Circulation and Parking
- Streetscape and Open Space
- Implementation and Management

Appendix 8: South of Laurel District

AS ADOPTED BY CITY COUNCIL NOVEMBER 14, 2017 AND
CALIFORNIA COASTAL COMMISSION MARCH 8, 2018

City of Santa Cruz

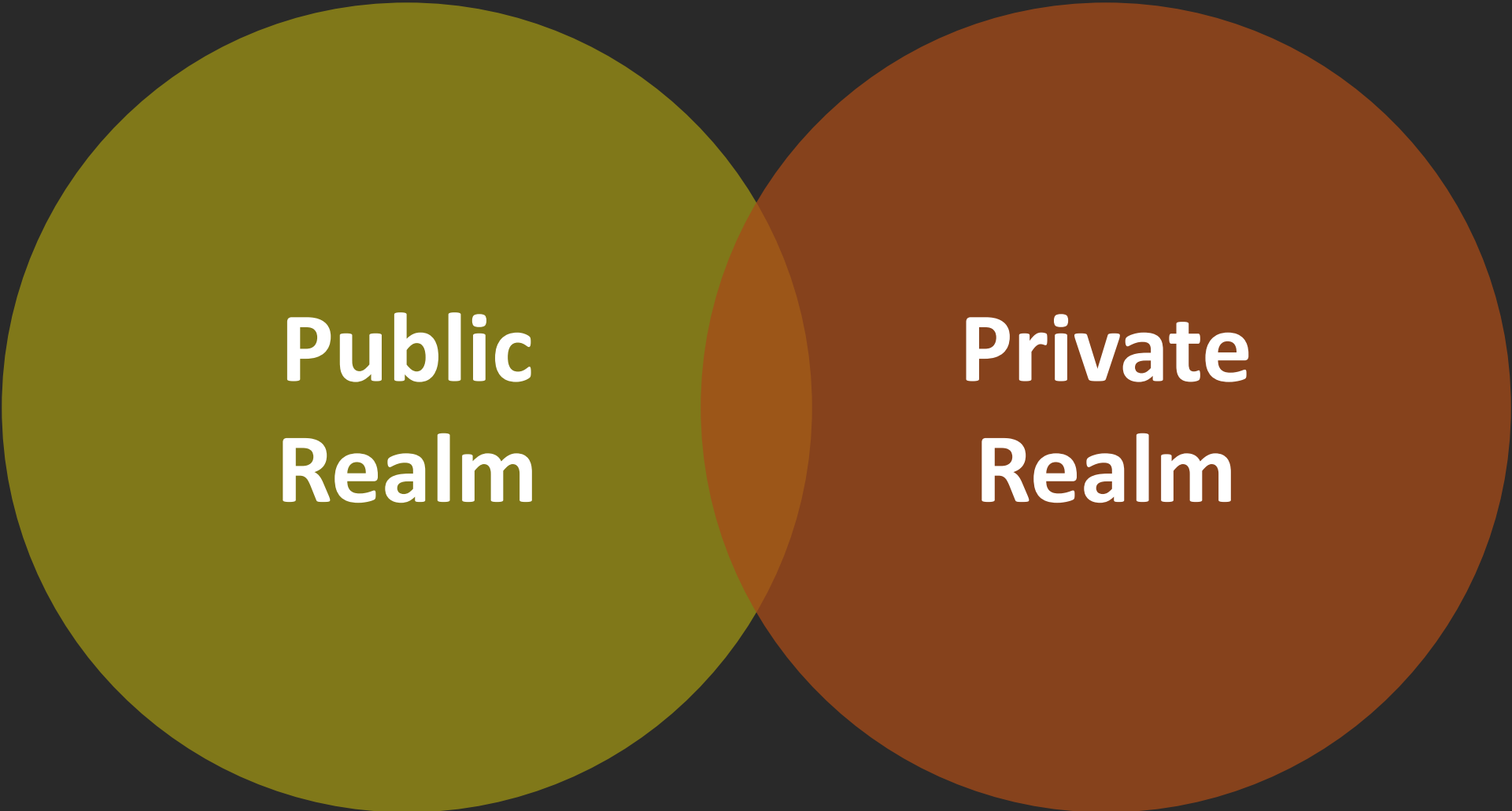
