

## **CRUZ TO THE FUTURE**

**Community Input  
for the 2005 General Plan/LCP Update**



**Prepared by the City of Santa Cruz  
Planning and Community Development Department  
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## CRUZ TO THE FUTURE

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The City of Santa Cruz has embarked on a comprehensive General Plan/Local Coastal Program update to guide the City's physical development through 2020. The City Council directed staff to provide opportunities for public participation throughout this process. To initiate this effort, the City's Planning Department held two **Cruz to the Future** planning festivals to reach out to the Santa Cruz community. The festivals were intended to solicit input and ideas from the community, as well as to educate the community about the General Plan update and the issues to be addressed in the Plan.

The City hired a professional facilitator, Burdick and Company, to assist with the Cruz to the Future festivals and additional public outreach events. Katie Burdick and her team of community planners and graphic facilitators helped to design and stage the festivals. The festivals were designed to encourage participation from a broad range of citizens, including those that may not typically attend standard public meetings or workshops. Each festival was held from noon to four p.m. and structured as drop-in events to increase convenience for residents with busy schedules. Family entertainment was provided to attract community members to the events. The festivals were held in different parts of the City with the April 9<sup>th</sup> festival at Branciforte Middle School on the Eastside, and the April 23<sup>rd</sup> festival at Bayview Elementary School on the Westside. Approximately 200 community members attended the festivals.



The 2005-2020 General Plan/LCP Background Report (prepared by the Planning Department in 2004) provided a basis for the information presented at the festivals. The Background Report explored changes in the City since the preparation of the 1990-2005 General Plan/LCP, and identified key issues to be addressed in the update. These primary topic areas include: Employment and the Economy, Housing, Education (including UCSC Growth), Transportation, City Infrastructure and Services (including water supply and city budget), Environmental Resources and Hazards, and Demographic trends. Informational posters on these key issue areas were displayed at the festivals to provide attendees with background context.

The Cruz to the Future festivals provided multiple opportunities for public input, including participating in a facilitated discussion, filling out comment cards, responding to informational displays with post-it notes, and reacting to interactive questions. The interactive displays provided space for written comments or voting by placing dots next to issues of importance.

### *Cruz to the Future Report*

This report provides an overview of the hundreds of comments collected from the Santa Cruz community. Some comments indicate overall consensus on a given topic and echo ideas expressed by other residents. Other comments are more disjointed and illustrate areas where disparate views exist. This report attempts to distill and synthesize this complex array of comments, not to reflect every individual viewpoint or to weight the different perspectives. All written comments have been transcribed and are attached to this report as Appendix One for anyone that may wish to dissect the individual comments. The City Council-appointed General Plan Advisory Committee will utilize this community context to develop the vision statement and major principals for the General Plan update, and ultimately in updating the Plan.

## **COMMUNITY INPUT**

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Below is an overview of the major themes raised through the community's comments. The key issues debated by the community include Economic Development, Land Use, Transportation and Circulation, Housing, Water, Environment, UC Santa Cruz, and Public Involvement. The following overview illustrates areas of agreement within the community as well as issues with differing perspectives. While community members frequently raised many of the same issues, there often were disparate views on how to resolve those issues. Also evident in this overview is the crossover between issues such as economic development, land use, and transportation.

## **Vision**

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*Graphic facilitators were present at each festival to listen to participants and capture their ideas and concerns for Santa Cruz in a written and illustrated poster. The facilitators questioned community members about their vision for Santa Cruz in the year 2020. The*

*following statements express the community's ideals for the future of Santa Cruz. The poster from the April 23<sup>rd</sup> festival is attached to this report as Appendix Two, and comments on specific issue areas (such as the University, Economic Development, and Transportation) have been incorporated under the appropriate topic areas below.*



### **What Should Santa Cruz Look Like in 2020?**

- An economy with strong, inherent, innovative, and sustainable base of entrepreneurial business creation... with recognition for its own limitations (and social responsibility). Santa Cruz as an incubator.
- Businesses collaborate with each other to create solutions to implement our community vision – especially related to transit.
- The River is integrated into the economic vitality of the community.
- Major developments start out with public input.
- Tourism with physical things like access, transit, and parking, as well as promotional aspects like 'buzz' and leadership
  - Ecology; Natural resources; Our uniqueness and character; An eco-tourism focus – attracts socially responsible entrepreneurs.
- We appreciate and celebrate our high environmental quality – good water, good air – and we build on previous successes.
- We engage the creativity of our community.
- Santa Cruz is a 'workshop for the future' with a big culture shift away from enthusiasm for things to enthusiasm for people and planet.
- Diversity... with unity, economic, ethnic, artistic.
- A 'sleepy little beach city' – not a wealthy enclave – by developing already existing industrial areas (like Harvey West) with special attention to ACCESS (physical/vehicle).
- We have mixed use development which builds community.
- Affordable housing – because the City has enough tax revenue to support it.
- Housing that fits new types of households – affordable housing.
- All beach approach corridors are streetscaped.

- Ocean Street states the character of Santa Cruz – it’s redeveloped, welcoming, and fully engaging to visitors, and it’s a major corridor whose economic potential is fully realized.
- There are people movers that link downtown to the beach – like Santa Barbara.
- UC would grow only to the extent that they could mitigate their impacts (needs to be done retroactively to 1985 level).
- University provides lots of housing for students... which opens the housing stock for the rest of the community.

### **Economic Development**

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The community identified economic development as an important element of the General Plan update. A strong economy is necessary to achieve a viable, sustainable future for Santa Cruz. Much discussion ensued over the type of economic development that would benefit Santa Cruz. The City was urged to build on Santa Cruz’s strengths, including art, culture, history, and natural environment, and to find ways of promoting these aspects of the city to prospective businesses and visitors. One comment suggested that the City develop a strong economic vision and actively recruit the ‘right’ types of businesses to achieve it. The City should research existing studies about creation of sustainable jobs in communities like Santa Cruz, and models of successful industrial parks. Other comments noted that good transportation and public infrastructure are necessary for successful economic development.

Many comments focused on ways to expand the City’s economy, such as actively recruiting mid-sized businesses and industries that could bring in mid- to high-paying jobs, especially light industrial and technology sector jobs in the Westside industrial area. While some people said the city’s economy needs to expand beyond education (UC Santa Cruz) and tourism, others urged the City to recognize the importance of these sectors to our economy and to build on them. Suggestions included working collaboratively with the University to develop visitor serving opportunities, and to develop tourist related businesses along the coast. Some felt that UCSC’s contribution to the city’s economy is a ‘myth’ while others see the University as an asset with potential spin off opportunities. Collaboration with UCSC could attract industries that tie into University research programs.

Attention also focused on the need to foster small, local businesses by creating a small business incubator or encouraging home occupations. Some comments discouraged 'big box' development and encouraged businesses that compliment existing local businesses. Others felt some big stores were acceptable if they paid for impacts such as traffic.

Sustainability of the City's economy was a reoccurring theme. Community members wrote that the City should promote sustainable jobs and 'green industry' such as solar energy and local agriculture. In response to concerns about depletion of natural resources such as oil, the City was encouraged to become a leader in progressive industries like renewable energy. Regional sustainability was also discussed, with comments noting that local production of goods and services would strengthen local and regional autonomy and reduce dependence on transportation.

Some economic development suggestions focused on specific projects or locations, including: tearing down the La Bahia and building a hotel and conference center or an arts venue; revamping Beach Street as a higher revenue destination with a focus on art and culture along with visitor services; and building a conference center somewhere away from the coast. Another idea was a 'green plaza' on the Westside, with green industries, mixed uses, and use of alternative transportation.

#### *City Revenue and Taxes*

The community also discussed the City's financial situation, including suggesting taxes the City could levy to generate revenue. The proposed taxes tended to focus on generating revenue while discouraging certain activities, such as car ownership and real estate speculation. Specific taxation suggestions included: real estate transfer tax ('speculation' tax), City vehicle registration tax, vehicle tax based on MPG, and vacation rental tax. Some felt that any additional tax burden should be borne by businesses and not residential owners. Raising the Transit Occupancy Tax (TOT) to 12% was proposed, although others felt it would unfairly target one segment of the local economy (tourism), and that a utility tax increase paid by both businesses and residents would be more equitable. Additional recommendations suggested tackling systematic budget imbalances by working with the State to address statewide budget issues. Ideas included leading a grassroots effort to reexamine Proposition 13 and exploring a 'donor county' concept to share sales tax revenue across city boundaries.

Given the City's current budget issues, some community members felt the City Council should put priority on things that will have the greatest impact on the community (ex: economic development, affordable housing, water conservation, and fixing/maintaining roads) and put other things on hold until the budget improves.

