



**SUMMARY MINUTES**  
**General Plan Advisory Committee**  
**7:00 p.m. – 10:00 p.m. Thursday, April 5, 2007**  
**Civic Auditorium – ABC Room**  
**307 Church Street**

**Call to Order – 7:05 pm**

**Roll Call –**

**Present:** Committee Members Don Lane, (chair); David Foster; Michael Bethke; Chip (substituting for Linda Bixby); David Subocz; Scott Wedge; Larry Kasparowitz; Rod Quartararo; Kaitilin Gaffney; Kris Reyes (8:07 pm); Judy Warner; Bill Schultz; Scott Daly (7:10 PM); Charlie Keutmann (7:10 pm); Frank Zwart (ex-officio)

**Absent:** Wally Brondstatter; Yolanda Henry; Linda Bixby (with notice)

**Staff:** Greg Larson; Ken Thomas; Michelle King; Lupita Alamos; Liz Camarie (recorder) Planning Department; Ceil Cirillo; Redevelopment Agency

**Consultants:** Steve Noack; Naphtali Knox

**Public:** Approximately 10

**Announcements –**

- Chair Don Lane announced that Luis Alejo of Leadership Santa Cruz would be taking photographs of the GPAC in action this evening. Additionally, he welcomed Councilmember Lynn Robinson to the meeting.
- Greg Larson noted that a 1-page flyer on the new Beach and South of Laurel Revitalization Plan was available. Additionally, he introduced Ceil Cirillo, Redevelopment Agency Director.

**Oral Communications –**

- Bill Tysseling, Executive Director of the Santa Cruz Chamber of Commerce, noted that the Economic Development goals and policies were “right” in the form presented in the packet and dealt with the issues that were identified over the last three years. Specifically, he encouraged the GPAC to avoid fee increases, thought a citywide wireless network was ubiquitous given the reality of broadband access, and encouraged that policies creating a social environment conducive to shopping in the downtown be adopted.
- Charlie Eadie, President of the Chamber of Commerce, encouraged awareness that the city’s economic development policies must be effective. For example, Policy ED1.5 is a

great idea, but what will it take to implement it? The economic health of the community must take priority.

- Maggie Ivy, Executive Director of the Santa Cruz County Conference and Visitors' Council, said that while Santa Cruz is a great visitor destination, it can do better on hotel occupancy which is 40% in the winter and 80% in July. It would be nice to see a conference facility built as that would help considerably with the low occupancy in the winter. Improving the connectivity from the Beach Area to Downtown is also important.
- Reed Searle thought tax increases should be avoided and that an economic impact report should be prepared. We should be concerned about what business proposals will do for the community as well as the economy.
- Mathew Thompson emphasized that Santa Cruz's competitiveness in its endeavors like developing a green building economic base is critical – other places have these ideas too. Finding re-investment opportunities is crucial. We need investment, not only for more development, but to maintain what we already have. The tendency to privatize public “ways” is dangerous; it's important to keep them public. We need to develop our civic skills and find the ability to create good public/private partnerships. This is crucial to any corridor plans, for example. He contrasted the results of the Soquel or Mission corridor developments with the Downtown Recovery Plan. Broad policy doesn't work – deal with each property owner one at a time.
- Mark Smith said it is important to work with UCSC to develop tax-base collaborations on the Westside of town. A world-class marine science center will need housing and supportive services, and the City should work with the University on this. Higher density industrial endeavors won't work on the Westside but mixed-use projects would be fantastic in some locations.

**Action Item –**

**1. Review Economic Development Goals and Policies for GP 2025**

**ACTION:** Michael Bethke moved, and David Foster seconded, **ADOPTION** of the following Economic Development policies as presented (noted with an asterisk below): 1.1, 1.3, 1.4, 1.5, 1.7, 1.10, 1.14, 1.15, 1.16, 1.20. The vote approving the motion was a unanimous 13/0.

