

**BEACH AND SOUTH OF LAUREL AREA COMPREHENSIVE AREA PLAN  
B/SOLA PLAN  
OCTOBER 1998**

## **INTRODUCTION**

The major elements of the B/SOLA Plan represent the culmination of nearly 20 years of study, documentation, review and outreach on issues concerning conditions in the Beach area. Since the adoption of the first Beach Area Plan in 1980, the City has realized the need to take concerted action to halt the well-established trend lines of disinvestment and deterioration in the Beach Flats neighborhood. Over the years, planning policy has struggled to create a balance between specific individual basic needs for housing and community and the broader civic requirements for safe and secure streets, well maintained neighborhoods, and a sound economic base. The B/SOLA Plan (1998) provides specific recommendations that address these residential neighborhood needs. The Plan also answers the question of what steps must the City take to implement the General Plan policies which identify housing, economic development, and transportation alternatives as central to the City's future.

The City's objectives for the B/SOLA Plan are identified as follows:

- Propose a comprehensive neighborhood revitalization program for the Beach and South of Laurel;
- Identify neighborhoods in need and target public and private programs which address these needs;
- Create a healthy, vital community in the Beach Flats by halting speculation, increasing safety, clarifying permitted development potential through zoning, providing infrastructure improvements, and requiring conformance with design guidelines;
- Structure a comprehensive housing strategy designed to conserve and rehabilitate existing housing stock, to expand home ownership, to stimulate construction of affordable and non-subsidized housing, and target assistance;
- Conserve the historic attributes of both the residential and commercial communities through historic preservation designations and urban design;
- Improve the visual and aesthetic qualities of both the residential and commercial communities through the application of design guidelines and new development controls in zoning and permitting;
- Provide an economic catalyst in the Beach area and link with the Downtown;
- Improve the physical appearance of the project area, including transportation corridors;
- Create a historic ocean resort environment which encourages extended stay during off peak periods;
- Manage traffic and transportation in a way which reduces reliance upon the automobile and encourages transit;
- Target development which creates jobs for community residents; and
- Provide certainty in order for private investment to have confidence in the future of the area.

(Draft EIR, pp. 24-25; Draft B/SOLA Plan (December 1997), p. iii.)

## Background

The Beach and South of Laurel Comprehensive Area (BSOLA) Plan represents the culmination of seven years of intensive analysis and continuing community outreach, involving over 2,100 individuals, twenty organizations, and the participation by City, County, and Regional agencies, boards and commissions.

This intensive process began with the pioneering work of the City Council with the 17 member Beach Area Advisory Committee (BAC) in 1991-1992 which held 12 public sessions, attended by over 150 residents, to consider the Beach Flats Specific Plan. At this time, a subcommittee of the BAC also considered the Third Street alignment study at a public process presented by Wilbur Smith Associates. Public outreach was continued in 1993 when the BAC forwarded their recommendations to the Planning Commission. The Planning Commission sponsored nine public hearings on that plan which were attended by over 250 people. After those hearings, the Beach Flats Specific Plan process was put on hold, and the Beach Area Outlook efforts were undertaken in order to provide opportunities to bring broader community involvement into the process. Although no formal action was taken in these early efforts by either the Planning Commission or the City Council, the Wilbur Smith Third Street Study and the draft Beach Flats Specific Plan were used as the basis for refinement of the Beach Area Plan Strategy. Public outreach included extensive notification and translation into Spanish.

Following this effort, the City Council established the “Beach Area Outlook Conference” (BOC) continuing and focusing the public participatory process in defining a comprehensive approach to the interrelated issues of neighborhood improvement, economic development and transportation in the Beach area. This expansive and well attended process incorporated the participation of over 720 individuals, and carried out a specific survey of the Beach Flats residents. During this period, the issues of public safety and affordable housing, the Third Street realignment, expansion of the amusement area, and a conference hotel in the Beach area were raised and thoroughly discussed. The basic purpose of the BOC process was to engage the greater Santa Cruz community and to increase the level of knowledge and understanding regarding choices and trade-offs related to the future of the Beach area. The Final Report of the BOC process was adopted in July of 1994.