#### *Public Involvement*

Many people drew on the recent issue of the Coast Hotel and Conference Center proposal to encourage community involvement in economic development decisions. Forums were proposed to bring together community members, city representatives, developers, and business leaders to figure out what kind of economic development the community would support. Such a forum should address the basic economic realities for both the City and developers to educate the public and decision makers. The community should look at all economic development opportunities and develop a range of potential options. Other comments noted that the community is not against all economic development, but wants the City to pursue development that is consistent with the community and appropriate in terms of scale, massing, and location.

#### **Land Use**

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Conflicting perspectives on the future of Santa Cruz were evident. Some comments stated that the city should not grow anymore, while others argue that it's the type of growth and change that is important. Some wrote that greater density aggravates social problems and detracts from the qualities that make Santa Cruz an attractive place to live or visit. Others stressed that limits on growth would allow only wealthy people to live here. Some noted that Santa Cruz's small size is one of its assets, and that the city's carrying capacity will be reached at some point. One comment encouraged the community to embrace a vision that includes development instead of represses it, and to realize that change will happen.

In making land use decisions, the City should provide amenities that increase quality of life, such as community gardens, urban open spaces and plazas, and neighborhood parks within walking distance. Also mentioned was the need for good schools, modern libraries, and infrastructure for alternative modes of travel. It was also noted that Santa Cruz has a history of natural disasters, and therefore emergency preparedness should be considered in the General Plan.

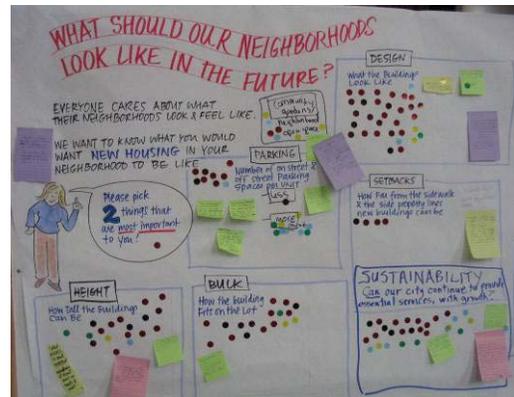
### *Infill Development Downtown and Along Corridors*

Many comments supported the intensification of land uses downtown and along major transportation routes. This also included the rail-trail line and the San Lorenzo River. Mixed use infill development was supported in appropriate locations, and many felt that more urbanized areas like the downtown and corridors could accommodate additional density and height. Links between transit, housing, employment, and shopping were encouraged to reduce auto traffic. Infill development should be well designed with variation in architecture.

Specific ideas included allowing additional density downtown and along the Mission Street and Soquel Avenue corridors, with emphasis on student residential use; encouraging uses along San Lorenzo River to orient toward the river; and linking the beach area and downtown with appealing commercial uses. Others suggested better utilization of land by placing mixed uses above large commercial parking lots, such as the Gateway Plaza and downtown surface lots. One comment noted that Mission and Water Streets are not set up for mixed-use development like Pacific Avenue, and that pedestrians are not present.

### *Infill Development in Neighborhoods*

Informational and interactive displays regarding infill development in neighborhoods sparked much discussion. Based on results from an interactive display, community members are most concerned with the design of new development in their neighborhoods, as well as the mix and affordability of housing. Sustainability and parking were also key issues.



General comments urged the city to protect all neighborhoods, not just the Westside. Some expressed concern that 'neighborhood protection' would turn Santa Cruz into Carmel, and that the City would be unable to provide its fair share of housing. Concerns were raised regarding the impact of infill on the quality of life in residential neighborhoods while others noted that providing enough affordable housing through infill is necessary for a healthy and vibrant community.

Many supported the idea of mixing housing types to meet the City's diverse housing needs, and encouraged the production of more single-room occupancy units and smaller apartments. Others discouraged mixed infill development that would impact existing single-family neighborhoods. Additional comments noted the need to retain sites zoned for neighborhood commercial (e.g., small grocery stores) in residential areas to enable residents to walk to get basic products, and to provide neighborhood parks with play area for kids and/or community gardens within walking distance.

Design of infill development was emphasized, with the implication that the community would be more likely to accept and support well designed projects. New development in residential areas should be compatible with existing development in terms of architectural character, bulk, and height. Three-story development and two-story ADUs were discouraged in single-family neighborhoods. Well designed infill would fit the site in terms of height, bulk, and siting, and should consider solar access. Some suggested limiting the bulk of infill projects in residential areas by restricting building size (i.e., 60% of the lot size). Pedestrian-friendly designs were encouraged. Flexible zoning and building codes were suggested for setbacks, parking requirements, substandard lot requirements, and use of green building materials.

Opinions diverged regarding the parking impacts resulting from infill development. Some felt that infill development (particularly ADUs) would impact surrounding neighborhoods less if adequate on-site parking was provided, and wanted to require appropriately sized garages for new development. The City should enforce on-site parking requirements based on number of bedrooms per unit, particularly for rentals (e.g., dormitory 'group' homes). A different perspective was to allow reduced parking requirements to encourage use of alternative modes of travel. Such a reduction could be allowed if residents signed a contract agreeing to not have a car, or a car sharing program is in place. Similar comments emphasized that we should build for people, not for cars, and expressed willingness to put up with parking problems to get more affordable housing. Another parking suggestion was to establish a city-wide permit parking program, with permit fees per household increasing based on the number of cars. Others felt that this discriminates against larger households.

### *Planning Areas*

Potential use of the Westside industrial lands was discussed with some encouraging the protection of this area for small industry (as opposed to big box development), and others

promoting reuse of industrial buildings for mixed uses including residential and small-scale commercial. Others questioned what uses would be appropriate on the Westside and asked how the City should attract businesses there, and how to address traffic concerns.

Redevelopment of the east end of the Beach Area was encouraged, with an emphasis on investing in this area as a neighborhood. Suggestions included providing more pedestrian and bike paths, mixed use housing, and small scale commercial, and focusing on nuisance abatement. Other site-specific land use comments suggested reevaluating the densities in the Seabright area to account for traffic congestion, and to reconsider use of protected areas including the greenbelt and north coast.

### **Transportation and Circulation**

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The topic of transportation and circulation also elicited disparate opinions. In response to information presented on the City's Master Transportation Study (MTS), many comments noted support for its key strategies, while others felt they were unrealistic. Participants were asked to vote (using stickers) for the top three most effective MTS strategies. Making transit more efficient, encouraging bicycling, and promoting regional partnerships were considered most effective, closely followed by improving the pedestrian network.



General comments on this topic focused on the need to improve and maintain infrastructure (i.e., streets and sidewalk) necessary for safe and efficient trips for all modes of travel. The need for better traffic controls and enforcement (for bikes as well as cars) was noted. Other comments considered the effects of commuting on local traffic, and stated that more local jobs are needed to ease commutes. Regional transit connections were discussed, with some promoting the idea of providing electric rail service between San Jose and Santa Cruz (or down to Monterey), and connecting to BART when it comes to San Jose.

#### *Alternative Modes of Transportation*

Many transportation-related comments urged the City to prioritize alternative travel modes over auto use. Several ways to support alternative transportation were suggested, including

promoting car sharing programs and providing incentives such as free/reserved parking spaces for biodiesel vehicles and electric cars. Electric carts, segways, and Personal Rapid Transit (PRT) were mentioned as alternatives to the car. Penalties for driving were suggested including taxing cars, increasing gas prices, or restricting driving to alternate days by license plate number. Improvements to the transit system were encouraged to promote transit use. Ideas included providing more frequent and direct routes, having a transfer system, lowering ticket costs, and making it easier to bring bikes and strollers on buses.

Bicycles and pedestrians received quite a bit of attention. Making it easier and safer to bike or walk throughout town was cited as being critical to getting people out of their cars. Safety was especially emphasized, particularly for children, as was the need for more pathways with efficient and direct linkages between various destinations. Linkages between different modes of transportation should also be improved (i.e., sidewalks leading to bus stops). Other ideas for encouraging bicycle use included creating a city bike program, and promoting bicycling to teens. Providing bike racks and showers at work could also increase bicycle use. The City of Davis was cited as a model for bike policies.

Specific suggestions for improving and expanding the bicycle and pedestrian network included:

- Enhance connections between Riverway path and adjacent neighborhoods and transportation routes. Improve safety and landscaping.
- Extend Riverway path past Highway One and provide access to Harvey West park through the Tannery site.
- Complete the Broadway/Brommer path through Arana Gulch to link Live Oak and Santa Cruz.
- Construct a bicycle/pedestrian bridge across San Lorenzo River near Highway One.
- Construct a bridge over Mission Street near Bay for safe pedestrian travel.
- Improve the trestle bridge and widen West Cliff Drive pathway.
- Provide more sidewalks and safer crossings at railroad lines. Provide bike lanes to keep bikes off sidewalks

Many comments were made in support of the rail-trail as a way to connect areas of the county and provide a safe east-west bike route. Others expressed concern regarding the cost and

use projections. Ideas for the rail-trail included: train service with a small, electric train with solar power; bus rapid transit (BRT); and a bike and pedestrian pathway.