**DOWNTOWN
PLAN**

September 1991

As Amended through January 28, 2020

South of Laurel District

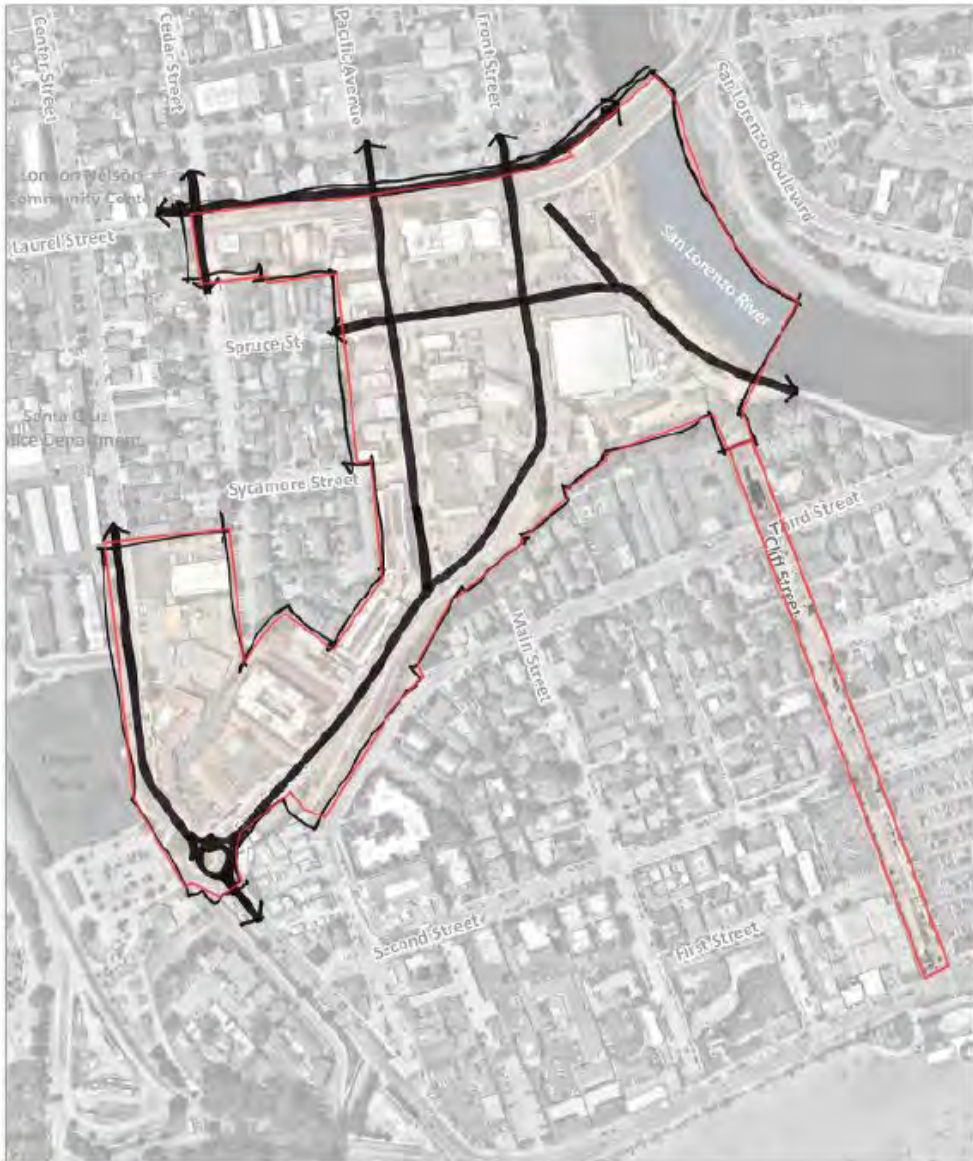
Plan Components



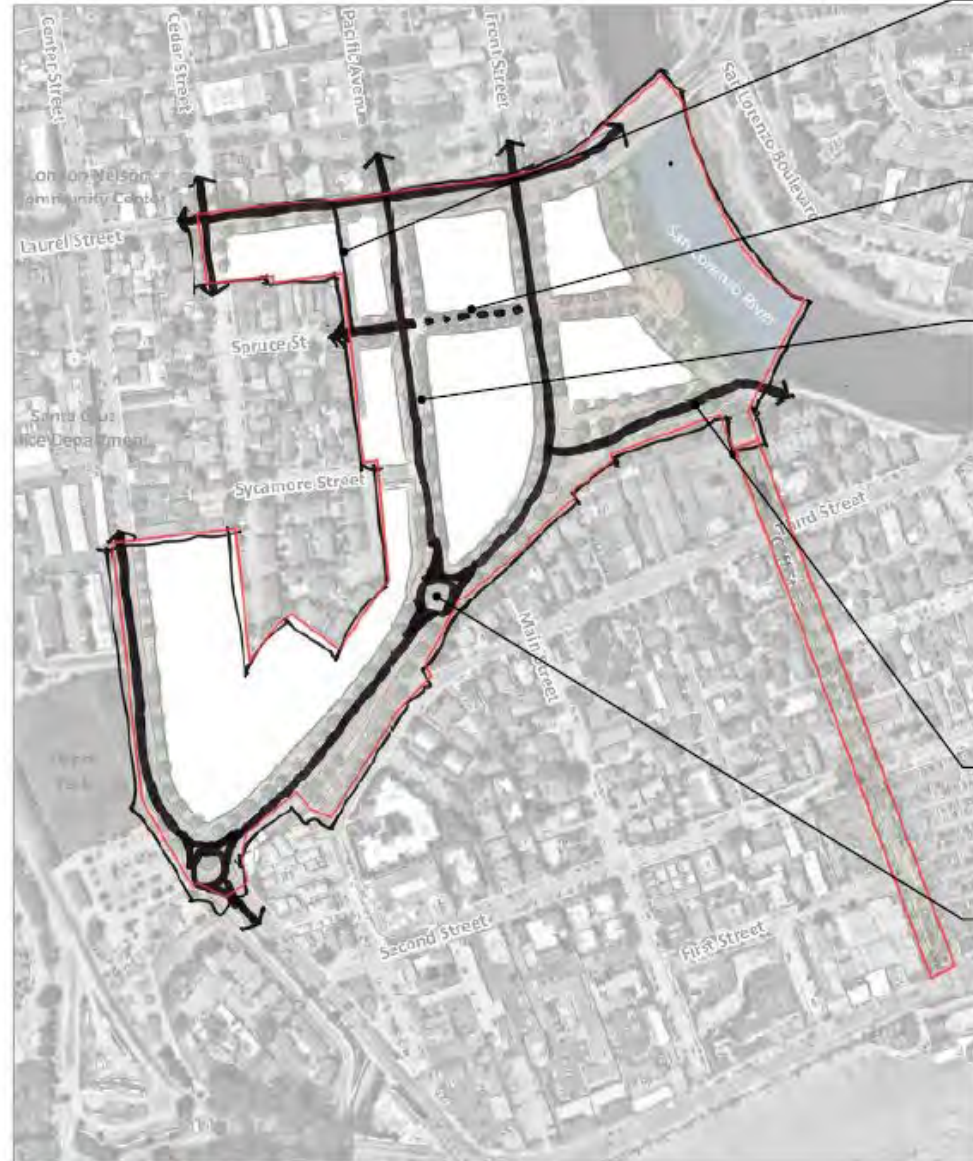
**Public
Realm**

**Private
Realm**

Circulation & Streetscape



Existing