This report, in combination with the earlier work on the Beach Flats Specific Plan and the Third Street alignment report, were the basis for the preparation and adoption of the South of Laurel Area Plan Strategy, (1995), and the Beach Area Plan Strategy (1996) which outlined the basic public policy direction for these two areas and provided the basis for the B/SOLA Plan (1998). The two Strategy documents were considered at nine Planning Commission meetings and nine Beach Area Committee and full City Council meetings. Additionally, in 1996, two public scoping sessions were conducted for the proposed projects’ environmental review.

Throughout 1997 a series of highly publicized public presentations and work sessions were conducted regarding four major issue papers which offered analysis and recommendations considered in the Plan, including:

- “Beach Flats, Third Street, La Bahia Conference Facility and Beach Hill” (February 1997),
- “Transportation Management Issues” (April 1997),
- “Commercial ‘Talking Points’ Issues” (July & September 1997), and
- “Design Analysis” (September 1997).

These meetings were attended by over 300 individuals and 20 organizations and included outreach to the Hispanic community. These working papers formed the final framework for the draft B/SOLA Plan that was released on December 15, 1997 for public review. The Draft Plan differed from the Beach Strategy in that it recommended lower residential densities, conservation neighborhood strategies, urban design guidelines for residential development, a transportation strategy including shuttle, rail and bike, three-acre rather than a four-acre amusement park expansion, and extensive public benefits to be required as part of any such expansion. A presentation of the major elements of the Plan to the City Council and the Planning Commission took place on January 20, 1998. The draft Environmental Impact Report for the B/SOLA Plan was released on March 26, 1998.

In order to provide as thorough an outreach and public information program as possible, the Department of Planning has held the following special meetings, workshops and hearings after the initial joint Planning Commission and City Council presentation of the draft Plan on January 20, 1998:

- Three meetings with the Council Beach Subcommittee in the Beach Flats,
- A series of four meetings with the Historic Preservation Commission,
- Four joint work-sessions with the Planning Commission/Zoning Board on all elements of the Plan,
- One joint public hearing of the City Council and the Planning Commission on the B/SOLA Plan DEIR,
- Two additional Planning Commission work sessions developing recommendations on the draft Plan,
- Presentation to the Parks and Recreation commission,
- Presentation to the Transportation Commission,
- Four presentations and workshops on the Plan and housing issues conducted in Spanish with Beach Flats residents; and
- Two credit and homeownership workshops conducted in Spanish with the Beach Flats residents.

Additionally, a series of outreach sessions has been conducted with community groups including:

- Beach Hill residents (2 meetings),
- Democratic Women's Club,
- Conference and Visitors Bureau,
- South of Laurel/Myrtle Street residents,
- Downtown Commission,
- Lower Ocean residents
- Chamber of Commerce
- Individual Hotel/Motel Owners Association,
- Santa Cruz County Business Council,
- Arts Community (two meetings),
- Wharf and Beach Area Business Association,
- Santa Cruz Rotary Club,
- UCSC university classes,
- Parks and Recreation Staff,
- Women's International League for Peace and Freedom,
- Latino Affairs Commission.

During the approximately 40 meetings listed above, attendance has averaged around 35 people per meeting, with a high attendance of 150 and a low attendance of four. The joint work session of the City Council and the Planning Commission, conducted on June 2, 1998, was attended by over 100 individuals and televised on the local television channels.

In order to encourage participation by the Hispanic community in the B/SOLA Plan planning process, a complete audio translation of the Plan was prepared in Spanish in March of 1998, and was made available at the Beach Flats Community Center and the Public library. The initial presentation of the draft Plan that took place on January 20, 1998 was videotaped with Spanish translation and was also made available at the Beach Flats Community Center and the public library. Summaries of the major recommendations were distributed door to door to the Hispanic residents in Beach Flats. This distribution included a list of the material on the B/SOLA Plan that was available in Spanish, the location of the material, a Hispanic contact person to answer questions and a list of meetings that were being held on the Plan. Additionally, a notice of completion of the Draft EIR was mailed in Spanish to all residents and residents adjacent to the project area.