### *Autos*

While many felt strongly about the need to encourage alternative modes of transportation, others stressed the need to recognize that there will be long term auto use and to plan for it. Streets should be maintained and improved, and roads should be widened or reconfigured to relieve traffic congestion. Roadway improvements should benefit cars as well as bikes and buses; travel lanes should not be removed for bike lanes. It was suggested that Highway One be widened from Ocean Street to Bay or 41<sup>st</sup> Avenue (although others disagreed) and the fishhook redesigned to increase safety and traffic flow.

### *Circulation and Parking*

Several comments focused on improved traffic circulation and parking. The need for efficient east-west routes (besides Highway One) was frequently discussed for all modes of travel. The rail-trail, Broadway-Brommer bike path, and improved bus service were mentioned. Other circulation suggestions included preventing cut through traffic in neighborhoods to protect tranquility and quality of life, and improving traffic congestion by allowing left turns only in pocketed turn lanes for major streets.

A park and ride lot at Highway 1/9 intersection was suggested in concert with efficient shuttles (or trams) to campus, beach, and other destinations. Some felt that no more parking garages should be constructed on prime land downtown, while others commented that 'realistic and adequate' parking is needed for downtown businesses. Others noted the need for a public parking garage in the beach area.

Ways to manage tourist traffic were discussed, including providing tourist trolleys or natural gas buses between the beach area and downtown, and having a water taxi in the beach area. Visitors could take shuttles from park and ride lots at the edge of the city. Better signage to parking areas and shuttles could improve tourist-related traffic problems. Others encouraged closing Pacific Avenue/Downtown to cars, at least on Sundays. Responses noted the impact this would have on local businesses, as well as on visiting tourists and locals that live too far to walk to downtown. This should only be done in conjunction with better transit services.

*Also see the UC Santa Cruz section for discussion of University-related transportation issues.*

## Housing

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Housing affordability is a community concern. Some encouraged the City to continue supporting and financing affordable housing and to increase the supply from 11% to 30% of the City's housing stock. Others felt it is unrealistic to think that the 'most desirable city in the world' will ever be affordable to all. UCSC growth and real estate speculation were frequently cited as causes of ever increasing housing costs. Escalating property taxes were also raised as a concern. It was suggested that the City work with the State both to make UCSC housing more affordable and to curb housing speculation through taxation or other restrictions. Another idea was to put a cap on residential real estate prices. It was noted that the high cost of housing is not a problem unique to Santa Cruz, but is occurring across the State and the country.



While one comment stated that the City should oppose State housing mandates, even if we lose funding sources, others encouraged additional housing production. The City should identify opportunity sites for increased density to meet our housing needs, particularly sites near transit and shopping areas. Ideas included allowing increased housing density along all major transportation corridors through redevelopment of single-story commercial buildings. Recommendations for housing included providing affordable ownership options to keep families and young people here and to keep the 'flavor' of Santa Cruz. Suggestions included ownership programs that give priority to locals, like in Watsonville. The City should promote a range of housing types, including multiple-family and more smaller homes, and allow flexibility for innovative housing options such as village housing and collective purchasing.

As an additional incentive for housing production, some suggested reducing (or eliminating) on-site parking requirements, if residents sign a contract agreeing not to own a car or the development includes a car share program. Fees should be collected from development to support public transit. Housing should be a higher priority than parking or reducing traffic congestion.

Housing was cited as critical to maintaining a diverse community, and that even more should be done to promote the ethnic and socio-economic diversity of Santa Cruz. On a similar note,

some encouraged the integration of seniors into the community and noted the need for services for seniors.

## Water

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Comments on water focused on the need to conserve our existing supply and to recognize that the possibility of a water shortage is a serious issue. It was noted that water is needed not only for residents but for visitors and businesses as well. Some comments supported the proposed desalination plan to deal with shortages in a drought situation. Other comments focused on the impact of UCSC growth and new construction on the City's water supply.

## Environment

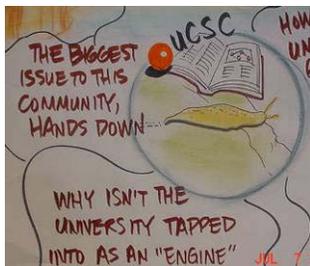
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Several comments acknowledged the need to preserve the City's natural landscape, including protecting mature trees and sensitive species and habitat areas in the City. Protection of the greenbelt was also mentioned. The San Lorenzo Riverway was praised and community members recommended continued improvements to it to protect the river as a natural resource as well as a critical bicycle and pedestrian route.

Other comments focused on the need to consider environmental resources and constraints in land use planning. This includes planning for natural hazards such as flooding.

## UC Santa Cruz

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The issue of growth on the UC Santa Cruz campus was widely discussed. Several comments noted that UCSC growth is critical issue for the City's General Plan update and one of the biggest issues facing the community. One comment questioned "are we a community with a University or a University with a community?" and noted that we are at a tipping point in this equation. Some community members directly stated that future University growth should be restricted or prevented. Others felt growth is acceptable if the campus mitigates its impacts on the community by providing on-campus housing, addressing traffic concerns, and compensating for water usage. The University should be involved in the City's planning efforts and must not

assume that their water and housing needs can be accommodated. Other comments recommended that the City develop a positive relationship with the University and not waste money on lawsuits and threats.

Community members stressed that UCSC should be held to the mitigation measures called for in the 1988 Long Range Development Plan, particularly regarding housing 70% of students on-campus. Many comments stated that UCSC should provide more housing with affordable rents. The community often felt this housing should be provided on-campus; however, other suggestions were to provide appropriate student housing downtown or along the Mission Street corridor. One comment urged the City to accept the fact that some percentage of UCSC students will live off-campus and to plan for appropriate locations and unit types for students as a way to minimize the impact on single-family neighborhoods. The impact of student renters on the Westside housing market was acknowledged with claims that families are moving away due to increasing housing costs and lifestyle conflicts with students. The issue of affordable rents on-campus needs to be tackled at the State level, as State legislation requires the students to bear the cost of constructing on-campus housing, but doesn't address the impact of students moving off-campus to find cheaper rents.

The role of the University in the City's economy was discussed. Some felt the benefit of the University to the City's economy is a myth, while others noted that UCSC is the City's largest employer, providing local jobs. The City should draw on the University's assets, such as expertise on sustainability, and research programs and student resources that could fuel an entrepreneurial surge for new industries.

Community members raised ideas for reducing traffic impacts associated with the University, and particularly stressed the need for an eastern access to campus. However, divergent viewpoints were expressed about the best alignment for this access, and what mode of transportation it should accommodate. Some felt it should be a standard road, while others felt it should be limited to buses or shuttles and bikes. Another proposal was a gondola or tram to the campus, served by a park and ride lot in the Harvey West area and an efficient shuttle system.

Additional University related traffic suggestions were to require students to ride the bus, and that cars be restricted from campus. In response to this, other comments noted that this

could only be encouraged, not required. The University was also encouraged to continue considering locations for off-campus parking lots or garages with shuttles to campus.

## Public Involvement/Process

The topic of public involvement in the planning process frequently arose. Community members encouraged opportunities for collaboration and dialogue with each other and City leaders to work through tough issues facing the City. Many community members stressed that the public should be involved in the planning process *early* and *regularly*, and that there should be transparency in the decision making process.

Concerns were expressed regarding the current public hearing process. The lack of a dialogue between the public and decision makers increases divisiveness and reduces collaboration. Other types of public participation, such as facilitated discussions and design charrettes, would help work out community differences and gain support for projects. It was stressed that the City should create opportunities for this type of community outreach early in the development of a project proposal.

### *General Plan Update Process*

In addition to more global comments on civic involvement, some suggestions specifically related to public involvement in the General Plan update. Proposals included: holding frequent community workshops and having focus groups on all elements of the plan; inviting City department heads to attend public workshops to answer questions; and including a variety of community groups (churches, schools, unions, business owners, etc.) in the process.



Community discussion indicated a strong interest in collaborating with each other to find common ground on issues of disagreement. Use of a facilitator to work through specific issues (such as economic development, use of Westside lands, and corridor infill) would allow community members to acknowledge areas of disagreement but work together to find a solution. Community cafés held on specific topics could produce fruitful results with broad community support.

Additional suggestions included looking at what other parts of the world are doing and draw on them for ideas (see book *Massive Change* by Bruce Mau). Another comment stated that Santa Cruz needs a comprehensive General Plan, not a slimmed down or streamlined plan.

