Overview

- Community Context
- Planning 101
- Zoning 101
- Urban Form
Why are we here?

- Discuss land use principles
- Develop knowledge of the land use plan
- Understanding zoning
- How do we best plan for redevelopment?
City Population - Growth Happens

- 1950: 21,790
- 1960: 21,790
- 1970: 21,790
- 1980: 21,790
- 1990: 21,790
- 2000: 21,790
- 2010: 21,790
- 2015: 62,752
HOUSING NEEDS OVER TIME

18 yrs old
Student living in a dorm or apartment with roommates

26 yrs old
Young Professional living alone or with roommates in an apartment or house

35 yrs old
Young Family with small children who owns or rents a small or medium unit or house

48 yrs old
Family with older children who owns or rents a larger unit or house

68 yrs old
Older Couple downsizing to a smaller unit or senior housing
Single Residences Dominate City Land

17,243 Parcels Of Land

- Single Residence on a Parcel: 10,290 Parcels
- All Other Uses Combined

60% of All Parcels
Single family detached
PLANNING 101
Think Globally, Act Locally

- Global growth
- Urbanization
- Climate change
- We are all in this together
- Why growth? Why here?
- Why do we have to be part of this?
State Framework

• AB32 (2006): California Global Warming Solutions Act
  • Reduce greenhouse gas emissions in California to 1990 levels by the year 2020.
  • Transportation strategy: reduce vehicle use and/or vehicle miles traveled
State Framework

• SB375 (2008): Sustainable Communities and Climate Protection Act
  • Key: connect housing to transportation
Regional Framework
RHNA

• What is it?
• What does it mean?
• Does it have teeth?
State Law

• Affordable Housing Bill Package – Signed 9/29/2017
  • SB2: The Permanent Funding Source
  • SB3: $4 Billion Housing Bond
  • SB35: Streamlined Approval Process for Housing Projects
  • AB1505: The Return of Inclusionary Housing
  • AB 678/SB167/AB1515: Strengthening Anti-NIMBY Law
  • SB540/AB73: Workforce Housing and Housing Sustainable Dists.
  • AB1397/SB166: No Net Loss Zoning
  • AB72/SB879: Housing Elements
  • AB 1521: Expiring Affordability Restrictions
  • AB571: Farmworker Housing
LOCAL PLANNING AND POLICY CONTEXT
The Greenbelt, Measure O
General Plan 2030

• Adopted in 2012
• Provides a vision for Santa Cruz that aims to preserve diversity while creating a satisfying quality of life for both locals and visitors.
• Robust public participation and GPAC during the planning process
Our Values are reflected in the General Plan

• We are: locals, immigrants, tourists, students, children, families, workers, innovators, artists

• We need: local workers, and Silicon Valley

• We support: local innovations, and want to grow your business here

• We love: education, and we value UCSC
Our Values are reflected in the General Plan

• We support: walking, biking, and transit, but also cars

• We value: people all along the income spectrum

• We are: inclusive in thought, and inclusive in action
General Plan Guiding Principles - 2012

• Natural Resources
• Neighborhood Integrity and Housing
• The University
• Mobility
• Prosperity for All
• A Dependable Municipal Tax Base
• A Balanced Community
• Education
• Arts and Culture
• Community Facilities and Services
• An Involved Citizenry
Land Use Planning Influences

Regulatory

Best Planning Practices

Community Values
Land use: What Can The City Do?

- Inclusionary Housing
- Density Bonus
- Support Sustainable Development
- Alternative Housing Types
- Parking/Transportation
- Regulatory Reform
- Rezoning
- Alternative Housing Types
- Support Sustainable Development
- City
Sustainable Development

Goal LU3.7 Encourage *higher-intensity* residential uses and *maximum densities* in accordance with the General Plan Land Use designations.

Policy LU3.3.1 Amend the Zoning Ordinance to discourage strip commercial development in favor of *clustered commercial* and mixed-use development along *transit corridors*.

Goal LU3.2: Maintain lands currently designated for industrial and office in land use designations that promote *job creation* and retention.
City Areas of Influence (10/3/2017 Presentation)

- Public Policy
  - Policy—including zoning, density, and design requirements—must allow the developer to build a profitable product.

- Land
  - The developer must be able to control the site with reasonable acquisition costs.

- Market Feasibility
  - The developer must see sufficient demand for space to support a profitable project.