Throughout the planning process, almost all of the meetings have had Spanish-speaking translators available. Seven meetings that were held in the evening and on weekends in the Beach Flats neighborhood have been conducted exclusively in Spanish. All of the Beach Area Committee meetings have been conducted in the Beach Flats with translators available.

The City of Santa Cruz Planning Commission held a series of seven public worksessions, beginning on March 26, 1998 and concluding on May 21, 1998. At each of these sessions, time was set aside for public participation and comment. The "Summary of Consensus" reached by the Commissioners at the May 21<sup>st</sup> session was publicly presented to the City Council on June 2, 1998 for review. Following the publication of the Final Environmental Impact Report in July, 1998, the Planning Commission held its final public hearing on August 4, 1998. The Commission concluded its review and recommendations on August 6, 1998.

The City Council held final public hearings on September 15 and 17, and October 1, 1998, with extensive public testimony. On October 6, 1998, the Redevelopment Agency and City Council certified the Final EIR for the Plan, and the City Council adopted the Plan on October 20, 1998.

In summary, the B/SOLA Plan represents a continuum of specific planning effort, beginning in 1991 and culminating in 1998, which has been both more comprehensive and inclusive of input from a wider representative of the community than any previous planning effort that the City has conducted for any other project.

## Policies and Programs

### COMMUNITY DESIGN

-  1.1 Maintain General Design Guidelines to promote development that respects the physical and environmental characteristics of the community and the site, reflecting functional and attractive site planning and high quality design. (P. 3 Design Guidelines)
-  1.2 Create a sequence of experiences and views in the landscape that lead to destination points. (P. 11 Design Guidelines)
-  1.3 Enhance entryways to neighborhoods at definable intersections. (P. 11 Design Guidelines)
-  1.4 Encourage distinctive architectural treatment at major intersections to accentuate community gateways. (P. 11 Design Guidelines)
-  1.5 Strengthen the residential quality and character of neighborhoods by improving the appearance of architecture and landscaping. (P. 11 Design Guidelines)
-  1.6 Protect and enhance the unique historic and architectural qualities that are present by establishing/maintaining historic conservation districts. (P. 11 Design Guidelines)
-  1.7 Maintain the heritage tree preservation program and use the existing heritage trees as a basis for streetscape design. (P. 11 Design Guidelines)
-  1.8 Protect historic resources such as rock walls and stairs. Use existing historic resources as a basis for streetscape design. (P. 11 Design Guidelines)
-  1.9 Expand the economic vitality of Downtown by transforming Beach Street into a “signature street” that will complement and complete the Pacific Avenue “signature” shopping district. Link these commercial areas. (P. 11 Design Guidelines)
-  1.10 Implement traffic calming measures, such as textured paving and chokers, in Conservation Areas. (P. 11 Design Guidelines)
-  1.11 Implement hierarchical streetscape design that promotes identification of streets as thoroughfares and residential streets. Use a consistent landscape design theme to create “imagable paths” through the community, such as palm tree lined streets that lead to the beach. (P. 11 Design Guidelines)
-  1.12 Implement a street tree program to give scale and definition to the public walkways and promote a visually attractive, comfortable street with reduced heat and glare. (P. 12 Design Guidelines)