## Appendix One

### CRUZ TO THE FUTURE Community Input for the 2005 General Plan/LCP Update

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*This appendix contains a transcription of all written comments received at the two Cruz to the Future festivals. Written comments were collected on index cards as well as post-it notes attached to informational and interactive displays. In addition, some posters provided space for written comments or voting by placing dots next to issues of importance. The comments below are as written.*

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#### Comment Cards from April 9, 2005 Festival

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First of all, thank you. Great presentation, clearly outlined. I learned a lot. The graphic displays did an excellent job of outlining in an accessible way not only the myriad of complicated issues but also diplomatically addressing sometimes controversial challenges in, I believe, a non-threatening way. All the displays worked well to be clear and informative, balancing well – not too simplistic; not overly detailed to become overwhelming, although there was so much information. I left post-its and “dots” re: specific issues, but here are a few preliminarily general comments (influenced greatly by economic realities). Although not a required element of the General Plan, I believe that responsible economic development is an important and appropriate element to include in a document that will influence 2005-2020. Given the current fiscal state of the city and the local economy, the significant revenue losses in recent years (Texas Inst., Lipton, Salz), which show that we don’t know where or when the next hit will come, I think it even more important than usual to formally implement economic development into the General Plan in order to achieve a viable, sustainable future for our community. I also consider water a very high priority – one that impacts every resident and visitor. I noticed it said, “No major road improvements currently planned in Santa Cruz.” I found that alarming, given the state of our streets and that they will continue to deteriorate. I consider maintaining and preserving our infrastructure another very high priority. I also (as part of the required Safety Element) think that disaster preparedness and flood control another high priority – that Santa Cruz has a history of disasters and we will never know when that will be. Let’s be prepared.

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I think we must seriously reconsider the concept that we must have growth. Perhaps change is better framing. Our country’s economy is based on the drastically failing belief that there is more and more for us to use. Other than solar, wind and other renewables, we have a fairly closed system. In this light, I think it is in our best interest to take extreme measures.

1. Place a cap on real estate prices. The ever escalating price of real estate is ridiculous. Why should people make \$ off of their land, etc. Come up with a formula based on the purchase price and improvements, and set a cap on the new selling price.
2. Transportation has to change. a) Maybe even something as simple as a sign campaign encouraging walking and biking would help. b) The bus should have a transfer system. This would greatly increase ridership. c) Implement a tax on cars and other vehicles. Base the tax on mpg + # of cars owned.
3. Encourage more home business. These could be restaurants and other services.
4. Do everything we can to get green industries to move here.

Thanks for the chance to share my thoughts. Angela Flynn, 469-4399

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TRAFFIC CONGESTION.

1. Re-open former 4-lane roads; Chestnut St., Morrissey, etc.
  2. Redesign the “fishhook” and widen Hwy 1 from Ocean St. to Bay or 41<sup>st</sup>.
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Can't we consider the north coast? Eventually, we may have to.

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I wrote these comments on the post-its but here's putting them down in one go:

- I'm the only Hispanic person I see here (and I'm a homeowner).
  - An article in the Good Times is the bare minimum of publicity.
  - Are you reaching out to other important groups and organizations like the churches, unions, parent-school clubs, etc.
  - What are the jobs that can be encouraged? What studies are there already about the creation of sustainable jobs in a community like ours?
  - Could we have heads of departments (like Planning, Transportation, Economic Development, etc.) come to these meetings to answer specific questions?
  - Can we tax cars in some sort of city car registration tax?
  - Are there successful industry parks out there that we can learn from – any models?
- 

Team: remarkably well-done presentation. Well done. I have an additional thought. Since Santa Cruz isn't an island (yet) I'm very interested in the interface between the local general plan and regional sustainability. I noticed that there seems to be no mention of the surrounding agricultural land, labor that works it, nor local food security. Food, for schools, businesses that sell it, etc. What role would food security for Santa Cruz proper play in the next general plan? Bob. Thanks.

---

We stumbled on this by accident. Needs much better advertisement!

---

1. Better advertisement - ? handouts in school's “Thursday” folder at Delaveaga
  2. UCSC is a HUGE issue. What can the average person do about their plans to increase population and by association housing, traffic, water, garbage, etc.
  3. What is wrong with Monterey or San Luis Obispo's approach?
- 

1. Build a positive dialog with UCSC – stop wasting \$ & goodwill on litigation and threats.
  2. Invest in transportation infrastructure – critical to city efficiencies.
  3. Embrace a vision that includes development rather than repressing it – we can do it well but not if our only social debate teaches bitterness & distrust as if we were a third world country unable to chart our own course!
-

An excellent presentation! Promote electric golf cart cars, similar to electric bike program.

---

Obligations of the City (Council):

1. Police
2. Fire
3. Streets
4. Drainage
5. Lighting
6. Parks

ALL other functions should be minimized until economic recovery.

---

Tax Base

1. Put the onness on business, not residential owners.
  2. Actively recruit new medium-sized business & industry, the west side industrial areas especially.
  3. Tourism is the cleanest income available, develop related business on the coast, including the north coast.
  4. Build an R.V. park on a portion of Lighthouse Field (200 sites) and 50-75 spaces in the east parking lot of the wharf. Each space could take in \$30-50 per night.
- 

Getting people out of cars will take a conceptual shift also. Higher gas prices will help. When people see that driving to the gym is not necessary for fitness, they could ride bikes.

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More community gardens.

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Urban open space/plazas with infill (or else you get unlivable cities/flight).

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1. We should seriously reconsider constructing an eastern access to UCSC.
  2. Intensify housing density along Soquel, Water, Mission (all major transportation corridors), River Street, etc. This would entail redevelopment of single-story commercial buildings and single-story housing.
  3. Allow housing that includes a portion of units with 0 parking. Say 25-35% of units have no parking, but residents must sign contract not to own cars or keep cars on site. Encourage or require car sharing.
  4. UCSC should provide more housing on campus.
  5. Housing is a higher priority than eliminating traffic congestion.
- 

The Coast Hotel project showed how NOT to bring a project to the public. Opponents need to be involved from the beginning. Act like a corporation – I have seen how they do it – and they are successful.

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**Comment Cards from April 23, 2005 Festival**

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A city the size of Santa Cruz needs a comprehensive General plan to guide development for the next 10-15 years. Slimming down the G.P. for the sake of streamlining could be folly. For readability, summaries of each chapter would be better than removing important parts that provide necessary guidance.

---

PROCESS

- The process is flawed!
  - It doesn't incorporate a vision of everyone's voice using "united dialogue."
  - There should be focus groups on all elements of the General Plan.
  - The public must be involved in the creation of the process.
  - Participants need to be engaged in dialogue, not just speaking to a note taker.
  - The public must be involved in actually writing the Plan!!!
  - The facilitator should not be the focal point of the discussion.
  - Where are the computers?
- 

Identify opportunity infill sites for possible increased density to meet our housing needs. Sites to consider include those close to transportation routes/commercial areas. These sites could be multiple parcels often in one ownership.

---

Great event. Thank you.

---

1. Keep public involved.
  2. Full communication and disclosure.
  3. Include business owners and community coming up with solutions together.
  4. Present approved or semi-approved projects to developers.
  5. No more UCSC growth.
- 

Hold UCSC to mitigation requirements.

---

Transportation – very much support your strategy initiatives. Excellent!

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Economic Development – We have a huge art community. La Bahia could house an art venue and we could expand to become a destination for art lovers like Carmel. Lynn Guenther has this idea – she works through the Cultural Council and is a local silversmith.

---

Economic – Get the University to support the City with a percentage of student fees to cover costs like water.

---

The community will support projects when they are invited in on the planning stage. Very important.

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With the farmer’s market annually on the Westside (by Kelly’s), that area could become an activity area if well planned.

---

Hire a Director of Cultural Affairs type of staff position to increase cultural opportunities and promote Santa Cruz as a world-class arts destination. (Also develop better venues for performing and visual arts – Salz Tannery is a good first step.)

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- Economic – Small business incubator.
  - Design – Let’s have some interesting architecture! Downtown buildings all look similar. (Green building principles.)
  - SCruz should be at the forefront of sustainable technology.
  - Circulation – Eastern access to UCSC.
  - Oppose State requirements for growth (housing) even if we have to lose state funds.
  - Ban on segways eliminated a possibly valuable alternative transportation.
  - Cultural resources – support and encourage.
  - Cultural Council needs to demonstrate real leadership.
- 

Work at the State level to make speculation in housing far more costly. This is the main factor driving up housing prices.

---

Natural Environment – City must do the long overdue work on Map EQ-9 area. Many environmental issues are lost because of the failure of the Council to do this work for the Coastal Commission.

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Unite downtown and beach area.  
Don’t destroy whatever charming spots exist (don’t build parking lot on cobblestone area near Oswalds.) Create/maintain more walkways to “discover.”  
Architecture styles should be more interesting (every new building downtown looks similar.)  
Give tax breaks for commercial and residential green building materials.

---

1. Some areas do have room for infill – encourage infill there without overfilling neighborhoods that are already too full.
  2. Allow more local stores/corner stores.
-

3. More sidewalks – I'm amazed walking through Westside/West Cliff area how few streets have sidewalks.
  4. Connect downtown to Wharf/Boardwalk with continuous, appealing commercial.
- 

We need to address issues of racism and create equal opportunities for all students in the schools. (I know schools are not city-run, but the students are an important part of the city and community.)