<b><u>Goal/Policy:</u></b>	<b><u>Adopted Language:</u></b>	<b><u>Vote:</u></b>
<b>ED1.1*</b>	<i>Attract and retain locally owned businesses and start-ups.</i>	<b>13/0</b>
<b>ED1.2</b>	Judy Warner moved, and Kaitilin Gaffney seconded: <i>Consider the impacts of taxes, fees, and incentives on economic growth.</i>	<b>13/0</b>
<b>ED1.3*</b>	<i>Ensure that economic development strategies and programs undertaken by the City are in step with changes in economic conditions and changing technologies.</i>	<b>13/0</b>

<b>ED1.4*</b>	<i>Meet the space and infrastructure needs of a variety of business types.</i>	<b>13/0</b>
<b>ED1.5*</b>	<i>Encourage innovative commercial and industrial facility and site designs.</i>	<b>13/0</b>
<b>ED1.6</b>	David Subocz moved, and Kaitilin Gaffney seconded: <i>Protect the ability of industrial uses to locate and operate within the city's industrial areas.</i>	<b>12/1</b> LK opposed
<b>ED1.7*</b>	<i>Retain and expand the existing base of medium and large employers in Santa Cruz.</i>	<b>13/0</b>
<b>ED1.8</b>	Charlie Keutmann moved, and Scott Daly seconded: <i>Encourage year-round employment opportunities.</i>	<b>13/0</b>
<b>ED1.9</b>	David Foster moved, and Judy Warner seconded: <i>Encourage and support small, home-based businesses, while respecting issues of neighborhood character and compatibility.</i>	<b>13/0</b>
<b>ED1.10*</b>	<i>Preserve existing and seek new industries and businesses at the cutting edge of science and technology.</i>	<b>13/0</b>
<b>ED1.11</b>	Scott Daly moved, and Michael Bethke seconded: <i>Encourage creative and design-based employment to locate in Santa Cruz.</i>	<b>13/0</b>
<b>ED1.12</b>	Chip moved, and Charlie Keutmann seconded: <i>Foster new technology-based enterprises.</i>	<b>13/0</b>
<b>ED1.13</b>	Michael Bethke moved, and Chip seconded: <i>Promote scientific and technological development partnerships with UCSC and other public and private entities.</i>	<b>13/0</b>
<b>ED1.14*</b>	<i>Support and facilitate the provision of communications infrastructure needed by high-tech and knowledge-based industries.</i>	<b>13/0</b>
<b>ED1.15*</b>	<i>Promote development of new and retrofitted industrial and office space that meets the need of knowledge-based businesses, particularly in the Westside industrial area.</i>	<b>13/0</b>
<b>ED1.15B</b>	Unknown moved, and unknown seconded: <i>Support the development of a design center and growth of related industry.</i>	<b>13/0</b>
<b>ED1.16*</b>	<i>Build on and leverage Santa Cruz's unique environment, community, and culture.</i>	<b>13/0</b>

<b>ED1.17</b>	David Subocz moved, and Michael Bethke seconded: <i>Support the establishment of industries and lifestyle businesses that draw on Santa Cruz's natural assets and environment including those concerned with marine science and exploration, other natural resources, natural foods and alternative health care.</i>	<b>13/0</b>
<b>ED1.18</b>	Kaitilin Gaffney moved, and Charlie Keutmann seconded: <i>Provide incentives for commercial and industrial construction and facilities to incorporate green and sustainable building features and operating practices.</i>	<b>13/0</b>
<b>ED1.19</b>	David Subocz moved, and David Foster seconded: <i>Encourage green and environmentally-oriented businesses to locate in Santa Cruz.</i>	<b>13/0</b>
<b>ED1.20*</b>	<i>Provide a cultural environment attractive to a creative workforce.</i>	<b>13/0</b>

**ACTION:** David Foster moved, and Michael Bethke seconded, **ADOPTION** of the following Economic Development policies as presented (noted with an asterisk below): 2.5, 3.1, 3.4, 3.6, 4.1, 4.6, 4.9, 4.10, 4.12, 4.13, 5.1, 5.2, 5.3, 5.9, 5.12, 5.13, 5.15, 5.17, 5.19, 5.20, 5.23, 5.27, 5.28, 5.31, 5.33, 5.37 and 6.1. The vote in approval of the motion was a unanimous 13/0.