- 1.13 Balance the needs of automobiles, pedestrians and bicyclists with wide sidewalks for promenading and pedestrian-oriented activities; narrow roadways to slow traffic; continuous bicycle routes; ample, accessible, at-grade pedestrian crossings or ramps with appropriately textured surfaces; and curbside parking, bike lanes or landscaped parkways to separate pedestrians and moving cars. (P. 12 Design Guidelines)
- 1.14 Provide unobstructed access to all citizens, in compliance with Uniform Federal Accessibility Standards and State Title 24 Accessibility requirements. (P. 12 Design Guidelines)
- 1.15 Provide public amenities such as benches, planters, lighting, street name and traffic sign posts, trash receptacles, public restrooms, bicycle racks, public telephones and information kiosks that are functionally and aesthetically integrated into the streetscape for pedestrian comfort, convenience and safety. (P. 12 Design Guidelines)
- 1.16 Improve the pedestrian connection to Downtown by upgrading and maintaining the two existing pedestrian stairways. (P. 12 Design Guidelines)
- 1.17 Provide public art for aesthetics and contemplation. (P. 12 Design Guidelines)
- 1.18 Underground utilities to eliminate visual clutter and provide a more aesthetic streetscape. (P. 12 Design Guidelines)
- 1.19 Implement an area-wide sign program to eliminate visual clutter of oversized and inappropriate signs. (P. 12 Design Guidelines)
- 1.20 Maintain the “Wharf Design Criteria” until the results of the proposed wharf study are approved. (P. 111 B/SOLA Plan)

## LAND USE

- 2.1 Stabilize and strengthen the existing neighborhood at the interior of the Beach Flats by establishing a conservation area with a maximum density of 27 units an acre. Develop “New Development Area” with a range of densities from 30 to 36 units an acre to provide better managed multifamily housing opportunities on the perimeter. (P. 28)
- 2.2 Maintain the RTD zone and a Neighborhood Conservation Overlay in the Conservation Area, which requires conformance with specific design guidelines. (P. 32)
- 2.3 Maintain the RTE zone - Beach Residential Development - for the “New Development Area” a medium density residential zone in which the density may range from 30 to 36 units an acre, with reduced parking requirements, flexible setbacks, no specified lot size for planned developments (PDs), and subject to specific design guidelines. (P.32)

-  2.4 Establish a stronger definition of where the Beach Hill neighborhood begins and ends to protect it from tourist related penetration as well as increasing local traffic along Third Street. (P. 69)
-  2.5 Formally designate the Beach Hill area as an Historic Preservation District. Modify Cultural Resources Map CR-3 to implement the district. (P. 70, 72)
-  2.6 Provide significant opportunities for Beach Commercial area redevelopment of underutilized land that will provide attractive retail, entertainment, lodging and support uses that will appropriately extend the operational activities of the Beach. (P. 103)
-  2.7 Complete a comprehensive analysis of the wharf to include study of its two fundamental and interrelated aspects: its maritime aspect and its retail aspect. Elements of this study should include, but not be limited to:
- the physical inventory,
  - access, circulation and parking,
  - additional maritime potential,
  - marine sanctuary potential,
  - design and architectural character,
  - signature physical features or programs,
  - retail mix and performance,
  - market niche, and
  - a cost/benefit analysis of recommendations stemming from analysis.
- The study should examine the feasibility of: expanding maritime activity, expanding visitor amenities, and expanding local resident marketing. (P. 110, 111)
-  2.8 Complete a community-based planning process to determine the ultimate development parameters for the main beach parking lot site. Any proposal for development of the site will require preparation of initial studies or similar environmental documents to determine whether the certified B/SOLA Final EIR remains legally adequate for purposes of action on the proposal or if a new EIR is required. If future proposed development for the Main Beach parking lot site is incompatible with retention of the historical cottages that occupy the eastern portion of the parking lot, the cottages shall be preserved and relocated to another appropriate site or sites within the City or County of Santa Cruz (unless deemed infeasible by the City's chief building official), with preference given to relocating the cottages within the Beach and South of Laurel Area. (P. 114)
-  2.9 Protect and enhance the charming small-scale residential neighborhoods in the South of Laurel while encouraging the significant development opportunities presented by vacant and underutilized parcels.
-  2.10 Encourage mixed-use development in the residential sections of the South of Laurel area on major arterials by overlaying the mixed-use zoning district on appropriate areas. (P. 144)