Proposed

New service / access alley to avoid curb cuts on Pacific Avenue

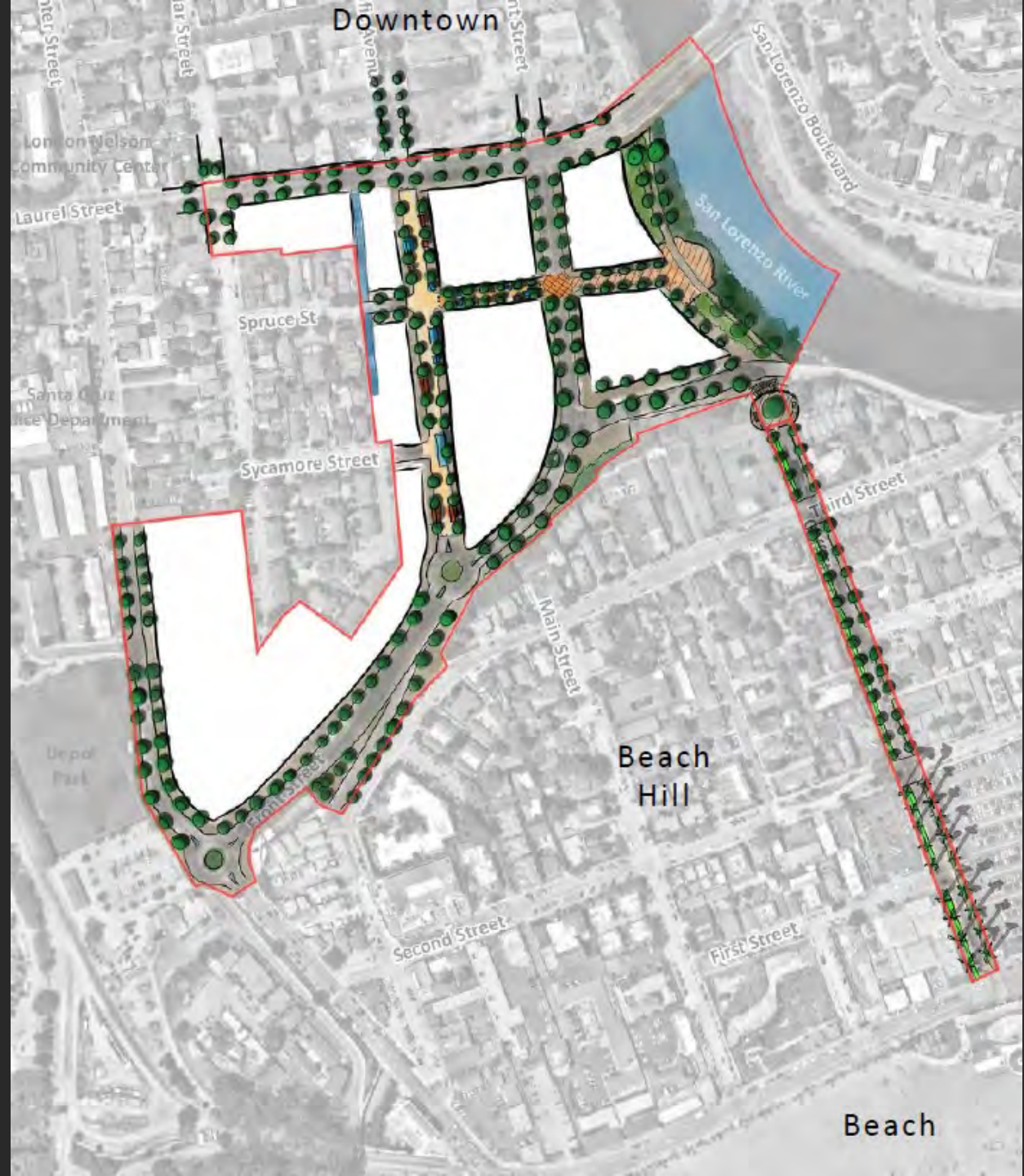
Spruce Street partial / timed street closure creates

Pacific Avenue improvements: Shared street and "Flex Zones" with possible street closures during events