<b>ED2.1</b>	Rod Quartararo moved, and Kaitilin Gaffney seconded: <i>Foster a robust and diversified economic and municipal tax revenue base.</i>	<b>13/0</b>
<b>ED2.2</b>	David Subocz moved, and Chip seconded: <i>Support retention and expansion of existing businesses that contribute to the City's sales-tax base. (as a program under ED2.3)</i>	<b>13/0</b>
<b>ED2.3</b>	Larry Kasparowitz moved, and David Subocz seconded: <i>Recruit new and support existing businesses that generate substantial municipal revenue.</i>	<b>13/0</b>
<b>ED2.4</b>	David Foster moved, and Larry Kasparowitz seconded: <i>Encourage the City, residents, businesses and other institutions to "buy local."</i>	<b>13/0</b>
<b>ED2.5*</b>	<i>Work with stakeholders to initiate and implement an economic development and municipal tax revenue strategy.</i>	<b>13/0</b>

<b>ED2.6</b>	Scott Daly moved, and Chip seconded: <i>Encourage public/private partnerships that stimulate economic growth.</i> AND MOVE 1.9a here as a program: <i>Encourage opportunities for public/private partnerships.</i>	<b>13/0</b>
<b>Goal ED 3</b>	Scott Daly moved, and Kaitilin Gaffney seconded: <i>A skilled, educated, and diverse local workforce.</i>	<b>13/0</b>
<b>ED3.1*</b>	<i>Promote the education and training of the workforce to meet the needs of the emerging economy.</i>	<b>13/0</b>
<b>ED3.2</b>	Kaitilin Gaffney moved, and unknown seconded: <i>Ensure that educational institutions address the business community's needs for worker training and continuing education in digital arts and media, alternative healthcare, and computer-based professions. Make this a program under Policy ED3.1</i>	<b>13/0</b>
<b>ED3.3</b>	Charlie Keutmann moved, and Michael Bethke seconded: <i>Encourage the expansion and selective attraction of commercial businesses and industries that create diverse opportunities for employment at wages adequate to buy or rent decent housing in Santa Cruz.</i>	<b>13/0</b>
<b>ED3.4*</b>	<i>Promote local educational agencies' vocational programs to the business community.</i>	<b>13/0</b>
<b>ED3.5</b>	Kris Reyes moved, and Scott Wedge seconded: <i>Encourage businesses that provide part-time and seasonal job opportunities for people of all ages, skills, and experience levels.</i>	<b>13/0</b>
<b>ED 3.6*</b>	<i>Encourage the development of businesses with strong minority outreach.</i>	<b>13/0</b>
<b>ED4.1*</b>	<i>Encourage the development of diverse, innovative, and sustainable business enterprises that reinforce Santa Cruz's position as a regional employment, visitor, and shopping center.</i>	<b>13/0</b>
<b>ED4.2</b>	Chip moved, and David Foster seconded: <i>Promote Santa Cruz as the principal retail, cultural, restaurant, entertainment and commercial destination in the region.</i>	<b>13/0</b>
<b>ED4.3</b>	Chip moved, and Michael Bethke seconded: <i>Develop strong and vibrant retail sectors serving local and regional shopping needs.</i>	<b>13/0</b>

<b>ED4.4</b>	David Foster moved, and Scott Daly seconded: <i>Promote Santa Cruz as a conference destination.</i>	<b>13/0</b>
<b>ED4.5</b>	Scott Daly moved, and Michael Bethke seconded: <i>Increase the promotion of Santa Cruz as a year-round tourist destination.</i>	<b>13/0</b>
<b>ED4.6*</b>	<i>Provide continuing support for cultural events and festivals.</i>	<b>13/0</b>
<b>ED4.7</b>	Scott Wedge moved, and Kaitilin Gaffney seconded: <i>Diversify the range of visitor attractions in Santa Cruz, particularly those that draw on the city's unique natural and cultural assets.</i>	<b>13/0</b>
<b>ED4.8</b>	David Foster moved, and Larry Kasparowitz seconded: <i>Facilitate visitor orientation to the city and its complete range of attractions.</i>	<b>13/0</b>
<b>ED4.9*</b>	<i>Support the retention of the city's core visitor attractions, and work with local owners to ensure a continuing high quality visitor experience for their patrons.</i>	<b>13/0</b>
<b>ED4.10*</b>	<i>Encourage the development of year-round businesses and visitor activities, resources, and destinations that are also attractive to local residents.</i>	<b>13/0</b>
<b>ED4.11</b>	<i>Ensure no net loss of lodging rooms in Santa Cruz, and encourage upgrades of existing lodging facilities.</i>	
<b>ED4.11B</b>	Rod Quartararo moved, and Kaitilin Gaffney seconded: <i>Discourage the conversion of lodging to housing.</i>	<b>12/1</b> SD opposed
<b>ED4.12*</b>	<i>Encourage the development of new lodging facilities, particularly those targeting a higher-end market and those providing additional visitor amenities (e.g., restaurants, spa facilities)</i>	<b>13/0</b>
<b>ED4.13*</b>	<i>Ensure Santa Cruz remains an attractive, safe, and welcoming city for tourist visitors.</i>	<b>13/0</b>
<b>ED5.1*</b>	<i>Nurture activity centers and business districts that serve neighborhoods and businesses, provide jobs, and meet local and regional needs.</i>	<b>13/0</b>
<b>ED5.2*</b>	<i>Provide for residents' daily shopping needs in local-serving neighborhood commercial centers.</i>	<b>13/0</b>