- 2.11 Establish the southern end of Pacific Avenue below Laurel Street as an extension of the Downtown Recovery Plan policies for Pacific Avenue with an emphasis on mixed residential development above ground floor retail and other uses. Maintain a CBD zone that uses the same village design and use policies as the Cedar Street area of the Downtown Recovery Plan. (P. 144)
-  2.12 Establish the area South of Laurel adjacent to the river as a high-density mixed-use area that will provide new market rate housing. (P. 144)
-  2.13 Extend the RTC Beach Commercial zone to the lower portion of the South of Laurel to encourage further visitor serving uses such as motels and restaurants and other visitor support uses. (P. 144)
- 2.14 Create an expanded neighborhood commercial use area at the corner of Chestnut and Laurel Streets, to better serve the new residential intensity established in the plan. (P. 150)
-  2.15 Encourage mixed-use projects along Front Street. (P. 150)
-  2.16 The La Bahia shall be redeveloped as a visitor accommodation use available to the general public. If the La Bahia is converted to visitor-serving condominiums in order to fund the renovation project, restrict use of the condominiums by individual owners to no more than 45 days per year.
-  2.17 Future development of the West Coast Santa Cruz Hotel overflow parking lot may consist of medium density residential use, bed and breakfast use, or ancillary hotel/motel uses. Hotel/motel development is not allowed.

## CIRCULATION

-  3.1 Revise configuration of Leibrandt Street to provide aggregated residential parking for Beach Flats residents. (P. 29)
-  3.2 Limit impacts of traffic circulation and parking on residents of Beach Hill by maintaining the permit parking program to limit visitor parking, developing an early warning system to monitor changing traffic, parking and circulation impacts on Beach Hill as the Beach Commercial area develops, and implementing the proposed neighborhood gateways to help define entries to the residential area and calm traffic. (P. 76)
-  3.3 Improve lighting for pedestrian stairways at Cliff and Front Streets for linking the heights of Beach Hill with the South of Laurel area. (P. 76)
- 3.4 Allow projects to off-set on-site parking requirements through payment of annual deficiency fee and/or through funding of shuttle service or other options provided in the comprehensive transportation strategy. (P. 144)
- 3.5 Consider land swaps, Federal Grants for promoting transit, and other outside resources in combination with City funds already identified as methods to

acquire and improve all of the Union Pacific property for Public Use. (P. 144)

- 3.6 Develop an ordinance to indicate the parking waiver procedure and the mechanism for allocating funds to South of Laurel parking projects. This approach is necessary because it is unlikely that the South of Laurel could support a separate parking district as most of the sites provide on-site parking. (P. 149)
-  3.7 Emphasize Front Street as a major new vehicular access route to the Beach in order to divert some traffic from Ocean Street and provide Downtown more exposure. (P. 150)
-  3.8 Develop the most appropriate combination of circulation improvements, transit/rail, parking, pricing and pedestrian/bicycle strategies which will:
- support new development and expand the operational season,
  - protect existing neighborhoods, and
  - encourage transit, rail, pedestrian and bicycle access. (P. 159)
-  3.9 Develop a comprehensive, multi-modal circulation planning program that takes as its highest priority reduction of automobile trips by the creation of viable alternative transportation modes, effective transportation systems management programs, and integration of land-use and circulation planning. (P. 165)
-  3.10 Develop and promote pedestrian travel as a viable transportation mode by developing and maintaining a safe, comprehensive, convenient, accessible and aesthetically pleasing pedestrian system. (P. 165)
-  3.11 Develop a safe, convenient and effective bikeway system that promotes bicycle travel as a viable transportation mode and connects work, shopping, schools, residential, and recreational areas. (P. 165)
-  3.12 Aggressively pursue development of a comprehensive and integrated mass transit system including buses, paratransit and rail transit/fixed guideways to provide increased mobility in the community. (P. 165)
-  3.13 Maximize the efficiency and safety of the existing road system while ensuring that it accommodates all modes of travel, operates at an acceptable level of service, and is not expanded unnecessarily. (P. 165)
-  3.14 Create a transportation system which encourages alternative forms of transportation and alternative routes to the Beach, prevents visitor intrusion into neighborhoods, links the Beach Area with the Downtown, and provides alternative transit modes and parking to accommodate anticipated recreational and commercial improvements. (P.30-37)
-  3.15 Establish signage to promote alternate beach access routes to limit increased traffic impacts on lower Ocean Street neighborhood. (P. \_\_)