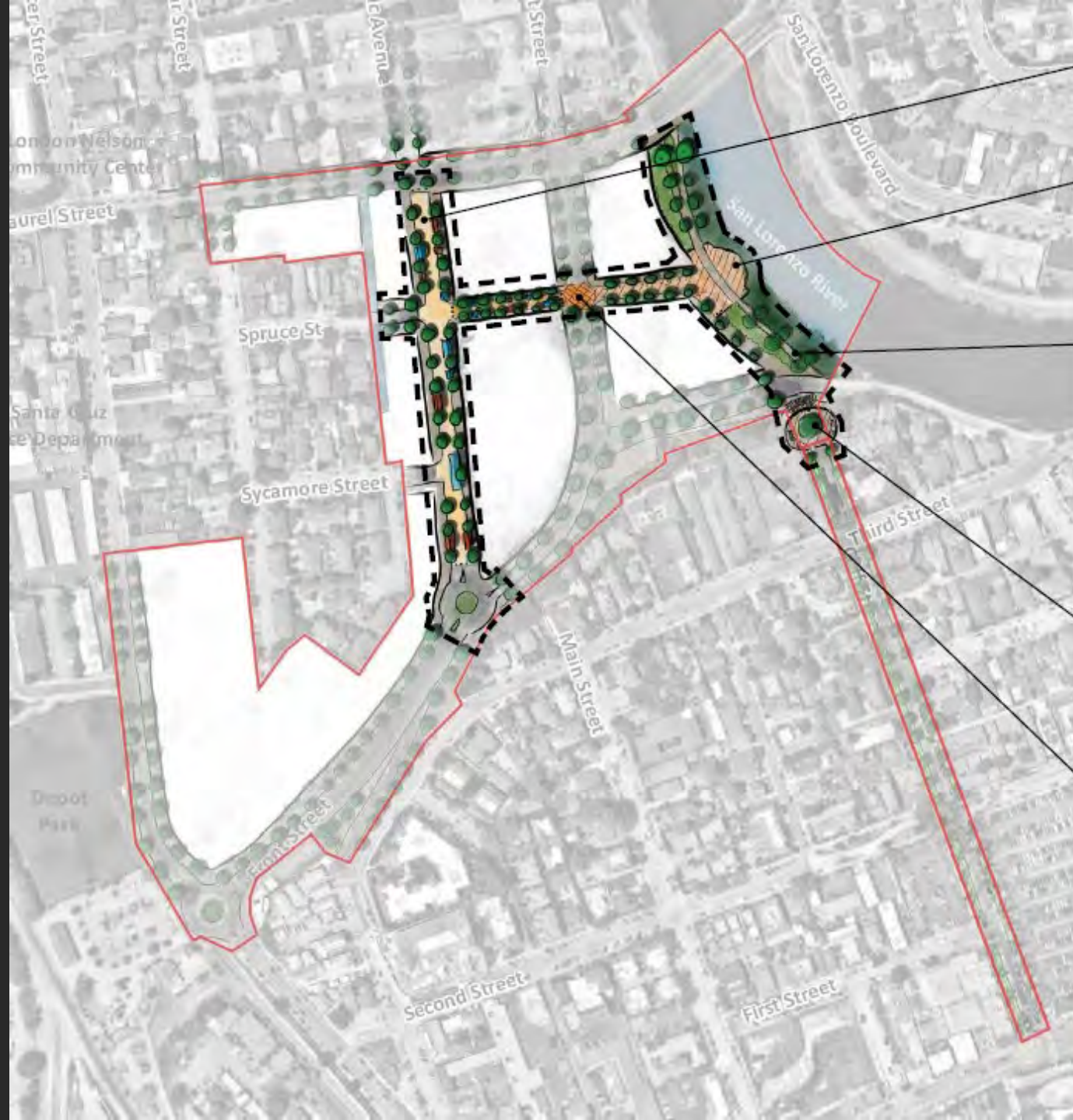
Realign Laurel Street Extension

New roundabout

Circulation & Streetscape



Civic Spaces



Pacific Avenue retail street with diagonal parking "Flex zones"

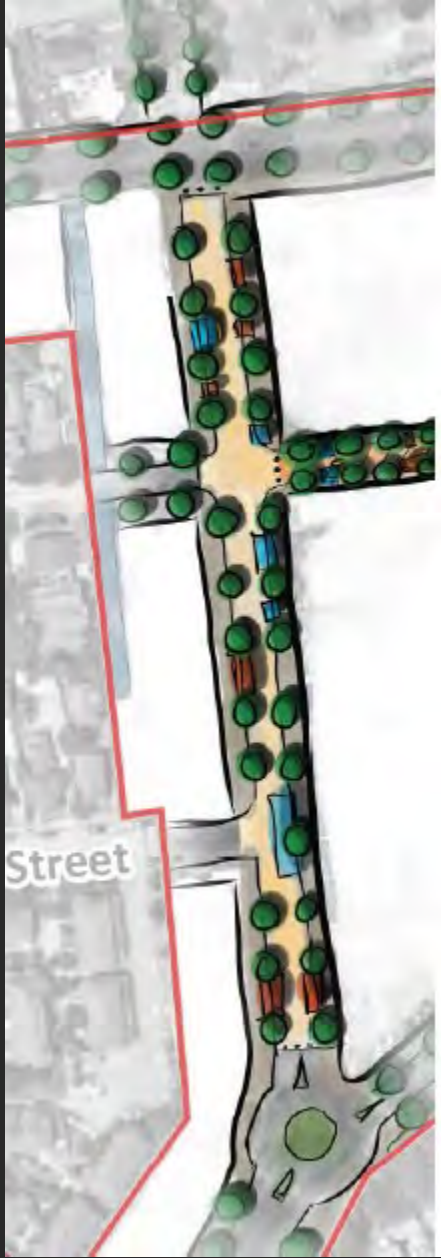
Enhanced pedestrian plaza gently slopes to top of levee overlook from street level at Front street.