<b>ED5.3*</b>	<i>Encourage more intensive and higher quality ground floor retail development along the city's major commercial corridors.</i>	<b>13/0</b>
<b>ED5.4</b>	Scott Wedge moved, and Michael Bethke seconded: <i>Retain and strengthen the Westside District as a key location for business and industry in Santa Cruz.</i>	<b>13/0</b>
<b>ED5.5</b>	Charlie Keutmann moved, and Michael Bethke seconded: <i>Accommodate a variety of business types in the Westside District.</i>	<b>13/0</b>
<b>ED5.6</b>	David Foster moved, and Michael Bethke seconded: <i>Ensure that appropriate land and supporting infrastructure is available to serve existing and future Westside business development.</i>	<b>13/0</b>
<b>ED5.7</b>	Rod Quartararo moved, and David Foster seconded: <i>Consider the development of new, regional-serving retail stores in the Harvey West area that complement existing businesses.</i>	<b>11/2</b> KG & Chip opposed
<b>ED5.8</b>	David Subocz moved, and Scott Daly seconded: <b>This policy is DELETED:</b> <i>Continue support for the art center in Harvey West.</i>	<b>8/5</b>
<b>ED5.9*</b>	<i>Improve access to and from Harvey West, including a possible new access to Highway 1 and a better connection to the Downtown.</i>	<b>13/0</b>
<b>ED5.12*</b>	<i>Concentrate and intensify office development within the Downtown.</i>	<b>13/0</b>
<b>ED5.13*</b>	<i>Support the creative reuse of buildings for commercial and office uses complementary to the Downtown.</i>	<b>13/0</b>
<b>ED5.15*</b>	<i>Revitalize the Lower Pacific area (Pacific Avenue south of Cathcart Street).</i>	<b>13/0</b>
<b>ED5.17*</b>	<i>Support redevelopment of the light industrial properties on Murray Street in Seabright, including introduction of more land intensive commercial uses and/or mixed-use development, provided that such uses are compatible with existing residential development.</i>	<b>13/0</b>
<b>ED5.19*</b>	<i>Promote Seabright area beaches and the harbor to play a more significant role as Santa Cruz visitor attractions.</i>	<b>13/0</b>
<b>ED5.20*</b>	<i>Retain and strengthen the clusters of medical office and professional office businesses south of Soquel Avenue in the</i>	<b>13/0</b>

	<i>Eastside.</i>	
<b>ED5.23*</b>	<i>Apply creative and flexible approaches to parking supply issues along commercial corridors.</i>	<b>13/0</b>
<b>ED5.27*</b>	<i>Encourage and support the assemblage of parcels in the Beach Area for the development of lodging, conferencing facilities, or other visitor services.</i>	<b>13/0</b>
<b>ED5.28*</b>	<i>Continue and expand marketing efforts in the Beach Area.</i>	<b>13/0</b>
<b>ED5.31*</b>	<i>Coordinate and expand services and employment throughout the Beach Area.</i>	<b>13/0</b>
<b>ED5.33*</b>	<i>Pursue multi-story development of surface parking lots.</i>	<b>13/0</b>
<b>ED5.37*</b>	<i>Encourage creative and flexible approaches to parking supply along Ocean Street.</i>	<b>13/0</b>
<b>ED6.1*</b>	<i>Support positive relations and open dialog with UCSC.</i>	<b>13/0</b>

**Written Communications –**

- Economic Elements of the 2020 General Plan, Santa Cruz Chamber of Commerce, by Executive Director Bill Tysseling

**Adjournment – 10:13 pm**

The General Plan Advisory Committee will adjourn to a meeting to be held on **April 12, 2007 at 7:00 p.m.** in the Police Community Room.

*The GPAC allows time for public comment on agenda items, and members of the public are invited to participate. The audience will be given an opportunity to comment on any item on the agenda.*