- 3.16 Promote rail access to the Beach. (P. \_\_)
- 3.17 Establish a formal funding mechanism to promote transit. (P. \_\_)
- 3.18 Evaluate creating a parking assessment district in the Beach and South of Laurel to provide new resources to construct additional parking. (P. \_\_)
- 3.19 Implement transportation management measures prior to Boardwalk expansion or commercial expansion on the Main Beach parking lot. (P. 167)
- 3.20 Pursue outside funding sources for alternative transportation projects. (P. 167)
- 3.21 Develop employee off-site parking programs to encourage employee ridesharing and levy parking transfer fees on employers. (P. 191)
- 3.22 Develop and implement a comprehensive, peak season employee off-site parking program, which would address the needs of both large and small employers in the Beach area. (P. 192)
- 3.23 Implement concurrently with the meter program, the traffic calming and urban design recommendations for neighborhood entryways to Beach Hill and Beach Flats. (P. 198)
- 3.24 Install a two-way year-round east-west bikeway on the south side of Beach Street between Pacific Avenue and the San Lorenzo River. (P. 219)
- 3.25 Pursue pedestrian and bicycle access across the San Lorenzo trestle to the east, and connect the Beach Street bikeway to West Cliff Drive at Bay Street. (P. 219)
- 3.26 Enhance bicycle and linkage access along the San Lorenzo River between the Beach area and the downtown through signage, curb lanes, and/or installing bike lanes. (P. 219)
- 3.27 Provide pedestrian enhancements along the Front Street and Pacific Avenue corridors, including appropriate urban design elements as opportunity sites develop, with lighting, sidewalk furniture and plantings. (P. 219)
- 3.28 Improve Beach Street as a pedestrian-oriented corridor by implementing compatible features from the Urban Design Recommendations. (P. 219)
- 3.29 Design and implement a pedestrian walkway from the Depot parking lot to the Wharf intersection. (P. 219)
- 3.30 Improve the Cliff Street and Pacific Avenue stairways and pedestrian pathways in the South of Laurel area.
- 3.31 Improve east-west pedestrian connections in South of Laurel by identifying new

pedestrian and bikeways. (P. 221)

3.32 Abandon lower Washington Street at the Center Street intersection. (P. 278)

3.33 Incorporate transportation hub concept into planning of Depot site to provide transit facilities to local residents and visitors. Pursue “Livable Communities” and ISTEA funding to implement concept. (P. 278)



3.34 Maintain a minimum of 3,690 public parking spaces in the overall Beach and South of Laurel Area and approve no projects that would reduce this number below the floor figure of 3,690.

## HOUSING

4.1 Maintain the current number of units in the Beach Flats and provide residents opportunities to live in better quality units and better managed living conditions. (P. 28)

4.2 Promote more family-oriented development by requiring at least 50% of all new units to be two or more bedrooms. (P. 29)

4.3 Promote a diversity of new housing opportunities by amending the demolition conversion permit requirement from 100% replacement of affordable bedrooms to 50% replacement, in the Beach Area to be consistent with the rest of the City, as long as there is no net loss of affordable units in the greater Beach and SOLA planning areas. Additionally allow dilapidated units to be demolished, so long as replacement units have been identified. (P. 29)

4.4 Maintain an aggressive housing code enforcement program to insure that existing units meet health and safety codes. (P. 29)

4.5 The City will make a good faith effort to provide affordable housing opportunities for current residents displaced by changes resulting from the Plan and who are eligible for affordable housing in accordance with appropriate relocations laws. (P. 29)