Levee trail improvements

Cliff Street overlook with stair connection down to levee trail

Spruce Street plaza with enhanced crossing at Front Street

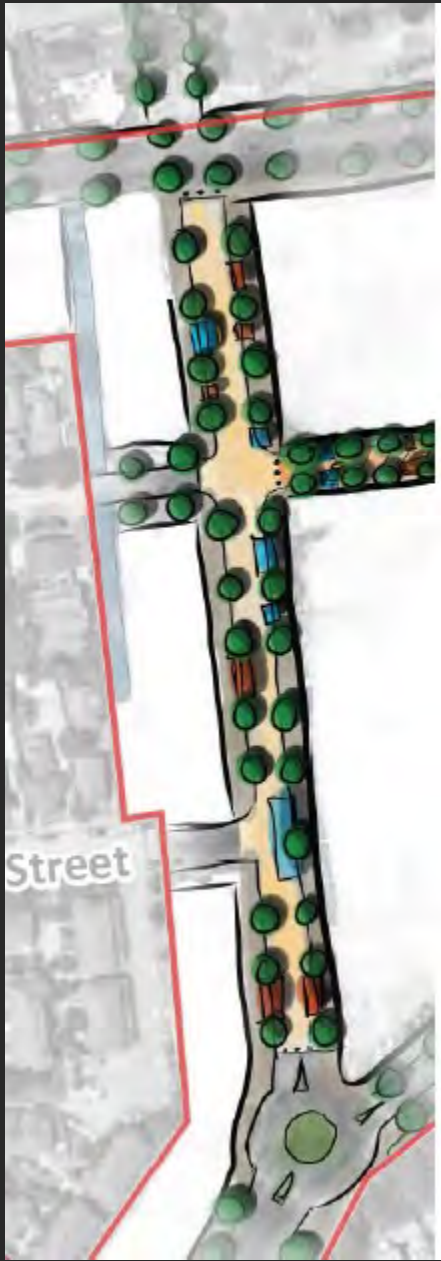
Pacific Avenue "Flex-Zone"



First Street - Livermore



Pacific Avenue "Flex-Zone"