---

Your chart does not mention property taxes as one of the City's revenue sources. Yet property taxes have risen as new folks buy expensive homes. How much additional \$'s have been collected for the past 5 years?

---

Please plan for businesses that do not degrade the environment and are in keeping with the Coastal Commission plan. Also, smaller, interesting businesses are preferable to big box stores. A conference center situated off the coast is a good idea (maybe the western Delaware area?). We need to plan for what we want, then draw those businesses to us, rather than reacting to one idea at a time as someone wants to build something. Santa Cruz's strongest asset is its arts community and the unique creative flavor arts and interesting small businesses create. We also need to become a bilingual community that welcomes all of our citizens.

---

Water – UCSC is using huge amounts of water in its construction. Is anyone monitoring? With their growth plans for the next 20 years this will increase. They pay for it, but what about supply?

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### Comments from Post-It Notes on Informational Displays

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#### Natural Environment

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- I like dog owners on leash ... and I vote!
- New path for San Lorenzo River. Make it a center for walking/nature and exploring. Encourage restaurants with views of river to promote more exposure/use. We treat the river as drainage not as a natural resource? -- *Written on same post-it: We agree!*

#### Infill and Housing

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##### What is infill development? Why do we need infill development?

- When is enough enough? Should areas be protected from infill? As far as neighborhoods are concerned, YES.
  - Need to look at quality of life in neighborhoods when infill encroachment changes this. Are you done with infill?
-

- Need to identify opportunity sites including those currently developed, but could handle more density due to its location.
- Maybe we should re-evaluate greenbelt areas.
- Some people (business speculators) love infill. They refer to it as “smart growth.” In our neighborhoods, I refer to it as “fart growth” because it stinks to high heaven!!! I don’t recall on the greenbelt ballot that the trade-off would be infilling our single-family neighborhoods with 2000+ illegal ADUs and “group” homes w/ 6-10 unrelated folks. To take care of this, city codes are already on the books, but the city looks the other way with a total of 1-1/2 code enforcement officers that only go out on a complaint basis.

**Can infill development relieve the housing affordability crunch?**

- The more UCSC is allowed to take over Westside housing market, the more families will move away simply because of lifestyle. Protect neighborhood life!
- When you have “student” families buying homes for renting to make their mortgages – families cannot compete with that market.
- More offstreet parking. Granny units are clogging our streets with no parking. Either limit permits or cut out illegal rental units.
- 3 post-its that appear to be related: 1) More diverse housing will change “characters” of neighborhoods that may not want to be changed. 2) But the people who move in are your neighbors. We need more housing. 3) Business speculators who buy up houses in your neighborhood are NOT your neighbors.

**What About Housing?**

- Keep taxes low. We can barely afford rent. Every time we approve a tax measure, we see few results. And a few minutes later, there is another ballot measure for the same “benefit”.

**What would infill look like? It could be...** *(Poster with images of types of infill development)*

➤ **Building an accessory unit on your lot, or development of a vacant lot in your neighborhood**

- No!
- Infill: residential appropriate for neighborhood. Limit % square footage of house vs. lot size.  $\% = \frac{\text{House Square Footage}}{\text{Lot Square Footage}}$  Max 60%
- Parking is already a huge problem. I think infill is a good idea but we need better public transportation before it could work. *Written on same post-it: I totally agree!*
- Allow accessory unit on substandard lot with house.
- Close downtown to cars every Sunday – walking/bike traffic only. *Written on same post-it: People who live in the mountains can’t bike to town. Better transportation before this could work. Written on 2<sup>nd</sup> post-it with arrow pointing to first comment: Better to close on Thursday or Friday (so tourists won’t feel unwanted). Written on same post-it: Citizens of SC should have priority, not tourists.*

➤ **ReZoning residential areas for higher densities**

- No! Not enough parking.

- Not without sufficient parking. Written on same post-it: I also agree with this statement.
  - Housing is more important than parking. Build for people, not for cars. Written on same *post-it*: I agree! *Written after comment "build for people"* (and bikes)
- **Development of mixed uses or live/work in our industrial areas**
- Use existing buildings for new use, i.e. apartments/businesses community center.
- **General Comment**
- Address the causes of high housing costs – speculation + UCSC growth. Infilling is not the only option. If UCSC housed 70% on campus at a subsidized rate like other UC's, rents in town would drop.

## Transportation

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- Community must include people who live here – cross section.
- We need PRT – Personal Rapid Transit
- The MTS Plan is unrealistic.
- Why is growth of trips > pop growth? Can this be affected?
- Planning for long-term use of gas-guzzling cars in an era of rising petroleum prices and product decline is not sustainable!
- All planning in all cities has to address peak oil and the imminent global recession.
- Planning for continuous transportation growth ignores the reality of oil depletion. We are entering a period of declining oil availability which will result in less traffic, not more. Peak oil will affect our entire economy, resulting in economic depression.

## Stuck in Traffic? Poster with overview of transportation issues and Master Transportation Study

- Designate West Cliff Drive as a scenic corridor and install traffic control measures to discourage all except tourist traffic --- and widen the bicycle/pedestrian trail.
- Do not take away existing lanes of traffic for motor vehicles to accommodate bike lanes (Soquel, Morrissey, W. Cliff Dr. Bridge) = BAD NEWS. Execute eminent domain.
- Make bike lanes a priority and continue to support alternative transportation (trains, buses, shuttles, etc.). Thanks!
- Where is the recognition that as long as Santa Cruz is an island, it needs to recognize the role of the car now and in the future. The plan must more directly address and accommodate car usage.
- Open air trolleys like San Francisco, you can get on and off easily, well-marked stops, \$1.00 ride, go all over downtown. Great for summer tourists.
- Why not make Pacific Avenue car free. An open system of trolleys running “back and forth” over a 4-block stretch could facilitate 1) ease of movement for people downtown, 2) add to “personality” of downtown, 3) enhance the downtown, enjoyable experience ...
- It is interesting (curious) why there is such a low percentage of cyclists/peds in the “eastside” which is so accessible to downtown etc? We need to provide more jobs locally to lower commute situation. How? I totally support the MTS goal of no net growth in traffic. We are all way too dependent on the automobile.

**What are the 12 Strategic Initiatives?**

- 12 strategies fine but no solution to immediate auto traffic. We need to free congestion in the city by widening Highway 1.
- **Strategic Initiative #2. Transit:**
  - Why not a trolley (bus) that shuttles people from beach/downtown/wharf/Boardwalk. Bus trolley works great in downtown San Luis Obispo.
  - BRT on rail-trail: Fabulous!
- **Strategic Initiative #4. Bicycles:**
  - Yes, more bike routes. Improve RxR trestle bridge route for walking and bikes.
- **Strategic Initiative #6. Livable Streets:**
  - Close downtown Pacific Ave. to cars every Sunday. Walking and bikes only.  
*Response on same note:* I second that motion.
- **Strategic Initiative #7. Traffic Calming:**
  - This is fine but the budget cuts took care of this program and neighbors are still left with problems. Need to look for other and smarter solutions: cones or flags, neighborhoods working with police dept., notifying speeding cars they have been observed ... etc. Radar Program, ie Santa Barbara.
- **Strategic Initiative #9. Regional Planning:**
  - Have some vision and work with Santa Clara County to re-establish electric rail service between Santa Cruz and San Jose. Relieve local residents' fear of more people moving to SC by holding the line on housing development. When San Jose gets BART, SC needs to be able to connect to it. Get those cars off Route 17.

**MTS Figure 1: 95060 Zip Code – Resident Daily Travel Patterns Poster**

- We need a city parking garage in the beach/bay area.
- Serious discussion on alternate/Eastern Access skirting Pogonip, bus and bike only road!
- As your poster states, UCSC is the biggest employer in the county. If we can reduce the distance for UCSC commuters, we can make the biggest possible improvement to congestion and air pollution. Let them into campus on the back side and get those cars off the city streets!

**MTS Figure 4: Increasing and Broadening Transit Service**

- And the train!
- We would bike much more if it were safer for kids. Rail-trail is a good solution.
- 101 thru Santa Rosa is constantly overcrowded regardless of time of day or day of week.
- Make UCSC students take the bus to school! *Written on the same post-it:* How about the ones who live far? How can you make people do anything? You can provide incentives, not make them.
- Get the Rail-Trail corridor running, w/ Bus Rapid Transit and w/ bicycles, pedestrians. Allow some denser (residential) development along this and other transit corridors. Favor/ incentivize/promote modalities that get people out of their cars.
- Support Rail-Trail, support trolleys carrying bikes, support subsidies for scooters/Vespas (for UCSC especially).