4.6 The City of Santa Cruz shall continue to allocate Community Development Block Grant funds to the pro-active Target Area Code Enforcement and Nuisance Abatement Program. (P. 29)

4.7 The City of Santa Cruz shall continue to direct in-lieu housing trust fund and fees and HOME fund money to the Target Area Housing and Relocation Assistance Fund, to improve or replace substandard housing in the Target Area and Beach Flats. (P. 29)

4.8 When tax increment housing set-aside money become available, consideration should be given to establishing new construction as one of the high priorities of the fund. Additionally rehabilitation of housing within Beach Flats and other portions of the Target Area will be promoted. (P. 29)

- 4.9 Conserve and rehabilitate existing housing stock by improving the effectiveness of the City's Code Enforcement program and by offering inducements to current property owners that encourage their direct investment and voluntary compliance. (P. 47)

## **ECONOMIC DEVELOPMENT**

- 5.1 Establish an active partnership with property owners, informing them of proposed changes and how they can benefit from them.
- 5.2 Work with the lending community to direct lending commitments to the Beach Commercial Area and the Beach Flats and formally designate the area a "Revitalization District" which requires Community Reinvestment Act lending participation by local banks. Establish a loan pool for commercial and residential projects. (P. 113)
- 5.3 Identify appropriate funding mechanisms such as Business Improvement Districts, Parking Assessment Districts, or other funding approaches to facilitate implementation of improvements. (P. 113)
- 5.4 Establish an active partnership with lodging industry representatives, the Lodging Association and the Conference and Visitors Council with the goal of repositioning Santa Cruz within the hospitality market. (P. 236)
- 5.5 Examine the market potential of time sharing and quality extended stay facilities in Santa Cruz. If found to be feasible, consider developing a marketing campaign targeted to take advantage of the high-tech growth corridor and the university. (P. 236)
- 5.6 Establish an outreach program to lodging facility owners/managers to inform them of Beach proposals including Ocean Resort ambiance, Conference facility status, proposed transportation improvements, changes to the zoning code, design and landscaping requirements, and proposed licensing requirements. (P. 237)
-  5.7 Examine the potential to provide a broad array of lodging experiences to an expanding visitor base, and encourage Bed and Breakfasts and small inns. (P. 237)
-  5.8 Develop comprehensive program to ensure general upgrading of entire Beach area lodging inventory. (P. 237)
- 5.9 Evaluate developing minimal lodging industry standards as a basis for applying for the business license. (P. 239)
- 5.10 Develop Heritage Tourism marketing strategy, emphasizing historic assets of the Wharf, the Boardwalk, surrounding neighborhoods - particularly Beach Hill and Downtown neighborhoods. (P. \_\_)

- 5.11 Develop Heritage Tourism funding strategy including U.S. Congressional/Senatorial officials. Examine feasibility of becoming a formal “Heritage Area”. Invite HUD, DOI, and DOC officials to series of walking tours and briefings. Solicit support from State representatives. Examine feasibility of Maritime Heritage Funding in conjunction with National Marine Sanctuary designation. (P. 242)
- 5.12 Examine the potential of joint marketing/programming between the Boardwalk, Beach area businesses and the Wharf targeting local Santa Cruzeans for both mid-week and off-season activities. (P. 243)