Castro Street – Mountain View

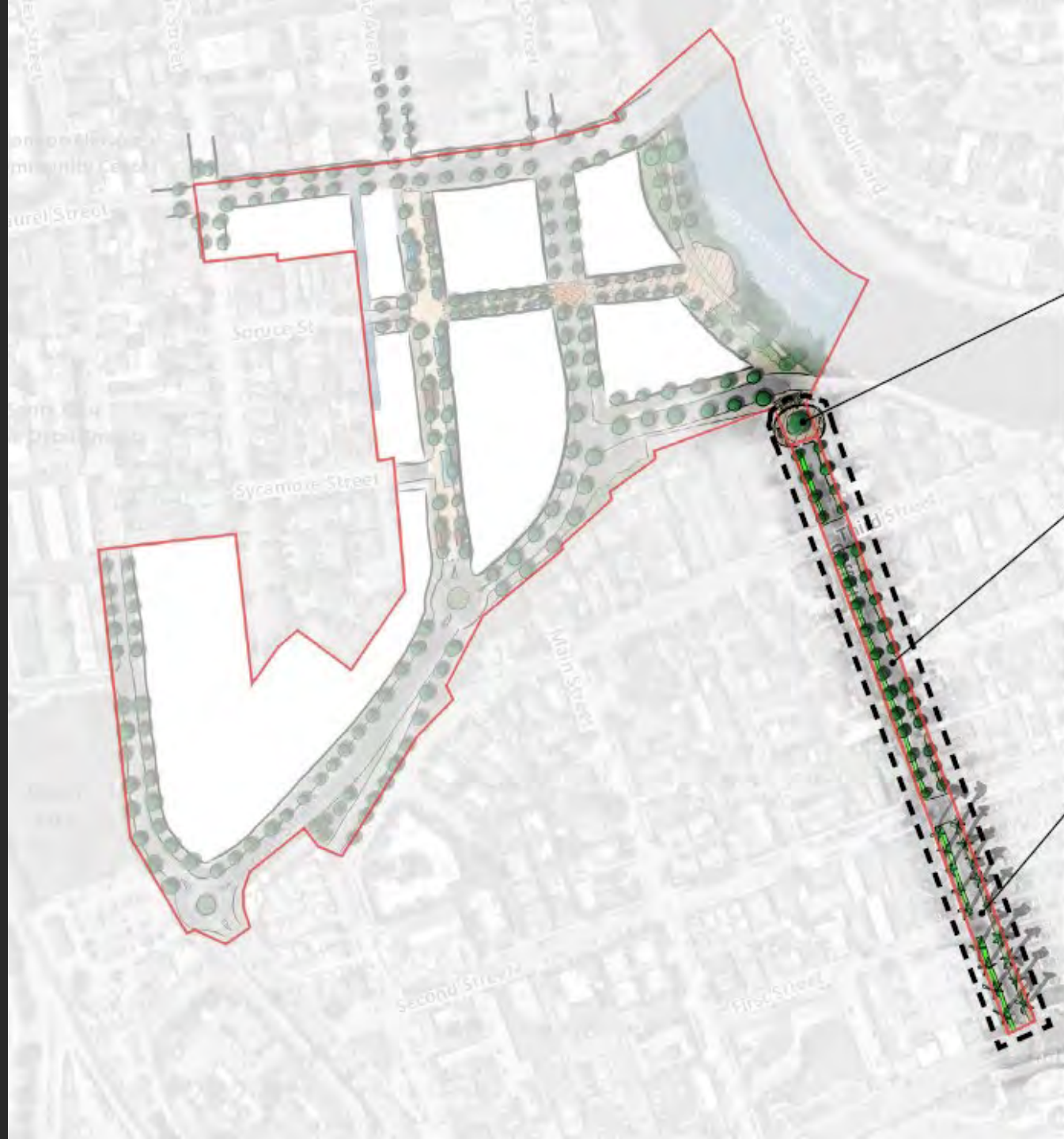


Beach Connectivity



-  Around the Hill
-  Over the Hill

Beach Connectivity



Cliff Street Overlook with Stair Connection Down to Levee Trail

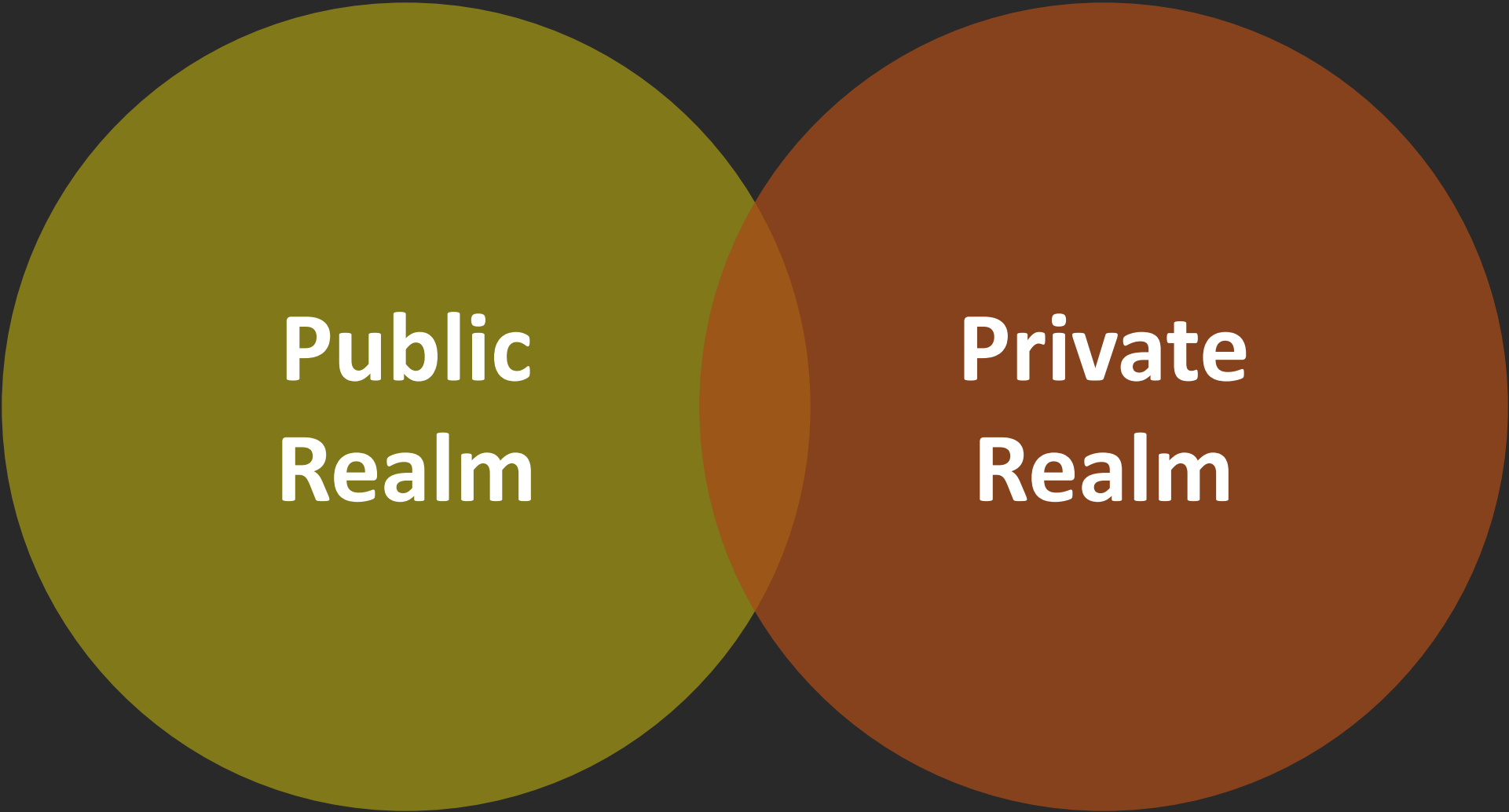
Cliff Street Enhancements Create a Ceremonial Connection Between Overlook and Boardwalk