- Capital
  - Developers must be able to access the resources for development, including equity investment, bank loans, or other sources of funds.
ZONING 101
City Population - Growth Happens

Measure O Initiative
Greenbelt and Growth Management
Zoning Regulations

- Development Standards
  - Floor Area Ratio / Lot Coverage
  - Height
    - Low/Mid/High Rise
  - Setbacks
  - Stepbacks
  - Density / lot size
  - Parking

- Use Allowances
  - Principally Permitted
  - Conditional Uses
Available Area
6830 Acres
Restricted Parcels
Parks and Open Space Lands

Available Area
4830 Acres
Restricted Parcels
Open Spaces, R-1 and RS

Available Area
2722 Acres

Legend
- City Limit
- Assessors Parcels
- Accepted Area 39.8%
Restricted Parcels
PK, R-1, RS, IG, CB, PF, PA

Available Area
1008 Acres
Restricted Parcels
PK, R-1, RS, IG, CB, PF, PA, RL, RTC

Available Area
506 Acres

Legend
- City Limit
- Assessor's Parcels
- Accepted Area 7.4%
Restricted Parcels
PK, R-1, RS, IG, CB, PF, PA, RL, RTC, RTD, RM

Available Area
304 Acres

4.5%
Available Area
304 Acres
Zoning Map from 1953
Current zoning map
So how do we accommodate smart growth?

- **Implement General Plan 2030**
- **Compact, mixed use, “change areas”**
  - Concentrate density on corridors and downtown
    - Varied land use and mobility options
  - Reduce greenhouse gas emissions and sprawl.
URBAN FORM

How zoning regulations influence community character
Urban Form
Streetscape – the Public Realm

- Street widths
- Sidewalk widths
- Landscaping, furniture, lighting
- Public spaces
Streetscape – the Public Realm
Regulatory Tools – the Private Realm

- General Plan
  - Goals, Policies, Uses
- Specific & Area Plans
  - Design Guidelines
- Zoning Code
  - Floor Area Ratio
  - Lot Coverage
  - Height
  - Setbacks
  - Stepbacks
  - Uses
  - Density
  - Process
Architectural Style

• The popularity of style comes and goes
• Style is personal taste
• Regulating style only works in monoculture settings like Santa Fe and Santa Barbara
What style is Santa Cruz?
Low Rise
Mid Rise

Fine Arts Building
High Rise
Density- it’s on the inside

39 dwelling units per acre (du/a)

72 du/a
Seabright Terrace- 16 du/a

Walnut Commons- 59 du/a
1111 Ocean- 49.5 du/a

El Camino and Washington- 100 du/a
General Plan Density Policy LU3.8
(Revised March 22, 2016)

- Allow the following residential uses to exceed the maximum densities in this chapter:
  - Single Room Occupancy (SRO) Units;
  - Small Ownership Units (SOU);
  - Small Studio and one-bedroom units;
  - Accessory Dwelling Units (ADU); and
  - Density Bonus Units.
Single Room Occupancy (SRO)

- 150-400 sq ft
- Residential hotel, motel, facility
- Shared or separate kitchen
- Shared or separate bathroom

Small Ownership Unit (SOU)

- 400-650 sq ft
- 1 bedroom or less
- For sale
Floor Area Ratio (FAR)
Height
Setbacks
Stepbacks

Building cross-section with upper level stepback requirements indicated
Regulatory Balance

Requirements

Flexibility
SURF CITY.

We are a full service city.
EVERY UNIT COUNTS.

Each unit can house your teacher, your friend, and your coworkers.
DENSITY IS WHAT’S ON THE INSIDE.

It describes one aspect of a building. Buildings of the exact same size can have drastically different densities.
DEVELOPERS ARE OUR PARTNERS.

They upgrade building stock and improve community attractiveness and quality of life.
OUR COMMUNITY WILL FACE IMPACTS FROM NEW DEVELOPMENT…

Our policies considered this and have a plan of action.
OUR COMMUNITY WILL FACE IMPACTS WITHOUT NEW DEVELOPMENT…

Population will increase, and without housing options in our community, people will double up, spend more, and travel from further away to our community.
WE PLAN FOR FUTURE GENERATIONS

We support: environmental, economic, and fiscal sustainability; mobility; community facilities and services; arts and culture; and prosperity for all.
Up Next

• October 24
  • BRIDGE Housing – Economics of Affordable Housing

• November 7
  • Housing and Community Connections Part II
  • Water
  • Parks
  • Schools
  • Traffic
  • Parking
  • Adjacency to neighborhoods
Let’s Talk

• Questions on the presentation?
• Agree on principles?
• Thoughts on the land use plan?
• Thoughts on the zoning code?
• How do we best plan for redevelopment in the identified areas?