- I ride my bike much more now with the new bike paths and the links to the river paths and downtown.
- I think the rail trail bike-train should go through. We need SAFE bicycle paths.
- Build parking structure in front of County Building (it's an ugly building anyway) – do NOT use any more prime downtown land for parking structures!
- Why don't we stop fooling ourselves and widen Hwy 1. After huge opposition in Santa Rosa (where I was a student and saw first-hand), everyone is happier with less time traveled on Hwy 101, wasting less gas and saving on pollution.
- I don't agree – widening Highway is not going to solve anything. My suggestion is to teach bicycle driver training in high school instead of driver (auto) training.
- We have a rail corridor – it would be criminal to not use it! It connects all major parts of the county.
- Complete Broadway/Brommer trail!
- More roads for bikes & cars.
- Why not make UCSC a car-free campus?
- Arana Gulch for east west ped/bike access safely!!! *On the same note:* I second that!
- The East-West corridor is the biggest need here, since traffic from 4 north-south roads is currently funneled to one E-W road (Route 1). The best fix is to pave Chinquapin Road through the back side of UCSC, connecting Empire Grade, Route 9, Graham Hill, and Route 17. This would transfer traffic from Route 1 to the north side of the city, calming High Street and reducing pollution.
- Connect Broadway-Brommer Bridge for smooth east-west auto traffic flow along with bike lanes. *Written on the same post-it:* Amen but for bikes only.
- East-to-west bike lanes. More frequent buses.
- The rail train will not add more access across town, but add traffic on Mission St. to cement plant with coal deliveries and stopping of traffic at all railroad crossings. As my 6th grade teacher stated in 1964, every where a cow walked in S.C., a street was made – no long term planning. We need to plan for the future!
- Have Park & Ride major area at Hwy 9 & 1 or sooner off 17. Could support UC during school year and tourist during summer. Efficient bus & shuttle service.
- User-friendly buses. A parent should be able to use a stroller on the bus so they do not have to carry child, stroller, diaper bag, shopping stuff, all while trying to use the bus. If bikes racks are full and there is room inside, bikes should be allowed in. Better bike locks downtown (see the bike locks on the wharf).
- Realistic and adequate parking for downtown business district.
- We need some sort of transportation system (PRT, tram, shuttle or some sort) from the east. Eastern access.
- We need UCSC eastern access connection before I die. *Written on the same post-it:* I agree but not for autos.

### **Sustainable Economy in Santa Cruz – What are our choices?**

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#### **“Which way should we go?”**

- Popsicle Index – What % of people in your neighborhood think it's safe for a child to go get a popsicle alone?

- Collaboration is key... and skilled facilitation of public input is essential (like what you've done here on a small scale). People have to commit to staying in the conversation through the hard part to get to the agreements.
- This is simplistic spin. Some things should not be compromised.
- Re: economic barriers – This association is an opinion from the Planning Department and is not based on fact.
- Local production of goods and services – “economic” development which supports regional autonomy – reducing dependence on transportation. This is important.
- A healthy ecosystem has a balance of consumption with production bio – geo – physical limitations.
- Broodie Tax Base – YES! We need an automobile assembly plant here.

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### Interactive Displays

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#### **Infill and Housing Interactive Display**

#### **What Should Our Neighborhoods Look Like in the Future?**

*Community members were asked place dots next to the two issues that they felt were most important for how new housing in their neighborhoods should look and feel. Several issues were listed, and other issues were added by participants. Participants also posted post-it notes with comments on the poster.*

- **Height: How tall the buildings can be? (19 dots):**
  - Solar access is most important. Windows at street level on south and west exposure.
  - Needs to be especially watched in R1 neighborhoods. 3 stories is too large.
  - Well designed buildings that fit the site. Height, bulk, siting are all aspects of this. Get away from rigid rules.
  - Crucial to keep residential houses below 30 ft.
- **Parking Block: Number of on-street and off-street parking spaces per unit (25 dots)**
  - City-wide on-street parking permits/unit: \$100 first car, \$500 or \$1000 for 2nd car. *Written on same note:* Not fair for people (students) who live in a house of 5, for example. If they live far from campus (or work), they need cars or better transportation! Not limiting alternatives.
  - Code enforcement officers need to enforce on-site parking requirements relative to the total number of bedrooms that exist per dwelling unit. Particularly with non-owner occupied units. 24.12.240.
  - Dormitory “group” homes of unrelated people in neighborhoods need .75 space on-site per individual, eg. 8 people = 6 on-site spaces required. 24.12.240.
  - Public Works “Parking Permit Zones” are in “non-compliance” with the City planning codes that require on-site parking per dwelling unit relative to the # of bedrooms. 24.12.240.
  - City should require new house and major remodeling projects to have appropriate size garage. All homes should have garages.
- **Bulk: How the building fits on the lot (19 dots)**
  - Residential lots – limit building size as a % of lot size.

- Modify code to allow owners to build more living space on substandard lots.
  - Allow houses on substandard lots to be expanded to the same percentage as standard-lot houses. (*Written on the same post-it*): No monster houses!
- **Design: What the new buildings look like (36 dots)**
- My dot includes height, bulk, setbacks and green buildings!
  - Make the permit process easier to use green building products. *Written on same post-it*: Ditto!
  - Require new development in residential neighborhoods to be compatible with existing development: architectural character, bulk, height. Encourage/require pedestrian-friendly development.
  - Social impact reports as well as envir. Impact reports. Make sure infill/new devel or remodels don't shade solar collectors.
- **Types of Use: Mix of Housing Types (35 dots)**
- Limit, but allow, multi with single-family houses (say, 20 sf houses with 1 apt. bldg, 4 units)
  - More SROs and small scale apartments or duplexes – even if the neighbors complain. Any housing type can virtually fit in with any neighborhood.
  - There should be general adherence to similar use neighborhoods. Conversion of single-family residents to rentals with large #s of tenants has a negative impact on a single-family residential neighborhood. This kind of thing should not be permitted.
- **Small Scale Commercial: Corner Store (29 dots)**
- Need to zone for small stores before they all go away. (Emeline is gone for good.)
- **Setbacks: How far from the sidewalks and side property line new buildings can be (5 dots)**
- Shorter setbacks please.
  - Housing with much smaller setbacks (front yards are a waste). Then combine several back yards for a mini-neighborhood park.
  - With ADUs, NO 2-story. Very unfair if next to a single story. And side windows should be non-opening and above eye level.
- **Community Gardens and Neighborhood Open Space (added by public) (8 dots)**
- Great idea!
  - Open space gardens. Include local area neighborhood parks w/ play area for kids at walking distance from housing.
- **Sustainability: Can our city continue to provide essential services with growth? (added by public) (36 dots)**
- It is unclear what I am voting for if I put a dot here. I DO want growth to happen in such a way as to build a sustainable community. I DO NOT want to limit growth to only people who are wealthy enough to sustain themselves without city help.
  - Get more volunteers to support some of the city activities, park maintenance, etc.

- **Affordability (added by public) (31 dots)**
  - The most desirable city in the world will never be affordable!
  - Affordability – to keep families in Santa Cruz and “flavor” of Santa Cruz.
  - The best way to provide affordable housing is to work with UCSC to lower their housing costs on campus, increase the supply and limit future growth. This, plus housing speculators, are the engine driving higher costs. Santa Cruz is at its limit. No more growth, and make it more affordable by implementing the above. Urbanization does not = affordable.
  
- **General Comments**
  - How about prohibitions preventing neighborhood streets from excessive use as “traffic corridors”! Too much traffic robs neighborhood residents from tranquility and quality of life.
  - Put a utility tax on the ballot!
  - Work with state leaders to balance the concept of “Donor Counties”. If we can’t review Prop 13 and fully fund County/State services, see if there is a way to re-balance the revenue stream – so more comes home where it is generated.

### **Master Transportation Study Interactive Display**

#### **Which parts of the MTS would be most effective in reducing traffic congestion?**

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*Community members were asked to vote, using dot stickers, for the top three MTS strategies they felt would be most effective.*

- Transit (55 dots)
- Bicycles (48 dots)
- Regional Planning (33 dots)
- Pedestrian Network (31 dots)
- Transportation Systems Management (26 dots)
- Land Use (23 dots)
- Livable Streets (20 dots)
- Parking and Transportation Demand Management (12 dots)
- Traffic Calming (9 dots)
- Investment Priorities (8 dots)
- More Roads (added by public) (7 dots)
- Education & Promotion (5 dots)
- Monitor Performance (4 dots)

### **Choice Points - 2005:**

#### **What will Santa Cruz look like in 25 years if we DON’T plan for change?**

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- **Economy**
  - Support business growth! Our economy can’t live off the University and imports from China. We face a huge economic crisis.
  - The best revenue enhancement is not a hotel tax, which unfairly hits one type of local business and causes our guests to support our lifestyle, but a bump in the utility tax,

which is paid by residents and businesses alike, so each one has a small net increase and any disincentive has the effect of energy conservation.