Beachfront Transition; Streetscape with Palm Trees



South of Laurel District

Plan Components



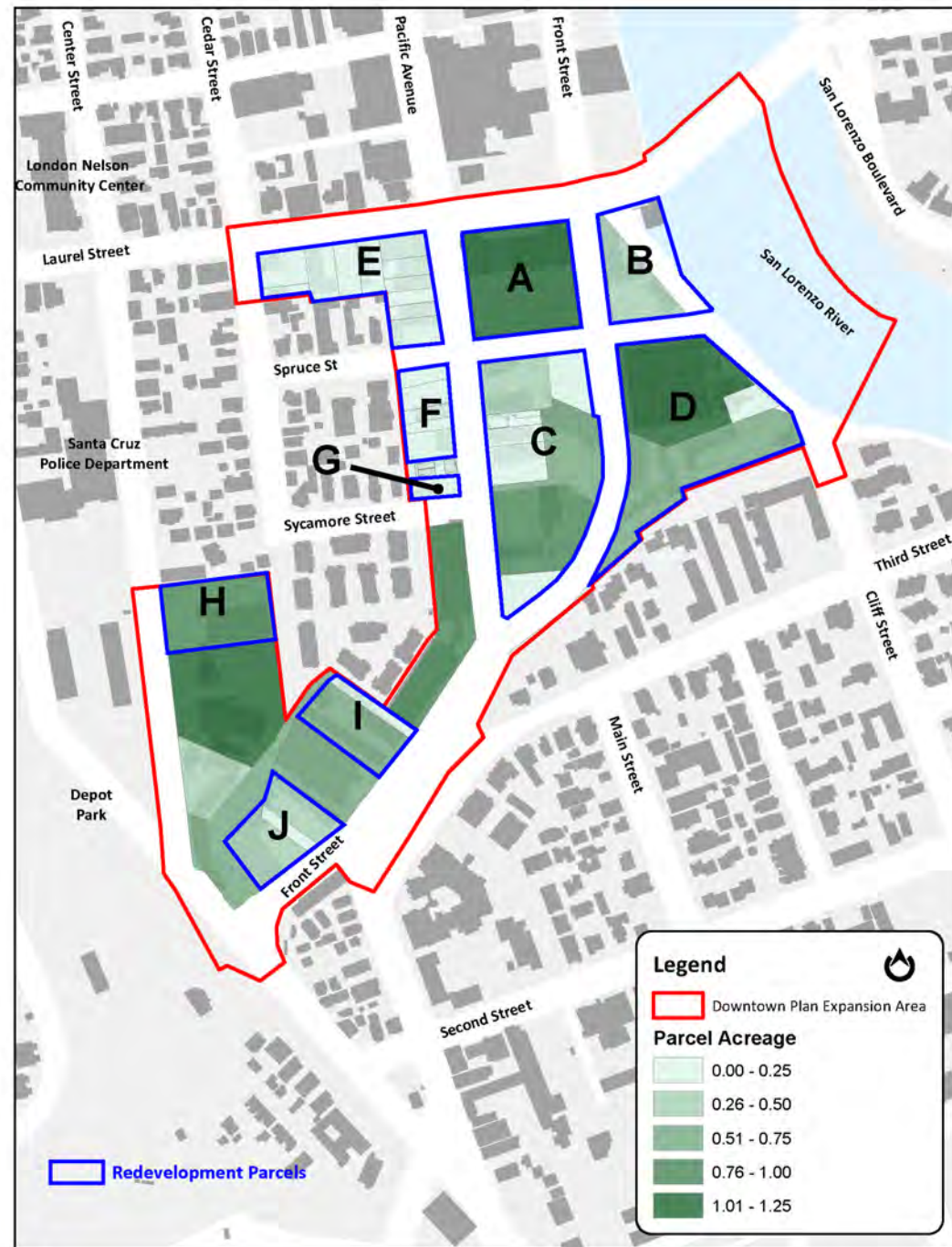
**Public
Realm**

**Private
Realm**

Redevelopment Parcels

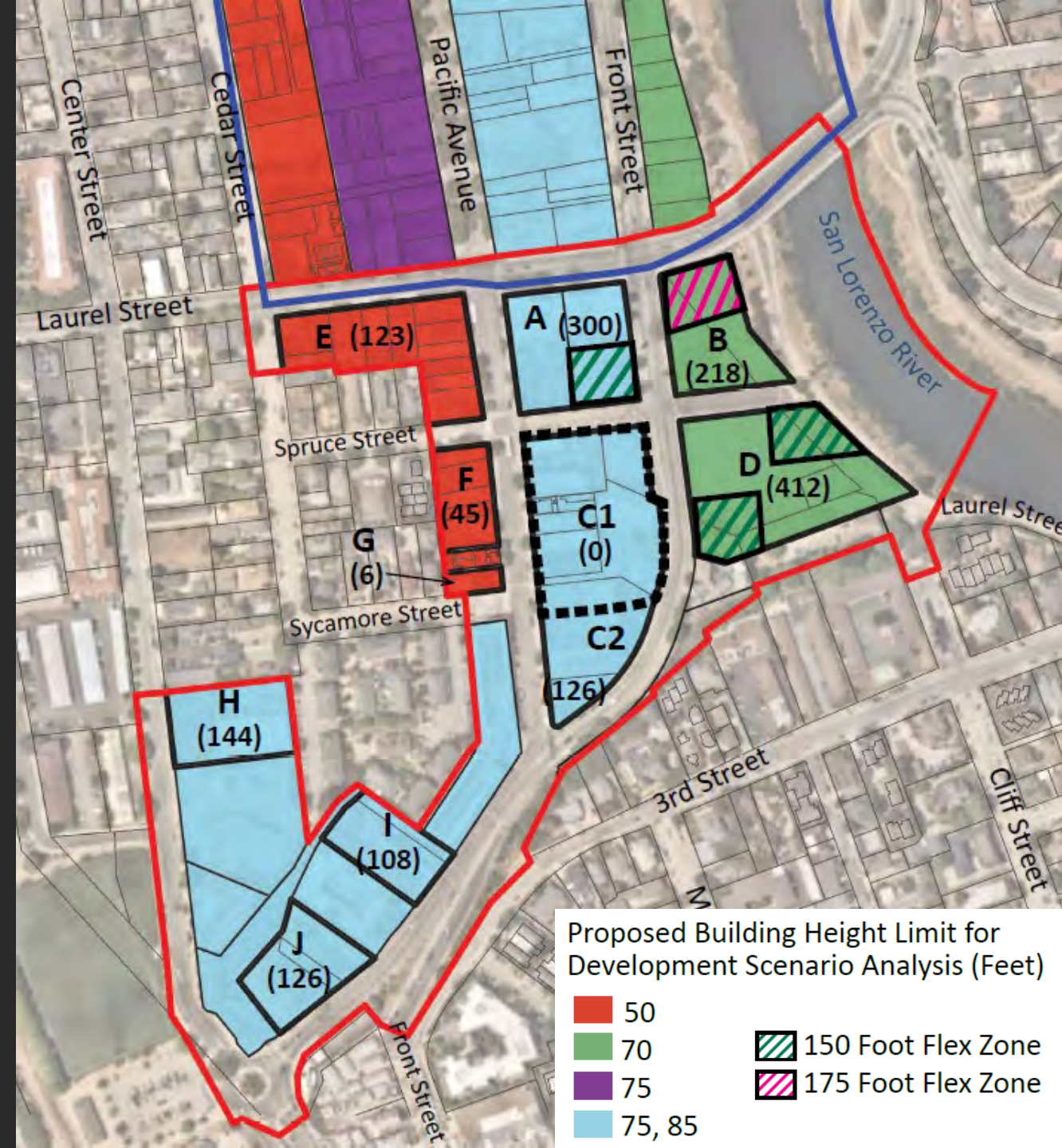
Total Area = ~ 29 acres

Total Developable
Area = ~ 15 acres



City Council Approved Development Plan

Total Building Area	1,923,000
Net Commercial Area	59,000
Net Residential Area	1,233,000
Residential Units	1,608
Density (units/acres)	150.5
Floor Area Ratio	4.13



— Study Area
— Downtown Plan Area
 Arena Development Parcel
 Redevelopment Parcels
X Redevelopment Parcel ID
 (xxx) Unit Allocation per Parcel

Proposed Building Height Limit for Development Scenario Analysis (Feet)

■	50		150 Foot Flex Zone
■	70		175 Foot Flex Zone
■	75		
■	75, 85		



Aerial View Looking Northwest





Environmental Review Overview

Environmental Review

- California Environmental Quality Act (CEQA) applies to projects that require discretionary approval
- Impartial review of projects to disclose and mitigate environmental impacts
- City of Santa Cruz is the Lead Agency

CEQA Purpose

- Inform decision-makers and the public of significant environmental effects
- Identify feasible ways to avoid or reduce significant impacts, including mitigation measures and alternatives
- Provide an opportunity for the public and agencies to comment on the environmental analyses
- “Significant effect on the environment” means...
 - A substantial, or potentially substantial, adverse change in physical environmental conditions



Scoping and EIR Process

Notice of Preparation

- A Notice of Preparation (NOP) was issued on September 16, 2022
- Identifies potential impacts to be evaluated in EIR
- Comments due: Monday, October 17, 2022
- Project information:
 - www.cityofsantacruz.com/Downtown

EIR Process

- Notice of Preparation
- Public Scoping Meeting
- Preparation of Draft EIR
- Draft EIR Public Review (45 days)
- Preparation of Final EIR
- EIR Certification - CEQA Findings

EIR Project Description