## COMMUNITY FACILITIES

- 6.1 Develop the depot site as a focal point of community activity, by providing uses including, but not limited to, parking, a small scale multi-modal transit facility, and recreational open space. (P. 148)
- 6.2 Consider abandonment of lower portion of Leibrandt Avenue at Beach Street to provide the location of new temporary community center. Incorporate permanent community center in New Development Area. (P. 276)
- 6.3 Continue support and funding for the following Beach Flats programs:
- after-school recreation programs and summer Kids Club programs;
  - the Beach Flats community center programs including the community liaison;
  - centralized municipal services and outreach at the community center, such as an emergency services substation, recreation programs, neighborhood improvement program;
  - use of the community center to act as a neighborhood focus to direct various community recreation programs and provide access to City personnel including, housing code enforcement, parks and re-creation and police; and
  - support of the existing social service programs that serve residents in the area. (P. 276 and 277)
- 6.4 Prepare a water line deficiency report to identify water lines that are deficient for potential replacement or upgrade as development in the Beach and South of Laurel progresses. (P. 282)
- 6.5 Prepare a sewer line deficiency report to include the results of a comprehensive survey of sewer laterals in the Beach Area neighborhoods and identify sewer facility improvements needed, along with a timeline and funding source(s) to accomplish such improvements. (P. 282)
- 6.6 Ensure the stability of residential neighborhoods in the Beach Area by continuing to require proper private connections to public facilities and services. (P. 282)

- 6.7 Construct a drainage system to serve the intersections of Kaye, Uhden and Third Street. (P. 283)
- 6.8 Support resident-organized Neighborhood Clean-up Days by offering City assistance up to twice a year to allow residents to discard larger items, beautify structures and landscaping, and promote neighborhood pride and involvement. (P. 287)
- 6.9 Improve street maintenance services in order to maintain a clean and orderly setting for the Beach Flats neighborhood. (P. 287)
- 6.10 Consider expanding existing program allowing individual wheeled refuse containers for residents that can be stored in a central location on site. Investigate other program improvements to reduce garbage problems. (P. 287)

## **PARKS & RECREATION**

- 7.1 Establish a new active park space South of Laurel to meet the needs of the anticipated population increase. (P. 144)
- 7.2 Maintain and improve existing Raymond/Uhden Park and Beach Flats Park. (P. 276)
- 7.3 Consider a permanent community garden to be relocated on an expanded Raymond/Uhden Park site. If required, one additional parcel adjacent to Raymond/Uhden Park, fronting on Park and Uhden (Parcel # 5-644-01) might be purchased to expand this Park. (P. 276)
- 7.4 Masterplan six-acre Depot site to accommodate 2+ acres of active recreational space and 300 parking spaces. (P. 278)
- 7.5 Evaluate cost-benefit analysis of incorporating Santa Cruz Feed lot site as part of park aggregation. (P. 278)
- 7.6 Improve the San Lorenzo River levee to provide an additional community “linear park” resource which serves as improved access to Downtown in accordance with river design concept plans. (P. 278)

## **SAFETY**

- 8.1 Assign additional police officers to the Beach Beat as funding permits. (P. 31)
- 8.2 Consider creating a demonstration project of enhanced security in combination with community service officers working with locally based security patrols. The basic program element of such a demonstration project includes working

with the Police Department and Beach Flats residents to identify:

- the time of day/night when Police officers could best use assistance, and any seasonal variation;
- the most appropriate composition of a roaming security patrol; and
- the safest and most effective way for residents to participate in the program. (P. 31)

- 8.3 Continue efforts by the Santa Cruz Police Department to use a community-oriented policing approach in Beach Flats, emphasizing crime prevention and a high degree of interaction and communication between police officers and neighborhood residents. (P. 284)
- 8.4 Improve police presence to respond to the unusual pressures and problems in Beach Flats neighborhood resulting from an influx of tourists during summer months and the presence of criminal activity associated with increased drug traffic. (P. 285)
- 8.5 Implement a two-officer per day, year-round police foot patrol and a Community Services Officer for Beach Flats. (P. 285)
- 8.6 Continue to seek the assistance and cooperation of other law enforcement agencies and security resources, such as CNET and Seaside Company private security personnel, in providing for public safety in Beach Flats. (P. 285)
- 8.7 Improve fire protection capability by increasing fire flow in Beach Flats to respond to the unusual pressures and problems resulting from an influx of visitors during summer months. (P. 286)
- 8.8 Create an emergency access route in the Beach Area by promoting a priority shuttle lane on Beach and Third Streets during peak summer days. (P. 286)