- Explore the concept of “green industry.” The manufacturer of solar cells and other green ideas to create sustainable industry and jobs. There is a huge demand for this product in Germany and Japan. We could be an export community.
- Re-vamp Beach Street areas to be a higher revenue destination – focus more on art and culture as well as Boardwalk-related activities...more in line with the Sanctuary and Depot Park. Santa Cruz version of Carmel – and cafes and services to increase visitor interest.

➤ **Transportation**

- *Written in response to bullet point “No major road improvements are currently planned in Santa Cruz.” GOOD!*
- Bad! We need to get over the misconception that road improvements cause traffic. Development causes traffic. Hold the line on development and open the existing east/west dirt roads behind UCSC to cars, and the city will be much better off.
- *Written in response to bullet point “The lack of city jobs creates out-of-city commutes, which keep the cars on the road.”* Currently more city jobs than residents.
- Economics is a social science, not a biological science.
- *Written under bullet “Create diverse jobs (but there’s opposition to development)”* Include us the way you are with this project and you will generate support and buy-in!

➤ **Land Use**

- No need for more bike paths and foot paths. We have plenty of places to ride and walk. We need more riders and walkers.
- To truly provide alternative transportation, i.e. biking, safe bike paths are needed.
- Vigorously support rail acquisition and conversion to separated bike/pedestrian trail.
- Install Broadway/Brommer bike paths
- Widen West Cliff path
- Improve levee path (safety and landscaping)
- Alternative transportation is already easy. We must stop subsidies for private autos – roads, freeways, interstates. The future is on foot, not in a car!
- There is no “but” – neighborhood opposition is to noise and trash, not to the pressures of work places on neighborhoods.
- Compatible development with surrounding – not car-centric! Green building. Sustainable – serves our community.
- Traffic congestion is a solution, not a problem. Mixed use zoning reduces auto traffic. Bike racks, showers at work places, traffic calming increase bicycle use.
- Slowly, carefully, conservatively. Use less, re-use, recycle, rebuild, redevelop.
- More integrated zoning to beautify.
- Don’t squander our valuable and scarce industrial lands on big box retail uses.
- Improve the jobs/housing ratio (more jobs, minimize new housing) will fix the budget problem because businesses are net revenue generators and houses (since Prop 13) are net drains on the budget. But mass transit must be set up so that the new

workers can commute without putting more cars on the roads. Work with Santa Clara County!

- *Written under balloon* “What’s the wisest way to use what we have left?” Economic development.

### ➤ General Comments

- Raise TOT to 12% - dedicate the increase to the General Fund – this way, a vote of 50% + 1 will pass the tax, instead of requiring a 2/3 vote. This would be \$ available right away and would not be a tax on S.C. residents.
- It is not “CHANGE” that is disliked. It is the addition of everything that removes peace and quiet.
- Communicate better and create a system for the community to regularly bring forth ideas, vs. being forced to respond and react to ideas presented only by developers!
- Institute an open and transparent process for including the public early in the investigation of future economic projects. If this had happened with the Coast Hotel project, it might not have failed. City would be using funds more efficiently, too. Not wasting them!
- What are the jobs that can be encouraged in our community? What information is out there already that can answer or direct an answer to this question?
- *Responding to “How do we work out strong and different views about our economy?”* We don’t. However, accurate information must be available to all.
- Build the train to Monterey now!
- Make vacation rentals pay their share of local expenses. These are businesses and should be treated as any other businesses.
- Can we have conversations that allow everyone to see that it’s to all of our benefits to have affordable housing for a healthy and vibrant community? Seems the higher ground helps to curb NIMBYISM.
- Peak oil means global oil production is declining below oil demand. The price of gasoline will soon decrease commuting and travel in private autos. We must prepare for a world with far less energy than we squander today!
- There is no but – peak oil (oil reserve depletion) means there will be less and less oil for transportation. We will all be using public transportation and bicycles.
- Bike paths and foot paths! It’s got to be cheaper than maintaining roads, and it is a MUST for a sustainable community. Create more decent paying jobs – light industrial and tech.

### **We have Big Choices to make. How are we going to balance these important issues?**

*This interactive display listed a summary of issues discussed throughout the festival and invited community members to write down their ideas. Below are the comments received at both festivals.*

- Allow some big stores but make them pay for traffic stuff.
- Try to preserve our natural landscape.
- The environment is important!
- Multi-use development of westside industry area.

- Real estate transfer tax.
- City bikes!
- Continue improving riverway.
- Give more consideration to environmental resources and constraints (hazards) in land use planning process.
- Ensure safe bikeways to/from schools, neighborhoods, downtown, beach.
- Safe & direct bike routes!
- ECONOMIC DEVELOPMENT!
- More mixed-use development downtown.
- Bathrooms downtown.
- PRT!
- Left turns only in pocketed turn lanes for major streets during peak traffic.
- As long as gas is cheap (doesn't reflect true cost), people will drive. Consider radical restriction on driving (alternate days, by license, etc.)
- Move UCSC student housing into town.
- More union jobs!
- Protect mature trees!
- Redevelopment \$ only for REAL blighted neighborhoods and for COMMUNITY projects.
- Improve public transportation. Let's take cars out of the streets.
- Keep the greenbelt green!
- Rail trail for bikes and walkers (and trains!)
- Everyone! Programs 4 teens to make bikes more cool than cars.
- Special parking for biodiesel/veggie oil vehicles, like that for electric cars, in some lots downtown.
- Since people are concerned about lack of public input, it would help if the City did better education and inviting of public input (in a facilitated fashion, not just 3 minutes of podium) (and education of the number of times public input was invited.)
- Re-inhabit, Re-cycle, Re-store, Re-model, Re-new, Re-build, Re-habilitate
- Affordable housing: big tax for speculation including "vacation" homes.
- "Issues" do not need to be "balanced." Everything is legitimate.
- Bike/foot path across San Lorenzo River by Hwy 1.
- Free and designated parking for electric and biodiesel vehicles!
- Reducing traffic congestion: \$5 a gallon will do this for us.
- Bike lanes a bigger priority.
- Parking in Harvey West Park w/shuttles to water or rail on level to beach, gondola/train to UC
- Affordable housing that residents can buy, not just rent. To keep families/young people in town. People want to have the hope of someday buying a house/condo/townhouse here. Right now that is not a reality. (Even a small house, just to have home ownership instead of renting forever.)
- Food draws tourist. Have a "Mexico" town, "China" town, "Japan" town areas that reflect historic (1800's) populations with restaurants.
- In the next 10 years there is going to be a big shift toward renewable energy. Santa Cruz has the resources to be a leader in this industry. We have many solar companies and many people working on bio-fuel and ethanol. Instead of basing our future on tourism,

which will decrease as world oil decreases, we should become leaders in new growth and progressive industries.

- Build Arana Gulch Bike/Ped path – link Live Oak and SC
- A pedestrian bridge over Mission somewhere near Bay would significantly help traffic and safety for Bayview, Mission Hill, and UCSC students.
- Santa Barbara has natural gas buses from beach area to downtown and back. This would be helpful in summer from main beach to downtown.
- Road through Pogonip for bikes, small buses, and 2-wheeled transport.
- Live Oak people should be able to vote and run for office in Santa Cruz city. We have no say in the government yet they can decide huge issues and development in Live Oak. We only get one elected official, one supervisor. *Written on same note:* Yes!
- Road through Pogonip to UCSC. *Written on same note:* How about an aerial tram or gondola instead with parking the Harvey West area.
- We need more union jobs!
- 1) Recognize UCSC and tourism as primary economic base of city and work collaboratively to improve visitor serving opportunities. Coast Hotel with a better design would have been positive. 2) Consider large parking structure (well designed, of course) at Hwy 1/Hwy 9 to shuttle to UCSC and beach in summer. Construct limited eastern access to shuttle to UCSC. 3) Water shortage is serious. Support desal plan. 4) Consider one-way street systems to move traffic more effectively. 5) Recognize that vehicle trips are not declining and there are no alternatives.
- Start and lead a grassroots effort to re-vamp Prop 13 and the effects on not just our city but the entire state. Piecemeal taxation is not sustainable. Santa Cruz residents do believe in the city and want city services. Work with State leaders to address this for all California.
- Housing costs are too high here AND all up and down the CA, Florida, Boston to W.D. It's a bigger issue than just Santa Cruz. UCSC must provide more housing.
- Affordable houses for residents/locals to buy. I think Watsonville residents have some kind of locals deal. The only way I see myself owning a home in Santa Cruz, by the time I'm ready, is inheriting my father's home. I wish we had some kind of train system like Bart that went from Carmel/Monterey area, all the way to San Jose. That would reduce so much traffic congestion, accidents, etc.
- Watch what types of housing is put in residential R1 surrounded areas. Put SROs in appropriate places.
- I lived in Davis for 7 years and Santa Cruz should use their bike policy as a model to encourage less car usage.
- Use rail line for train service – small, electric only 3-car trains solar run. Put bike paths next to it. Also safety RR crossing gates needed on Bay St./Calif. St. which are busy streets.
- Rail trail and safer bicycle/ped routes. Improve bus, \$, routes, efficiency so more would utilize the service. Train transit to Watsonville.
- Why not explore ways that limit voting of students unless they are year-round residents...seems like transient students should not be able to influence city leadership and policies as they now do.
- Encourage UC to continue looking at off-campus parking garages with shuttles to campus.
- Make UCSC students take the bus!