- Plan Amendments
 - Downtown Plan Development Standards
 - General Plan 2030
 - Local Coastal Program
 - San Lorenzo Urban River
- Zoning Ordinance Amendments

EIR Project Description

- Potential Development
 - 1,800 housing units
 - 60,000 square feet commercial
 - 180,000 sport & entertainment arena (Santa Cruz Warriors)
- Improvements and Amenities
 - New Spruce Street civic to the San Lorenzo riverfront
 - Realignment of Laurel Street Extension
 - Enhanced pedestrian connections between the Downtown and Main Beach - improvements to the Cliff Street overlook and stairs
 - New Cliff Street multi-modal corridor

EIR Format and Topics

- Subsequent EIR to Downtown Plan Amendments EIR

Included for Detailed EIR Analysis (Potentially Significant)	Excluded from Detailed EIR Analysis (Less than Significant or No Impact)
<ul style="list-style-type: none">• Aesthetics• Air Quality & Greenhouse Gas Emissions• Biological Resources• Cultural Resources• Hydrology & Water Quality• Land Use & Planning• Noise• Population & Housing• Public Services, Utilities & Energy Conservation• Transportation	<ul style="list-style-type: none">• Agricultural & Forest Resources• Geology & Soils• Hazards & Hazardous Materials• Mineral Resources



Comments

Scoping Meeting Comments

- All speakers are asked to give their name so that the City can keep a record of who spoke.
- Speakers are encouraged to also submit their comments in written format.
- The purpose of the scoping meeting is to discuss scope and content of EIR; project merits will be considered at later meetings.

Opportunity for Comments

- Scoping Meeting
- Written Correspondence (by 10/17/22):
Sarah Neuse, Senior Planner
City of Santa Cruz
Planning and Community Development Dept.
809 Center Street, Rm. 101
Santa Cruz, CA 95060
Email: sneuse@cityofsantacruz.com
Phone: (831) 420-5092

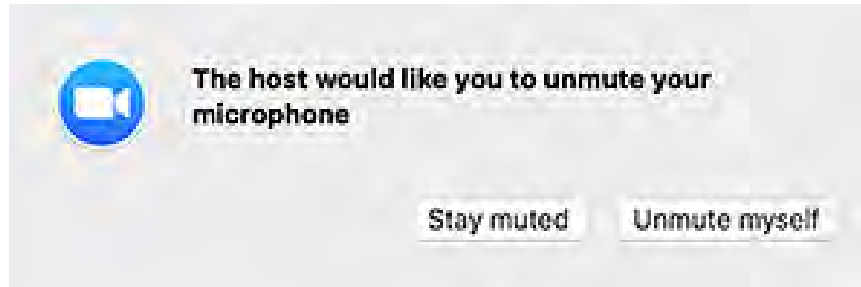
Next Steps

- Public Review Draft EIR – Spring 2023
- Final EIR – Summer 2023
- Public Hearings – Fall 2023

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