- If we keep the General Plan that Seabright Ave. is zoned multi-residential, we do not have the road structure to accommodate this. The General Plan should be for less density traffic is horrible now. Biking is dangerous.
- More jobs! Santa Cruz has lost so many of its mid- to high-paying jobs.
- Look into the economic and legal feasibility of introducing a “speculation tax.” Large scale developers are buying properties to turn over a quick profit. This is driving up cost of Santa Cruz housing. An increase in the TOT would not drive away tourists. Property taxes? Where has the increase gone?
- Important to keep quality of life high for residents: good schools, parks; keep library open and up to date; bike lanes, buses.
- Development causes congestion, not roads. Limit development to whatever housing is required to meet SC’s share of state needs, and fix infrastructure to handle that load. Boulder County, Colorado has a net no-growth plan that works, as described at the recent APA meeting in San Francisco. SC voters would probably support such a program.
- UCSC cannot grow any more. All natural resources and infrastructure and housing options are maxed out. Increasing density is NOT “smart growth.” It increases social problems such as crime and environmental decay. Santa Cruz should not allow increasing urbanization to destroy what makes this a tourist attraction and livable place.
- The City and SCCS need to work more closely to support each other. Our schools need city support and involvement – Please!
- The University must be a part of the City planning and must not assume the city can accommodate their water needs and housing needs. We must work with the U and they with the City.

**Facilitated Discussion Graphic from 4/9/05: “Tell us your thoughts ... Vision 2020”**

*The following comments are from post-it notes placed on the poster during the facilitated discussion.*

- Instead of freeway widening, bore tunnels to get traffic off of city streets and from one side of the freeway to the other. H. Powers
- Never let Wal Mart or other similar “big box” stores come into Santa Cruz. Prevent homogenization. Keep small business alive!
- Revenue – One way to earn some money would be to charge real estate agents, brokers, and investors a fee or a tax to do business in Santa Cruz. (They are profiting from our beautiful city and should pay to keep it beautiful.)
- Commercial lots zoned for grocery stores must be reserved for that purpose only. Smaller parking required because of walk-in traffic. City needs to support franchised small corner grocery stores.
- Including enforcing traffic laws for bicycles. As a regular bike commuter, I see bicycles running stop lights and stop signs, riding the wrong way, etc. but rarely do I see them get pulled over. If bike commuting is going to be encouraged, we also need to encourage enforcing traffic laws for bikes.
- Why is it that I see only two Hispanic people in this room? Can the city do its own version of a car registration tax?
- From Chelsea – the only cool person here:
  - Make the Boardwalk larger like Disneyland or Great America.

- Turn Santa Cruz into a large city like New York or LA. Because Santa Cruz is boring and there is nothing to do.
- Take out Urban Outfitters and put in Hot Topic instead.
- Take out mobile home parks and put in cool houses instead. Modernize Santa Cruz.
- Bring fun stuff to Santa Cruz.
- Regarding Rail Corridor: Sounds great – how ya gonna get people to use it and what will it cost? I don't reject the idea outright. I think it's important to regain control of the rail corridor, for if we don't, we'll likely be bypassed ... I would simply want to see realistic projections re: cost analysis and projections of how much use it would get and concrete rationales as to why this should be prioritized over other, worthy, competing needs.
- This is the solution, but it must be all very low cost housing in one building, underground. H. Powers
- Build the big hotel. From Chelsea, the only cool person here.
- (An article or flyer is the lowest form of communication if you want a lot of involvement.) Have you made presentations to large organizations and groups such as: churches, school parents' open house, wine and art festivals, cinco de mayo celebrations, union meetings, etc. etc. ?
- What to do with under-utilized land on the west side? How to attract industry there? How to move cars in and out? Eastern access = whole new road. Put additional UCSC housing on eastern side – better access to UC. Area around Costco – at least close to freeway (improve interchange). Westlake = neighborhoods in areas where no stores – so they drive everywhere > not enough population density to support a grocery store, tough for tractor-trailer to get up there. UCSC – just cut their bus line that went to Safeway. More parking under the store!
- More and better integrated zoning – to beautify zones. Get control of design.
- Community Input: develop a system where regular input and ideas can be presented in a meaningful way for change and growth. Today, we can talk at City Council, react and respond to ideas presented by developers. We need a better system designed to capture the kind of development ideas that the community is willing to support in good times and bad.
- Better signage to all downtown parking garages and shuttle service around city! Develop comprehensive, alternate transportation system! Bike, walk, rail, water taxi on beachfront?
- Stop UCSC growth > water, utilities, garbage, etc.
- Build on what is here and what Santa Cruz is known for: Gateway of Monterey Bay, music festivals, movie, tourism. Deal with traffic – bus, bike, mass transit.
- City needs to PROTECT OUR (everybody's!) NEIGHBORHOODS – not just the Council people's. City knows how, but just WON'T. Our neighborhoods are why we live here. If you protect our neighborhoods, you feel safe to WALK the streets. We don't need more studies i.e., Coast Hotel project didn't take into account impact on neighborhoods and traffic.
- Tear down La Bahia and develop a hotel/conference center at that location.
- Higher buildings in urbanized areas. More neighborhood parks to walk to.
- I know how to do this. Perfect lifestyle rejuvenates, completely. H. Powers
- Bio-regional planning. NOT homogenized cityscape.
- Extend bike corridor past Highway 1 bridge at River Street. Access through Salz to Harvey West Park at Encinal.

- If you want to have work here, need good transportation. Say OK to 3 or 4 stories along corridors. Yes, get concentration of uses, most. + integrated parking?
- When I hear “protecting neighborhoods” (I think) Santa Cruz will turn into Carmel. Do we contribute our fair share? What are people’s legitimate expectations of what neighborhoods are to be? Free choice within ground rules = zoning. We don’t plan enough, so maybe compensate people for their losses. Inconsistencies among 1 part of zoning. People need to be more accepting.
- Net reduction in single-occupant vehicle trips + construct sidewalks where absent and keep them safe for all ages.
- I love bike paths – helps keep bikes off sidewalks, which makes it safer for pedestrians as well as helping environment and reduces traffic congestion. That being said, it all depends on what \$ is available. I would consider water conservation and development, fixing and maintaining streets (because people will continue to use cars), doing what we can re: affordable housing, and economic development higher priorities because I believe they would all be of more direct benefit to a greater amount of the communities.
- Develop Pogonip for Parks & Recreation Summer Camp for kids – clubhouse, fields, etc. Nobody uses it now except homeless. It’s a great asset to the city but nobody uses it.
- Maintain and improve riverway path for bikes/peds. Enhance connections to adjacent neighborhood and transportation routes.
- Are there any plans/considerations for future flood control maintenance projects? I didn’t see that mentioned anywhere so far...emergency/disaster services, same question.
- Parking – key issue. Granny units need to be regulated to reduce parking/cars. Who actually uses their garage for parking, anyway? Providing versus pre-empting. OK to do D.U. if no car contract. Congestion may force people out of cars. Affordable housing – put up with parking problems to get housing. Need to correct impacts.
- Invite businesses that compliment existing local businesses and do not undermine local business. No big box stores.
- Seniors as a part of the community, not apart from it. Integrated into our lives. Treasures of the city.
- Pedestrian-only downtown – nice idea in theory but I’ve read of other places where it didn’t work long-term so I’d be hesitant to make such a significant change now when downtown businesses are already not doing well. Ultimately, I think it would reduce, not increase, the number of shoppers downtown. I walk most everywhere, but even in Santa Cruz, most people are still very car-dependent. I think the money this would take could more successfully be spent elsewhere. People seem resistant to shuttle services in general.
- Downtown – densify to mixed-use with emphasis on residential for student use and/or redevelop Mission Street corridor. Place less emphasis on Mission St. for commercial that students and focus on downtown. Accept that students will live in some portions of the neighborhoods below UCSC. But by placing emphasis on downtown as student-use/live hub, that will reduce student use of neighborhoods and make transport to UC more manageable because it will create more identifiable mode shift points for bus/rapid transit. Implement an alternate access to UC. Matt Waxman

## **Appendix Two**

### **TO BE PROVIDED**

Graphic posters illustrating the community's comments from the facilitated discussions at the festivals are being scanned and will be provided as soon as possible.